

27.672 interviews
28 / 11 > 07 / 12 / 2015

1.002 interviews
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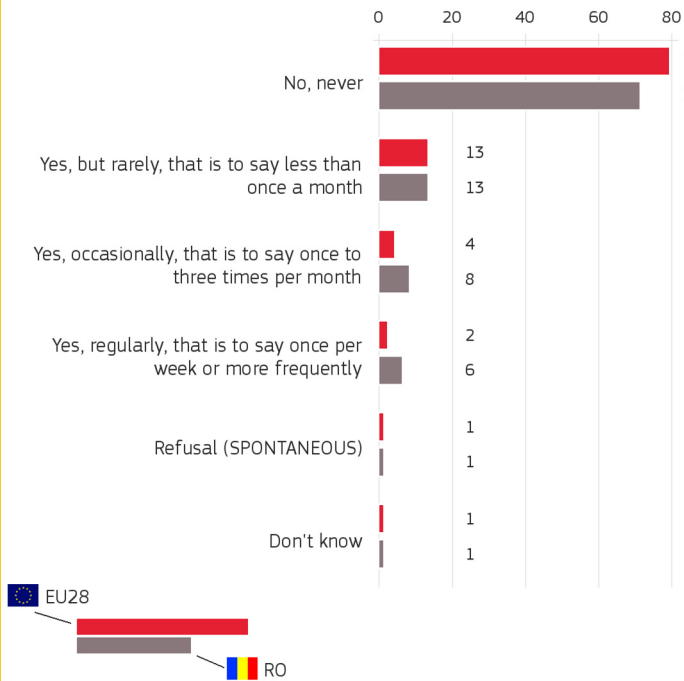
Methodology: face-to-face

ROMANIA

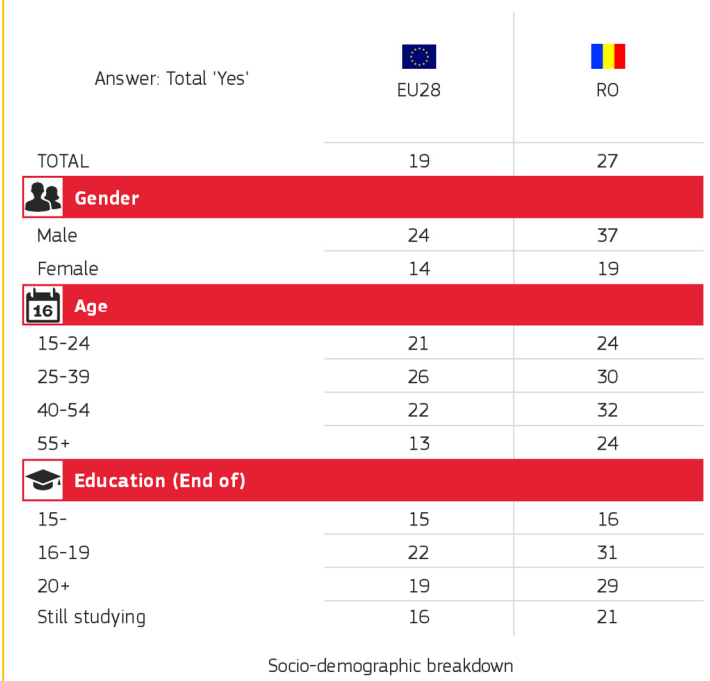
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1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

