

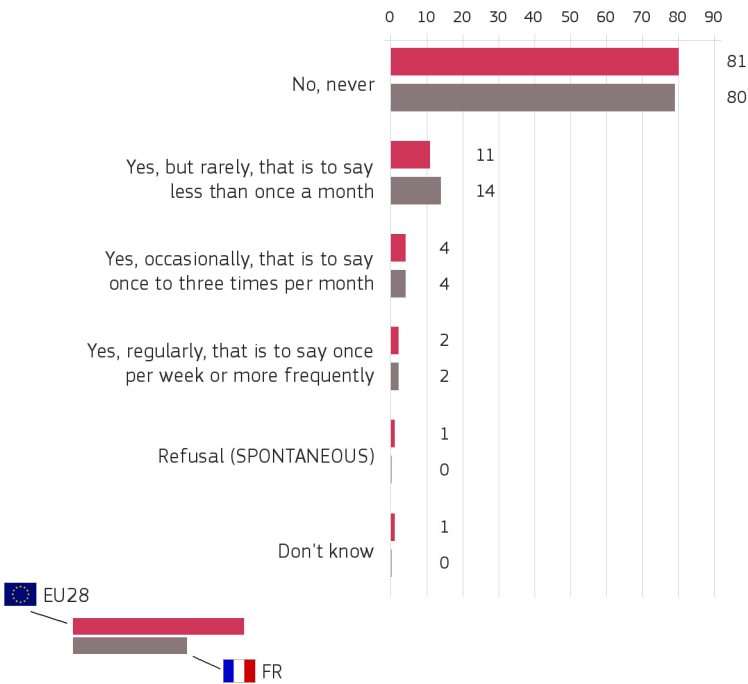
27.643 interviews  
04 > 20 / 12 / 2018

1.014 interviews  
04 > 18 / 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? (%)

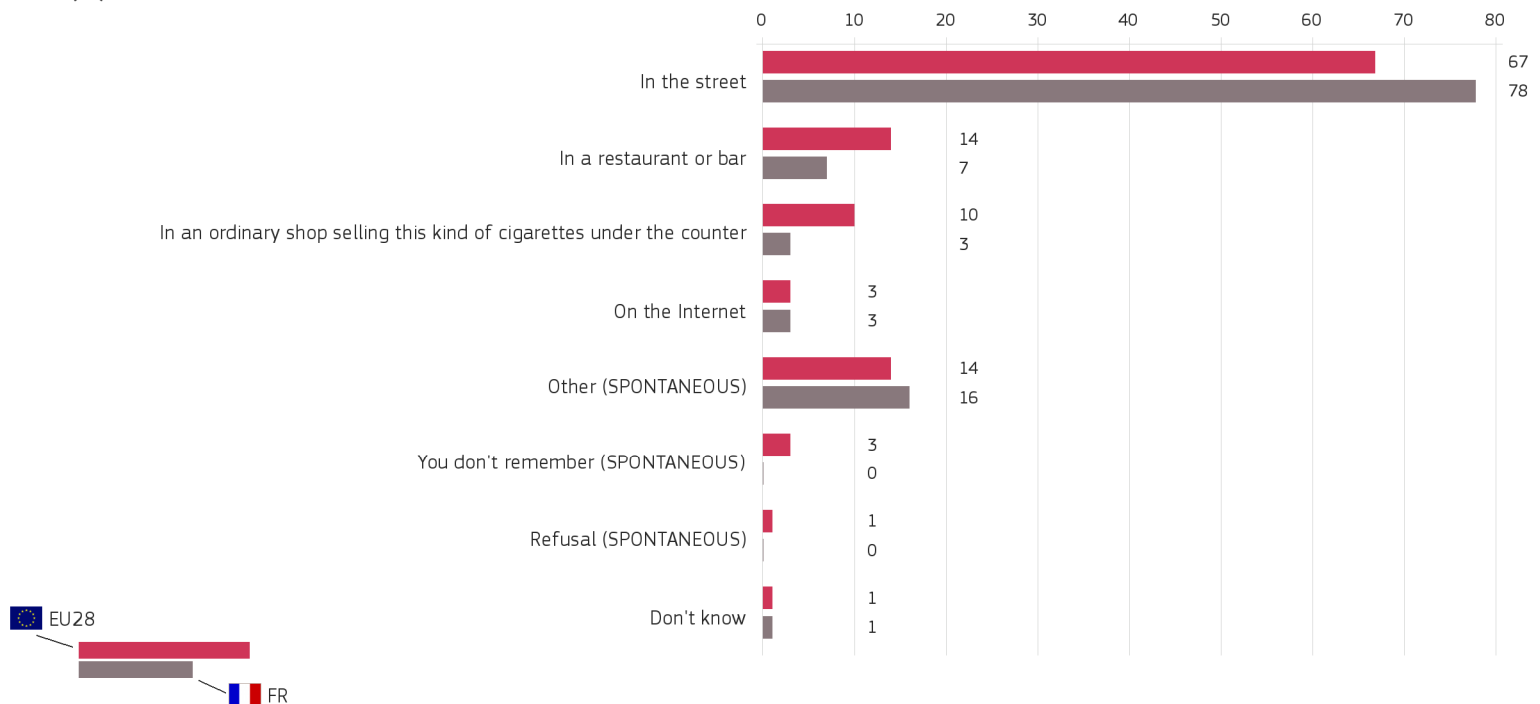
Answer: Total 'Yes'	EU28	FR
TOTAL	17	20
<b>Gender</b>		
Man	22	26
Woman	12	13
<b>Age</b>		
15-24	17	29
25-39	22	32
40-54	22	25
55+	11	5
<b>Education (End of)</b>		
15-	14	5
16-19	19	21
20+	17	21
Still studying	15	24

