

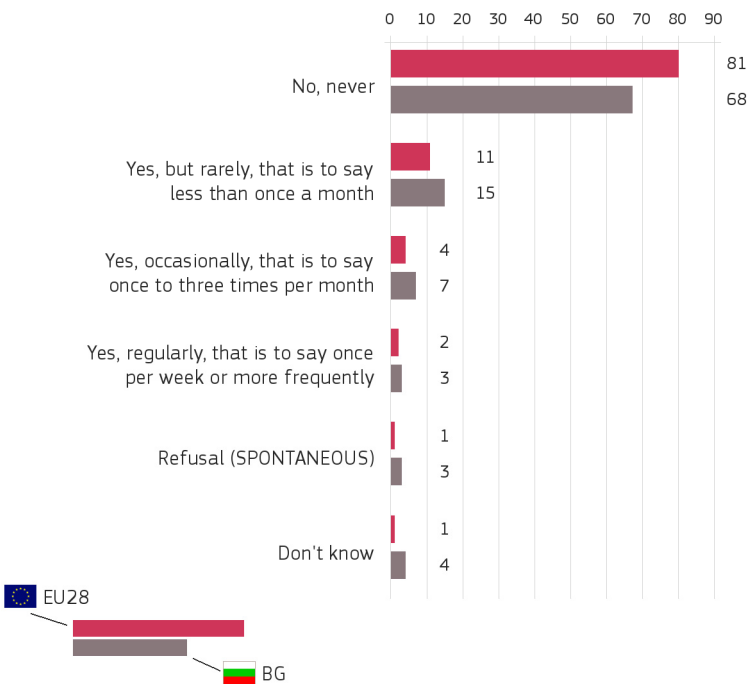
27.643 interviews  
04 > 20 / 12 / 2018

1.034 interviews  
04 > 16 / 12 / 2018

Methodology: face-to-face

## 1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

**QB3** Have you ever been offered black market cigarettes to buy or smoke? (%)



Base: all respondents

**QB3** Have you ever been offered black market cigarettes to buy or smoke? (%)

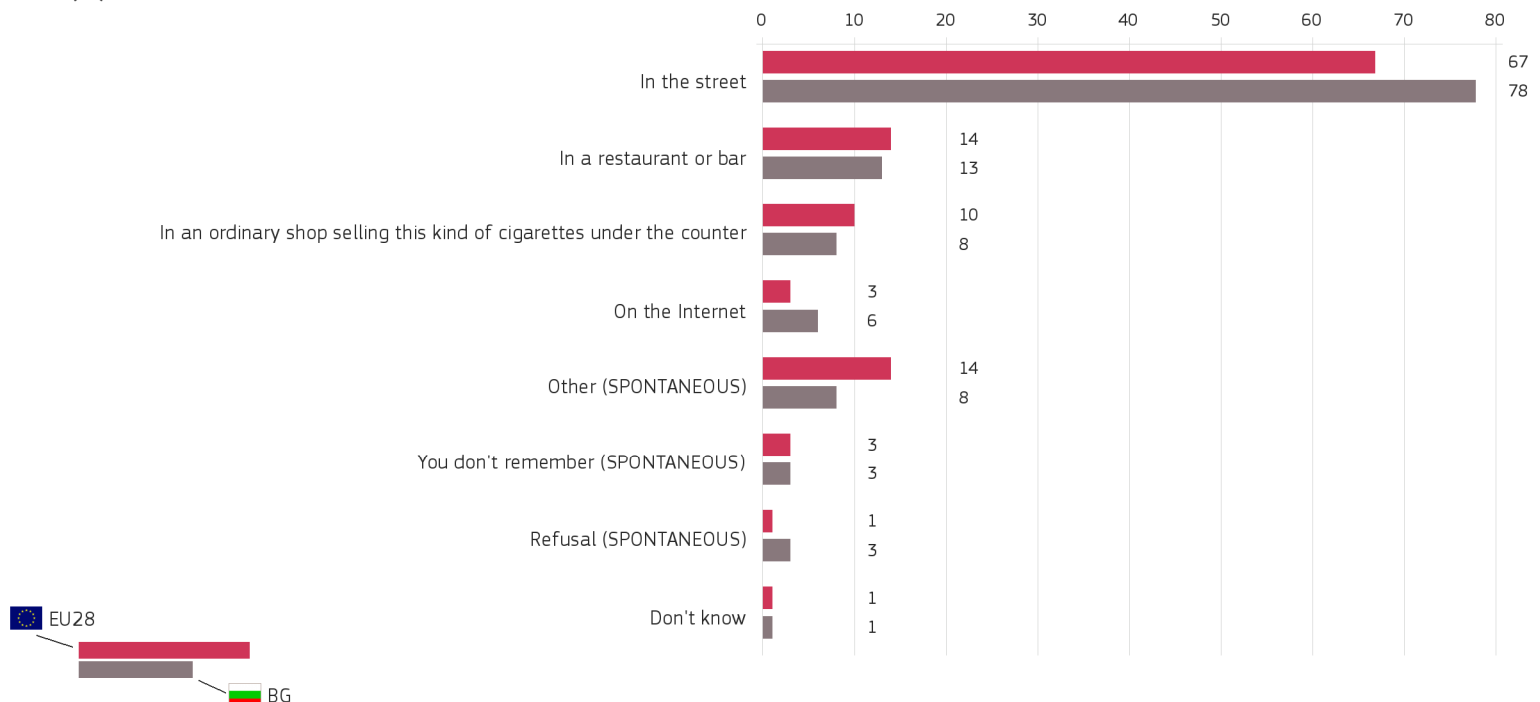
Answer: Total 'Yes'	EU28 (%)	BG (%)
TOTAL	17	25
<b>Gender</b>		
Man	22	32
Woman	12	19
<b>Age</b>		
15-24	17	20
25-39	22	30
40-54	22	29
55+	11	22
<b>Education (End of)</b>		
15-	14	18
16-19	19	27
20+	17	25
Still studying	15	14

