

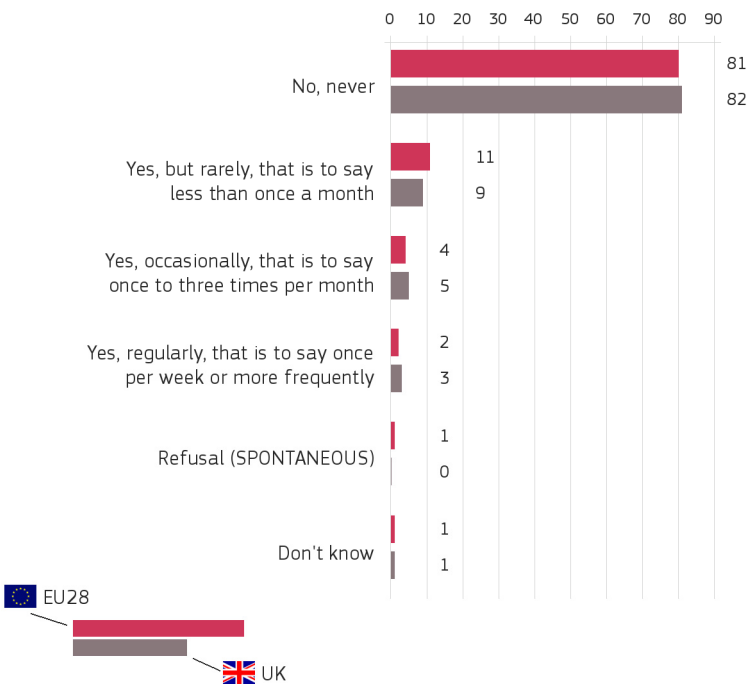
27.643 interviews
04 > 20 / 12 / 2018

1.066 interviews
05 > 19 / 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? (%)

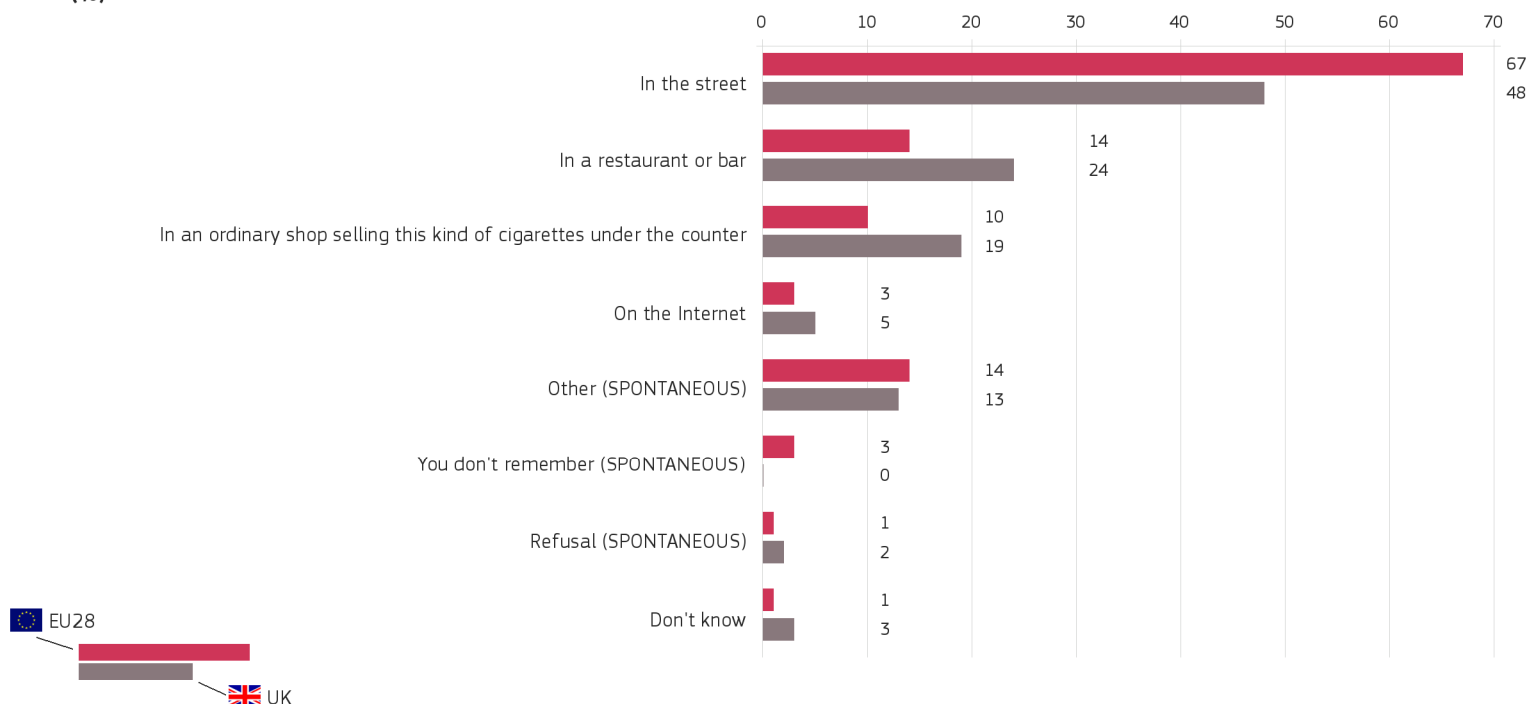
Answer: Total 'Yes'	EU28 (%)	UK (%)
TOTAL	17	17
Gender		
Man	22	20
Woman	12	13
Age		
15-24	17	12
25-39	22	21
40-54	22	25
55+	11	10
Education (End of)		
15-	14	15
16-19	19	20
20+	17	12
Still studying	15	15

