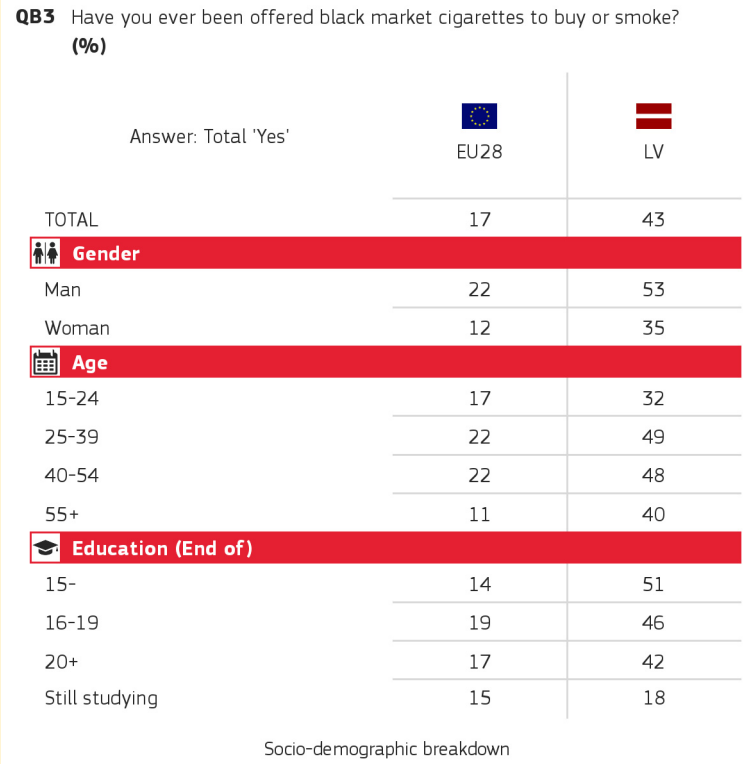
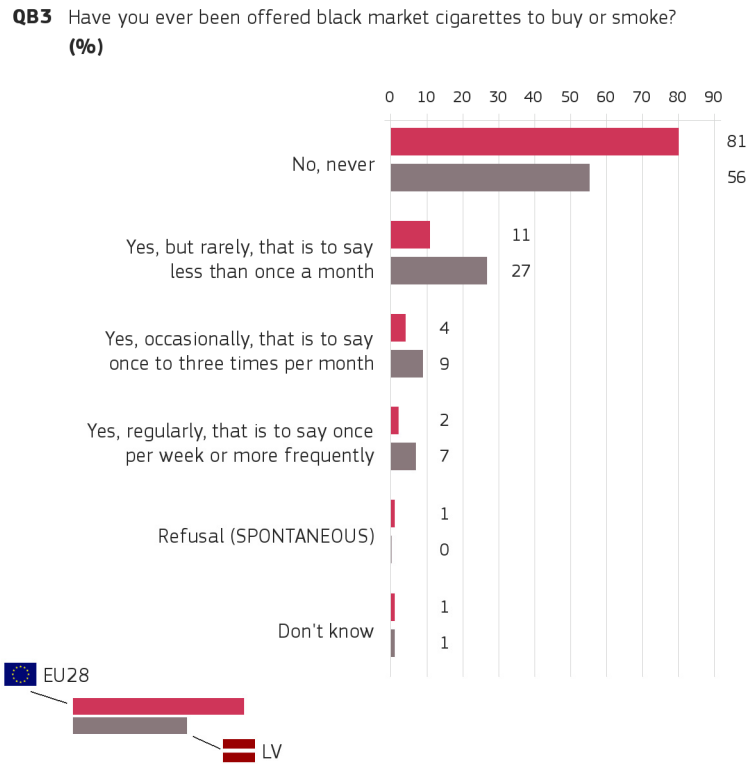


