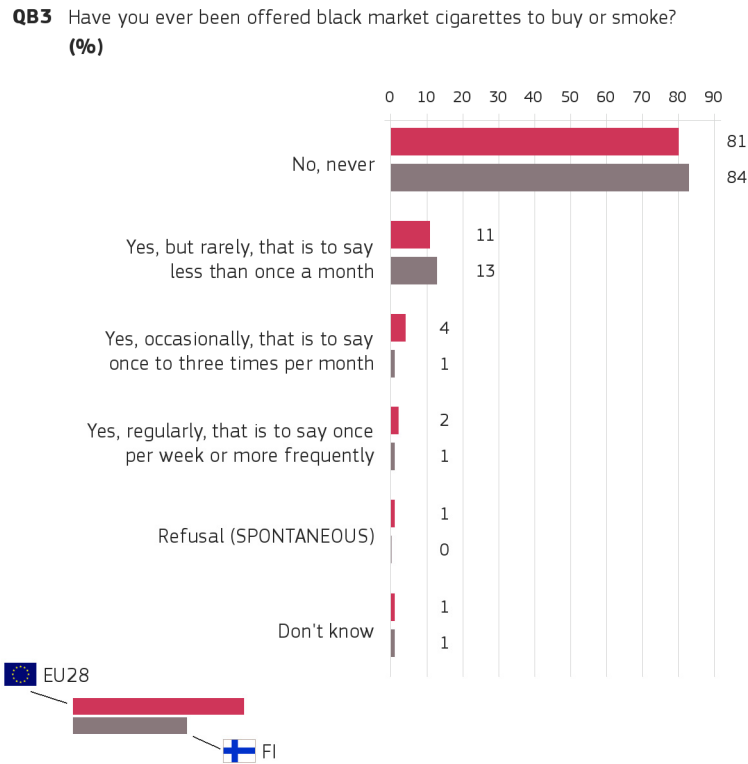


27.643 interviews  
04 > 20 / 12 / 2018

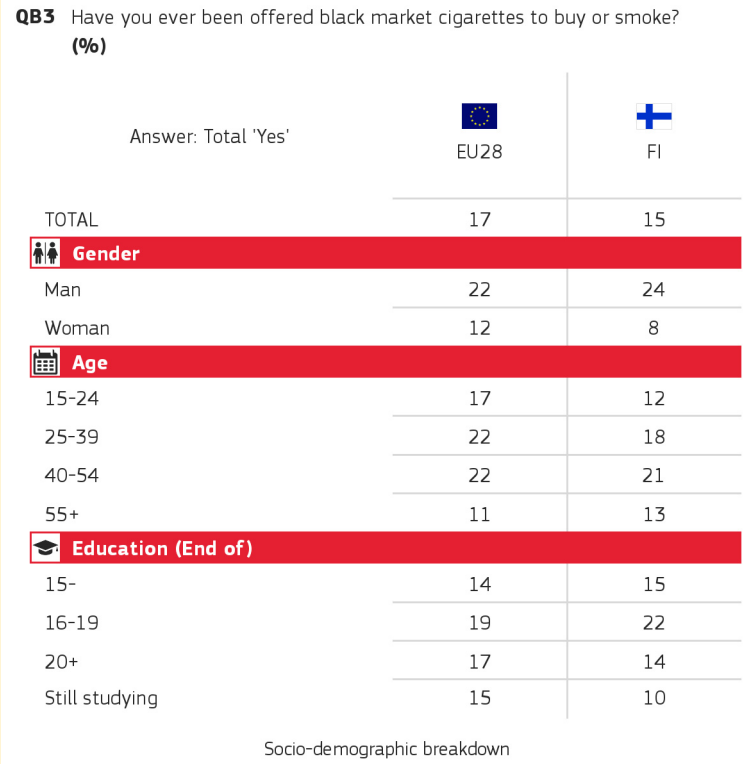
1.030 interviews  
04 > 18 / 12 / 2018

Methodology: face-to-face

### 1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

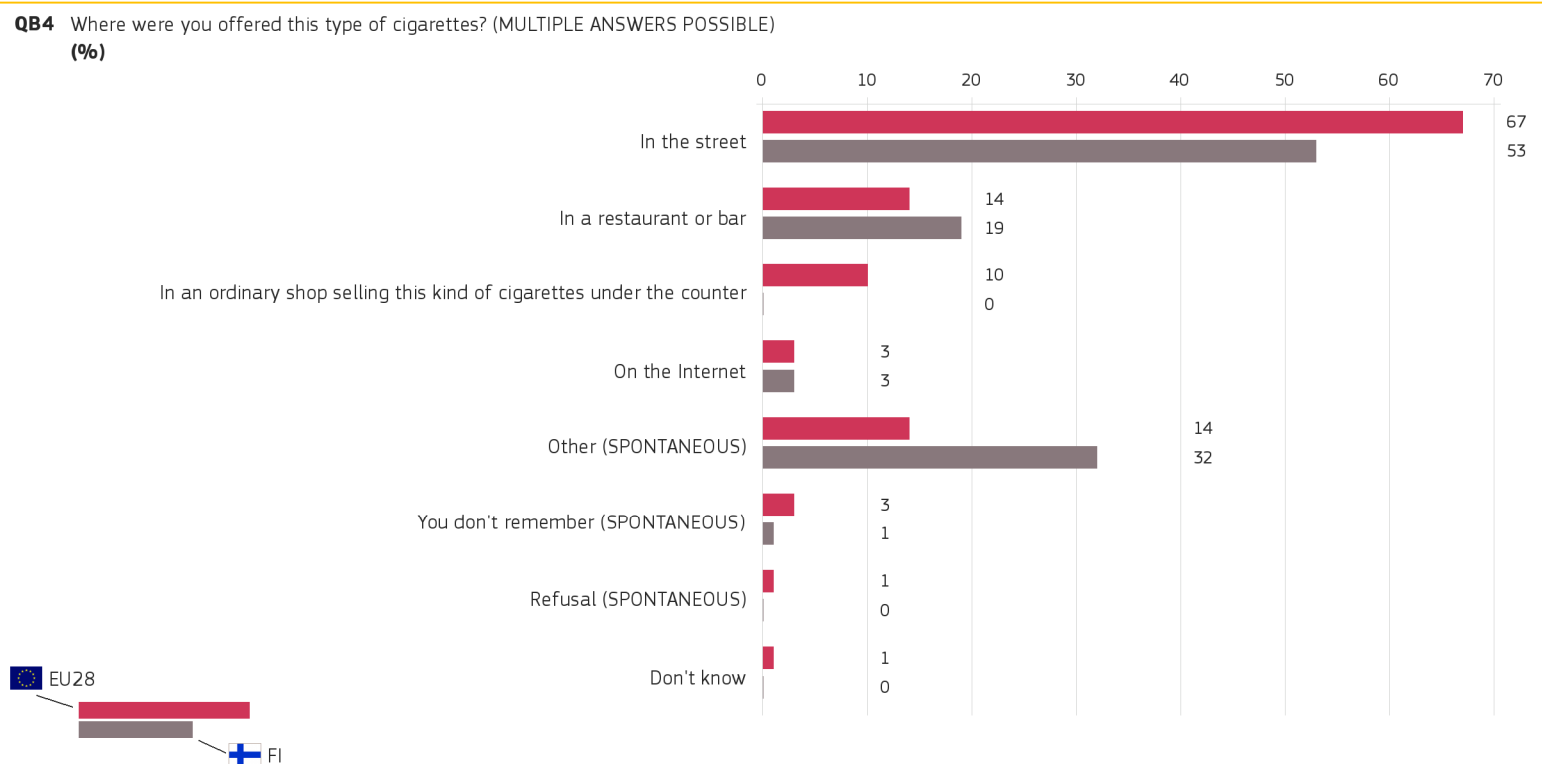


Base: all respondents



Base: all respondents

### 2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (1/2)



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

27.643 interviews  
04 > 20 / 12 / 2018

1.030 interviews  
04 > 18 / 12 / 2018

Methodology: face-to-face

