

	TOTAL LESS			CELL 20 LESS			CELL 21 LESS			CELL 22 LESS			CELL 23 LESS		
GENDER	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	1,059	2.6	2.7	9	1.7	1.7	802	4.6	4.8	105	.9	.9	47	7.1	7.2
FEMALE	38,139	94.8	97.3	529	98.3	98.3	15,789	89.9	95.2	11,349	98.9	99.1	605	91.7	92.8
UNKNOWN	1,027	2.6	.0	0	.0	.0	976	5.6	.0	21	.2	.0	8	1.2	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0
AGE															
21-24	1,459	3.6	3.7	7	1.3	1.3	989	5.6	5.7	291	2.5	2.6	13	2.0	2.0
25-34	14,281	35.5	35.9	159	29.6	29.7	10,033	57.1	57.5	2,315	20.2	20.5	112	17.0	17.2
35-44	8,136	20.2	20.5	187	34.8	34.9	3,268	18.6	18.7	2,397	20.9	21.3	211	32.0	32.5
45-54	6,613	16.4	16.6	111	20.6	20.7	1,605	9.1	9.2	2,463	21.5	21.9	158	23.9	24.3
55-64	4,757	11.8	12.0	48	8.9	9.0	860	4.9	4.9	1,892	16.5	16.8	83	12.6	12.8
65+	4,506	11.2	11.3	24	4.5	4.5	705	4.0	4.0	1,910	16.6	17.0	73	11.1	11.2
UNKNOWN	473	1.2	.0	2	.4	.0	107	.6	.0	207	1.8	.0	10	1.5	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	17,930	44.6	53.1	187	34.8	36.8	5,522	31.4	43.2	5,534	48.2	51.3	337	51.1	54.0
MENTHOL	15,857	39.4	46.9	321	59.7	63.2	7,248	41.3	56.8	5,257	45.8	48.7	287	43.5	46.0
UNKNOWN	6,438	16.0	.0	30	5.6	.0	4,797	27.3	.0	684	6.0	.0	36	5.5	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0
TAR LEVEL															
FULL FLAVOR	8,848	22.0	26.4	161	29.9	29.9	2,965	16.9	16.9	3,374	29.4	29.4	120	18.2	18.2
LIGHT/FLAVOR LOW TAR	18,016	44.8	53.7	248	46.1	46.1	6,750	38.4	38.4	5,061	44.1	44.1	375	56.8	56.8
ULTRA/EXTRA/LOW	6,353	15.8	19.0	100	18.6	18.6	2,755	15.7	15.7	1,960	17.1	17.1	130	19.7	19.7
UNKNOWN	6,703	16.7	.0	29	5.4	5.4	5,086	29.0	29.0	838	7.3	7.3	33	5.0	5.0
TOTAL:	40,225	100.0	100.0	538	100.0	.0	17,567	100.0	.0	11,475	100.0	.0	660	100.0	.0
LENGTH															
< 85 S	6	.0	.0	0	.0	.0	0	.0	.0	4	.0	.0	0	.0	.0
KINGS/85 S	1,395	3.5	4.3	7	1.3	1.5	151	.9	1.4	895	7.8	8.2	11	1.7	1.9
LONGS/100 S	26,840	66.7	82.8	338	62.8	74.3	8,233	46.9	76.9	8,709	75.9	79.6	420	63.6	72.8
EXTRA LONGS/120 S	4,180	10.4	12.9	110	20.4	24.2	2,326	13.2	21.7	1,329	11.6	12.2	146	22.1	25.3
UNKNOWN	7,804	19.4	.0	83	15.4	.0	6,857	39.0	.0	538	4.7	.0	83	12.6	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0
BUY KIND															
PACK	8,250	20.5	25.7	123	22.9	24.7	4,054	23.1	34.9	2,470	21.5	23.6	176	26.7	27.3
CARTON	13,293	33.0	41.4	180	33.5	36.1	3,328	18.9	28.7	4,662	40.6	44.5	185	28.0	28.7
