

27.672 interviews
28 / 11 > 07 / 12 / 2015

1.001 interviews
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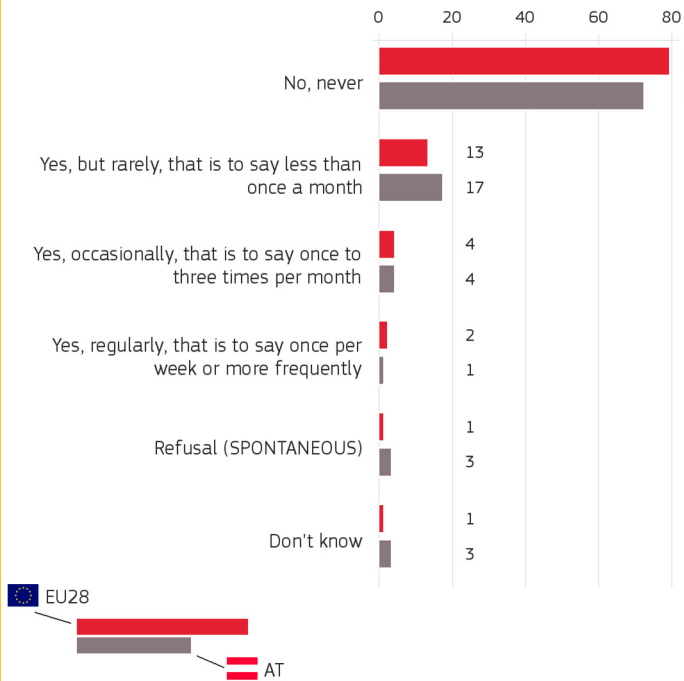
Methodology: face-to-face

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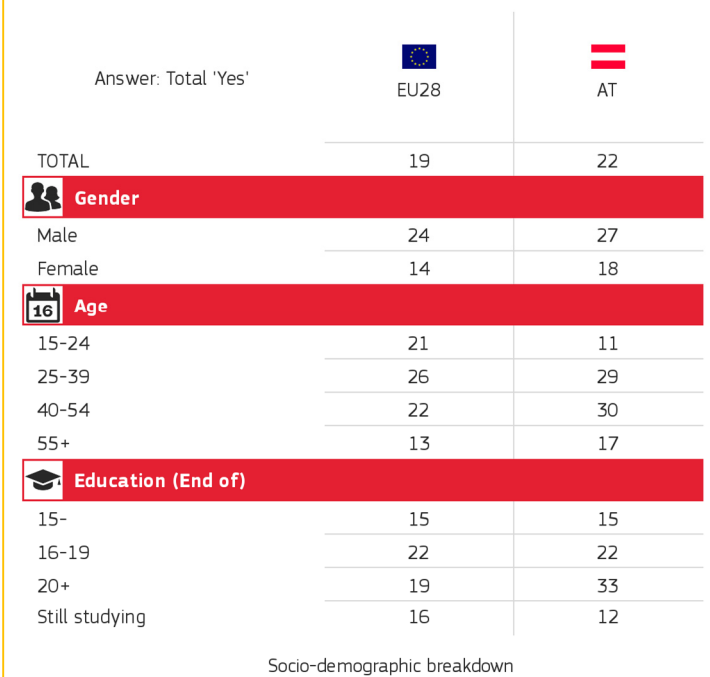
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1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

