

27.643 interviews
04 > 20 / 12 / 2018

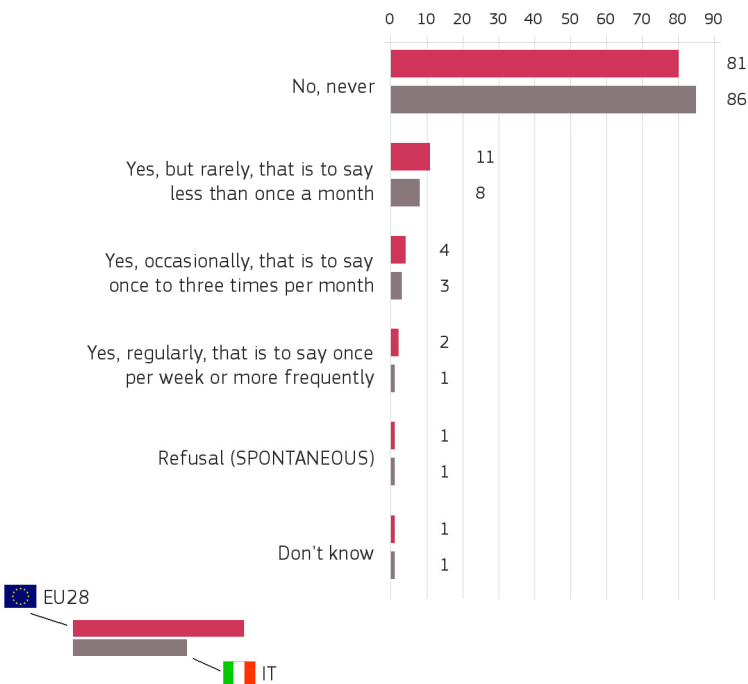
1.008 interviews
04 > 16 / 12 / 2018

Methodology: face-to-face

Italy

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? (%)

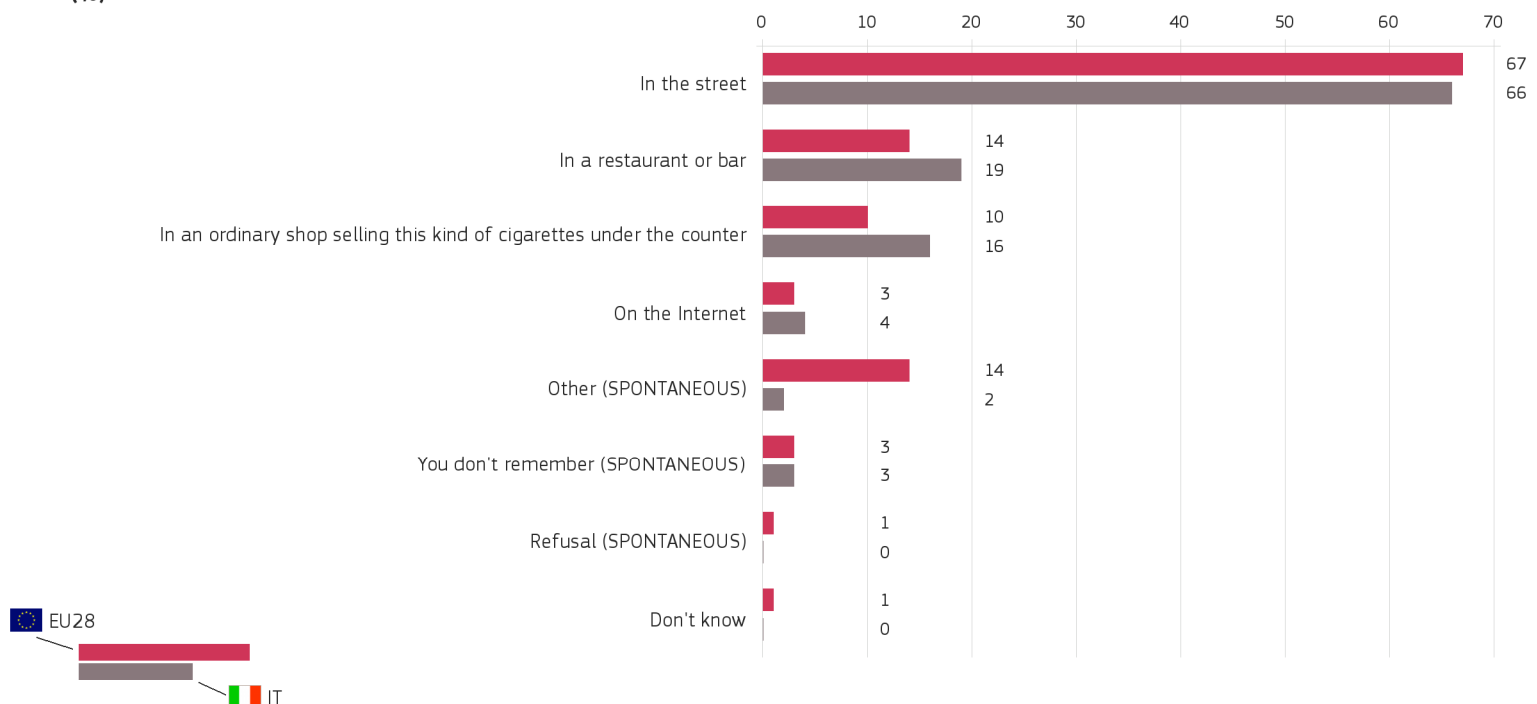
Answer: Total 'Yes'	EU28 (%)	IT (%)
TOTAL	17	12
Gender		
Man	22	17
Woman	12	7
Age		
15-24	17	13
25-39	22	14
40-54	22	17
55+	11	8
Education (End of)		
15-	14	10
16-19	19	15
20+	17	12
Still studying	15	8