BOTH	10,566	26.3	32.9	195	36.2	39.2	4,230	24.1	36.4	3,338	29.1	31.9	283	42.9	43.9
UNKNOWN	8,116	20.2	.0	40	7.4	.0	5,955	33.9	.0	1,005	8.8	.0	16	2.4	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	20,802	51.7	54.9	519	96.5	97.2	17,302	98.5	98.8	1,457	12.7	13.5	637	96.5	97.0
BROWN & WILLIAMSON	3,480	8.7	9.2	3	.6	.6	27	.2	.2	2,300	20.0	21.3	0	.0	.0
LORILLARD	1,829	4.5	4.8	2	.4	.4	29	.2	.2	1,554	13.5	14.4	1	.2	.2
AMERICAN BRANDS	2,900	7.2	7.7	1	.2	.2	41	.2	.2	983	8.6	9.1	8	1.2	1.2
LIGGETT	1,043	2.6	2.8	2	.4	.4	15	.1	.1	597	5.2	5.5	1	.2	.2
R. J. REYNOLDS	7,844	19.5	20.7	7	1.3	1.3	102	.6	.6	3,926	34.2	36.3	10	1.5	1.5
UNKNOWN	2,327	5.8	.0	4	.7	.0	51	.3	.0	658	5.7	.0	3	.5	.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0

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	TOTAL LESS			CELL 24 LESS			CELL 25 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
GENDER									
MALE	1,059	2.6	2.7	15	.7	.7	81	1.0	1.0
FEMALE	38,139	94.8	97.3	2,037	99.3	99.3	7,830	98.7	99.0
UNKNOWN	1,027	2.6	.0	0	.0	.0	22	.3	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0
AGE									
21-24	1,459	3.6	3.7	42	2.0	2.1	117	1.5	1.5
25-34	14,281	35.5	35.9	358	17.4	17.7	1,304	16.4	16.7
35-44	8,136	20.2	20.5	492	24.0	24.3	1,581	19.9	20.2
45-54	6,613	16.4	16.6	479	23.3	23.7	1,797	22.7	23.0
55-64	4,757	11.8	12.0	380	18.5	18.8	1,494	18.8	19.1
65+	4,506	11.2	11.3	274	13.4	13.5	1,520	19.2	19.5
UNKNOWN	473	1.2	.0	27	1.3	.0	120	1.5	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0
FLAVOR									
NON-MENTHOL/REGULAR	17,930	44.6	53.1	1,134	55.3	57.2	5,216	65.8	73.3
MENTHOL	15,857	39.4	46.9	847	41.3	42.8	1,897	23.9	26.7
UNKNOWN	6,438	16.0	.0	71	3.5	.0	820	10.3	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0
TAR LEVEL									
FULL FLAVOR	8,848	22.0	26.4	638	31.1	31.1	1,590	20.0	20.0
LIGHT/FLAVOR LOW TAR	18,016	44.8	53.7	971	47.3	47.3	4,611	58.1	58.1
ULTRA/EXTRA/LOW	6,353	15.8	19.0	321	15.6	15.6	1,087	13.7	13.7
UNKNOWN	6,703	16.7	.0	89	4.3	4.3	628	7.9	7.9
TOTAL:	40,225	100.0	100.0	2,052	100.0	.0	7,933	100.0	.0
LENGTH									
< 85 S	6	.0	.0	0	.0	.0	2	.0	.0
KINGS/85 S	1,395	3.5	4.3	104	5.1	5.2	227	2.9	2.9
LONGS/100 S	26,840	66.7	82.8	1,705	83.1	84.7	7,435	93.7	96.2
EXTRA LONGS/120 S	4,180	10.4	12.9	203	9.9	10.1	66	.8	.9
UNKNOWN	7,804	19.4	.0	40	1.9	.0	203	2.6	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0
BUY KIND									
