

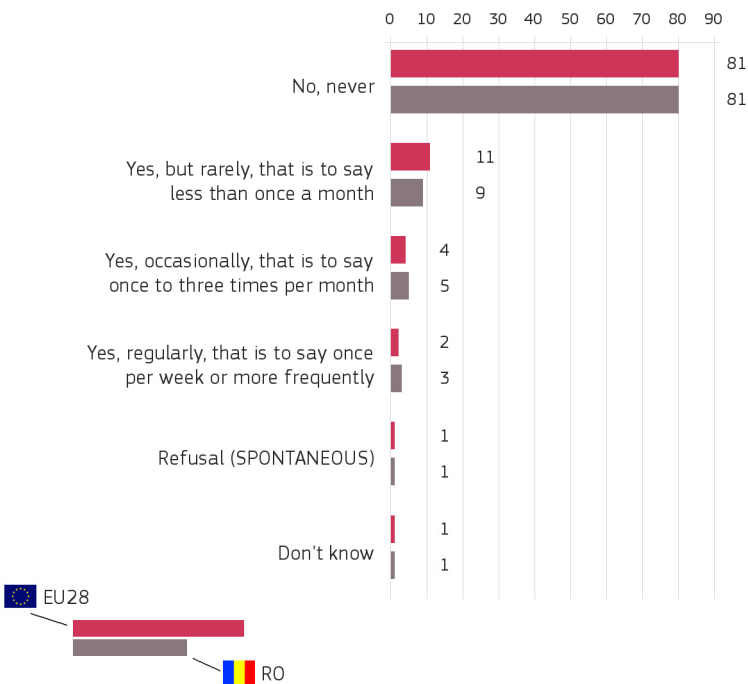
27.643 interviews
04 > 20 / 12 / 2018

1.063 interviews
06 > 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? (%)

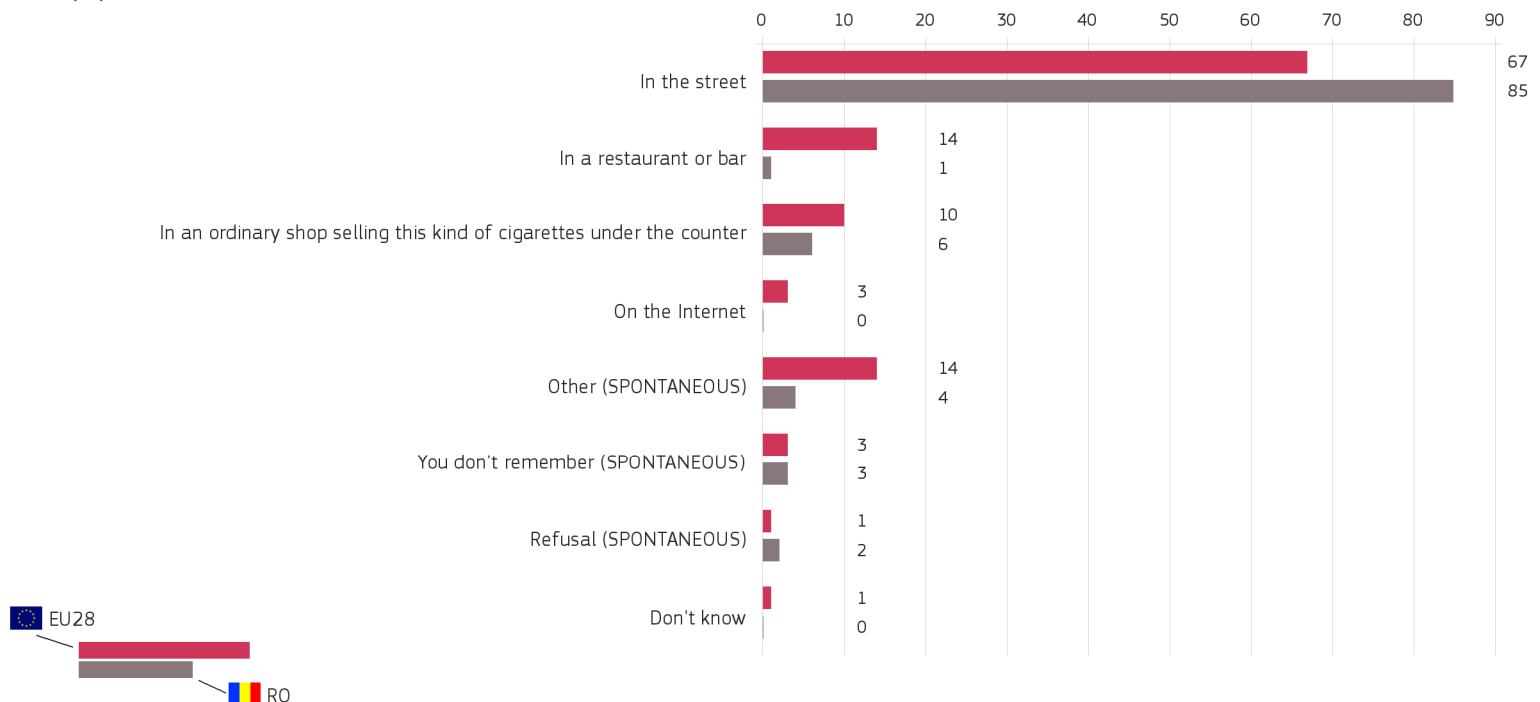
Answer: Total 'Yes'	EU28 (%)	RO (%)
TOTAL	17	17
Gender		
Man	22	21
Woman	12	14
Age		
15-24	17	17
25-39	22	20
40-54	22	22
55+	11	13
Education (End of)		
15-	14	13
16-19	19	18
20+	17	20
Still studying	15	14