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)
(%)

Answer: In the street	EU28	UK
TOTAL	67	48
Gender		
Man	67	46
Woman	65	50
Age		
15-24	74	60
25-39	64	48
40-54	66	55
55+	66	28
Education (End of)		
15-	66	51
16-19	64	48
20+	69	37
Still studying	68	58

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)
(%)

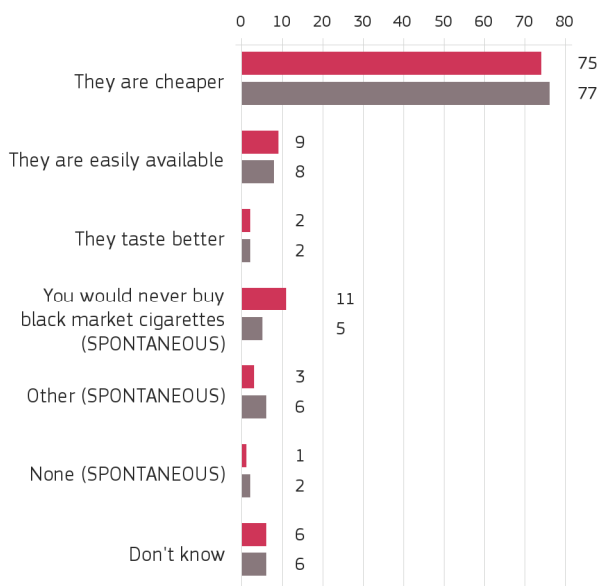
Answer: In a restaurant or bar	EU28	UK
TOTAL	14	24
Gender		
Man	16	30
Woman	11	15
Age		
15-24	16	18
25-39	12	23
40-54	15	17
55+	15	39
Education (End of)		
15-	18	33
16-19	13	18
20+	15	36
Still studying	12	14