27.643 interviews
04 > 20 / 12 / 2018

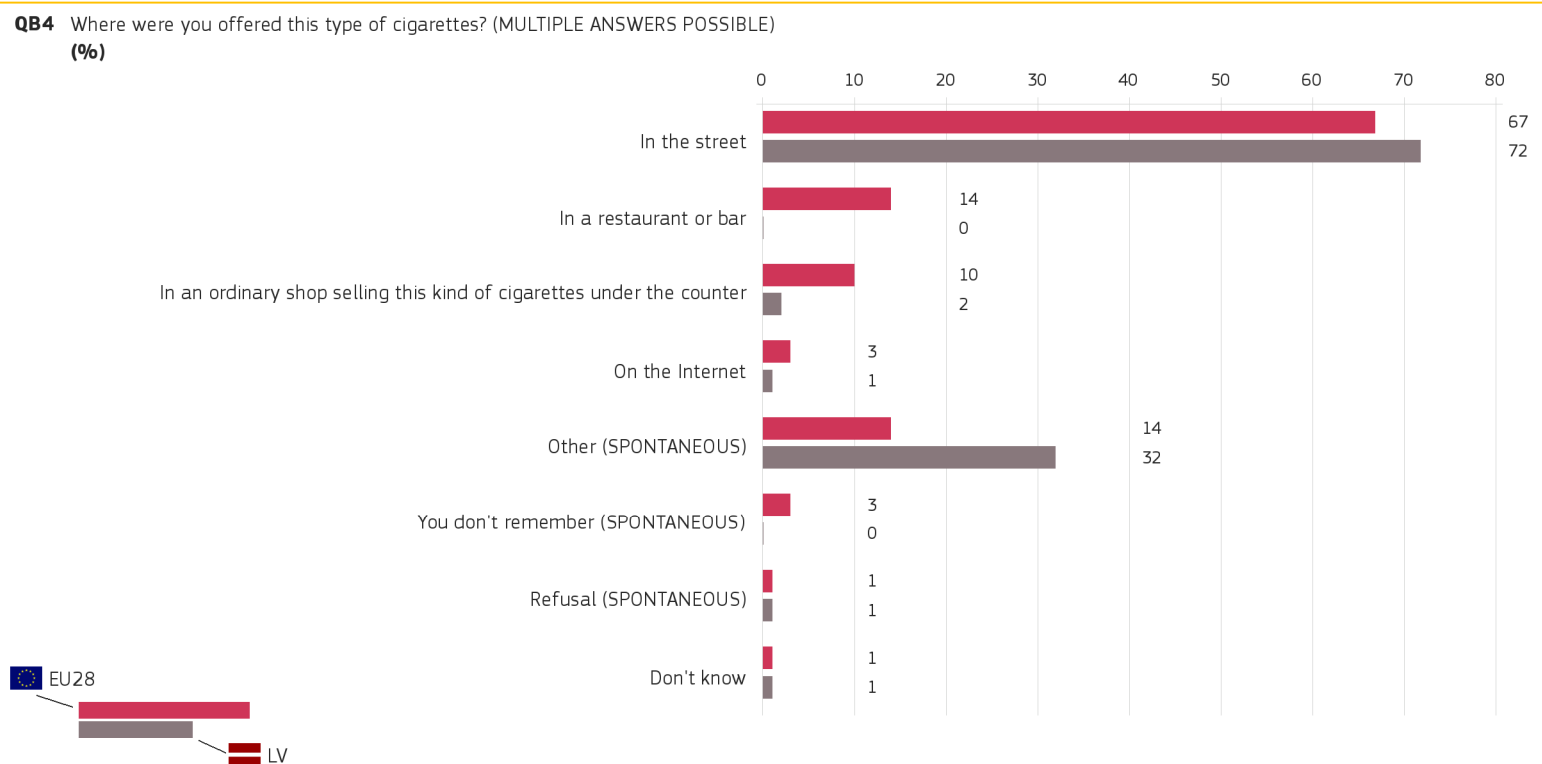
1.002 interviews
05 > 18 / 12 / 2018

Methodology: face-to-face

1. PENETRATION OF CIGARETTES IN THE BLACK MARKET



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



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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	LV
TOTAL	67	72
Gender		
Man	67	72
Woman	65	73
Age		
15-24	74	88
25-39	64	70
40-54	66	70
55+	66	71
Education (End of)		
15-	66	80
16-19	64	73
20+	69	68
Still studying	68	87

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)
(%)

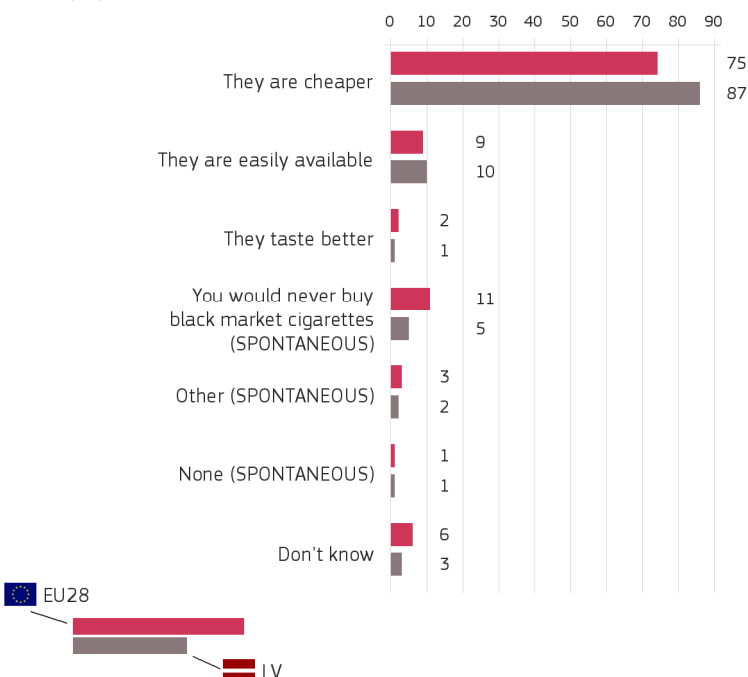
Answer: In a restaurant or bar	EU28	LV
TOTAL	14	0
Gender		
Man	16	0
Woman	11	0
Age		
15-24	16	0
25-39	12	1
40-54	15	0
55+	15	0
Education (End of)		
15-	18	0
16-19	13	0
20+	15	0
Still studying	12	0