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	FR
Answer: In the street		
TOTAL	67	78
<b>Gender</b>		
Man	67	78
Woman	65	78
<b>Age</b>		
15-24	74	83
25-39	64	76
40-54	66	81
55+	66	66
<b>Education (End of)</b>		
15-	66	72
16-19	64	73
20+	69	82
Still studying	68	77

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)  
(%)

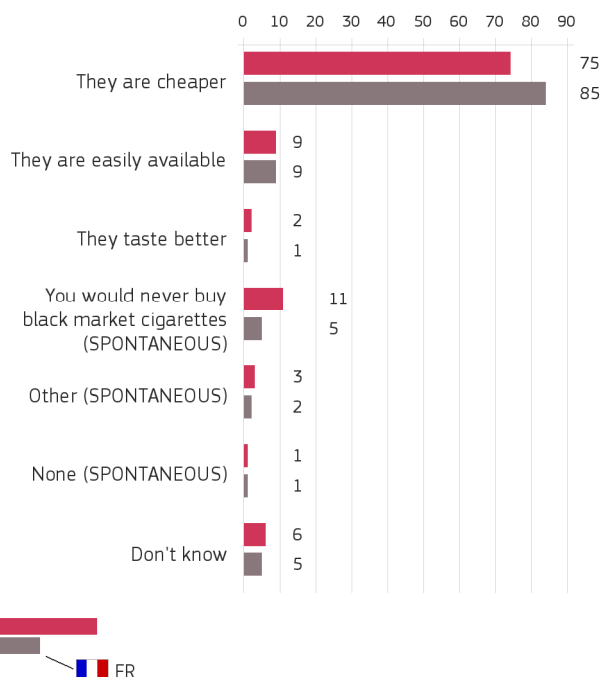
	EU28	FR
Answer: In a restaurant or bar		
TOTAL	14	7
<b>Gender</b>		
Man	16	8
Woman	11	6
<b>Age</b>		
15-24	16	11
25-39	12	3
40-54	15	9
55+	15	9
<b>Education (End of)</b>		
15-	18	12
16-19	13	9
20+	15	7
Still studying	12	0

