

27.672 interviews
28 / 11 > 07 / 12 / 2015

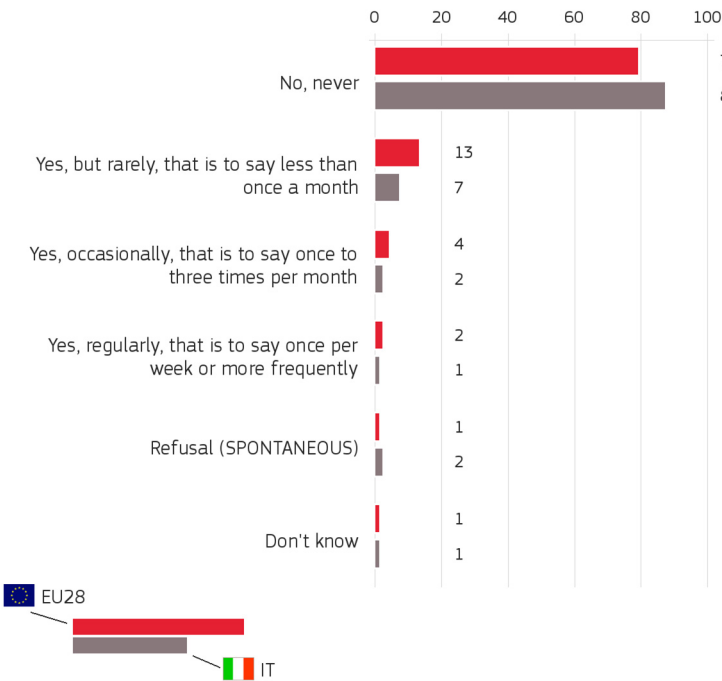
967 interviews
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Methodology: face-to-face