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	RO
Answer: In the street		
TOTAL	67	85
Gender		
Man	67	82
Woman	65	91
Age		
15-24	74	69
25-39	64	90
40-54	66	86
55+	66	88
Education (End of)		
15-	66	85
16-19	64	85
20+	69	93
Still studying	68	60

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)
(%)

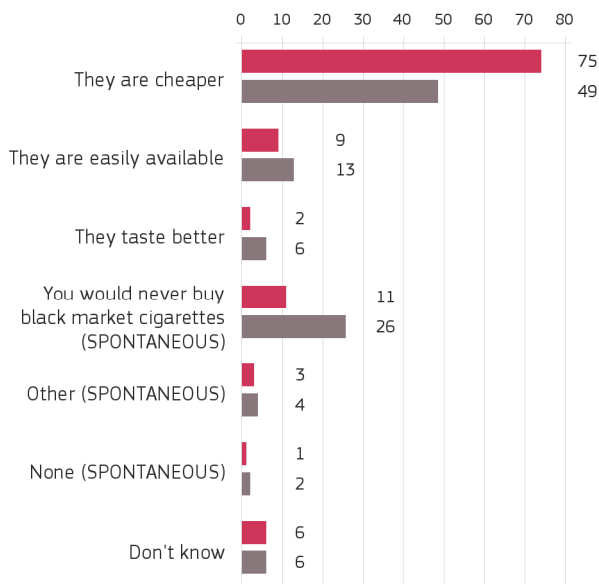
	EU28	RO
Answer: In a restaurant or bar		
TOTAL	14	1
Gender		
Man	16	1
Woman	11	1
Age		
15-24	16	3
25-39	12	0
40-54	15	0
55+	15	3
Education (End of)		
15-	18	0
16-19	13	2
20+	15	0
Still studying	12	6

