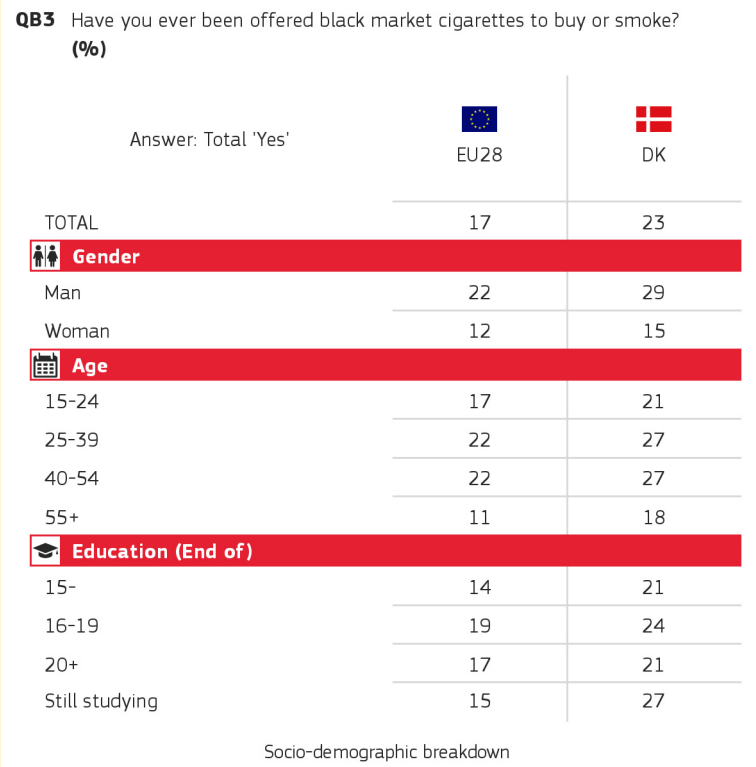
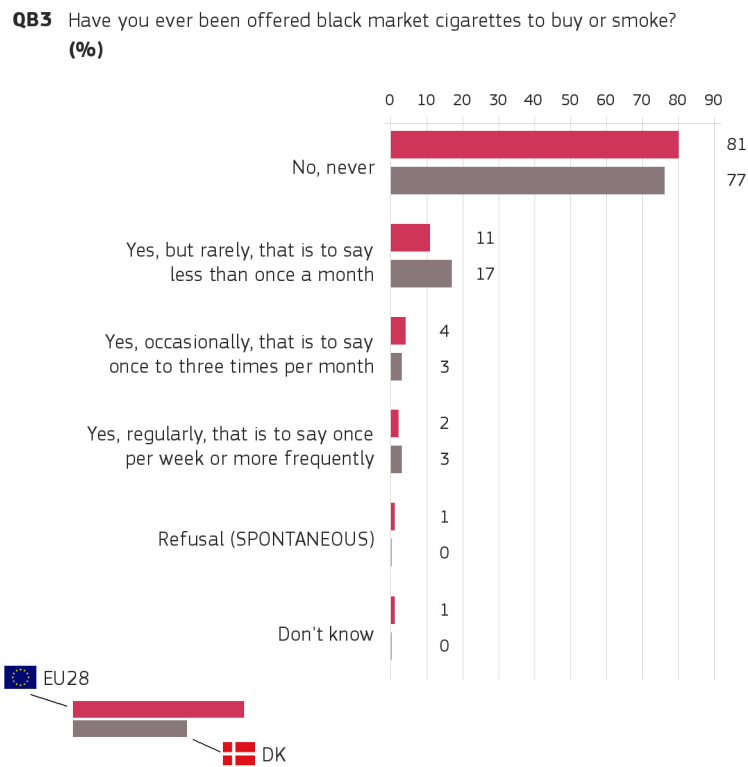


