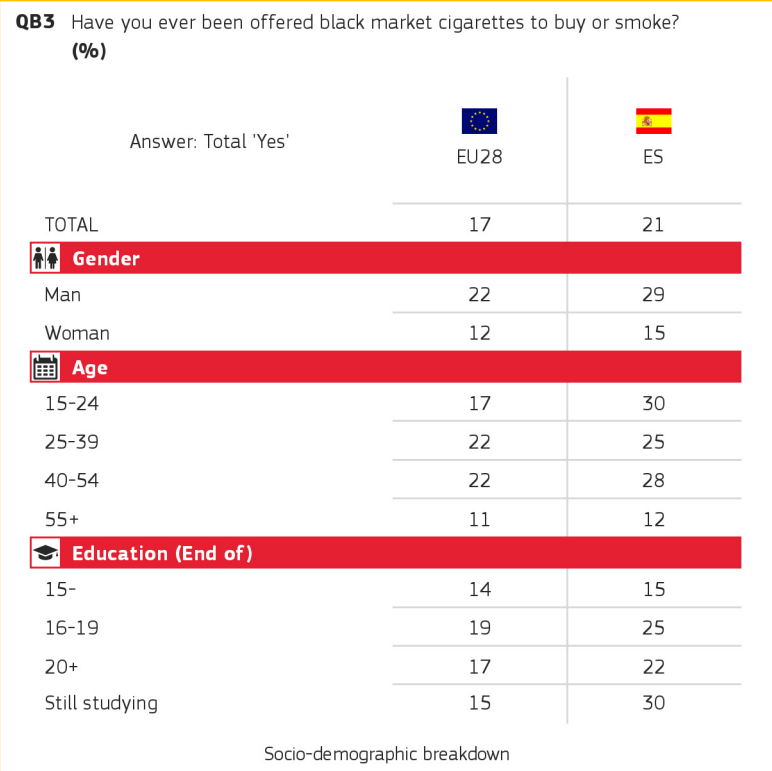
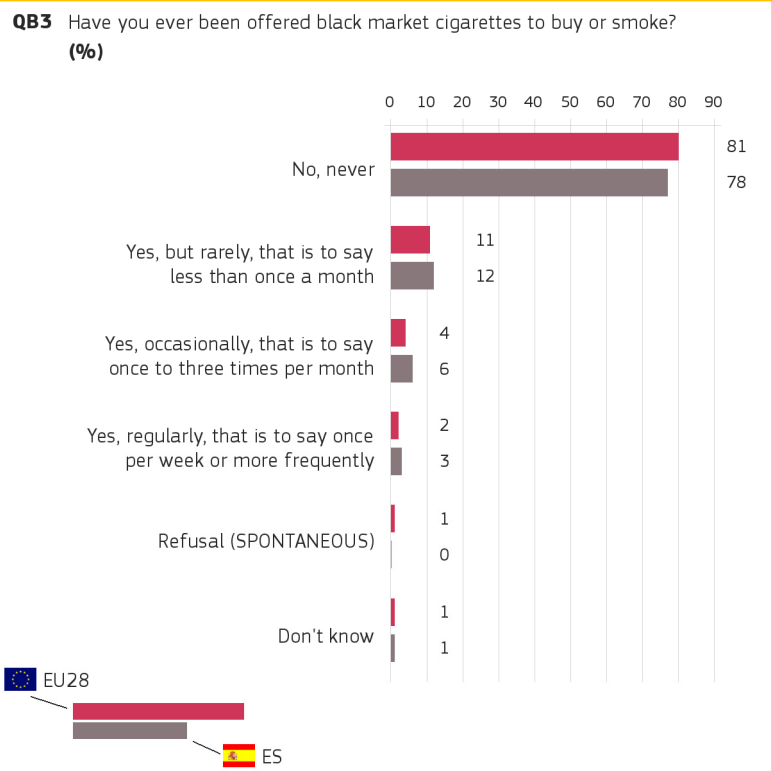