Socio-demographic breakdown

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

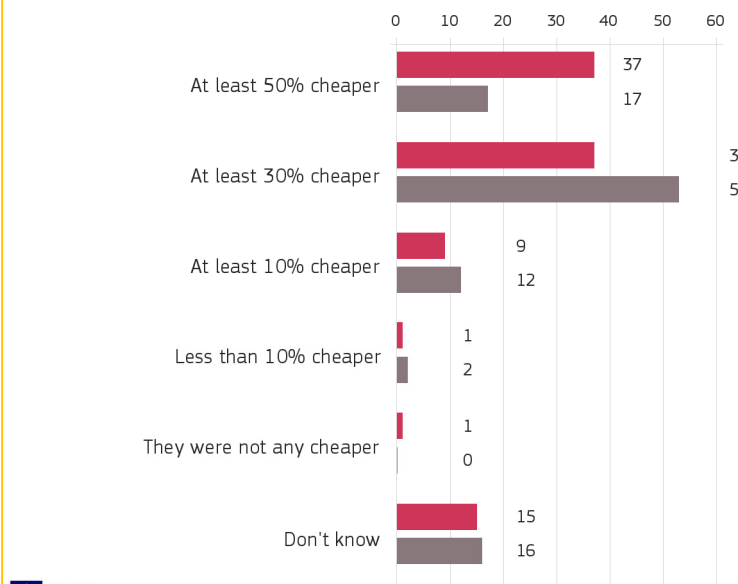
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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

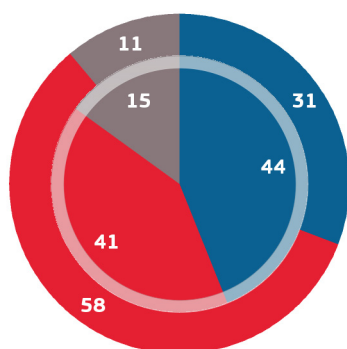
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Methodology: face-to-face

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 RO 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? (%)

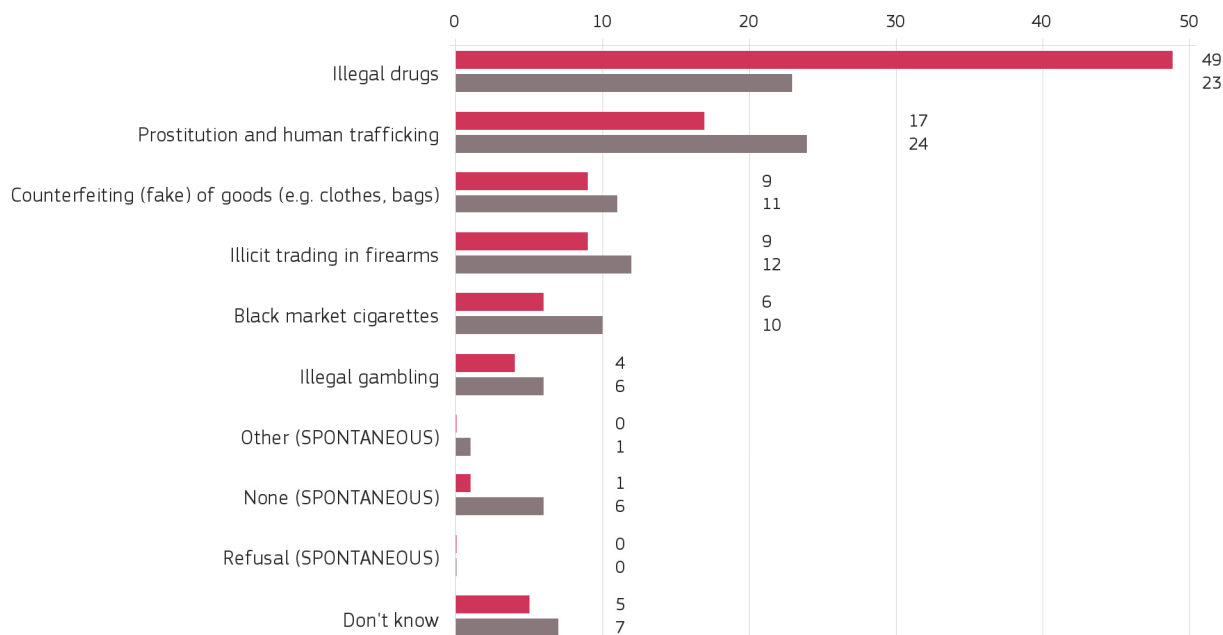
Answer: Total 'Confident'	EU28	RO
TOTAL	31	44
Gender		
Man	38	48
Woman	24	39
Age		
15-24	32	51
25-39	38	53
40-54	35	49
55+	24	31
Education (End of)		
15-	27	36
16-19	36	44
20+	29	46
Still studying	27	50

