

27.643 interviews
04 > 20 / 12 / 2018

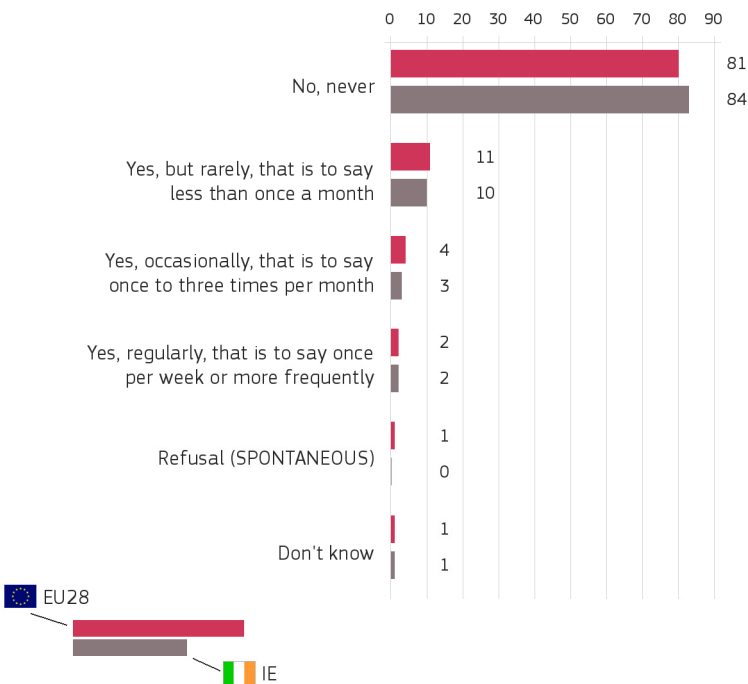
1.001 interviews
04 > 20 / 12 / 2018

Methodology: face-to-face

Ireland

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? (%)

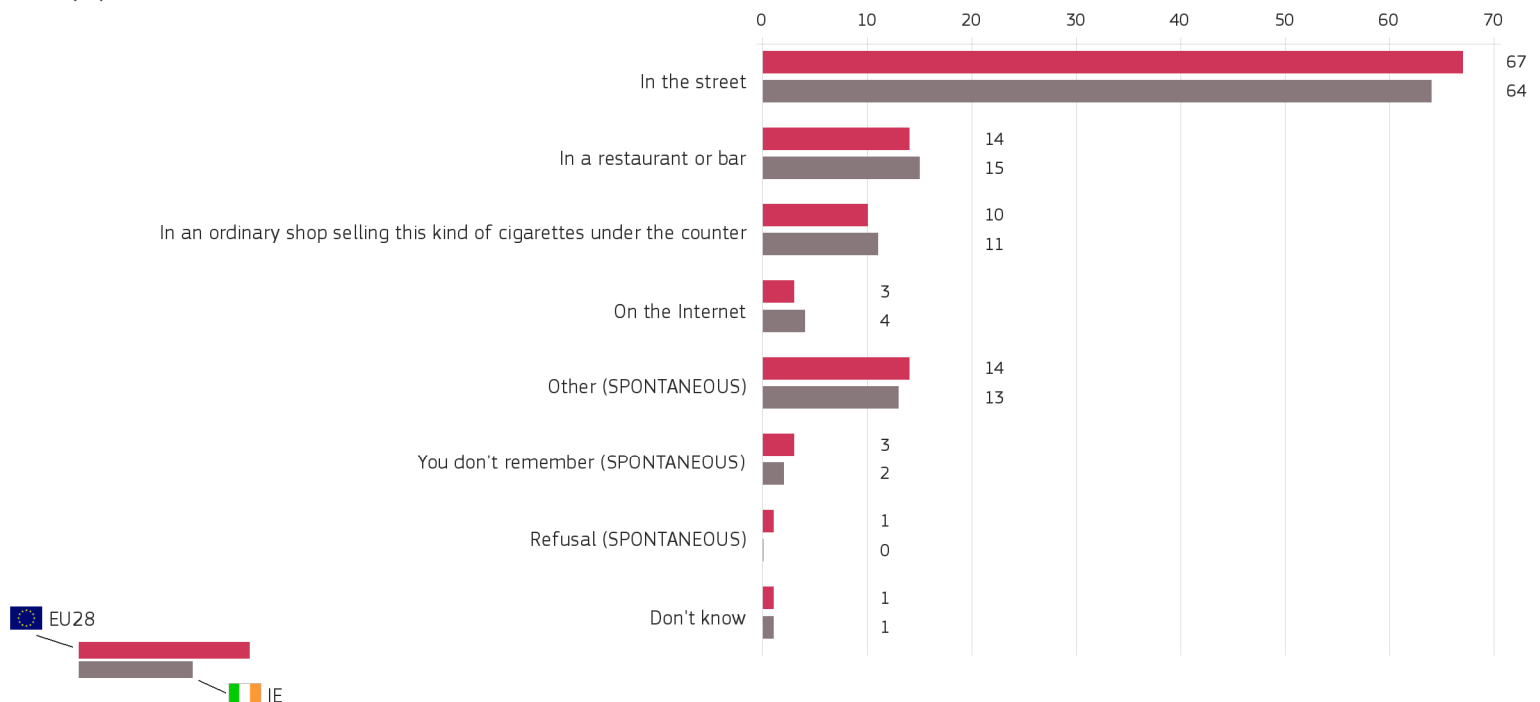
| Answer: Total 'Yes' | EU28 (%) | IE (%) |
|---------------------------|----------|--------|
| TOTAL | 17 | 15 |
| Gender | | |
| Man | 22 | 18 |
| Woman | 12 | 13 |
| Age | | |
| 15-24 | 17 | 14 |
| 25-39 | 22 | 20 |
| 40-54 | 22 | 16 |
| 55+ | 11 | 10 |
| Education (End of) | | |
| 15- | 14 | 22 |
| 16-19 | 19 | 16 |
| 20+ | 17 | 13 |
| Still studying | 15 | 15 |