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

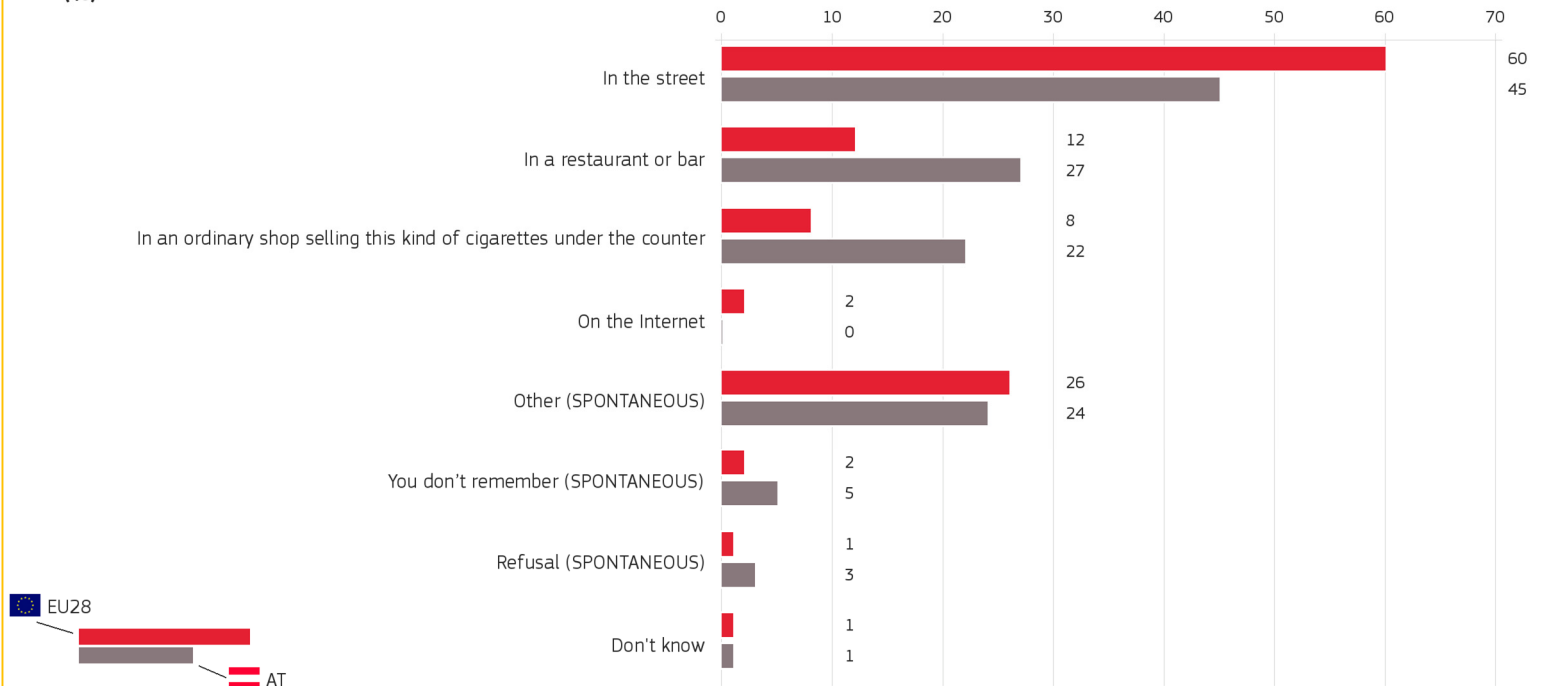


QC2 Have you ever been offered black market cigarettes to buy or smoke? (%)



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	AT
TOTAL	60	45
Gender		
Male	62	44
Female	57	45
Age		
15-24*	60	10
25-39	60	42
40-54	60	48
55+	59	50

Socio-demographic breakdown

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

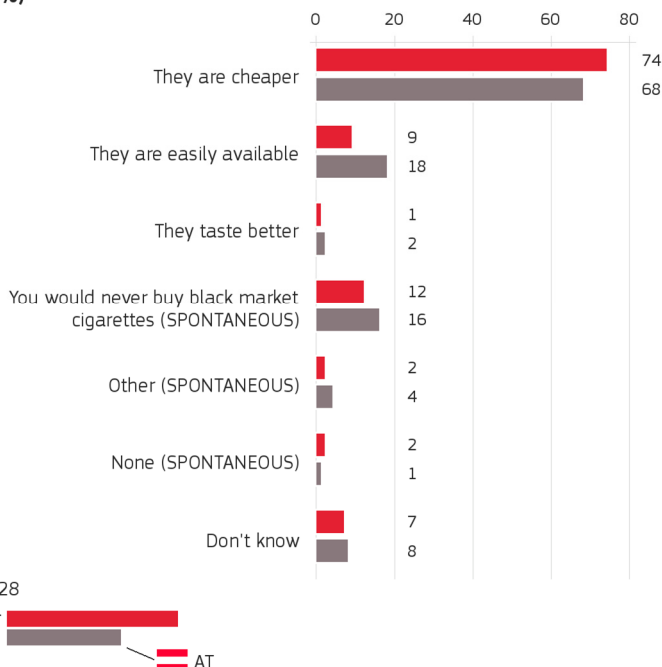
Answer: In a restaurant or bar	EU28	AT
TOTAL	12	27
Gender		
Male	13	27
Female	12	27
Age		
15-24*	10	21
25-39	13	29
40-54	13	26
55+	13	26

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	AT
TOTAL	74	68
Gender		
Male	76	74
Female	72	63
Age		
15-24	71	81
25-39	78	64
40-54	76	69
55+	71	66
Education (End of)		
15-	70	66
16-19	75	65
20+	77	69
Still studying	71	93