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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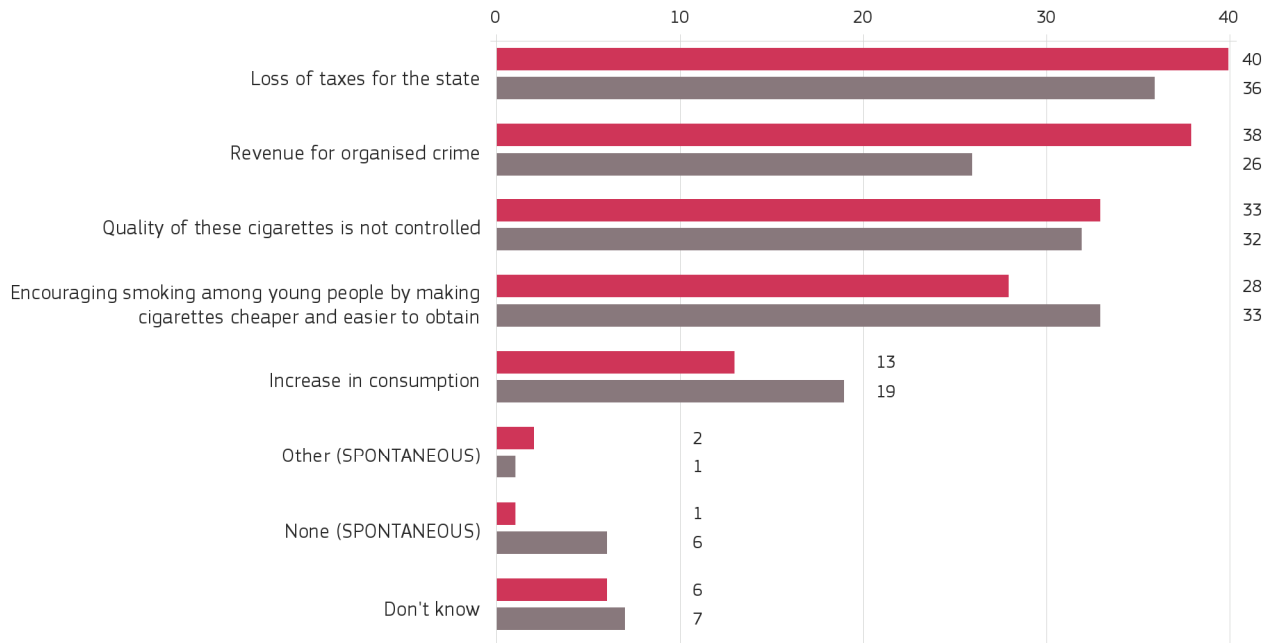
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06 > 16 / 12 / 2018

Methodology: face-to-face

Romania

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: Loss of taxes for the state	EU28	RO
TOTAL	40	36
Gender		
Man	44	39
Woman	37	34
Age		
15-24	29	29
25-39	41	35
40-54	43	43
55+	42	34
Education (End of)		
15-	41	29
16-19	42	37
20+	42	45
Still studying	28	22

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: Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	EU28	RO
TOTAL	28	33
Gender		
Man	27	34
Woman	30	31
Age		
15-24	34	43
25-39	27	32
40-54	27	28
55+	28	32
Education (End of)		
15-	29	31
16-19	27	32
20+	28	30
Still studying	35	51

Socio-demographic breakdown

Base: all respondents