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	IT
Answer: In the street		
TOTAL	67	66
Gender		
Man	67	68
Woman	65	62
Age		
15-24	74	93
25-39	64	61
40-54	66	57
55+	66	69
Education (End of)		
15-	66	66
16-19	64	53
20+	69	80
Still studying	68	100

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)
(%)

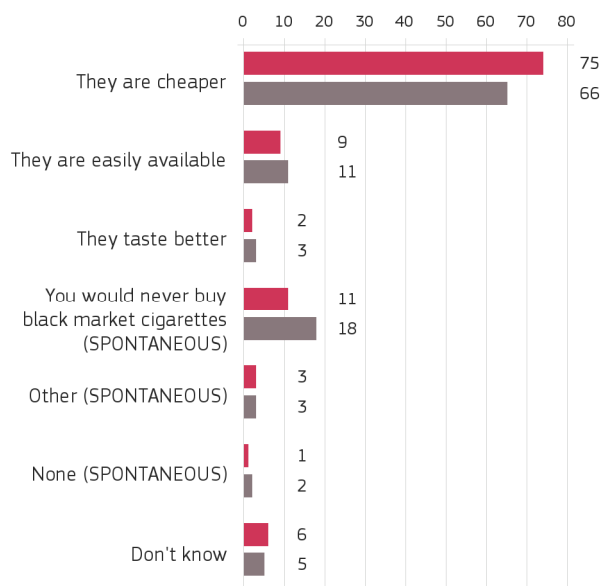
	EU28	IT
Answer: In a restaurant or bar		
TOTAL	14	19
Gender		
Man	16	22
Woman	11	11
Age		
15-24	16	25
25-39	12	14
40-54	15	19
55+	15	20
Education (End of)		
15-	18	30
16-19	13	16
20+	15	16
Still studying	12	15