## 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	FI
TOTAL	67	53
<b>Gender</b>		
Man	67	54
Woman	65	49
<b>Age</b>		
15-24	74	61
25-39	64	38
40-54	66	57
55+	66	58
<b>Education (End of)</b>		
15-	66	29
16-19	64	58
20+	69	49
Still studying	68	67

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)  
(%)

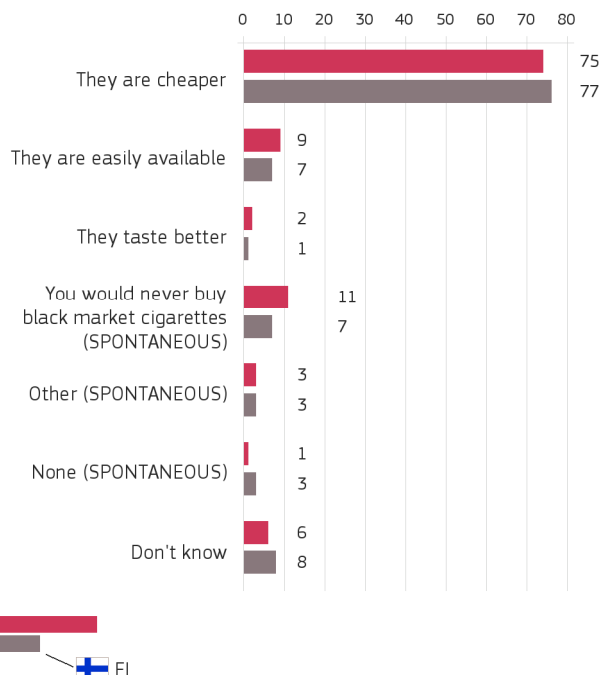
Answer: In a restaurant or bar	EU28	FI
TOTAL	14	19
<b>Gender</b>		
Man	16	16
Woman	11	25
<b>Age</b>		
15-24	16	7
25-39	12	25
40-54	15	16
55+	15	19
<b>Education (End of)</b>		
15-	18	18
16-19	13	19
20+	15	20
Still studying	12	9