Socio-demographic breakdown

Base: all respondents

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

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



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

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

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

	EU28	BG
Answer: In the street		
TOTAL	67	78
<b>Gender</b>		
Man	67	73
Woman	65	85
<b>Age</b>		
15-24	74	73
25-39	64	77
40-54	66	83
55+	66	77
<b>Education (End of)</b>		
15-	66	65
16-19	64	75
20+	69	87
Still studying	68	89

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)  
(%)

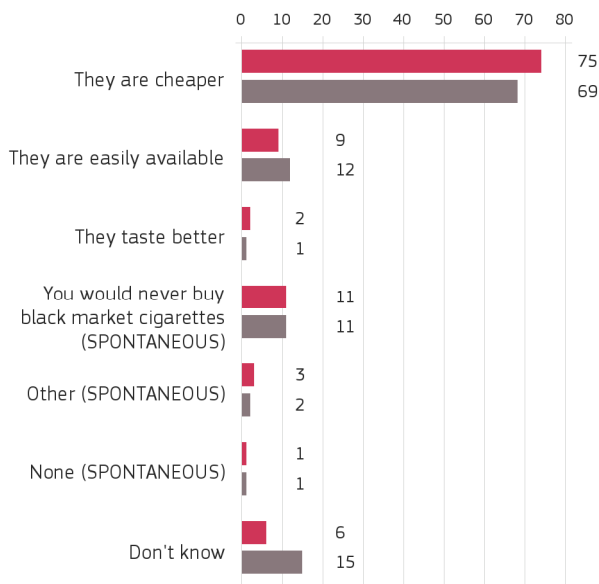
	EU28	BG
Answer: In a restaurant or bar		
TOTAL	14	13
<b>Gender</b>		
Man	16	13
Woman	11	13
<b>Age</b>		
15-24	16	20
25-39	12	15
40-54	15	9
55+	15	12
<b>Education (End of)</b>		
15-	18	19
16-19	13	10
20+	15	19
Still studying	12	20