Socio-demographic breakdown

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

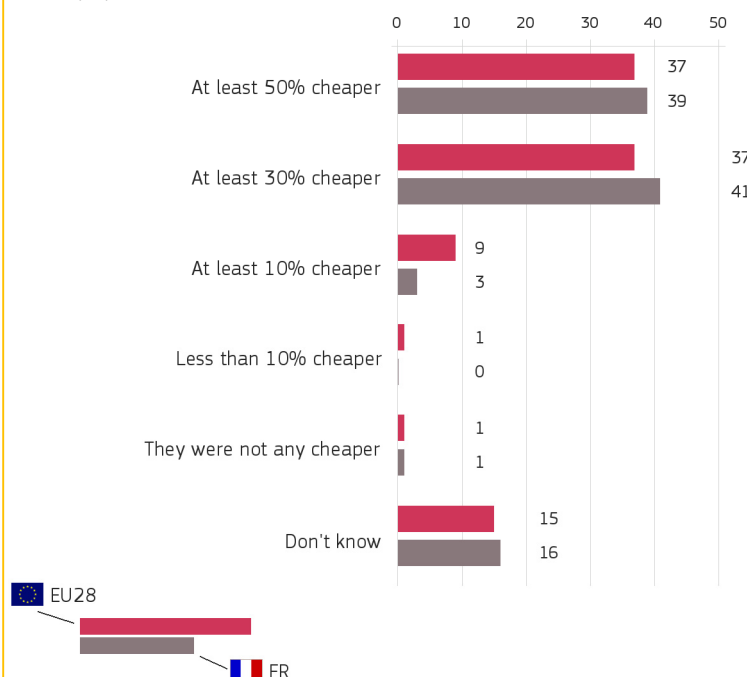
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**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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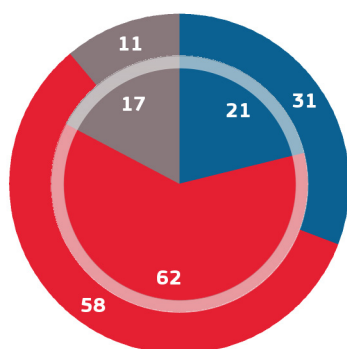
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Methodology: face-to-face

France

#### 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    FR 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? (%)

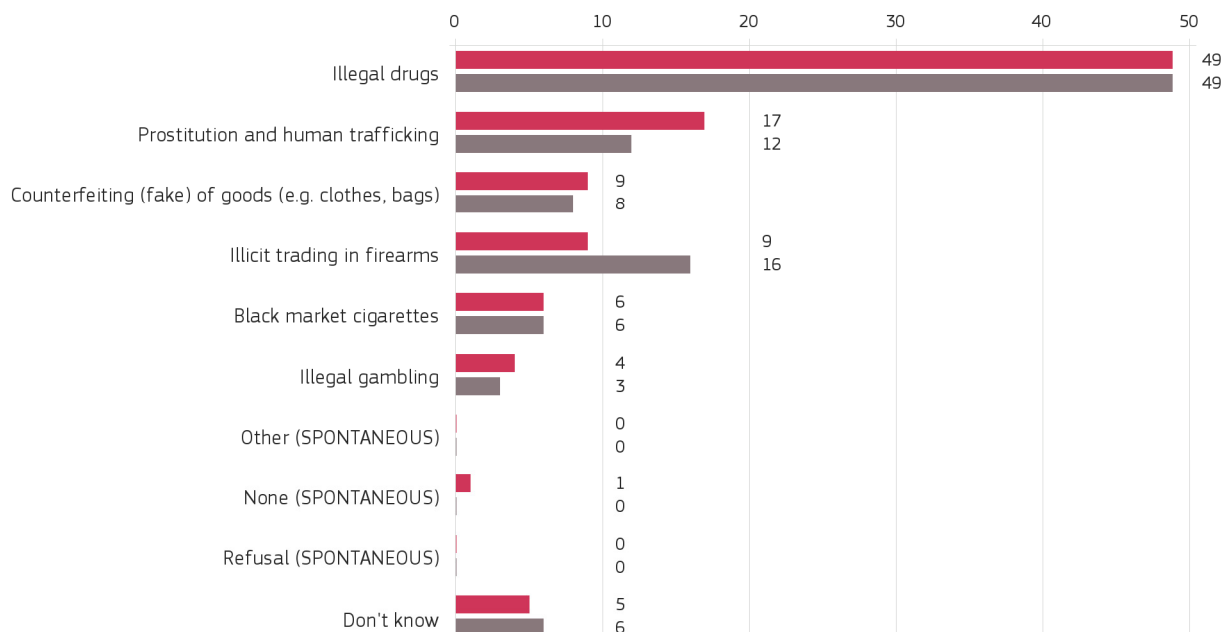
Answer: Total 'Confident'	EU28	FR
TOTAL	31	21
<b>Gender</b>		
Man	38	27
Woman	24	15
<b>Age</b>		
15-24	32	22
25-39	38	33
40-54	35	21
55+	24	14
<b>Education (End of)</b>		
15-	27	8
16-19	36	26
20+	29	21
Still studying	27	20