Socio-demographic breakdown

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

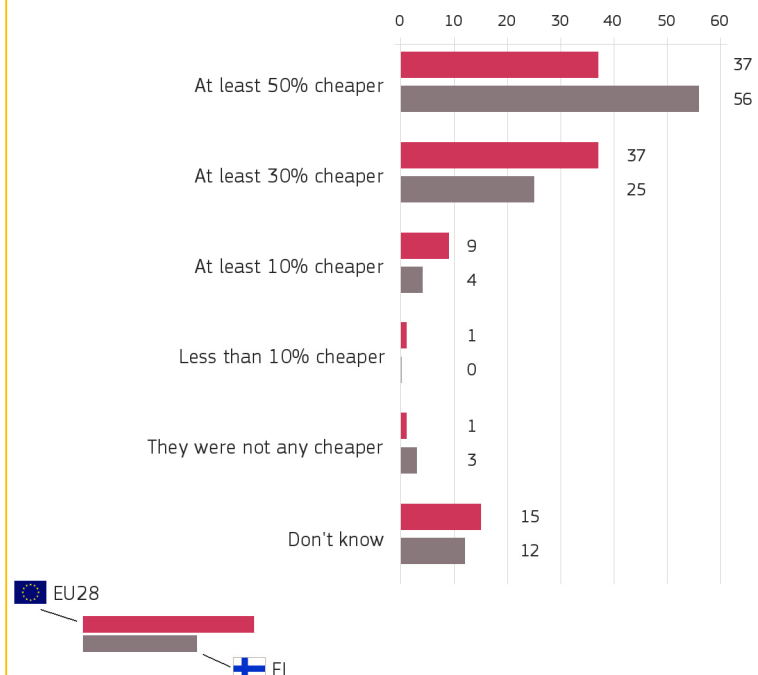
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**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

27.643 interviews  
04 > 20 / 12 / 2018

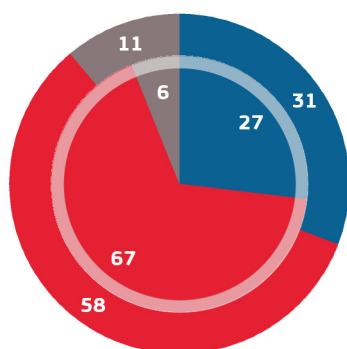
1.030 interviews  
04 > 18 / 12 / 2018

Methodology: face-to-face

Finland

#### 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    FI 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? (%)

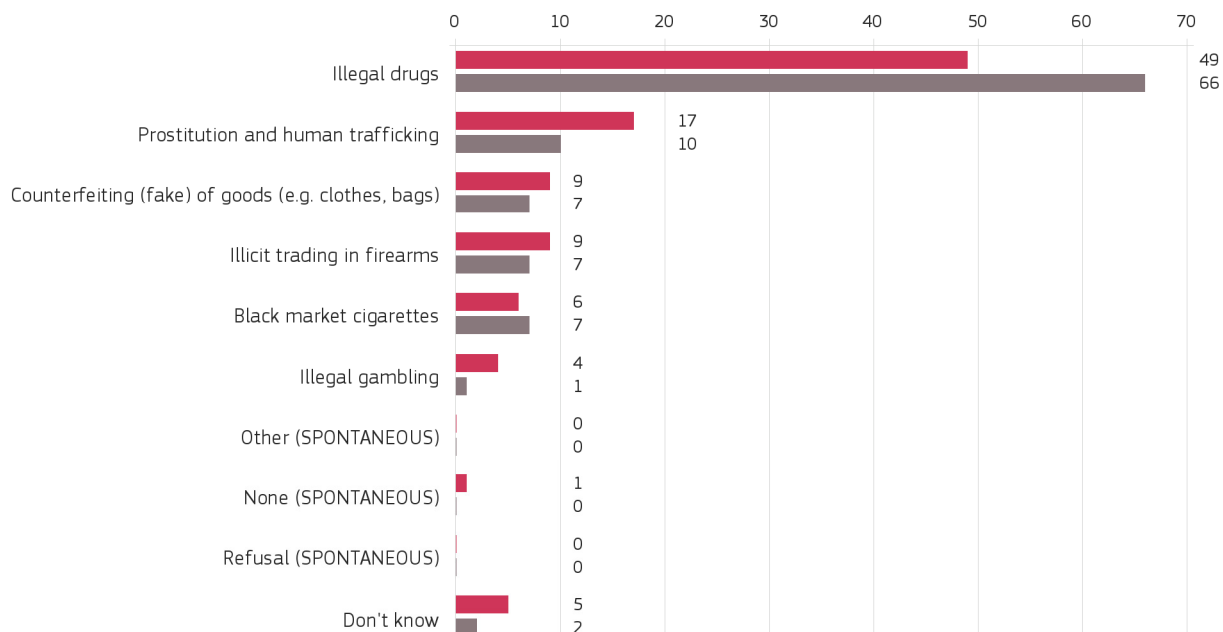
Answer: Total 'Confident'	EU28	FI
TOTAL	31	27
<b>Gender</b>		
Man	38	35
Woman	24	19
<b>Age</b>		
15-24	32	29
25-39	38	34
40-54	35	27
55+	24	23
<b>Education (End of)</b>		
15-	27	23
16-19	36	32
20+	29	25
Still studying	27	30