Socio-demographic breakdown

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

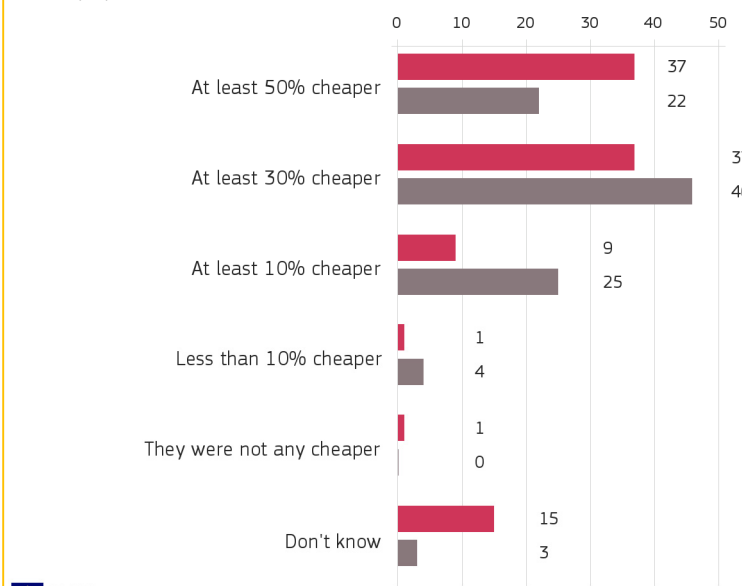
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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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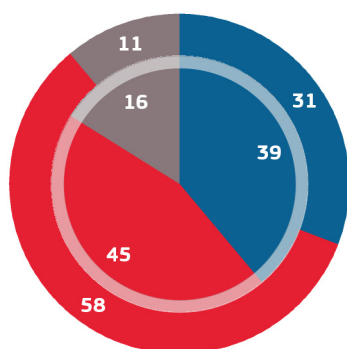
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4. CONFIDENCE IN ABILITY TO DISTINGUISH A PACKET OF BLACK MARKET CIGARETTES FROM A LEGAL PACKET

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 IT 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? (%)

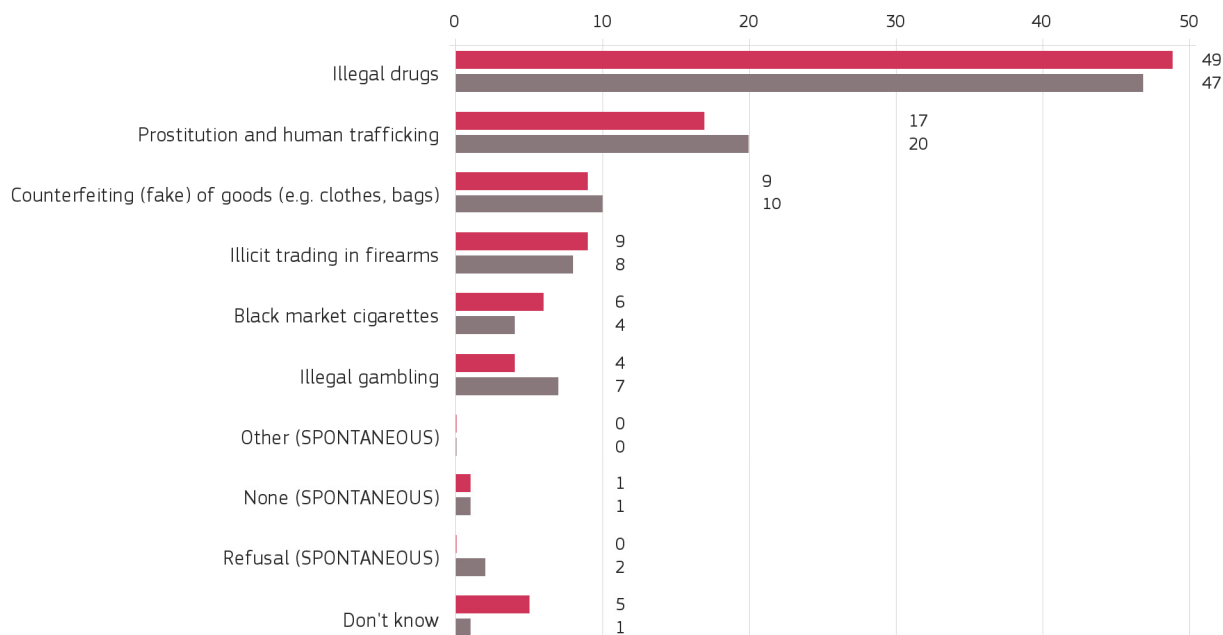
Answer: Total 'Confident'	EU28	IT
TOTAL	31	39
Gender		
Man	38	50
Woman	24	29
Age		
15-24	32	38
25-39	38	45
40-54	35	43
55+	24	35
Education (End of)		
15-	27	30
16-19	36	45
20+	29	41
Still studying	27	37