Socio-demographic breakdown

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

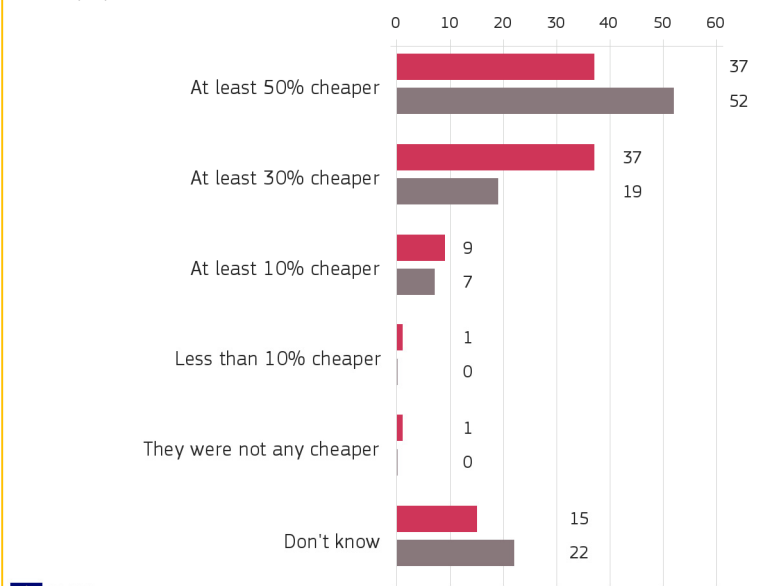
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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

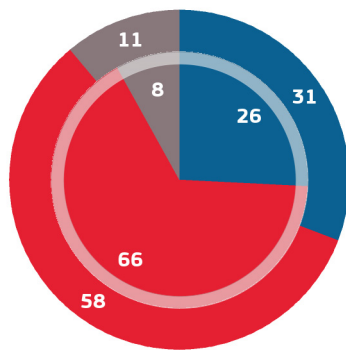
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Methodology: face-to-face

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 UK 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? (%)

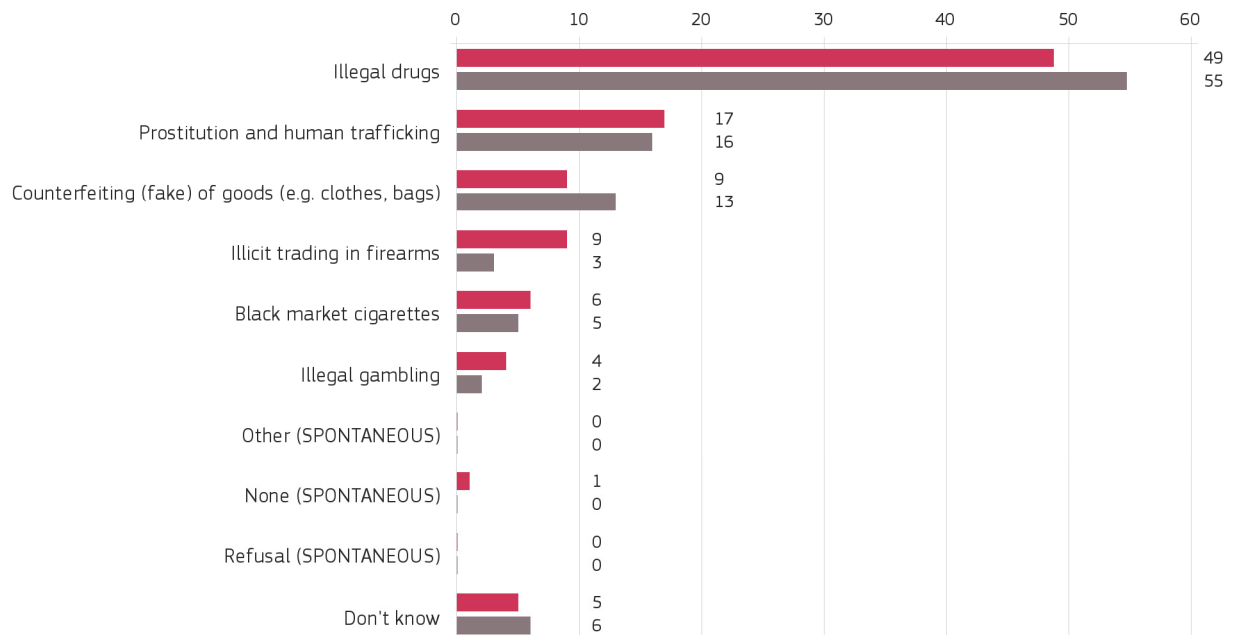
Answer: Total 'Confident'	EU28	UK
TOTAL	31	26
Gender		
Man	38	30
Woman	24	23
Age		
15-24	32	38
25-39	38	25
40-54	35	34
55+	24	18
Education (End of)		
15-	27	35
16-19	36	28
20+	29	20
Still studying	27	30