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

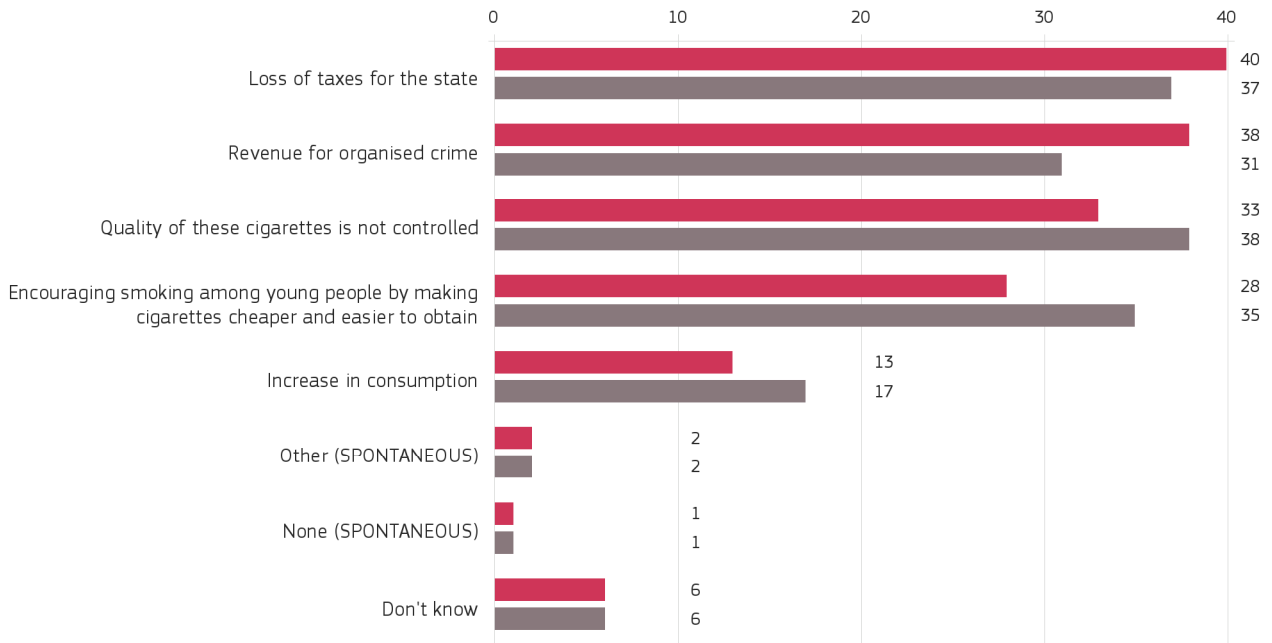
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Methodology: face-to-face

## 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 (%)	FR (%)
Loss of taxes for the state	40	37
<b>Gender</b>		
Man	44	41
Woman	37	33
<b>Age</b>		
15-24	29	23
25-39	41	40
40-54	43	43
55+	42	36
<b>Education (End of)</b>		
15-	41	44
16-19	42	38
20+	42	37
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 (%)	FR (%)
Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	28	35
<b>Gender</b>		
Man	27	32
Woman	30	38
<b>Age</b>		
15-24	34	36
25-39	27	35
40-54	27	35
55+	28	35
<b>Education (End of)</b>		
15-	29	32
16-19	27	31
20+	28	39
Still studying	35	39

Socio-demographic breakdown

Base: all respondents