Socio-demographic breakdown

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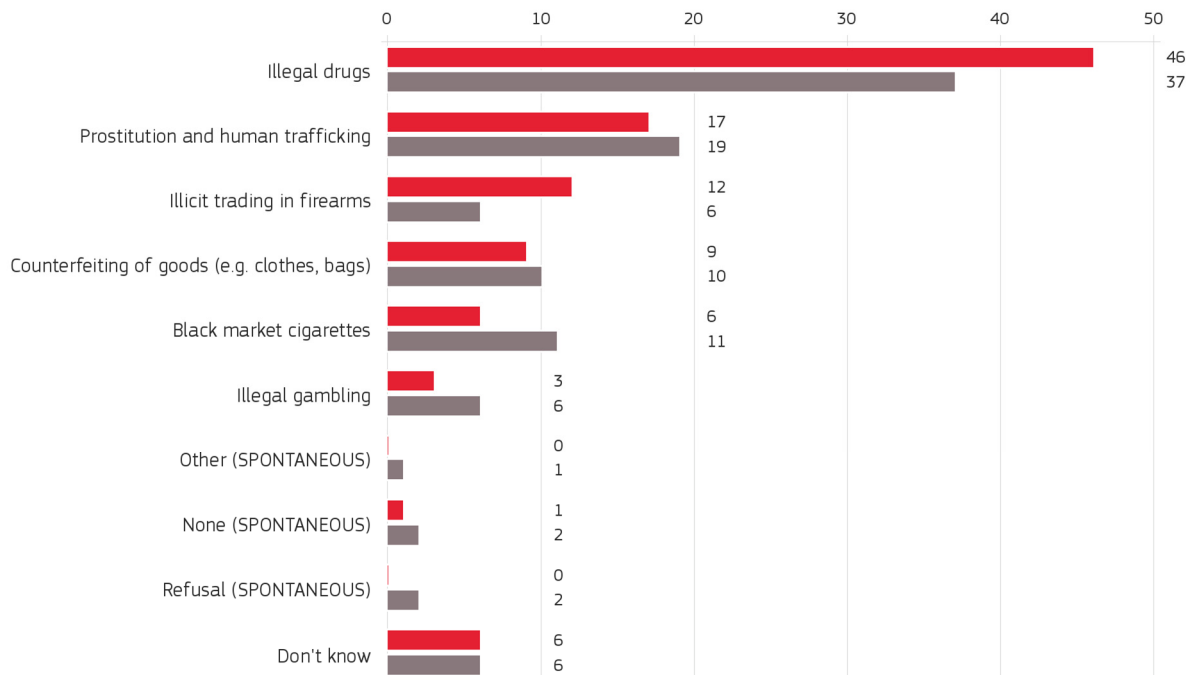
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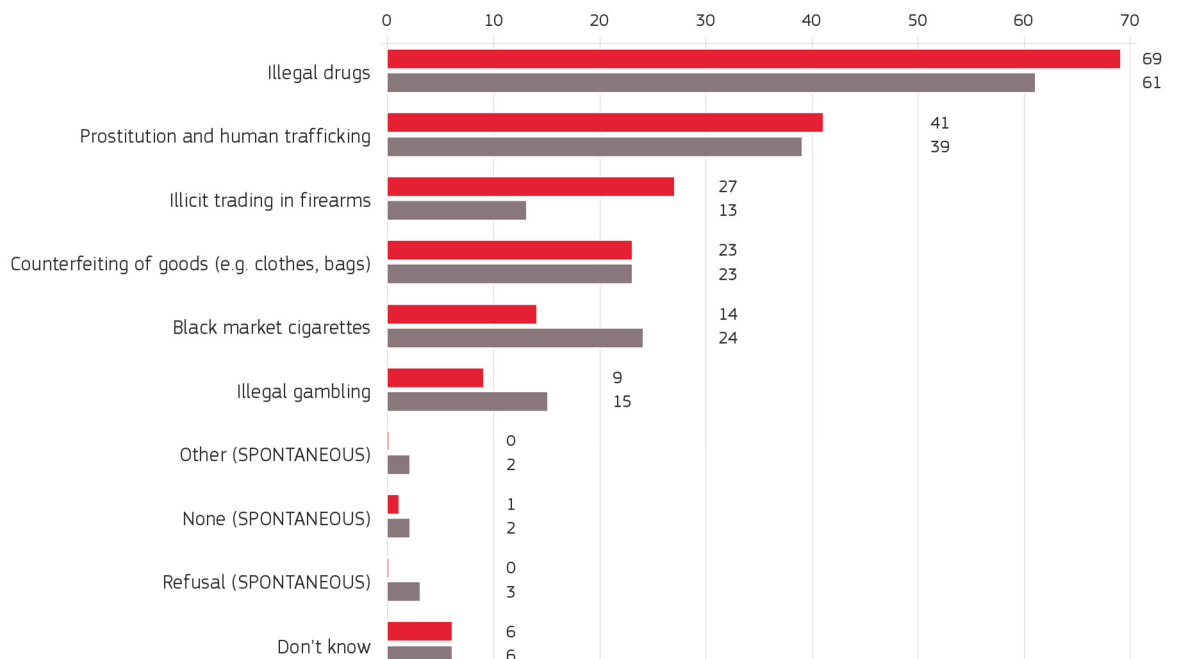
4. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