PACK	8,250	20.5	25.7	382	18.6	19.5	1,045	13.2	15.1
CARTON	13,293	33.0	41.4	833	40.6	42.6	4,105	51.7	59.2
BOTH	10,566	26.3	32.9	741	36.1	37.9	1,779	22.4	25.7
UNKNOWN	8,116	20.2	.0	96	4.7	.0	1,004	12.7	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0
MANUFACTURER									
PHILIP MORRIS	20,802	51.7	54.9	231	11.3	12.7	656	8.3	10.0
BROWN & WILLIAMSON	3,480	8.7	9.2	304	14.8	16.7	846	10.7	12.9
LORILLARD	1,829	4.5	4.8	224	10.9	12.3	19	.2	.3
AMERICAN BRANDS	2,900	7.2	7.7	147	7.2	8.1	1,720	21.7	26.2
LIGGETT	1,043	2.6	2.8	96	4.7	5.3	332	4.2	5.1
R. J. REYNOLDS	7,844	19.5	20.7	817	39.8	44.9	2,982	37.6	45.5
UNKNOWN	2,327	5.8	.0	233	11.4	.0	1,378	17.4	.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0

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BRANDS	TOTAL LESS			CELL 20 LESS			CELL 21 LESS			CELL 22 LESS			CELL 23 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
UNKNOWN	986	2.5	2.5	3	.6	.6	44	.3	.3	630	5.5	5.8	2	.3	.3
ALPINE ***	159	.4	.4	1	.2	.2	16	.1	.1	21	.2	.2			
BENSON & HEDGES	236	.6	.6	1	.2	.2	50	.3	.3	159	1.4	1.5	1	.2	.2
CAMBRIDGE ***	329	.8	.8				22	.1	.1	47	.4	.4	3	.5	.5
MARLBORO	1,010	2.5	2.6	11	2.0	2.1	245	1.4	1.4	516	4.5	4.8	14	2.1	2.1
MERIT	159	.4	.4	1	.2	.2	24	.1	.1	106	.9	1.0	1	.2	.2
PLAYERS BLACK	5	.0	.0							3	.0	.0			
PLAYERS LIGHT 25S **	4	.0	.0							1	.0	.0			
PARLIAMENT LIGHTS	23	.1	.1				5	.0	.0	13	.1	.1	1	.2	.2
CARTIER	1	.0	.0												
SARATOGA	10	.0	.0							10	.1	.1			
VIRGINIA SLIMS	18,483	45.9	47.1	499	92.8	93.3	16,637	94.7	94.9	554	4.8	5.1	606	91.8	91.8
BUCKS ***	14	.0	.0							1	.0	.0	1	.2	.2
PM BLUES	2	.0	.0				1	.0	.0						
PM/PM COMMANDER	3	.0	.0							3	.0	.0			
PHILIP MORRIS INT'L	2	.0	.0							1	.0	.0			
VS SUPERSLIMS	341	.8	.9	6	1.1	1.1	301	1.7	1.7	20	.2	.2	10	1.5	1.5
BRISTOL ***	20	.0	.1				1	.0	.0	1	.0	.0			
CARLTON	372	.9	.9				3	.0	.0	330	2.9	3.0	1	.2	.2
LUCKY STRIKE ***	145	.4	.4				2	.0	.0	126	1.1	1.2			
PALL MALL	327	.8	.8				2	.0	.0	278	2.4	2.6			
SILVA THINS	32	.1	.1							32	.3	.3			
TALL	47	.1	.1				1	.0	.0	39	.3	.4			
TAREYTON	117	.3	.3							106	.9	1.0			
MALIBU ***	417	1.0	1.1							8	.1	.1			
CARLTON SLIMS	7	.0	.0							7	.1	.1			
AMERICAN LIGHTS ***	86	.2	.2												
CAPRI	1,108	2.8	2.8	1	.2	.2	15	.1	.1	997	8.7	9.2			
BARCLAY	62	.2	.2							56	.5	.5			
BELAIR	151	.4	.4							116	1.0	1.1			
KIM SLIMS 25'S ***	1	.0	.0												