27.643 interviews  
04 > 20 / 12 / 2018

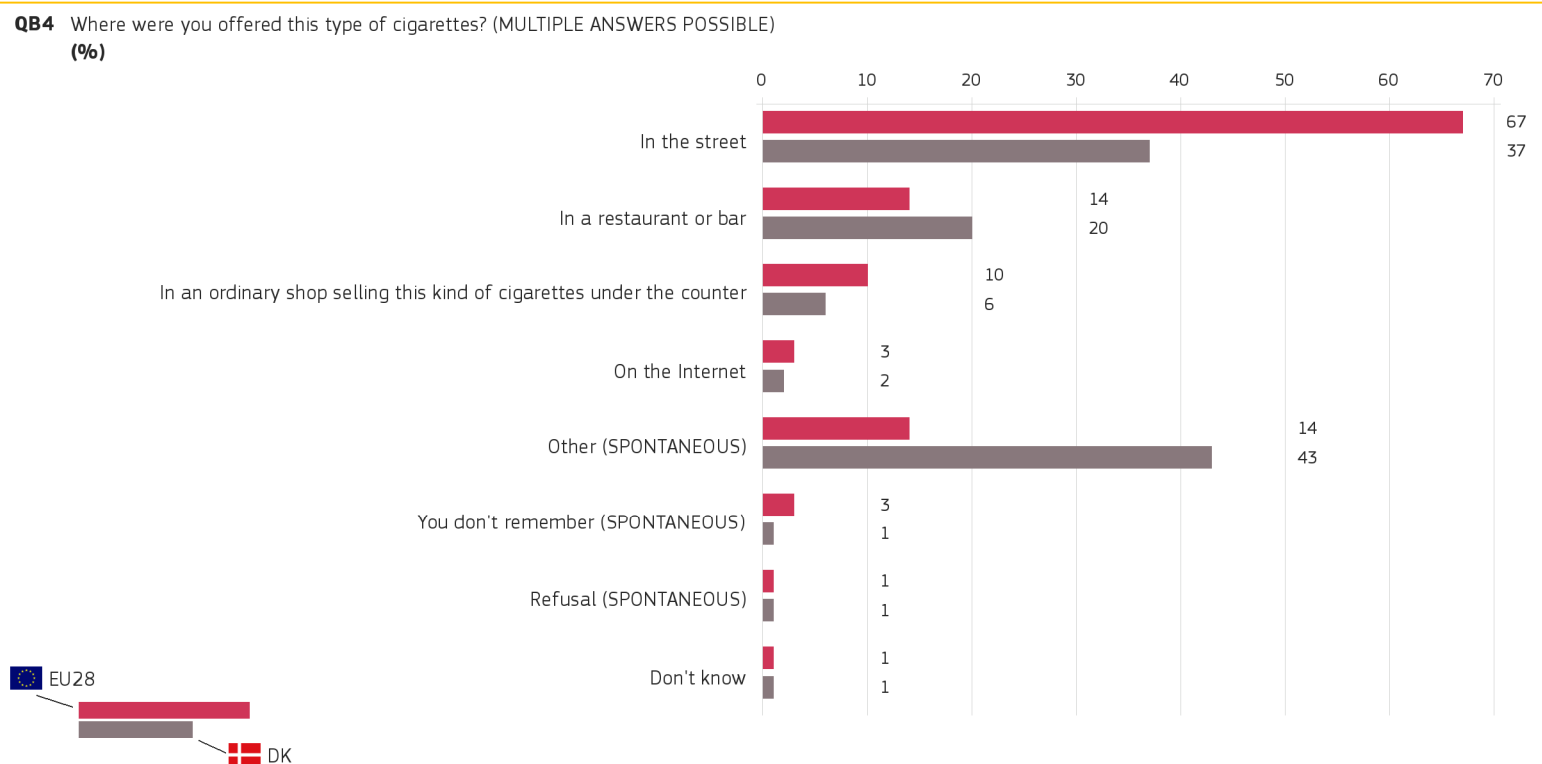
1.004 interviews  
04 > 19 / 12 / 2018

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

1.004 interviews  
04 > 19 / 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)  
(%)