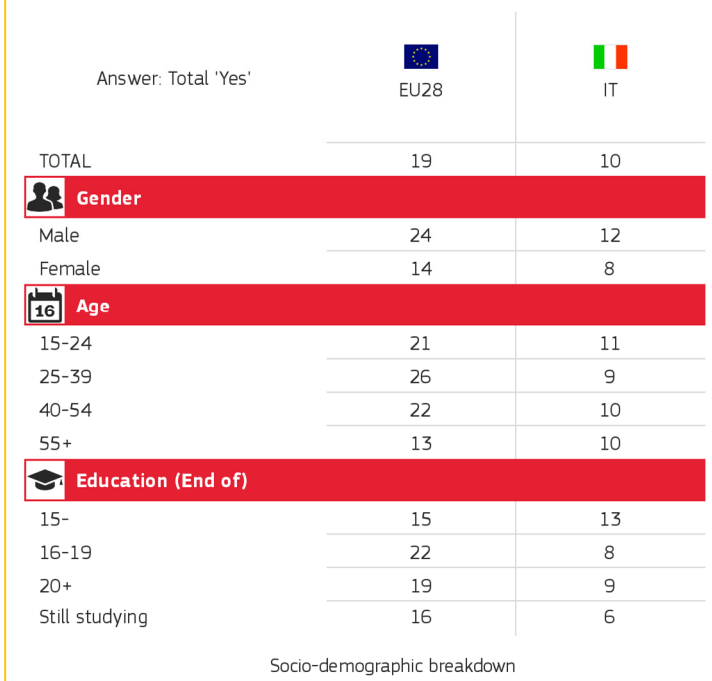
ITALY

1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

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

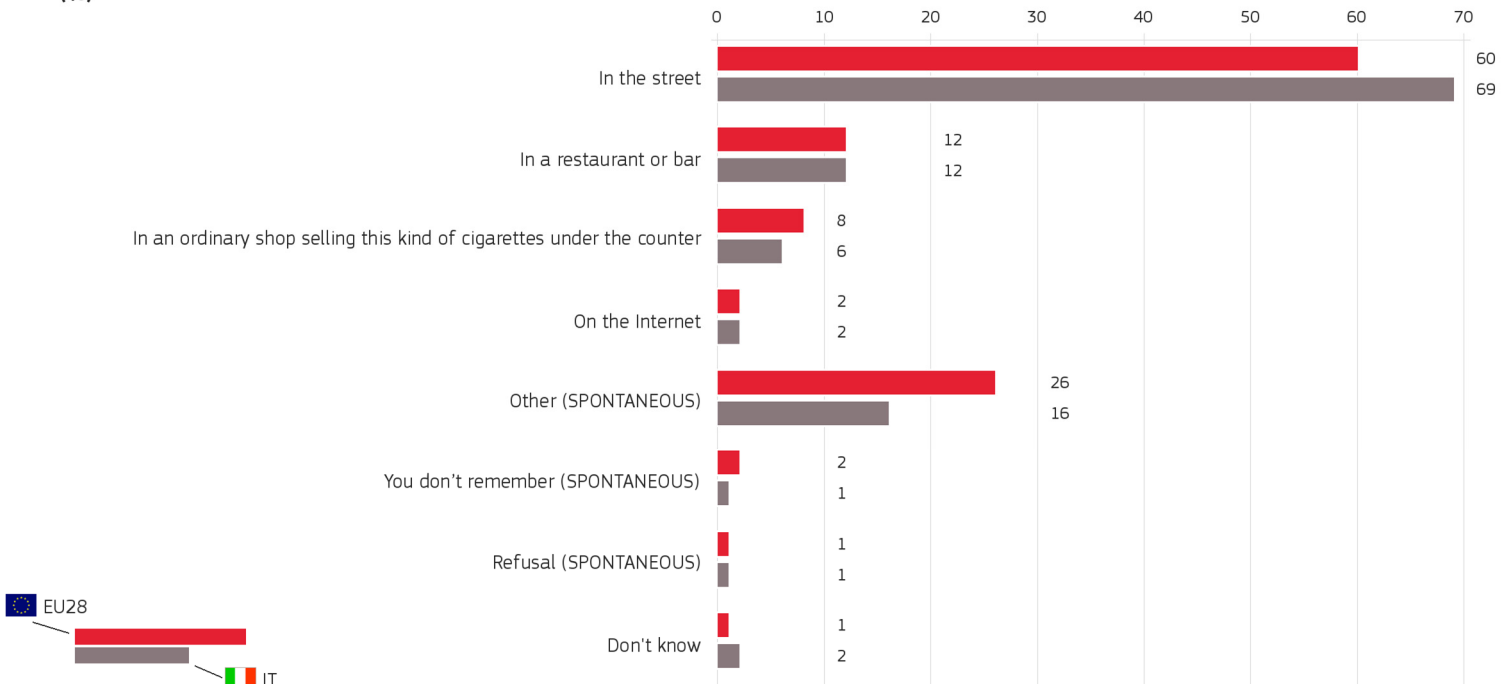


QC2 Have you ever been offered black market cigarettes to buy or smoke? (%)



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

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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	IT
TOTAL	60	69
Gender		
Male	62	70
Female*	57	69
Age		
15-24*	60	80
25-39*	60	68
40-54*	60	68
55+*	59	68

Socio-demographic breakdown

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

Answer: In a restaurant or bar	EU28	IT
TOTAL	12	12
Gender		
Male	13	15
Female*	12	8
Age		
15-24*	10	19
25-39*	13	21
40-54*	13	0
55+*	13	13

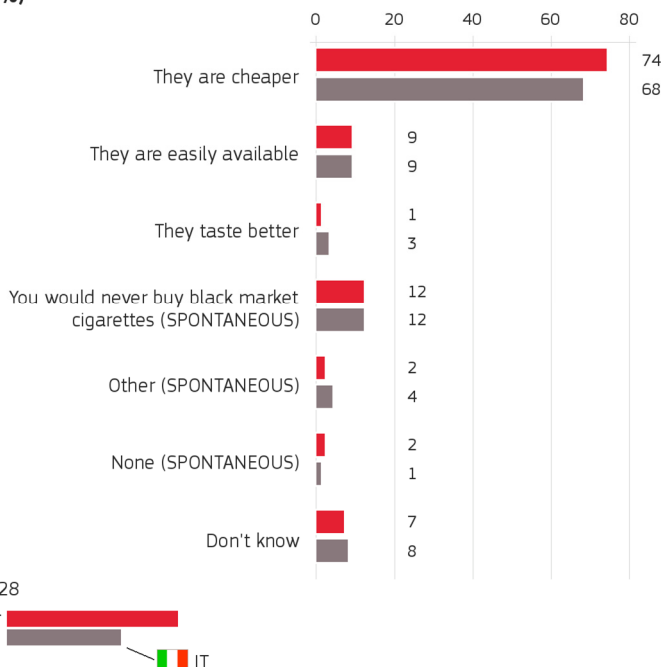
Socio-demographic breakdown

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	IT
TOTAL	74	68
Gender		
Male	76	71
Female	72	66
Age		
15-24	71	67
25-39	78	71
40-54	76	68
55+	71	67
Education (End of)		
15-	70	71
16-19	75	72
20+	77	73
Still studying	71	59