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 | IE |
|---------------------------|------|----|
| Answer: In the street | | |
| TOTAL | 67 | 64 |
| Gender | | |
| Man | 67 | 63 |
| Woman | 65 | 67 |
| Age | | |
| 15-24 | 74 | 78 |
| 25-39 | 64 | 55 |
| 40-54 | 66 | 62 |
| 55+ | 66 | 76 |
| Education (End of) | | |
| 15- | 66 | 72 |
| 16-19 | 64 | 59 |
| 20+ | 69 | 70 |
| Still studying | 68 | 57 |

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)
(%)

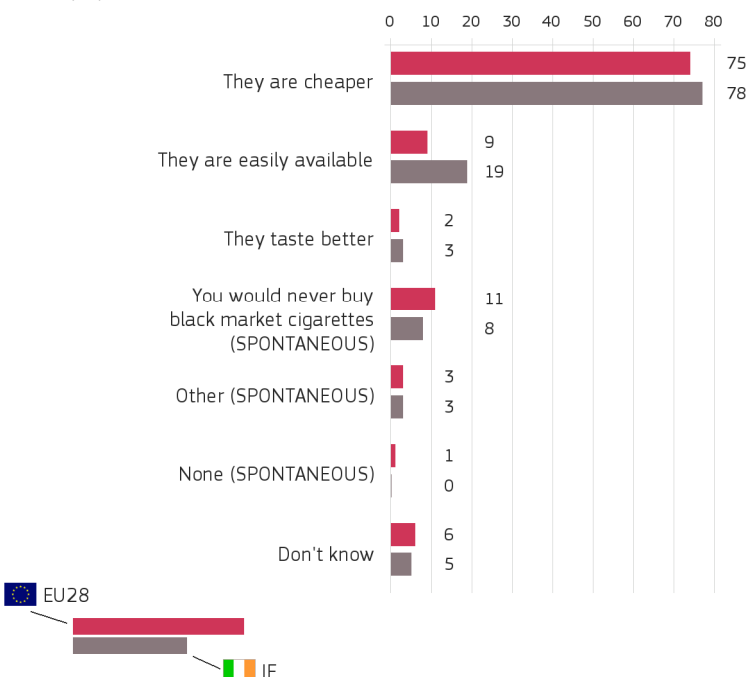
| | EU28 | IE |
|--------------------------------|------|----|
| Answer: In a restaurant or bar | | |
| TOTAL | 14 | 15 |
| Gender | | |
| Man | 16 | 19 |
| Woman | 11 | 10 |
| Age | | |
| 15-24 | 16 | 6 |
| 25-39 | 12 | 15 |
| 40-54 | 15 | 22 |
| 55+ | 15 | 11 |
| Education (End of) | | |
| 15- | 18 | 12 |
| 16-19 | 13 | 20 |
| 20+ | 15 | 9 |
| Still studying | 12 | 17 |