| Answer: In the street     | EU28 | DK |
|---------------------------|------|----|
| TOTAL                     | 67   | 37 |
| <b>Gender</b>             |      |    |
| Man                       | 67   | 42 |
| Woman                     | 65   | 28 |
| <b>Age</b>                |      |    |
| 15-24                     | 74   | 56 |
| 25-39                     | 64   | 29 |
| 40-54                     | 66   | 48 |
| 55+                       | 66   | 26 |
| <b>Education (End of)</b> |      |    |
| 15-                       | 66   | 84 |
| 16-19                     | 64   | 59 |
| 20+                       | 69   | 29 |
| Still studying            | 68   | 56 |

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)  
(%)

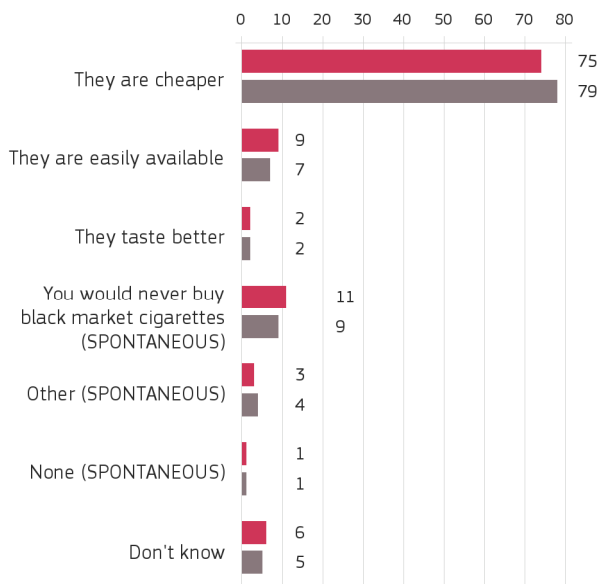
| Answer: In a restaurant or bar | EU28 | DK |
|--------------------------------|------|----|
| TOTAL                          | 14   | 20 |
| <b>Gender</b>                  |      |    |
| Man                            | 16   | 24 |
| Woman                          | 11   | 13 |
| <b>Age</b>                     |      |    |
| 15-24                          | 16   | 22 |
| 25-39                          | 12   | 30 |
| 40-54                          | 15   | 19 |
| 55+                            | 15   | 13 |
| <b>Education (End of)</b>      |      |    |
| 15-                            | 18   | 0  |
| 16-19                          | 13   | 27 |
| 20+                            | 15   | 19 |
| Still studying                 | 12   | 28 |

Socio-demographic breakdown

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

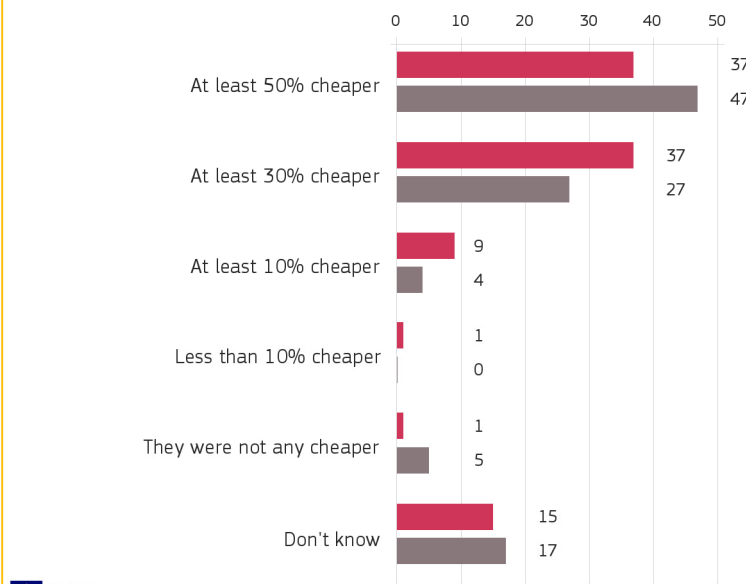
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**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