Socio-demographic breakdown

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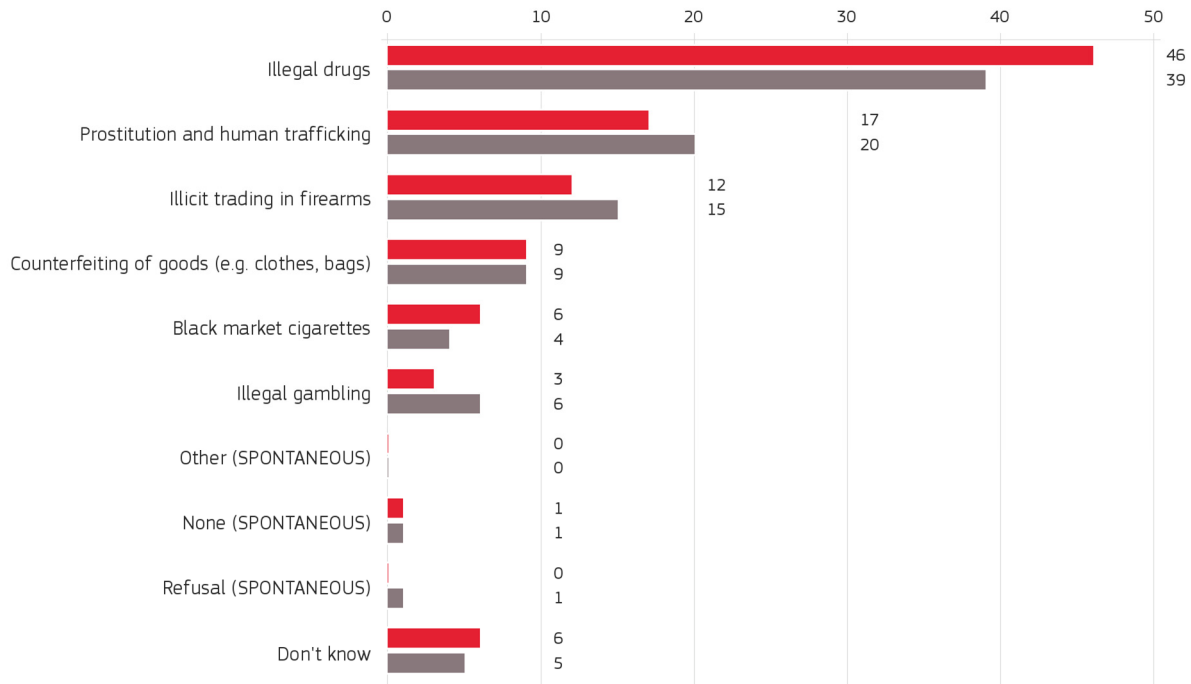
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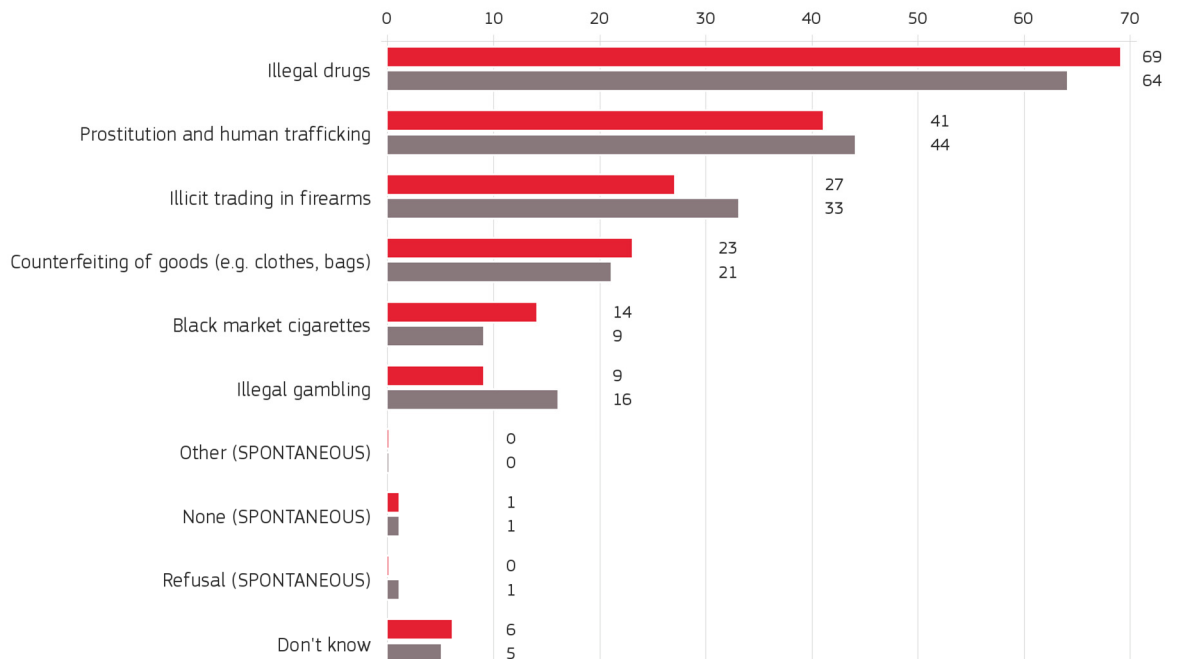
4. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