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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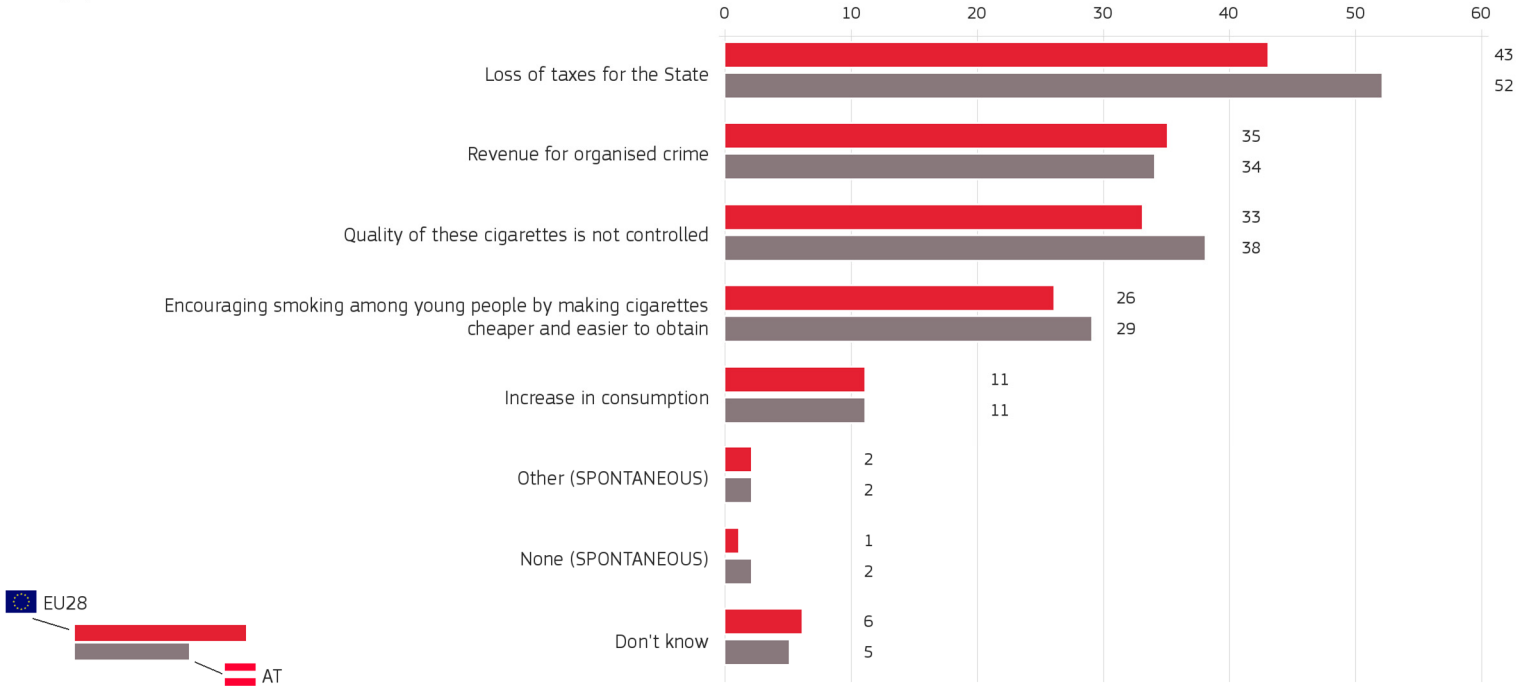
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6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

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	AT
TOTAL	43	52
Gender		
Male	45	57
Female	41	47
Age		
15-24	35	53
25-39	41	52
40-54	46	51
55+	44	52
Education (End of)		
15-	40	54
16-19	45	50
20+	44	55
Still studying	37	50

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	AT
TOTAL	35	34
Gender		
Male	37	37
Female	33	30
Age		
15-24	30	28
25-39	35	30
40-54	36	35
55+	36	37
Education (End of)		
15-	30	39
16-19	35	36
20+	40	31
Still studying	33	23

Socio-demographic breakdown