

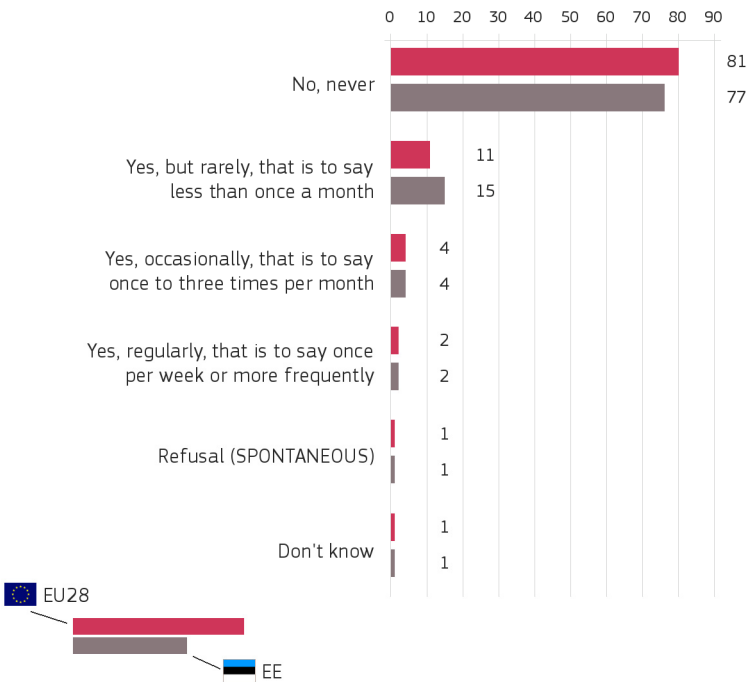
27.643 interviews  
04 > 20 / 12 / 2018

1.004 interviews  
04 > 17 / 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? (%)

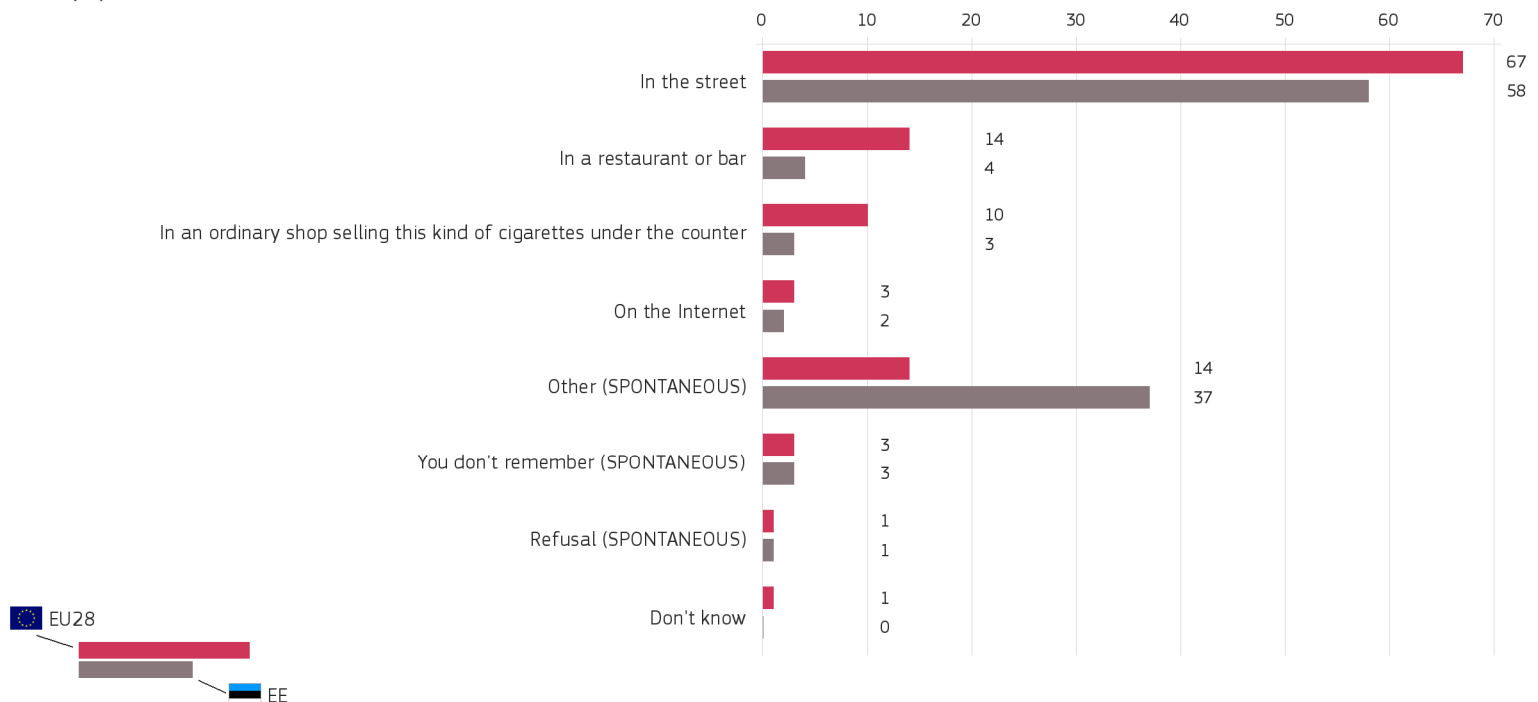
| Answer: Total 'Yes'       | EU28 | EE |
|---------------------------|------|----|
| TOTAL                     | 17   | 21 |
| <b>Gender</b>             |      |    |
| Man                       | 22   | 33 |
| Woman                     | 12   | 12 |
| <b>Age</b>                |      |    |
| 15-24                     | 17   | 33 |
| 25-39                     | 22   | 26 |
| 40-54                     | 22   | 24 |
| 55+                       | 11   | 14 |
| <b>Education (End of)</b> |      |    |
| 15-                       | 14   | 16 |
| 16-19                     | 19   | 27 |
| 20+                       | 17   | 16 |
| Still studying            | 15   | 26 |