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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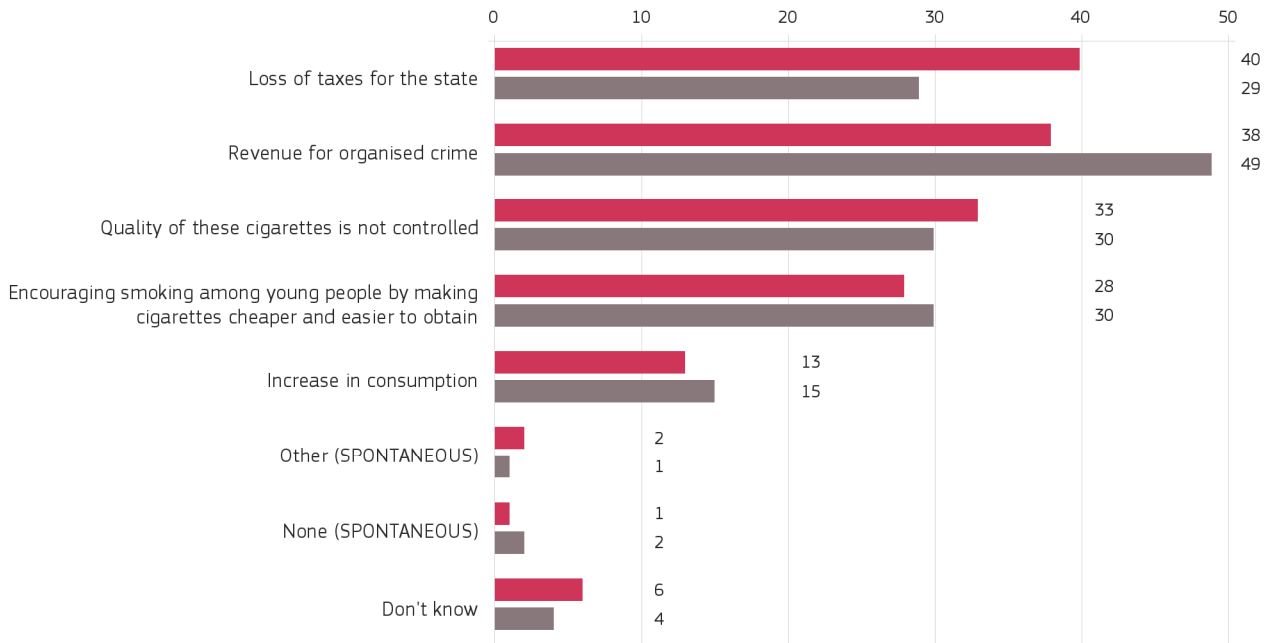
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6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

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	EU28 (%)	IT (%)
Loss of taxes for the state	40	29
Gender		
Man	44	30
Woman	37	29
Age		
15-24	29	24
25-39	41	36
40-54	43	26
55+	42	29
Education (End of)		
15-	41	29
16-19	42	30
20+	42	30
Still studying	28	29

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 (%)	IT (%)
Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	28	30
Gender		
Man	27	29
Woman	30	31
Age		
15-24	34	28
25-39	27	25
40-54	27	32
55+	28	32
Education (End of)		
15-	29	31
16-19	27	29
20+	28	33
Still studying	35	26

Socio-demographic breakdown

Base: all respondents