Socio-demographic breakdown

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

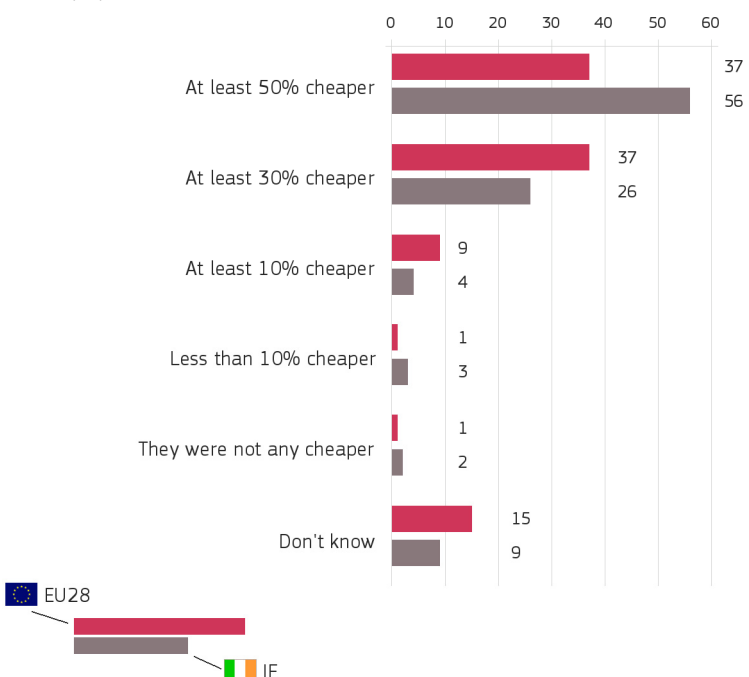
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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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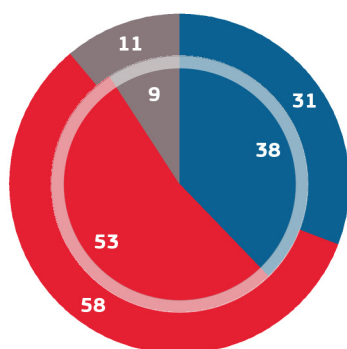
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Ireland

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 IE 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? (%)

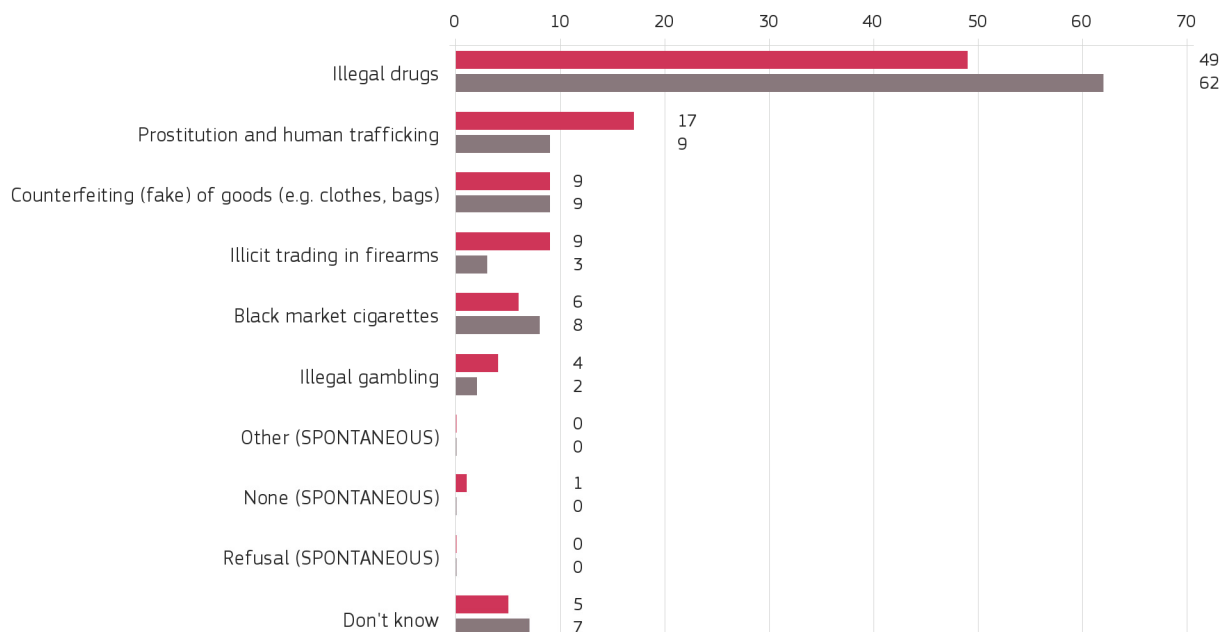
| Answer: Total 'Confident' | EU28 | IE |
|---------------------------|------|----|
| TOTAL | 31 | 38 |
| Gender | | |
| Man | 38 | 46 |
| Woman | 24 | 30 |
| Age | | |
| 15-24 | 32 | 32 |
| 25-39 | 38 | 46 |
| 40-54 | 35 | 43 |
| 55+ | 24 | 28 |
| Education (End of) | | |
| 15- | 27 | 45 |
| 16-19 | 36 | 37 |
| 20+ | 29 | 40 |
| Still studying | 27 | 30 |