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

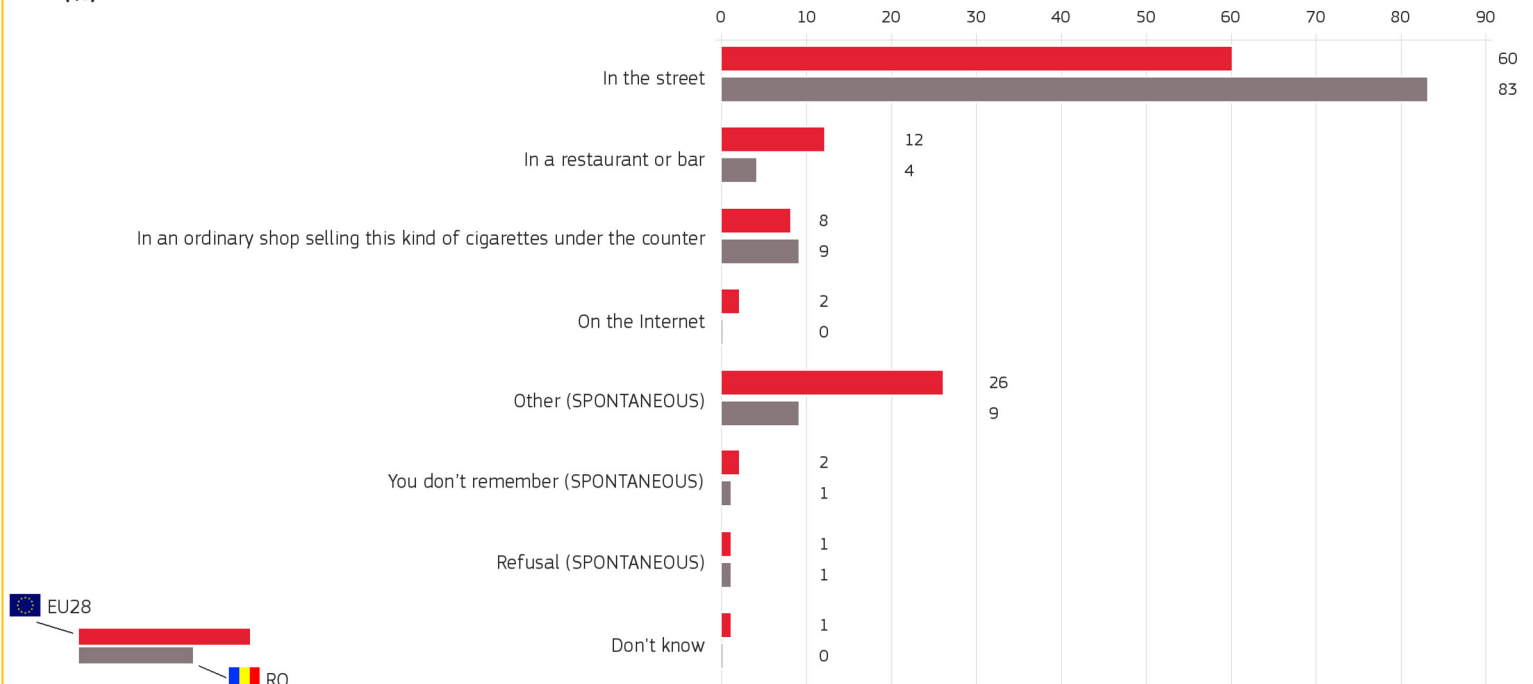


QC2 Have you ever been offered black market cigarettes to buy or smoke? (%)



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	RO
TOTAL	60	83
Gender		
Male	62	84
Female	57	81
Age		
15-24*	60	57
25-39	60	89
40-54	60	82
55+	59	88

Socio-demographic breakdown

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

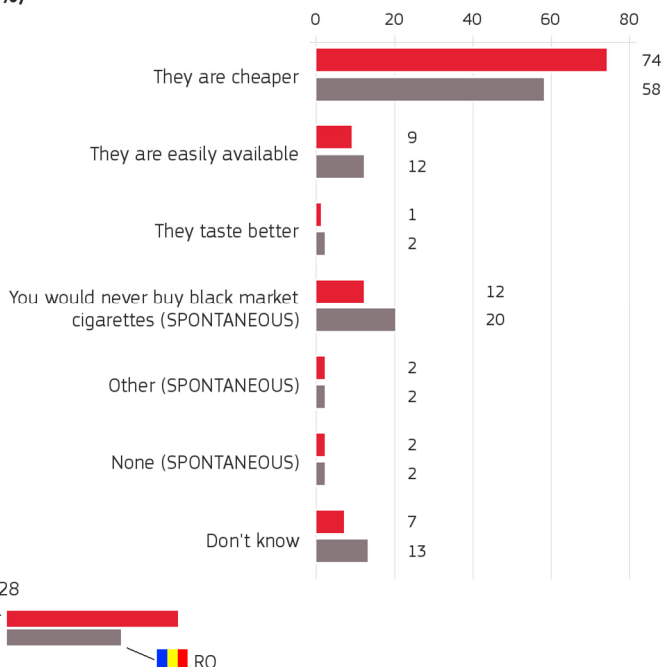
Answer: In a restaurant or bar	EU28	RO
TOTAL	12	4
Gender		
Male	13	4
Female	12	3
Age		
15-24*	10	5
25-39	13	5
40-54	13	2
55+	13	4

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) (%)



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Answer: They are cheaper	EU28	RO
TOTAL	74	58
Gender		
Male	76	68
Female	72	49
Age		
15-24	71	54
25-39	78	62
40-54	76	61
55+	71	55
Education (End of)		
15-	70	46
16-19	75	61
20+	77	63
Still studying	71	56