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 | EE |
|---------------------------|------|----|
| Answer: In the street     |      |    |
| TOTAL                     | 67   | 58 |
| <b>Gender</b>             |      |    |
| Man                       | 67   | 65 |
| Woman                     | 65   | 43 |
| <b>Age</b>                |      |    |
| 15-24                     | 74   | 64 |
| 25-39                     | 64   | 61 |
| 40-54                     | 66   | 50 |
| 55+                       | 66   | 59 |
| <b>Education (End of)</b> |      |    |
| 15-                       | 66   | 64 |
| 16-19                     | 64   | 59 |
| 20+                       | 69   | 52 |
| 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)  
(%)

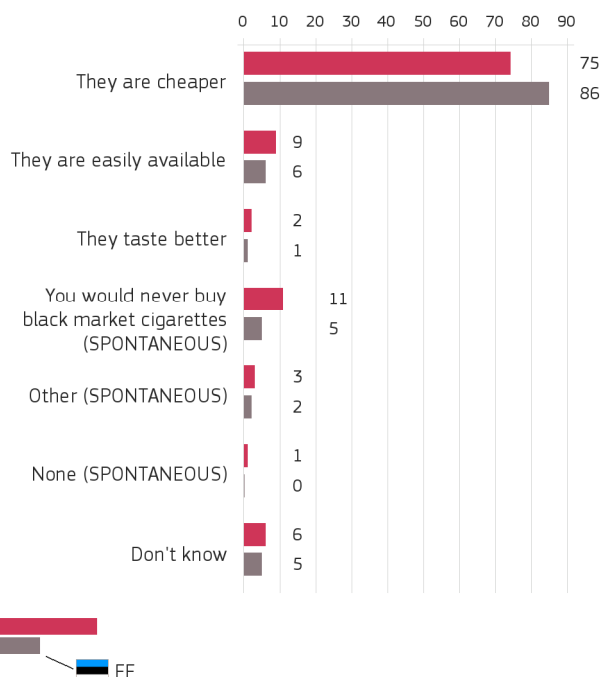
|                                | EU28 | EE |
|--------------------------------|------|----|
| Answer: In a restaurant or bar |      |    |
| TOTAL                          | 14   | 4  |
| <b>Gender</b>                  |      |    |
| Man                            | 16   | 4  |
| Woman                          | 11   | 3  |
| <b>Age</b>                     |      |    |
| 15-24                          | 16   | 12 |
| 25-39                          | 12   | 4  |
| 40-54                          | 15   | 2  |
| 55+                            | 15   | 0  |
| <b>Education (End of)</b>      |      |    |
| 15-                            | 18   | 0  |
| 16-19                          | 13   | 7  |
| 20+                            | 15   | 2  |
| Still studying                 | 12   | 0  |