27.643 interviews
04 > 20 / 12 / 2018

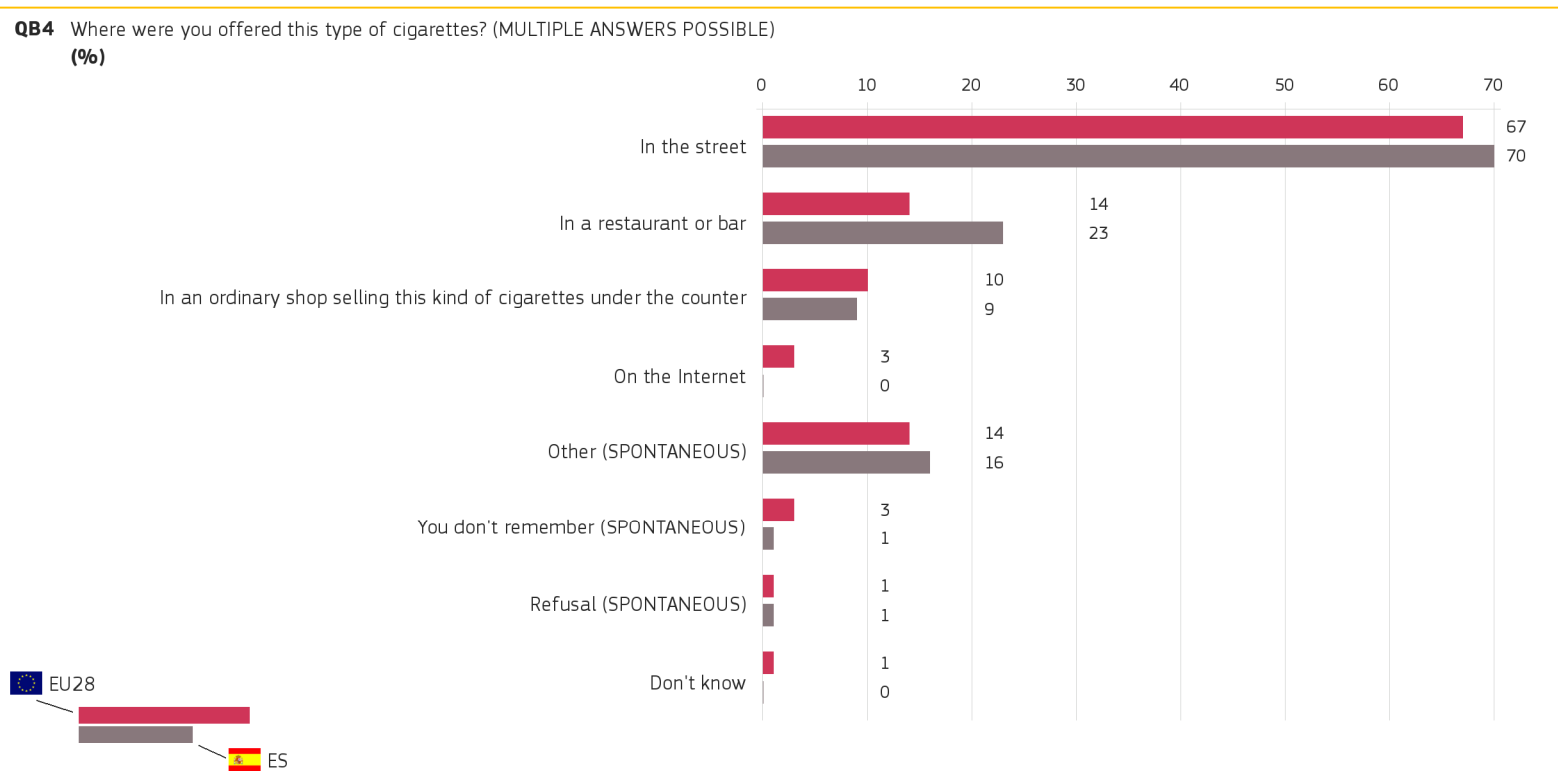
1.007 interviews
05 > 17 / 12 / 2018

Methodology: face-to-face

1. PENETRATION OF CIGARETTES IN THE BLACK MARKET



2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (1/2)