KOOL	840	2.1	2.1	2	.4	.4	11	.1	.1	722	6.3	6.7			
RALEIGH	489	1.2	1.2							399	3.5	3.7			
RICHLAND 25'S ***	233	.6	.6							4	.0	.0			
VICEROY ***	585	1.5	1.5				1	.0	.0	4	.0	.0			
FALCON LIGHTS	7	.0	.0												
CHESTERFIELD	14	.0	.0				1	.0	.0	11	.1	.1			
DORADO	10	.0	.0												
EVE	612	1.5	1.6	2	.4	.4	12	.1	.1	510	4.4	4.7	1	.2	.2
LARK	30	.1	.1							23	.2	.2			
PYRAMID ***	320	.8	.8							6	.1	.1			
L & M	52	.1	.1				1	.0	.0	47	.4	.4			
ST. MORITZ	12	.0	.0												
SAVVY ***	3	.0	.0				1	.0	.0						
MONTCLAIR ***	661	1.6	1.7				6	.0	.0	22	.2	.2			
KENT GOLDEN LIGHTS	27	.1	.1							23	.2	.2			
KENT	373	.9	1.0				5	.0	.0	320	2.8	3.0	1	.2	.2
MAX	107	.3	.3							97	.8	.9			
NEWPORT	899	2.2	2.3	2	.4	.4	23	.1	.1	753	6.6	6.9			
OLD GOLD	15	.0	.0							11	.1	.1			

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BRANDS	TOTAL LESS			CELL 20 LESS			CELL 21 LESS			CELL 22 LESS			CELL 23 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
SATIN	50	.1	.1							46	.4	.4			
SPRING	1	.0	.0							1	.0	.0			
TRIUMPH	3	.0	.0							3	.0	.0			
TRUE	217	.5	.6							182	1.6	1.7			
KENT III	83	.2	.2				1	.0	.0	74	.6	.7			
B&H DE-NIC	1	.0	.0							1	.0	.0			
NEWPORT STRIPES	53	.1	.1							43	.4	.4			
MISTY SLIMS ***	687	1.7	1.8	1	.2	.2	27	.2	.2	34	.3	.3	7	1.1	1.1
BULL DURHAM ***	1	.0	.0							1	.0	.0			
BRIGHT	25	.1	.1							14	.1	.1			
CAMEL	238	.6	.6				11	.1	.1	172	1.5	1.6	2	.3	.3
CENTURY 25'S ***	765	1.9	1.9							8	.1	.1			
DORAL ***	2,227	5.5	5.7				10	.1	.1	39	.3	.4	2	.3	.3
MORE	1,204	3.0	3.1	4	.7	.7	10	.1	.1	1,013	8.8	9.3	3	.5	.5
NOW	372	.9	.9				2	.0	.0	333	2.9	3.1			
RITZ	41	.1	.1							35	.3	.3			
SALEM	1,050	2.6	2.7	3	.6	.6	45	.3	.3	849	7.4	7.8	1	.2	.2
STERLING ***	193	.5	.5				5	.0	.0	112	1.0	1.0			
VANTAGE	550	1.4	1.4				3	.0	.0	444	3.9	4.1			
WINSTON	1,167	2.9	3.0				16	.1	.1	904	7.9	8.3	2	.3	.3
MAGNA ***	5	.0	.0												
DUNHILL PM/INT'L	4	.0	.0							3	.0	.0			
MILD SEVEN	1	.0	.0							1	.0	.0			
ROTHMANN'S	1	.0	.0				1	.0	.0						
CHELSEA	2	.0	.0							2	.0	.0			
CLASS A ##	7	.0	.0												
BRONSON ##	19	.0	.0												
BASIC ##	197	.5	.5				1	.0	.0	8	.1	.1			
COST CUTTERS ##	5	.0	.0												
DELTA ##	1	.0	.0												
PRICE BREAKER ##	10	.0	.0												
QUALITY ##	9	.0	.0												
YOURS ##	30	.1	.1							1	.0	.0			
WORTH ##	1	.0	.0												
GENERIC/STORE ##	1,057	2.6	2.7	1	.2	.2	5	.0	.0	19	.2	.2	1	.2	.2