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)
(%)



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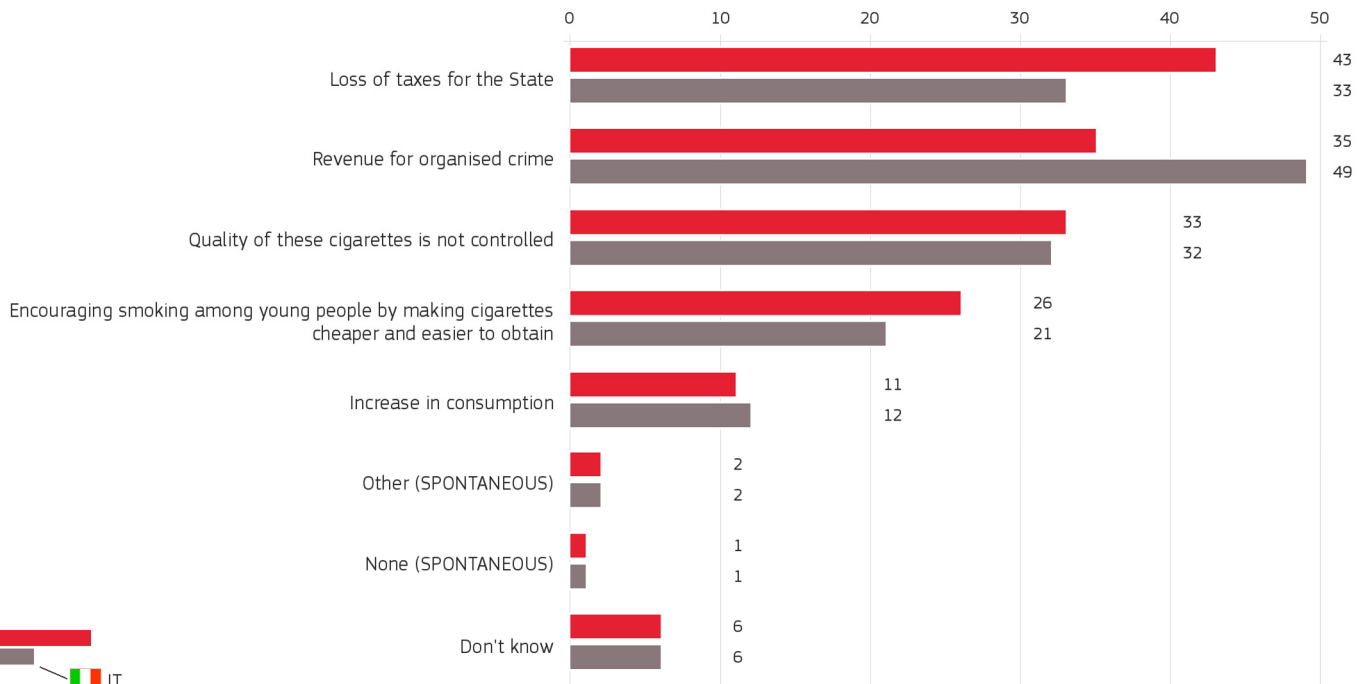
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6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

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



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(%)

Answer: Loss of taxes for the State

	EU28	IT
TOTAL	43	33
Gender		
Male	45	32
Female	41	34
Age		
15-24	35	32
25-39	41	33
40-54	46	35
55+	44	32
Education (End of)		
15-	40	25
16-19	45	36
20+	44	35
Still studying	37	35

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	IT
TOTAL	35	49
Gender		
Male	37	53
Female	33	44
Age		
15-24	30	49
25-39	35	49
40-54	36	46
55+	36	50
Education (End of)		
15-	30	51
16-19	35	45
20+	40	54
Still studying	33	54

Socio-demographic breakdown