Socio-demographic breakdown

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

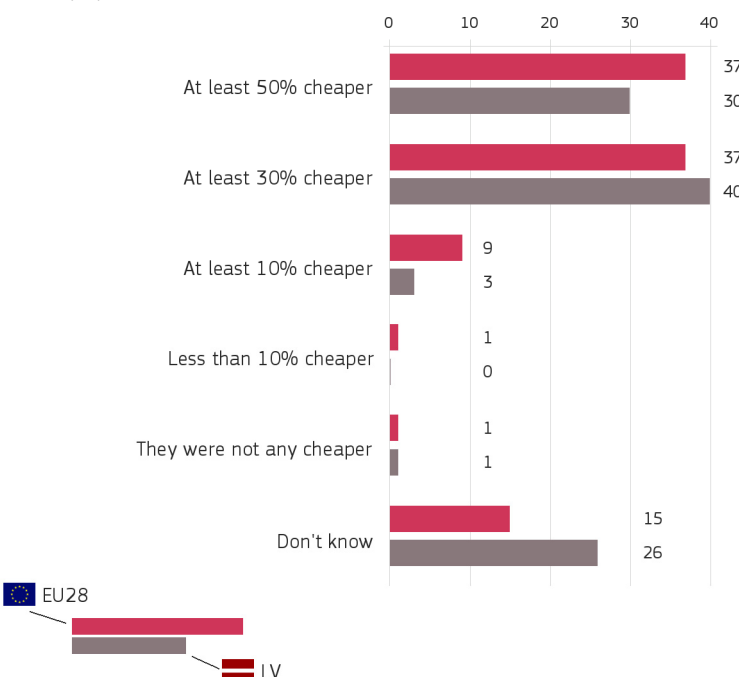
3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

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

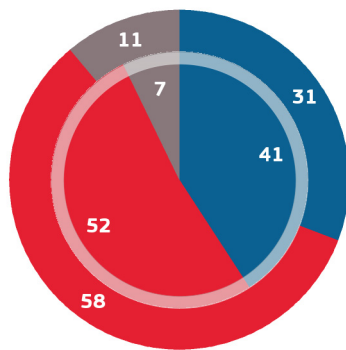
27.643 interviews
04 > 20 / 12 / 2018

1.002 interviews
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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 LV 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? (%)