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? (%)



EU28
UK

Base: all respondents

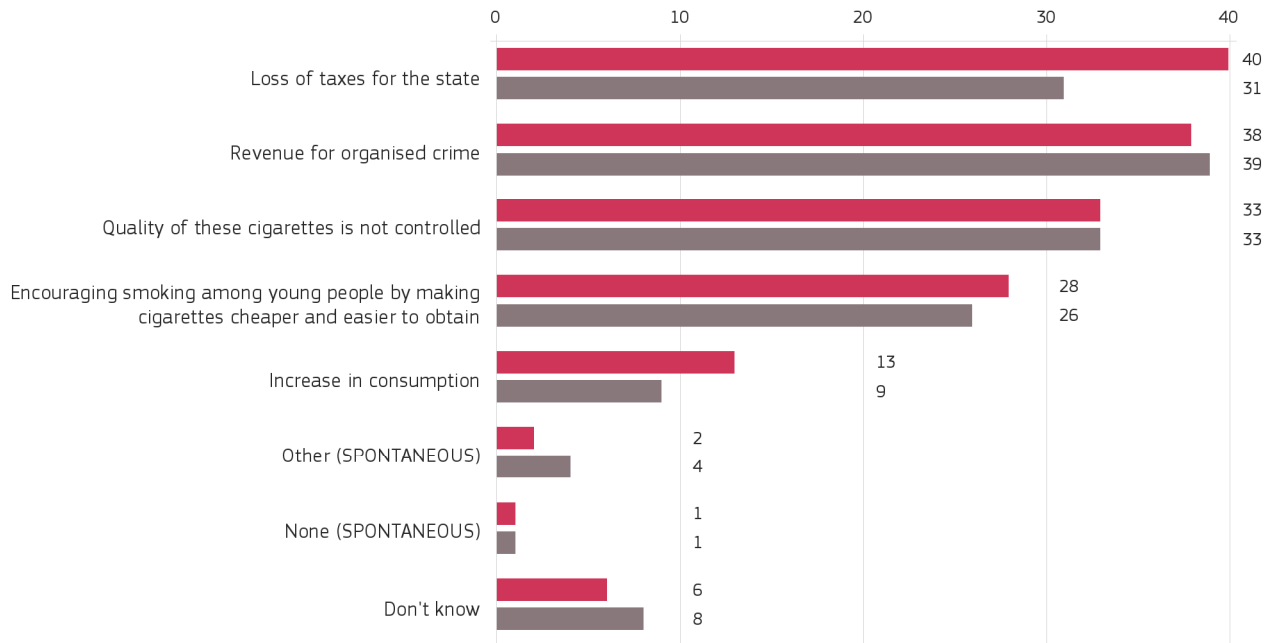
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Methodology: face-to-face

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	UK
TOTAL	40	31
Gender		
Man	44	37
Woman	37	25
Age		
15-24	29	20
25-39	41	34
40-54	43	39
55+	42	28
Education (End of)		
15-	41	28
16-19	42	32
20+	42	33
Still studying	28	25

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	UK
TOTAL	28	26
Gender		
Man	27	27
Woman	30	25
Age		
15-24	34	32
25-39	27	31
40-54	27	21
55+	28	24
Education (End of)		
15-	29	30
16-19	27	26
20+	28	24
Still studying	35	29

Socio-demographic breakdown

Base: all respondents