27.643 interviews
04 > 20 / 12 / 2018

1.007 interviews
05 > 17 / 12 / 2018

Methodology: face-to-face

2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (2/2)

QB4 Where were you offered this type of cigarettes?
(MULTIPLE ANSWERS POSSIBLE)
(%)

	EU28	ES
Answer: In the street		
TOTAL	67	70
Gender		
Man	67	69
Woman	65	71
Age		
15-24	74	81
25-39	64	68
40-54	66	63
55+	66	77
Education (End of)		
15-	66	80
16-19	64	67
20+	69	67
Still studying	68	68

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

QB4 Where were you offered this type of cigarettes?
(MULTIPLE ANSWERS POSSIBLE)
(%)

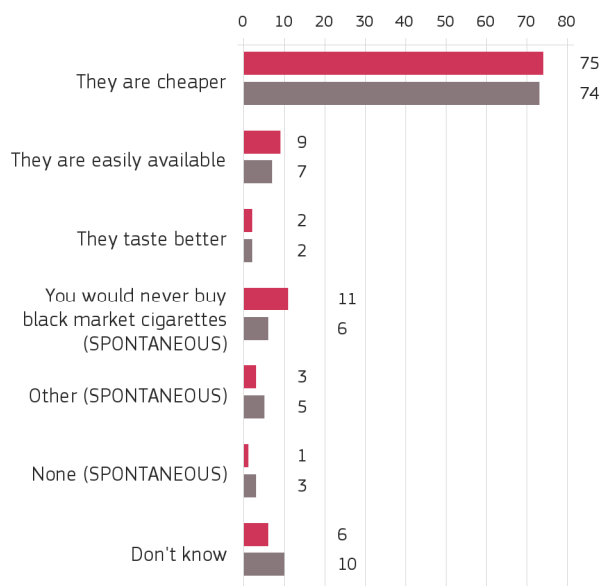
	EU28	ES
Answer: In a restaurant or bar		
TOTAL	14	23
Gender		
Man	16	26
Woman	11	17
Age		
15-24	16	16
25-39	12	18
40-54	15	30
55+	15	24
Education (End of)		
15-	18	26
16-19	13	14
20+	15	30
Still studying	12	26

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

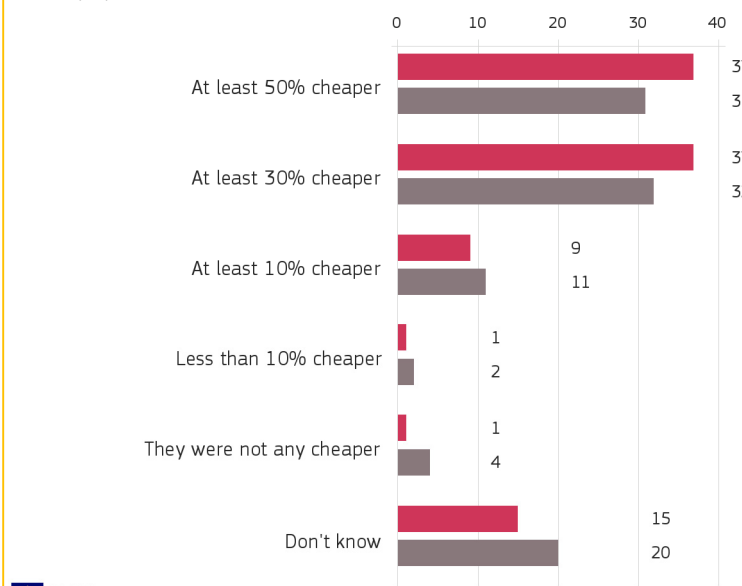
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

QB7 From your point of view, what are the main reasons for smoking black market cigarettes? (MAX. 2 ANSWERS)
(%)



