

27.672 interviews  
28 / 11 > 07 / 12 / 2015

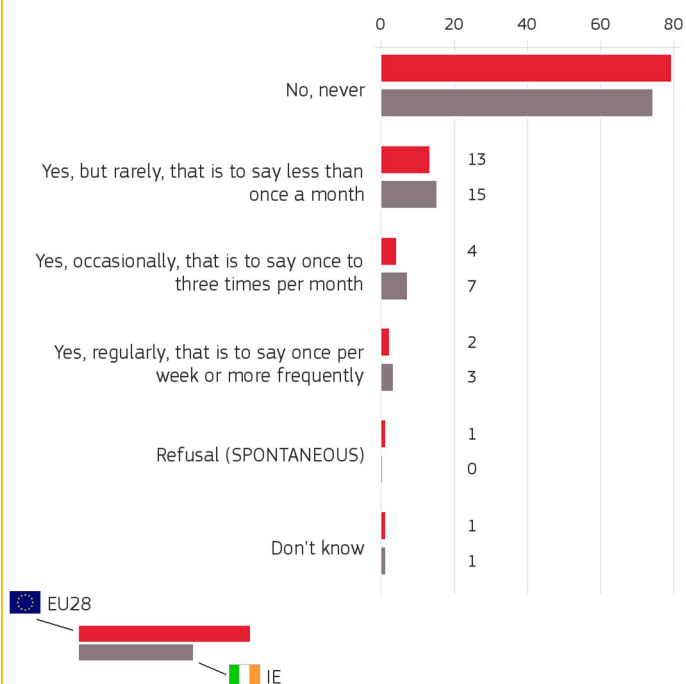
1.000 interviews  
28 / 11 > 07 / 12 / 2015

Methodology: face-to-face

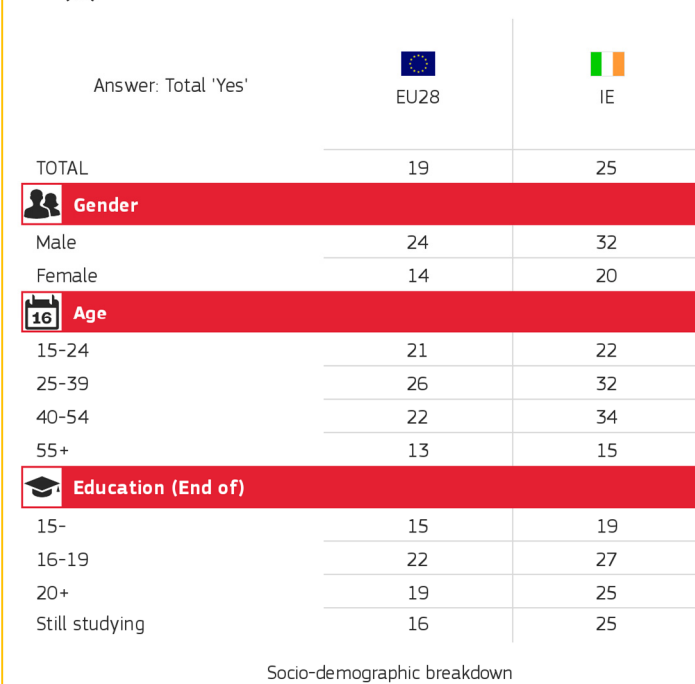
IRELAND

## 1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

QC2 Have you ever been offered black market cigarettes to buy or smoke? (%)