Socio-demographic breakdown

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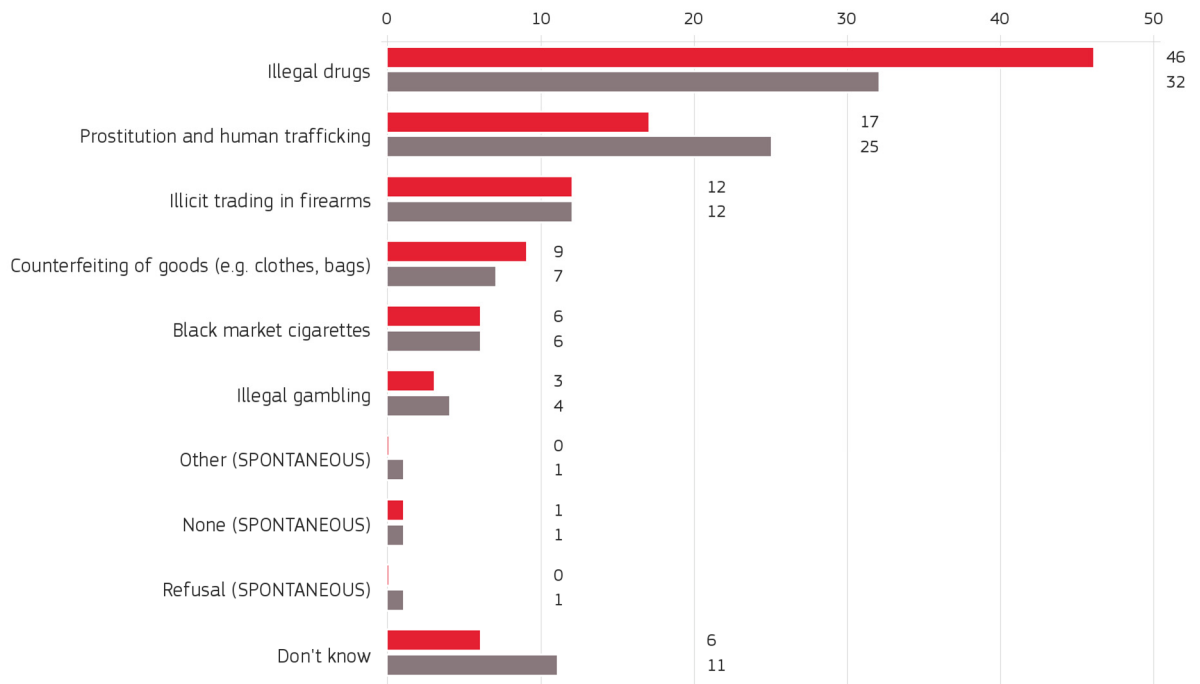
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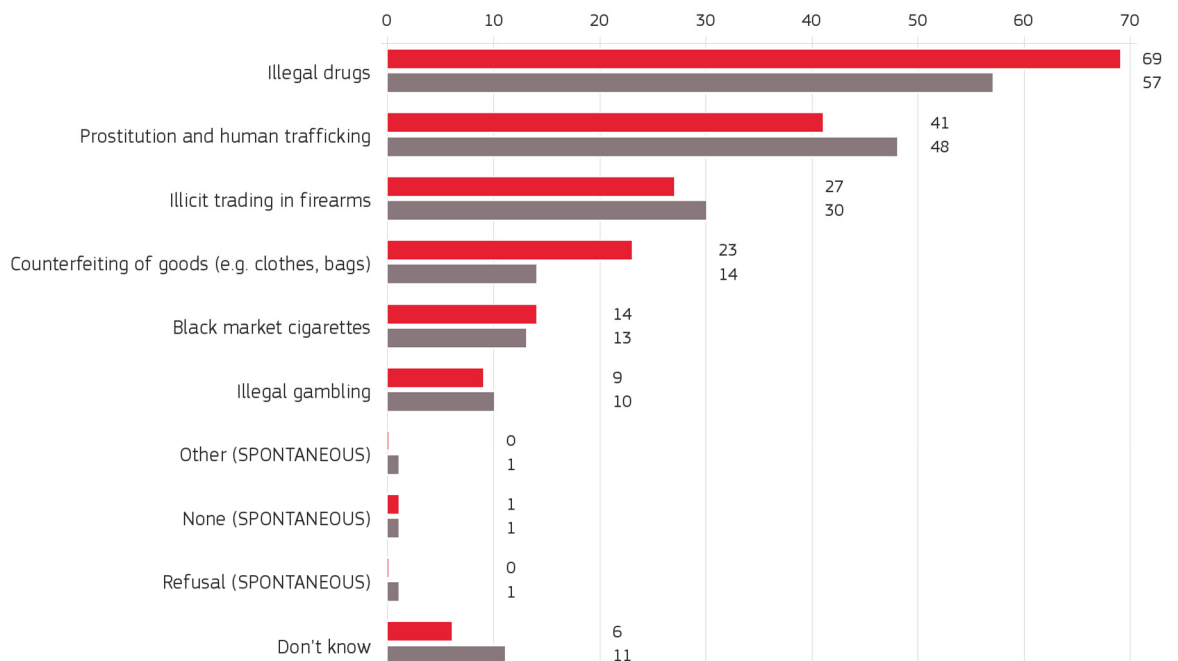
4. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