Socio-demographic breakdown

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

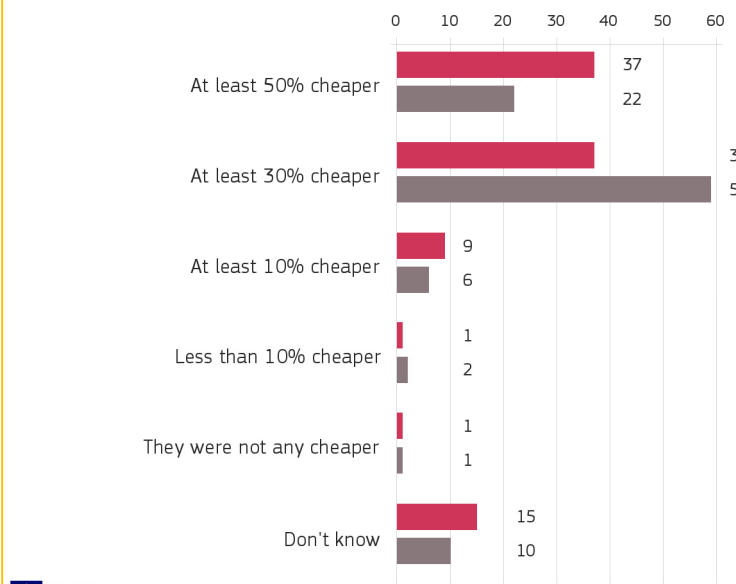
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**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

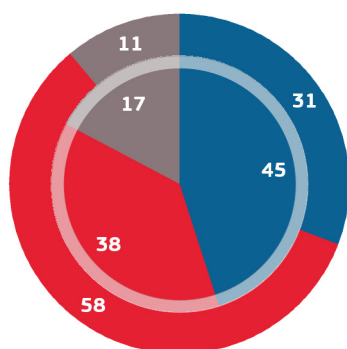
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#### 4. CONFIDENCE IN ABILITY TO DISTINGUISH A PACKET OF BLACK MARKET CIGARETTES FROM A LEGAL PACKET

**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    BG 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? (%)

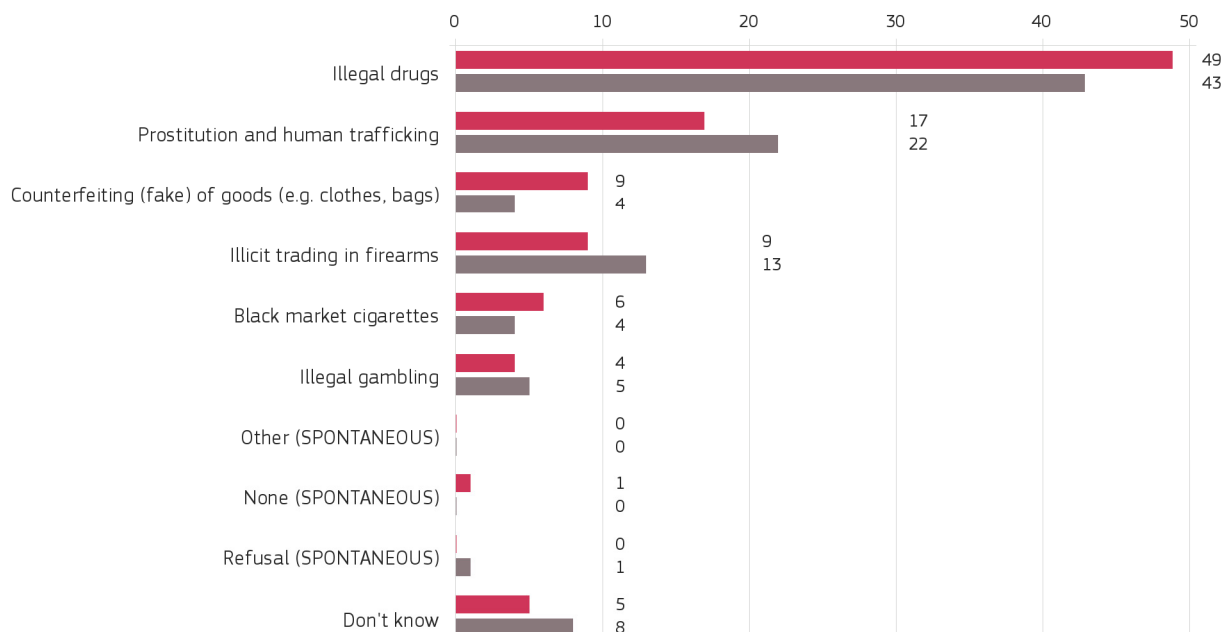
Answer: Total 'Confident'	EU28	BG
TOTAL	31	45
<b>Gender</b>		
Man	38	55
Woman	24	35
<b>Age</b>		
15-24	32	31
25-39	38	55
40-54	35	60
55+	24	34
<b>Education (End of)</b>		
15-	27	38
16-19	36	46
20+	29	50
Still studying	27	25