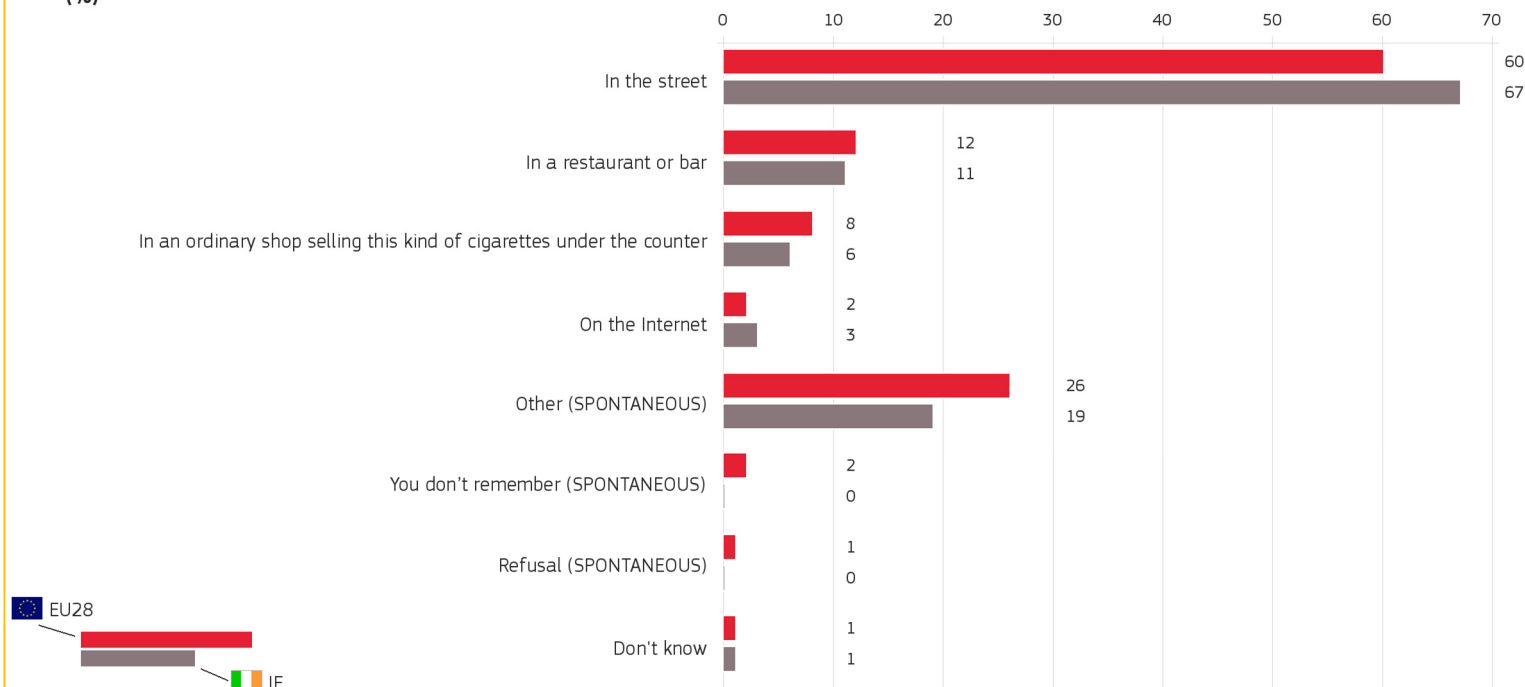


QC2 Have you ever been offered black market cigarettes to buy or smoke? (%)



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

QC3 Where were you offered this type of cigarettes? (MULTIPLE ANSWERS POSSIBLE) (%)



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

27.672 interviews  
28 / 11 > 07 / 12 / 2015

1.000 interviews  
28 / 11 > 07 / 12 / 2015

Methodology: face-to-face

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

**QC3** Where were you offered this type of cigarettes? (MULTIPLE ANSWERS POSSIBLE) (%)

Answer: In the street	EU28	IE
TOTAL	60	67
<b>Gender</b>		
Male	62	67
Female	57	68
<b>Age</b>		
15-24*	60	64
25-39	60	69
40-54	60	61
55+*	59	79