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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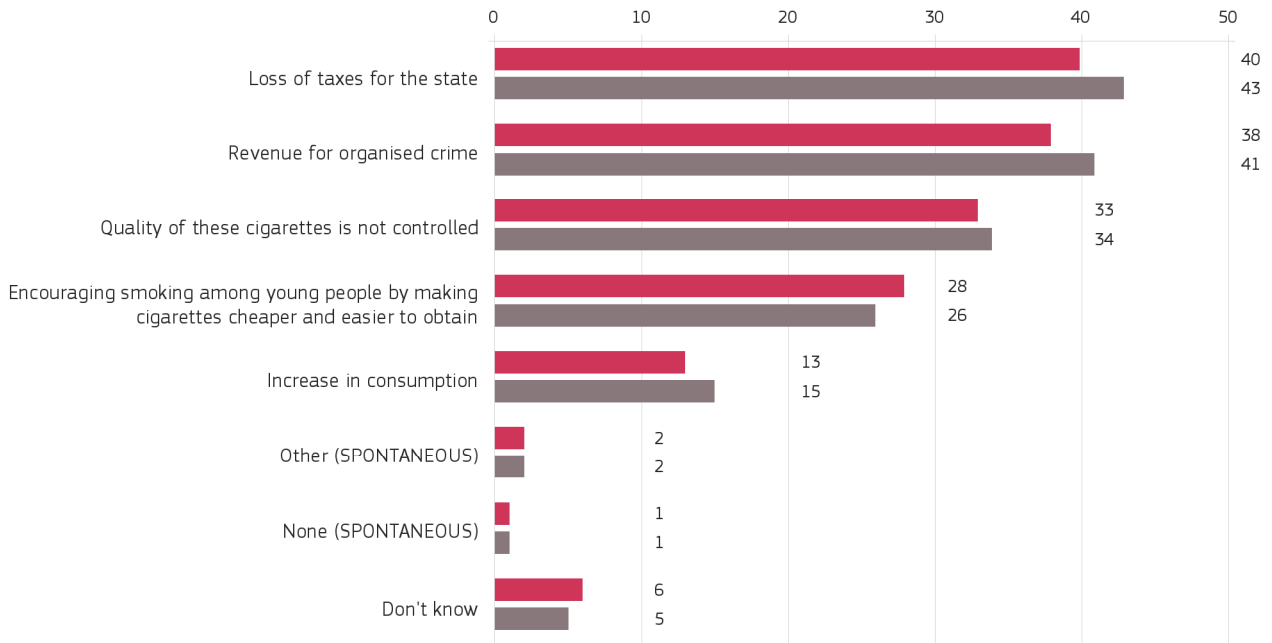
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6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

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 (%) | IE (%) |
|-----------------------------|----------|--------|
| Loss of taxes for the state | 40 | 43 |
| Gender | | |
| Man | 44 | 44 |
| Woman | 37 | 42 |
| Age | | |
| 15-24 | 29 | 37 |
| 25-39 | 41 | 38 |
| 40-54 | 43 | 45 |
| 55+ | 42 | 47 |
| Education (End of) | | |
| 15- | 41 | 54 |
| 16-19 | 42 | 44 |
| 20+ | 42 | 40 |
| Still studying | 28 | 39 |

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 (%) | IE (%) |
|--|----------|--------|
| Encouraging smoking among young people by making cigarettes cheaper and easier to obtain | 28 | 26 |
| Gender | | |
| Man | 27 | 24 |
| Woman | 30 | 29 |
| Age | | |
| 15-24 | 34 | 30 |
| 25-39 | 27 | 24 |
| 40-54 | 27 | 25 |
| 55+ | 28 | 28 |
| Education (End of) | | |
| 15- | 29 | 18 |
| 16-19 | 27 | 29 |
| 20+ | 28 | 27 |
| Still studying | 35 | 27 |

Socio-demographic breakdown

Base: all respondents