Base: all respondents

QB5 Approximately how much cheaper, if at all, were the black market cigarettes offered to you compared to legal cigarettes?
(%)



Base: respondents who have been offered black market cigarettes to buy or smoke

27.643 interviews
04 > 20 / 12 / 2018

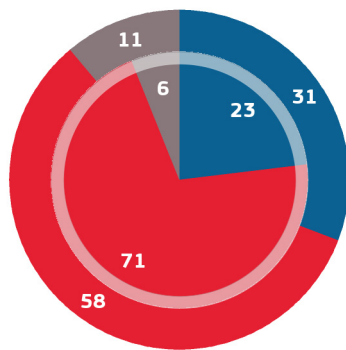
1.007 interviews
05 > 17 / 12 / 2018

Methodology: face-to-face

Spain

4. CONFIDENCE IN ABILITY TO DISTINGUISH A PACKET OF BLACK MARKET CIGARETTES FROM A LEGAL PACKET

QB6 How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)



● Total 'Confident'
● Total 'Not confident'
● Don't know

EU28 Outer pie ES Inner pie

Base: all respondents

QB6 How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)

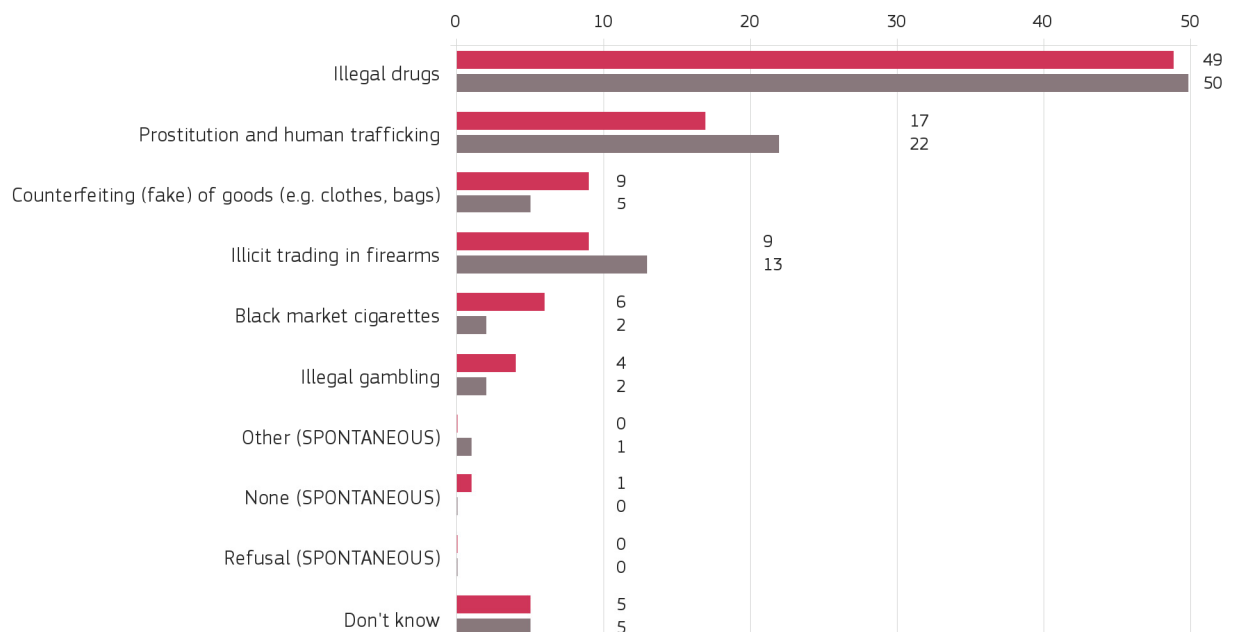
Answer: Total 'Confident'	EU28	ES
TOTAL	31	23
Gender		
Man	38	29
Woman	24	18
Age		
15-24	32	22
25-39	38	30
40-54	35	29
55+	24	14
Education (End of)		
15-	27	18
16-19	36	28
20+	29	25
Still studying	27	16