Socio-demographic breakdown

**QC3** Where were you offered this type of cigarettes? (MULTIPLE ANSWERS POSSIBLE) (%)

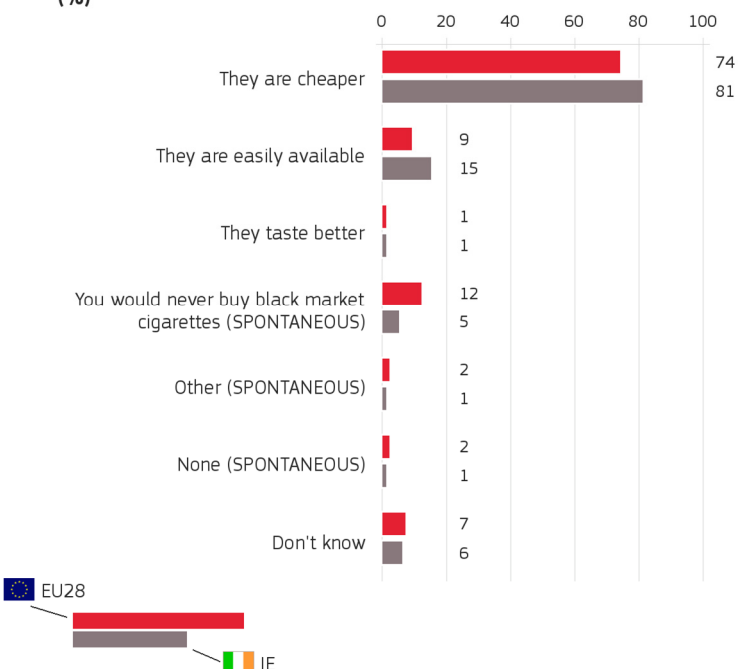
Answer: In a restaurant or bar	EU28	IE
TOTAL	12	11
<b>Gender</b>		
Male	13	14
Female	12	8
<b>Age</b>		
15-24*	10	19
25-39	13	11
40-54	13	15
55+*	13	0

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke  
\* Insufficient base: results should be interpreted with caution

## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**QC4** From your point of view, what are the main reasons for smoking black market cigarettes? (MAX. 2 ANSWERS) (%)



**QC4** From your point of view, what are the main reasons for smoking black market cigarettes? (MAX. 2 ANSWERS) (%)

Answer: They are cheaper	EU28	IE
TOTAL	74	81
<b>Gender</b>		
Male	76	83
Female	72	80
<b>Age</b>		
15-24	71	81
25-39	78	83
40-54	76	83
55+*	71	79
<b>Education (End of)</b>		
15-	70	78
16-19	75	83
20+	77	82
Still studying	71	79

Socio-demographic breakdown

27.672 interviews  
28 / 11 > 07 / 12 / 2015

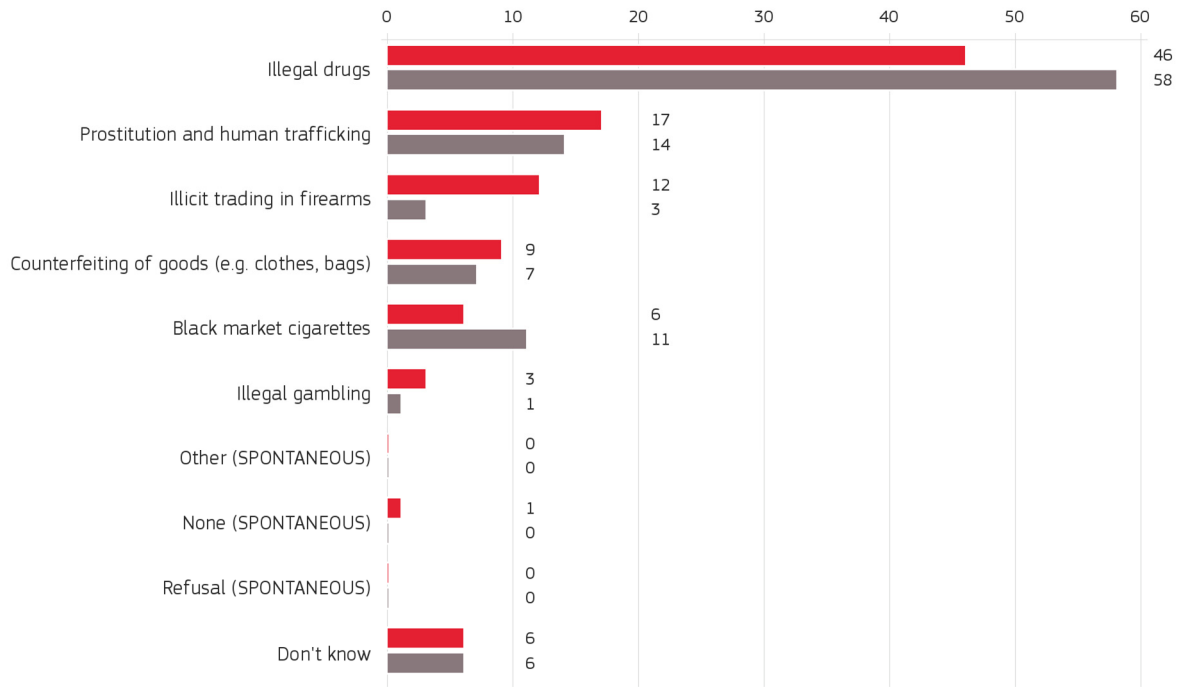
1.000 interviews  
28 / 11 > 07 / 12 / 2015