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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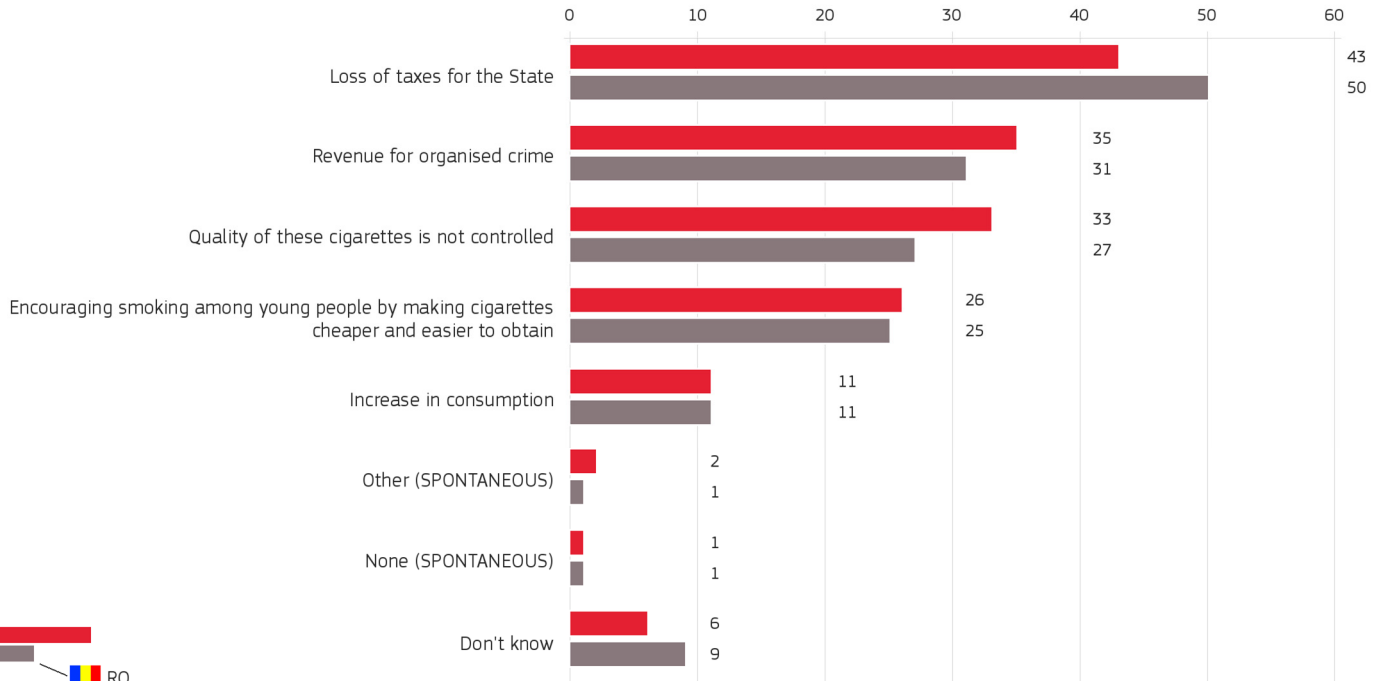
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6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

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	RO
TOTAL	43	50
Gender		
Male	45	54
Female	41	47
Age		
15-24	35	44
25-39	41	56
40-54	46	57
55+	44	44
Education (End of)		
15-	40	31
16-19	45	57
20+	44	57
Still studying	37	40

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	RO
TOTAL	35	31
Gender		
Male	37	32
Female	33	31
Age		
15-24	30	29
25-39	35	40
40-54	36	32
55+	36	27
Education (End of)		
15-	30	23
16-19	35	32
20+	40	38
Still studying	33	30

Socio-demographic breakdown