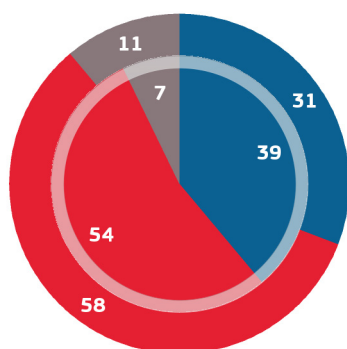
27.643 interviews  
04 > 20 / 12 / 2018

1.004 interviews  
04 > 19 / 12 / 2018

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 DK 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? (%)

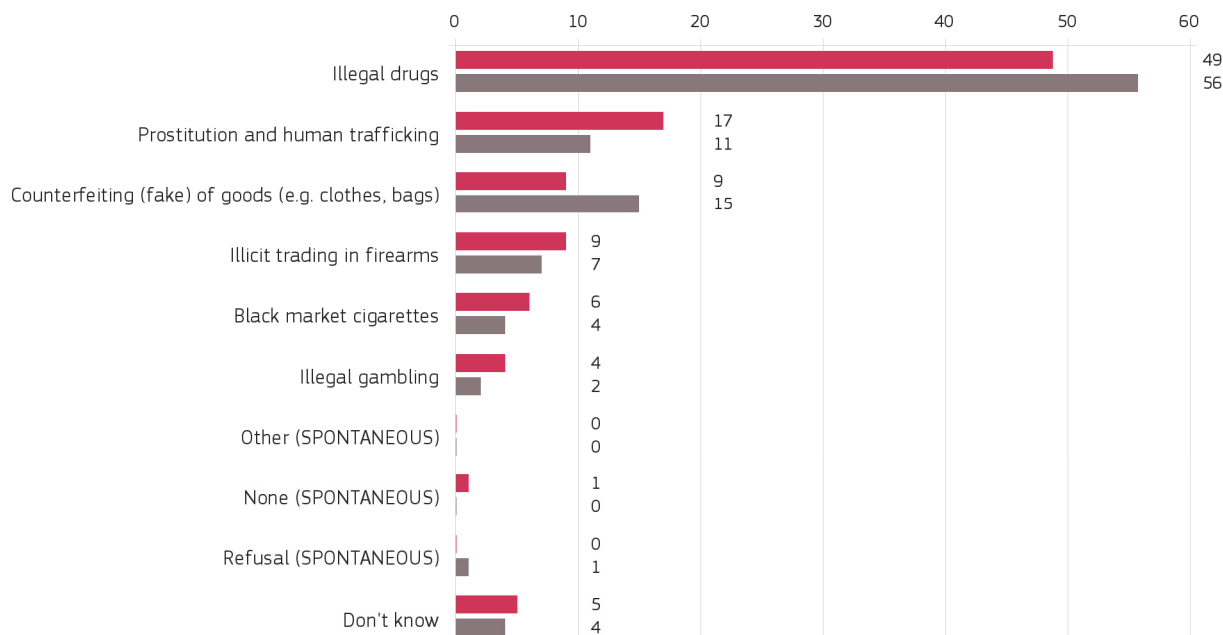
| Answer: Total 'Confident' | EU28 | DK |
|---------------------------|------|----|
| TOTAL                     | 31   | 39 |
| <b>Gender</b>             |      |    |
| Man                       | 38   | 44 |
| Woman                     | 24   | 34 |
| <b>Age</b>                |      |    |
| 15-24                     | 32   | 23 |
| 25-39                     | 38   | 40 |
| 40-54                     | 35   | 43 |
| 55+                       | 24   | 39 |
| <b>Education (End of)</b> |      |    |
| 15-                       | 27   | 28 |
| 16-19                     | 36   | 43 |
| 20+                       | 29   | 40 |
| Still studying            | 27   | 21 |