Methodology: face-to-face

IRELAND

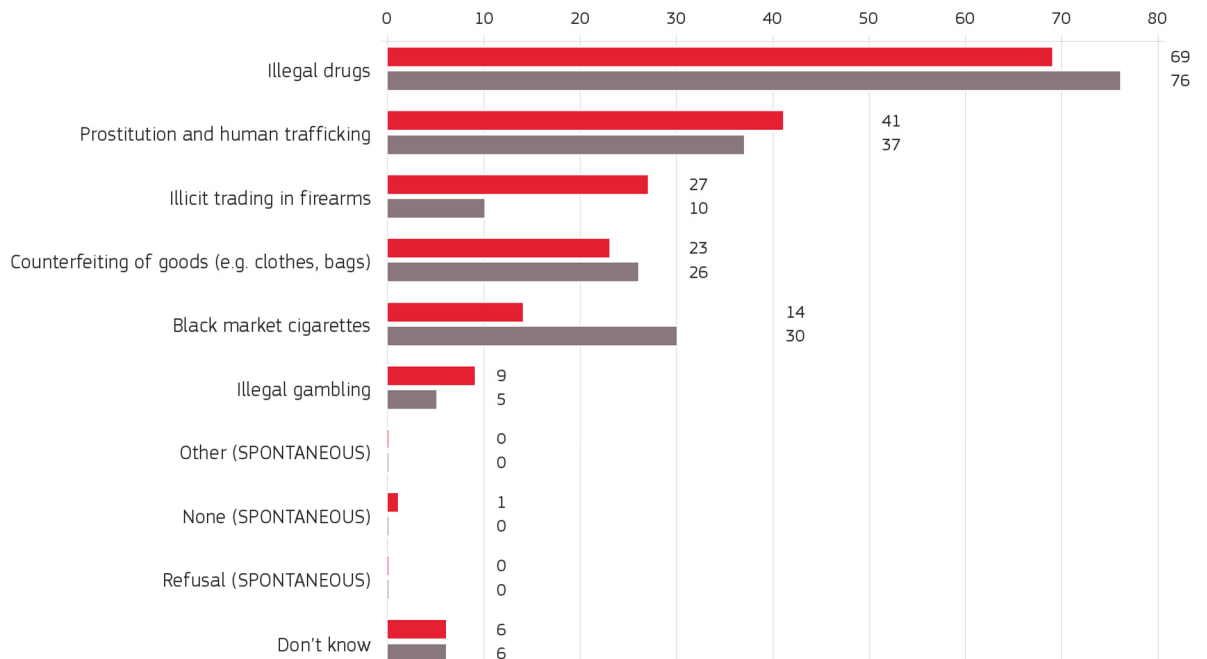
#### 4. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

**QC5a** Within the EU, which of the following do you think is the most important source of revenue for organised crime?  
(%)



#### 5. TWO MOST IMPORTANT SOURCES OF REVENUE FOR ORGANISED CRIME

**QC5T** Within the EU, which of the following do you think is the most important source of revenue for organised crime? And which do you think is the second most important?  
(MAX. 2 ANSWERS)  
(%)