UNKNOWN	986	100.0	100.0	3	100.0	100.0	44	100.0	100.0	630	100.0	100.0	2	100.0	100.0
TOTAL:	40,225	100.0	100.0	538	100.0	100.0	17,567	100.0	100.0	11,475	100.0	100.0	660	100.0	100.0

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BRANDS	TOTAL LESS			CELL 24 LESS			CELL 25 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
UNKNOWN	986	2.5	2.5	213	10.4	11.6	94	1.2	1.2
ALPINE ***	159	.4	.4	7	.3	.4	114	1.4	1.5
BENSON & HEDGES	236	.6	.6	11	.5	.6	14	.2	.2
CAMBRIDGE ***	329	.8	.8	23	1.1	1.3	234	2.9	3.0
MARLBORO	1,010	2.5	2.6	94	4.6	5.1	130	1.6	1.7
MERIT	159	.4	.4	13	.6	.7	14	.2	.2
PLAYERS BLACK	5	.0	.0	1	.0	.1	1	.0	.0
PLAYERS LIGHT 25S **	4	.0	.0				3	.0	.0
PARLIAMENT LIGHTS	23	.1	.1	2	.1	.1	2	.0	.0
CARTIER	1	.0	.0	1	.0	.1			
SARATOGA	10	.0	.0						
VIRGINIA SLIMS	18,483	45.9	47.1	74	3.6	4.0	113	1.4	1.4
BUCKS ***	14	.0	.0	1	.0	.1	11	.1	.1
PM BLUES	2	.0	.0				1	.0	.0
PM/PM COMMANDER	3	.0	.0						
PHILIP MORRIS INT'L	2	.0	.0				1	.0	.0
VS SUPERSLIMS	341	.8	.9	3	.1	.2	1	.0	.0
BRISTOL ***	20	.0	.1	1	.0	.1	17	.2	.2
CARLTON	372	.9	.9	37	1.8	2.0	1	.0	.0
LUCKY STRIKE ***	145	.4	.4	17	.8	.9			
PALL MALL	327	.8	.8	44	2.1	2.4	3	.0	.0
SILVA THINS	32	.1	.1						
TALL	47	.1	.1	7	.3	.4			
TAREYTON	117	.3	.3	10	.5	.5	1	.0	.0
MALIBU ***	417	1.0	1.1	7	.3	.4	402	5.1	5.1
CARLTON SLIMS	7	.0	.0						
AMERICAN LIGHTS ***	86	.2	.2	2	.1	.1	84	1.1	1.1
CAPRI	1,108	2.8	2.8	88	4.3	4.8	7	.1	.1
BARCLAY	62	.2	.2	5	.2	.3	1	.0	.0
BELAIR	151	.4	.4	32	1.6	1.7	3	.0	.0
KIM SLIMS 25'S ***	1	.0	.0				1	.0	.0
KOOL	840	2.1	2.1	91	4.4	4.9	14	.2	.2
RALEIGH	489	1.2	1.2	82	4.0	4.5	8	.1	.1
RICHLAND 25'S ***	233	.6	.6	2	.1	.1	227	2.9	2.9
VICEROY ***	585	1.5	1.5	3	.1	.2	577	7.3	7.4
FALCON LIGHTS	7	.0	.0				7	.1	.1
CHESTERFIELD	14	.0	.0	2	.1	.1			
DORADO	10	.0	.0				10	.1	.1
EVE	612	1.5	1.6	79	3.8	4.3	8	.1	.1
LARK	30	.1	.1	6	.3	.3	1	.0	.0
PYRAMID ***	320	.8	.8	5	.2	.3	309	3.9	3.9
L & M	52	.1	.1	3	.1	.2	1	.0	.0
ST. MORITZ	12	.0	.0				12	.2	.2
SAVVY ***	3	.0	.0	1	.0	.1	1	.0	.0
MONTCLAIR ***	661	1.6	1.7	11	.5	.6	622	7.8	7.9
KENT GOLDEN LIGHTS	27	.1	.1	4	.2	.2			
KENT	373	.9	1.0	45	2.2	2.4	2	.0	.0
MAX	107	.3	.3	9	.4	.5	1	.0	.0
NEWPORT	899	2.2	2.3	107	5.2	5.8	14	.2	.2
OLD GOLD	15	.0	.0	4	.2	.2			

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BRANDS	TOTAL LESS			CELL 24 LESS			CELL 25 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
SATIN	50	.1	.1	4	.2	.2			