Socio-demographic breakdown

Base: all respondents

5. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

QB8a Within the EU, which of the following do you think is the most important source of revenue for organised crime? (%)



Base: all respondents

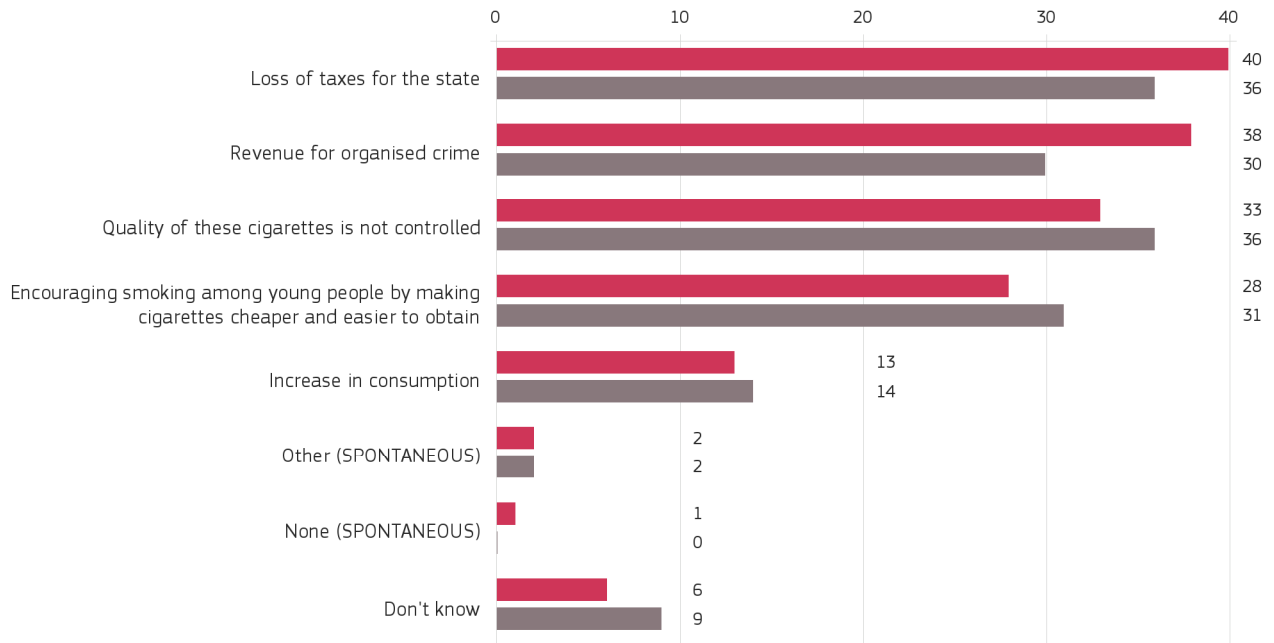
27.643 interviews
04 > 20 / 12 / 2018

1.007 interviews
05 > 17 / 12 / 2018

Methodology: face-to-face

6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)



Base: all respondents

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)

Answer	EU28 (%)	ES (%)
Answer: Loss of taxes for the state		
TOTAL	40	36
Gender		
Man	44	40
Woman	37	32
Age		
15-24	29	21
25-39	41	35
40-54	43	39
55+	42	39
Education (End of)		
15-	41	37
16-19	42	35
20+	42	39
Still studying	28	20

Socio-demographic breakdown

Base: all respondents

QB9 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)
(%)

Answer	EU28 (%)	ES (%)
Answer: Encouraging smoking among young people by making cigarettes cheaper and easier to obtain		
TOTAL	28	31
Gender		
Man	27	30
Woman	30	31
Age		
15-24	34	47
25-39	27	26
40-54	27	30
55+	28	30
Education (End of)		
15-	29	33
16-19	27	28
20+	28	26
Still studying	35	52

Socio-demographic breakdown

Base: all respondents