27.672 interviews  
28 / 11 > 07 / 12 / 2015

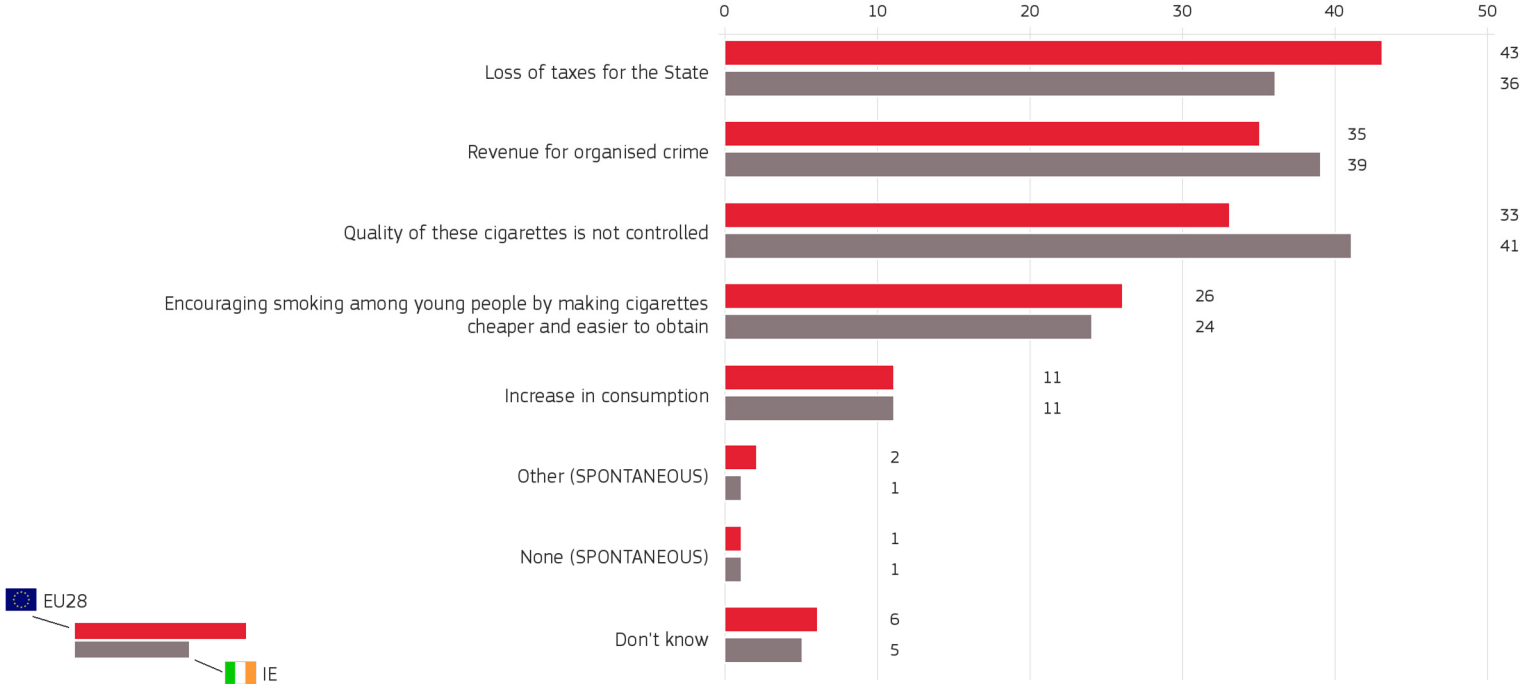
1.000 interviews  
28 / 11 > 07 / 12 / 2015

Methodology: face-to-face

IRELAND

6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

QC6 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS) (%)



QC6 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS) (%)

Answer: Loss of taxes for the State	EU28	IE
TOTAL	43	36
<b>Gender</b>		
Male	45	41
Female	41	31
<b>Age</b>		
15-24	35	29
25-39	41	30
40-54	46	39
55+	44	42
<b>Education (End of)</b>		
15-	40	36
16-19	45	36
20+	44	37
Still studying	37	33

Socio-demographic breakdown

QC6 From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS) (%)

Answer: Revenue for organised crime	EU28	IE
TOTAL	35	39
<b>Gender</b>		
Male	37	42
Female	33	36
<b>Age</b>		
15-24	30	24
25-39	35	40
40-54	36	40
55+	36	43
<b>Education (End of)</b>		
15-	30	39
16-19	35	36
20+	40	46
Still studying	33	34

Socio-demographic breakdown