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

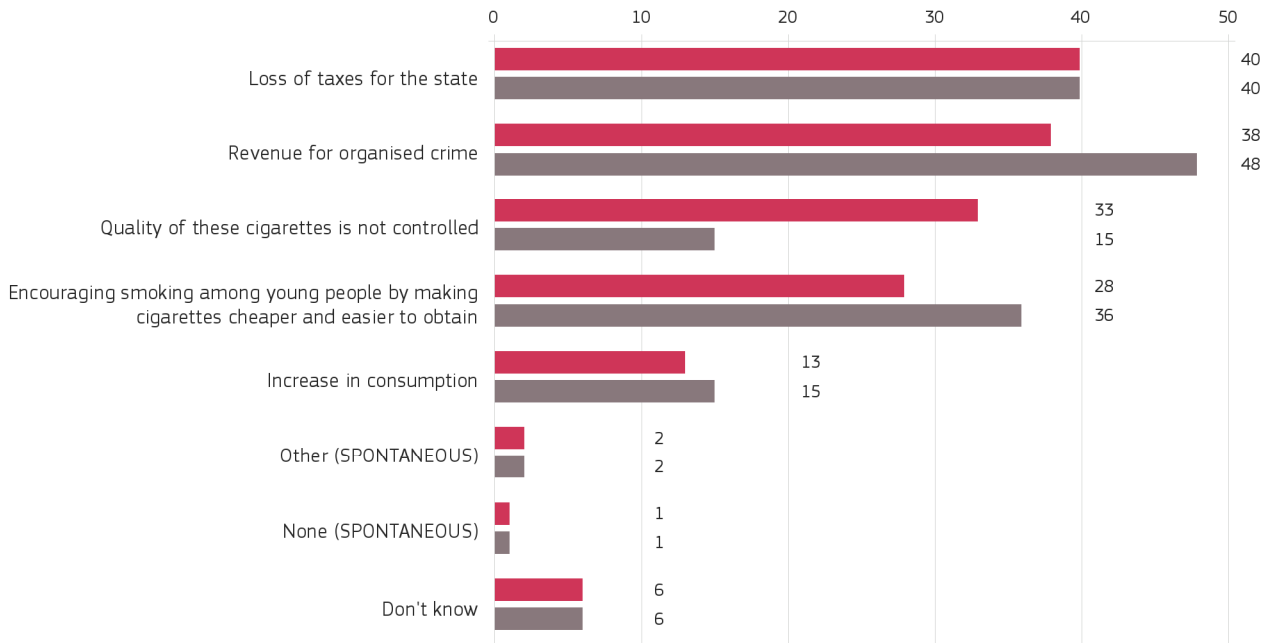
1.004 interviews  
04 > 19 / 12 / 2018

Methodology: face-to-face

Denmark

## 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 (%) | DK (%) |
|-----------------------------|----------|--------|
| Loss of taxes for the state | 40       | 40     |
| <b>Gender</b>               |          |        |
| Man                         | 44       | 44     |
| Woman                       | 37       | 37     |
| <b>Age</b>                  |          |        |
| 15-24                       | 29       | 26     |
| 25-39                       | 41       | 35     |
| 40-54                       | 43       | 50     |
| 55+                         | 42       | 42     |
| <b>Education (End of)</b>   |          |        |
| 15-                         | 41       | 40     |
| 16-19                       | 42       | 35     |
| 20+                         | 42       | 44     |
| Still studying              | 28       | 23     |

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 (%) | DK (%) |
|--|----------|--------|
| Encouraging smoking among young people by making cigarettes cheaper and easier to obtain | 28       | 36     |
| <b>Gender</b>  |          |        |
| Man  | 27       | 35     |
| Woman  | 30       | 36     |
| <b>Age</b>   |          |        |
| 15-24  | 34       | 63     |
| 25-39  | 27       | 40     |
| 40-54  | 27       | 31     |
| 55+  | 28       | 28     |
| <b>Education (End of)</b>  |          |        |
| 15-  | 29       | 42     |
| 16-19  | 27       | 38     |
| 20+  | 28       | 31     |
| Still studying   | 35       | 66     |

Socio-demographic breakdown

Base: all respondents