SPRING	1	.0	.0						
TRIUMPH	3	.0	.0						
TRUE	217	.5	.6	34	1.7	1.8	1	.0	.0
KENT III	83	.2	.2	7	.3	.4	1	.0	.0
B&H DE-NIC	1	.0	.0						
NEWPORT STRIPES	53	.1	.1	10	.5	.5			
MISTY SLIMS ***	687	1.7	1.8	12	.6	.7	606	7.6	7.7
BULL DURHAM ***	1	.0	.0						
BRIGHT	25	.1	.1	11	.5	.6			
CAMEL	238	.6	.6	41	2.0	2.2	12	.2	.2
CENTURY 25'S ***	765	1.9	1.9	5	.2	.3	752	9.5	9.6
DORAL ***	2,227	5.5	5.7	34	1.7	1.8	2,142	27.0	27.3
MORE	1,204	3.0	3.1	170	8.3	9.2	4	.1	.1
NOW	372	.9	.9	36	1.8	2.0	1	.0	.0
RITZ	41	.1	.1	6	.3	.3			
SALEM	1,050	2.6	2.7	131	6.4	7.1	21	.3	.3
STERLING ***	193	.5	.5	66	3.2	3.6	10	.1	.1
VANTAGE	550	1.4	1.4	95	4.6	5.2	8	.1	.1
WINSTON	1,167	2.9	3.0	221	10.8	12.0	24	.3	.3
MAGNA ***	5	.0	.0				5	.1	.1
DUNHILL PM/INT'L	4	.0	.0	1	.0	.1			
MILD SEVEN	1	.0	.0						
ROTHMANN'S	1	.0	.0						
CHELSEA	2	.0	.0						
CLASS A ##	7	.0	.0				7	.1	.1
BRONSON ##	19	.0	.0				19	.2	.2
BASIC ##	197	.5	.5	4	.2	.2	184	2.3	2.3
COST CUTTERS ##	5	.0	.0				5	.1	.1
DELTA ##	1	.0	.0				1	.0	.0
PRICE BREAKER ##	10	.0	.0				10	.1	.1
QUALITY ##	9	.0	.0				9	.1	.1
YOURS ##	30	.1	.1				29	.4	.4
WORTH ##	1	.0	.0				1	.0	.0
GENERIC/STORE ##	1,057	2.6	2.7	17	.8	.9	1,014	12.8	12.9
UNKNOWN	986	100.0	100.0	213	100.0	100.0	94	100.0	100.0
TOTAL:	40,225	100.0	100.0	2,052	100.0	100.0	7,933	100.0	100.0

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	TOTAL LESS			CELL 20 LESS			CELL 21 LESS			CELL 22 LESS			CELL 23 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND															
NONE/SAME PREVIOUS	79	.5	.5				37	.8	.9	23	.4	.4	1	.3	.3
RICHLAND 20'S***	1	.0	.0												
MONARCH##	1	.0	.0							1	.0	.0			
UNKNOWN	1,230	7.5	8.1	33	11.1	12.5	349	7.5	8.1	423	7.3	7.9	24	6.5	6.5
ALPINE ***	132	.8	.9	2	.7	.8	38	.8	.9	27	.5	.5	2	.5	.5
BENSON & HEDGES	1,029	6.3	6.8	26	8.8	9.8	465	10.0	10.8	318	5.5	5.9	30	8.2	8.2
CAMBRIDGE ***	290	1.8	1.9				25	.5	.6	74	1.3	1.4	6	1.6	1.6
MARLBORO	1,763	10.8	11.6	31	10.4	11.7	744	15.9	17.2	516	8.9	9.6	39	10.6	10.6
MERIT	430	2.6	2.8	6	2.0	2.3	143	3.1	3.3	134	2.3	2.5	16	4.4	4.4
MULTIFILTER	3	.0	.0				1	.0	.0	2	.0	.0			
PLAYERS BLACK	64	.4	.4				13	.3	.3	16	.3	.3			
PLAYERS LIGHT 25S **	19	.1	.1				1	.0	.0	8	.1	.1			
PARLIAMENT LIGHTS	123	.8	.8				35	.7	.8	56	1.0	1.0	4	1.1	1.1
CARTIER	3	.0	.0							3	.1	.1			
NEX1	4	.0	.0				3	.1	.1	1	.0	.0			
SARATOGA	46	.3	.3				18	.4	.4	21	.4	.4	1	.3	.3