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

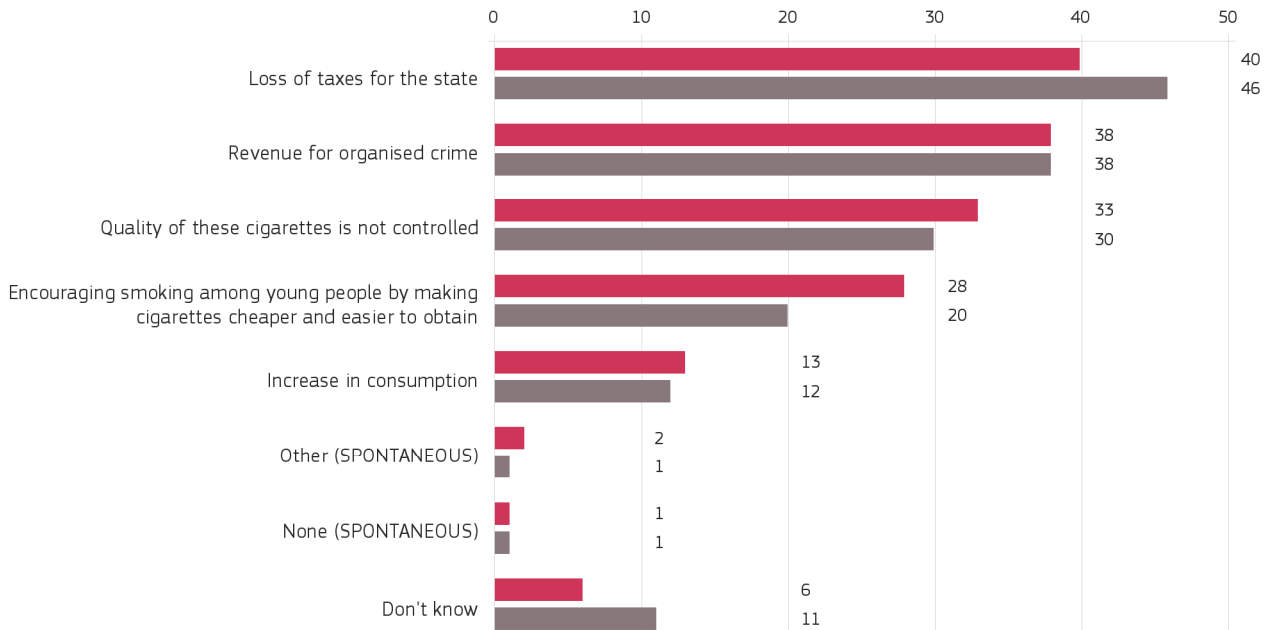
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Methodology: face-to-face

## 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 (%)	BG (%)
Answer: Loss of taxes for the state	40	46
<b>TOTAL</b>	<b>40</b>	<b>46</b>
<b>Gender</b>		
Man	44	48
Woman	37	43
<b>Age</b>		
15-24	29	37
25-39	41	43
40-54	43	48
55+	42	48
<b>Education (End of)</b>		
15-	41	32
16-19	42	47
20+	42	51
Still studying	28	33

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 (%)	BG (%)
Answer: Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	28	20
<b>TOTAL</b>	<b>28</b>	<b>20</b>
<b>Gender</b>		
Man	27	19
Woman	30	21
<b>Age</b>		
15-24	34	10
25-39	27	18
40-54	27	22
55+	28	22
<b>Education (End of)</b>		
15-	29	14
16-19	27	21
20+	28	22
Still studying	35	9

Socio-demographic breakdown

Base: all respondents