Socio-demographic breakdown

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

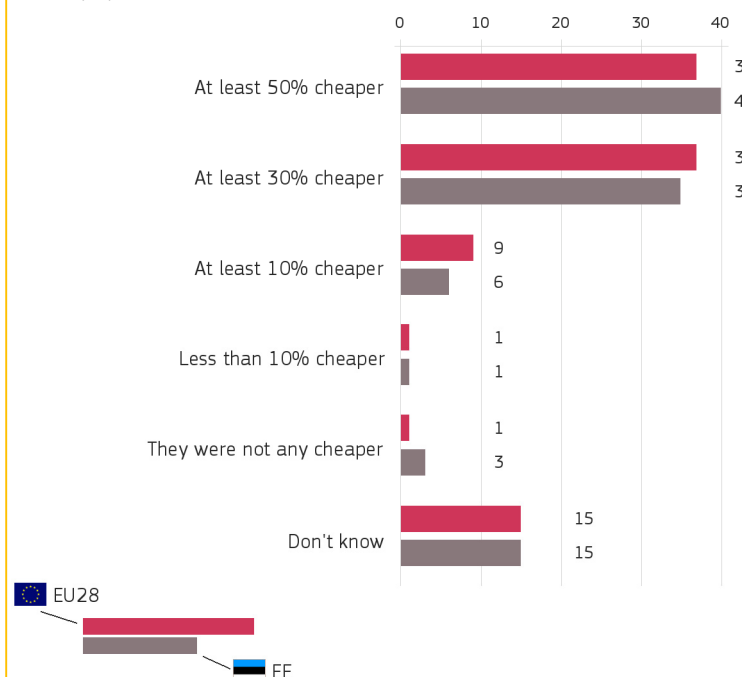
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**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

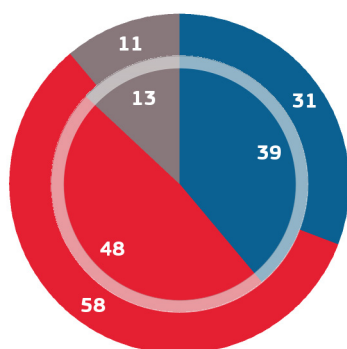
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Methodology: face-to-face

#### 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 EE 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? (%)

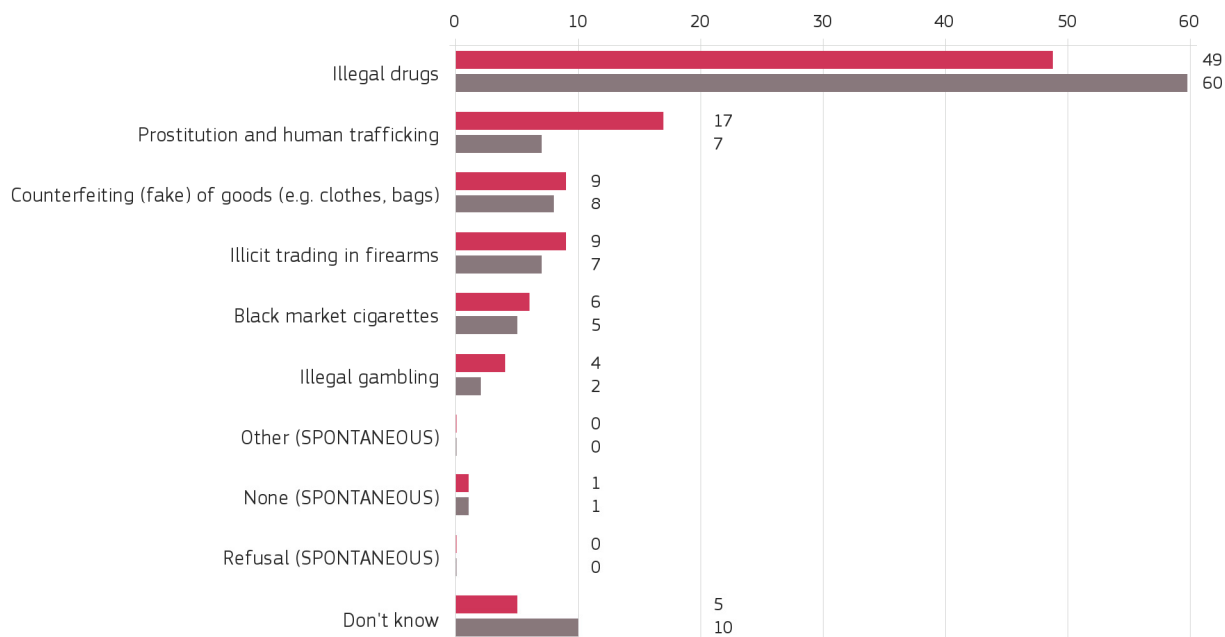
| Answer: Total 'Confident' | EU28 | EE |
|---------------------------|------|----|
| TOTAL                     | 31   | 39 |
| <b>Gender</b>             |      |    |
| Man                       | 38   | 55 |
| Woman                     | 24   | 26 |
| <b>Age</b>                |      |    |
| 15-24                     | 32   | 50 |
| 25-39                     | 38   | 50 |
| 40-54                     | 35   | 43 |
| 55+                       | 24   | 27 |
| <b>Education (End of)</b> |      |    |
| 15-                       | 27   | 23 |
| 16-19                     | 36   | 45 |
| 20+                       | 29   | 37 |
| Still studying            | 27   | 36 |