VIRGINIA SLIMS	1,915	11.7	12.6	30	10.1	11.4	607	13.0	14.0	845	14.6	15.8	36	9.8	9.8
BUCKS ***	20	.1	.1	1	.3	.4	3	.1	.1	3	.1	.1			
PM BLUES	7	.0	.0	1	.3	.4	4	.1	.1	2	.0	.0			
PM/PM COMMANDER	9	.1	.1				1	.0	.0	4	.1	.1			
PHILIP MORRIS INT'L	2	.0	.0							2	.0	.0			
VS SUPERSLIMS	178	1.1	1.2	10	3.4	3.8	134	2.9	3.1	18	.3	.3	9	2.5	2.5
BRISTOL ***	31	.2	.2				5	.1	.1	3	.1	.1	1	.3	.3
CARLTON	252	1.5	1.7	6	2.0	2.3	64	1.4	1.5	113	2.0	2.1	4	1.1	1.1
LUCKY STRIKE ***	77	.5	.5				8	.2	.2	43	.7	.8			
PALL MALL	336	2.1	2.2	2	.7	.8	49	1.0	1.1	162	2.8	3.0	7	1.9	1.9
SILVA THINS	35	.2	.2	1	.3	.4	15	.3	.3	14	.2	.3			
TALL	29	.2	.2				8	.2	.2	16	.3	.3	2	.5	.5
TAREYTON	113	.7	.7	2	.7	.8	24	.5	.6	50	.9	.9	1	.3	.3
MALIBU ***	119	.7	.8	1	.3	.4	9	.2	.2	26	.5	.5			
CARLTON SLIMS	8	.0	.1				2	.0	.0	4	.1	.1			
AMERICAN LIGHTS ***	42	.3	.3				2	.0	.0	6	.1	.1			
CAPRI	258	1.6	1.7	8	2.7	3.0	97	2.1	2.2	106	1.8	2.0	11	3.0	3.0
BARCLAY	36	.2	.2				9	.2	.2	15	.3	.3			
BELAIR	129	.8	.9	2	.7	.8	18	.4	.4	49	.8	.9	1	.3	.3
KOOL	645	3.9	4.3	19	6.4	7.2	189	4.0	4.4	268	4.6	5.0	12	3.3	3.3
RALEIGH	146	.9	1.0	1	.3	.4	9	.2	.2	53	.9	1.0			
RICHLAND 25'S ***	71	.4	.5				5	.1	.1	15	.3	.3			
ST. JAMES COURT	1	.0	.0							1	.0	.0			
VICEROY ***	127	.8	.8				28	.6	.6	35	.6	.7	3	.8	.8
FALCON LIGHTS	3	.0	.0							3	.1	.1			
CHESTERFIELD	46	.3	.3	1	.3	.4	7	.1	.2	21	.4	.4	1	.3	.3
DORADO	74	.5	.5				3	.1	.1	3	.1	.1	1	.3	.3
EVE	298	1.8	2.0	8	2.7	3.0	99	2.1	2.3	121	2.1	2.3	12	3.3	3.3
LARK	24	.1	.2				7	.1	.2	12	.2	.2			
PYRAMID ***	91	.6	.6				2	.0	.0	12	.2	.2	1	.3	.3
STRIDE***	3	.0	.0				1	.0	.0	2	.0	.0			
L & M	60	.4	.4				12	.3	.3	32	.6	.6	2	.5	.5
ST. MORITZ	4	.0	.0				1	.0	.0	1	.0	.0			
SAVVY ***	4	.0	.0				1	.0	.0				1	.3	.3

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	TOTAL LESS			CELL 20 LESS			CELL 21 LESS			CELL 22 LESS			CELL 23 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND	164	1.0	1.1				3	.1	.1	29	.5	.5	3	.8	.8
MONTCLAIR ***	41	.3	.3				3	.1	.1	28	.5	.5			
KENT GOLDEN LIGHTS	356	2.2	2.3	6	2.0	2.3	64	1.4	1.5	172	3.0	3.2	9	2.5	2.5
KENT	46	.3	.3	1	.3	.4	10	.2	.2	23	.4	.4	4	1.1	1.1
MAX	461	2.8	3.0	14	4.7	5.3	176	3.8	4.1	183	3.2	3.4	4	1.1	1.1
NEWPORT	32	.2	.2				2	.0	.0	16	.3	.3			
OLD GOLD	47	.3	.3	1	.3	.4	15	.3	.3	20	.3	.4	1	.3	.3
SATIN	4	.0	.0							2	.0	.0			
SPRING	4	.0	.0				1	.0	.0	2	.0	.0			
TRIUMPH	114	.7	.8	2	.7	.8	26	.6	.6	54	.9	1.0	2	.5	.5
TRUE	63	.4	.4				5	.1	.1	40	.7	.7			