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? (%)



Base: all respondents

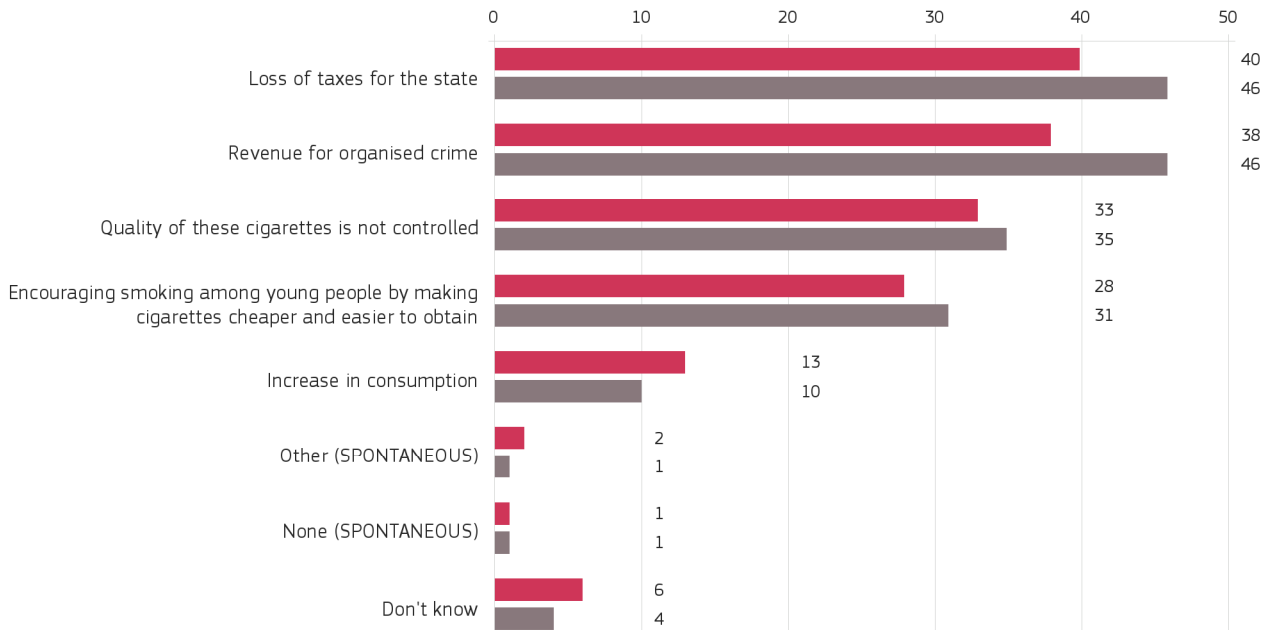
27.643 interviews  
04 > 20 / 12 / 2018

1.030 interviews  
04 > 18 / 12 / 2018

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	EU28 (%)	FI (%)
Answer: Loss of taxes for the state		
<b>TOTAL</b>	40	46
<b>Gender</b>		
Man	44	50
Woman	37	43
<b>Age</b>		
15-24	29	38
25-39	41	36
40-54	43	47
55+	42	54
<b>Education (End of)</b>		
15-	41	59
16-19	42	50
20+	42	47
Still studying	28	28

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 (%)	FI (%)
Answer: Encouraging smoking among young people by making cigarettes cheaper and easier to obtain		
<b>TOTAL</b>	28	31
<b>Gender</b>		
Man	27	29
Woman	30	33
<b>Age</b>		
15-24	34	45
25-39	27	29
40-54	27	30
55+	28	29
<b>Education (End of)</b>		
15-	29	22
16-19	27	34
20+	28	28
Still studying	35	43

Socio-demographic breakdown

Base: all respondents