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

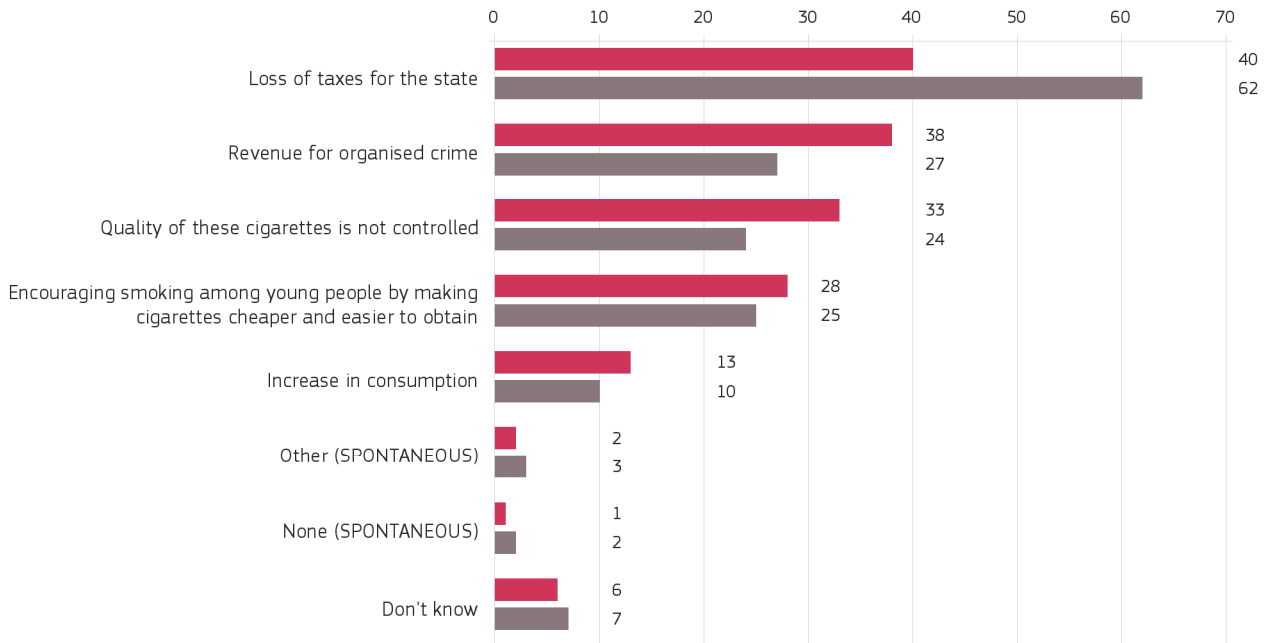
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## 6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

**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 | EE |
|-------------------------------------|------|----|
| TOTAL                               | 40   | 62 |
| <b>Gender</b>                       |      |    |
| Man                                 | 44   | 64 |
| Woman                               | 37   | 61 |
| <b>Age</b>                          |      |    |
| 15-24                               | 29   | 44 |
| 25-39                               | 41   | 60 |
| 40-54                               | 43   | 66 |
| 55+                                 | 42   | 68 |
| <b>Education (End of)</b>           |      |    |
| 15-                                 | 41   | 69 |
| 16-19                               | 42   | 63 |
| 20+                                 | 42   | 65 |
| Still studying                      | 28   | 47 |

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 | EE |
|--|------|----|
| TOTAL  | 28   | 25 |
| <b>Gender</b>  |      |    |
| Man  | 27   | 22 |
| Woman  | 30   | 27 |
| <b>Age</b>   |      |    |
| 15-24  | 34   | 38 |
| 25-39  | 27   | 25 |
| 40-54  | 27   | 19 |
| 55+  | 28   | 23 |
| <b>Education (End of)</b>  |      |    |
| 15-  | 29   | 33 |
| 16-19  | 27   | 27 |
| 20+  | 28   | 21 |
| Still studying   | 35   | 29 |

Socio-demographic breakdown

Base: all respondents