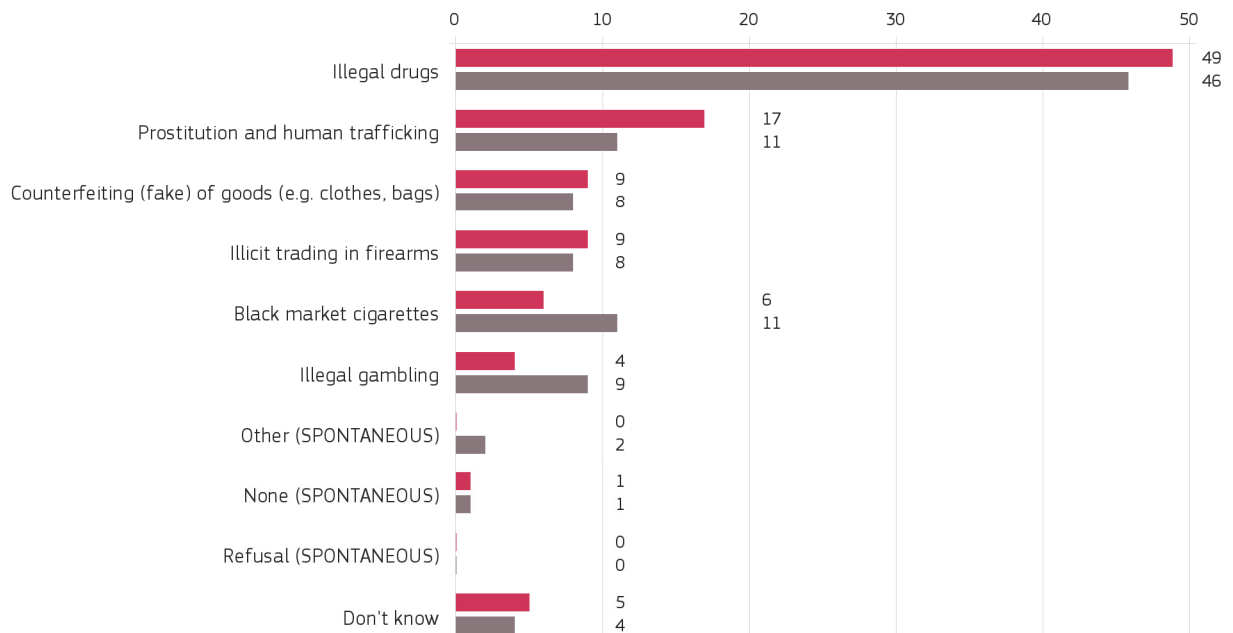
Answer: Total 'Confident'	EU28	LV
TOTAL	31	41
Gender		
Man	38	58
Woman	24	29
Age		
15-24	32	51
25-39	38	57
40-54	35	46
55+	24	27
Education (End of)		
15-	27	44
16-19	36	46
20+	29	37
Still studying	27	39

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

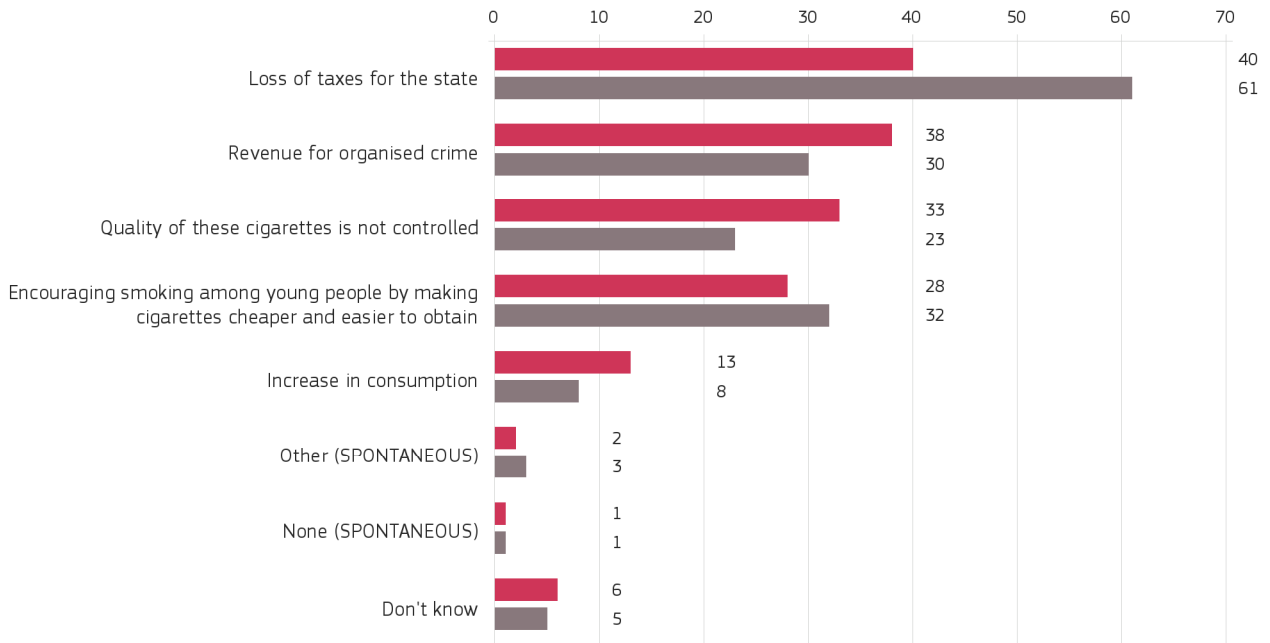
1.002 interviews
05 > 18 / 12 / 2018

Methodology: face-to-face

Latvia

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 (%)	LV (%)
Answer: Loss of taxes for the state	40	61
TOTAL	40	61
Gender		
Man	44	62
Woman	37	61
Age		
15-24	29	49
25-39	41	63
40-54	43	66
55+	42	61
Education (End of)		
15-	41	40
16-19	42	61
20+	42	67
Still studying	28	55

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

Socio-demographic breakdown

Base: all respondents