KENT III	7	.0	.0	1	.3	.4	2	.0	.0	1	.0	.0			
B&H DE-NIC	44	.3	.3				5	.1	.1	25	.4	.5			
NEWPORT STRIPES	141	.9	.9	1	.3	.4	15	.3	.3	34	.6	.6	6	1.6	1.6
MISTY SLIMS ***	26	.2	.2	1	.3	.4	4	.1	.1	9	.2	.2	1	.3	.3
BRIGHT	298	1.8	2.0	1	.3	.4	71	1.5	1.6	95	1.6	1.8	9	2.5	2.5
CAMEL	146	.9	1.0	1	.3	.4	6	.1	.1	41	.7	.8	5	1.4	1.4
CENTURY 25'S ***	354	2.2	2.3				39	.8	.9	55	1.0	1.0	4	1.1	1.1
DORAL ***	447	2.7	3.0	17	5.7	6.4	131	2.8	3.0	198	3.4	3.7	8	2.2	2.2
MORE	174	1.1	1.1				36	.8	.8	80	1.4	1.5	4	1.1	1.1
NOW	47	.3	.3	2	.7	.8	15	.3	.3	20	.3	.4	1	.3	.3
RITZ	1,209	7.4	8.0	33	11.1	12.5	436	9.3	10.1	411	7.1	7.7	37	10.1	10.1
SALEM	38	.2	.3				3	.1	.1	14	.2	.3	2	.5	.5
STERLING ***	329	2.0	2.2	6	2.0	2.3	72	1.5	1.7	99	1.7	1.9	7	1.9	1.9
VANTAGE	1,101	6.7	7.3	18	6.1	6.8	210	4.5	4.9	394	6.8	7.4	28	7.6	7.6
WINSTON	6	.0	.0				2	.0	.0						
MAGNA ***	1	.0	.0												
MILD SEVEN	3	.0	.0				1	.0	.0	1	.0	.0			
CHELSEA	2	.0	.0												
CLASS A ##	3	.0	.0												
BRONSON ##	33	.2	.2				5	.1	.1	6	.1	.1	1	.3	.3
BASIC ##	5	.0	.0				1	.0	.0	1	.0	.0			
COST CUTTERS ##	1	.0	.0												
DELTA ##	4	.0	.0							2	.0	.0			
PRICE BREAKER ##	6	.0	.0												
QUALITY ##	4	.0	.0				2	.0	.0						
SCOTCH BUY ##	9	.1	.1				1	.0	.0	3	.1	.1	1	.3	.3
YOURS ##	202	1.2	1.3	1	.3	.4	13	.3	.3	33	.6	.6	2	.5	.5
GENERIC/STORE ##	1,230	100.0	100.0	3	100.0	100.0	44	100.0	100.0	630	100.0	100.0	2	100.0	100.0
UNKNOWN	16,382	100.0	100.0	297	100.0	100.0	4,670	100.0	100.0	5,774	100.0	100.0	367	100.0	100.0
TOTAL:															

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	TOTAL LESS			CELL 24 LESS			CELL 25 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND									
NONE/SAME PREVIOUS	79	.5	.5	5	.4	.4	13	.3	.4
RICHLAND 20'S ***	1	.0	.0				1	.0	.0
MONARCH##	1	.0	.0						
UNKNOWN	1,230	7.5	8.1	72	5.8	6.2	329	8.1	8.9
ALPINE ***	132	.8	.9	11	.9	.9	52	1.3	1.4
BENSON & HEDGES	1,029	6.3	6.8	59	4.8	5.1	131	3.2	3.5
CAMBRIDGE ***	290	1.8	1.9	34	2.8	2.9	151	3.7	4.1
MARLBORO	1,763	10.8	11.6	115	9.3	9.9	318	7.9	8.6
MERIT	430	2.6	2.8	35	2.8	3.0	96	2.4	2.6
MULTIFILTER	3	.0	.0						
PLAYERS BLACK	64	.4	.4	5	.4	.4	30	.7	.8
PLAYERS LIGHT 25S **	19	.1	.1	1	.1	.1	9	.2	.2
PARLIAMENT LIGHTS	123	.8	.8	7	.6	.6	21	.5	.6
CARTIER	3	.0	.0						
NEXT	4	.0	.0						
SARATOGA	46	.3	.3	2	.2	.2	4	.1	.1
VIRGINIA SLIMS	1,915	11.7	12.6	117	9.5	10.1	280	6.9	7.5
BUCKS ***	20	.1	.1	2	.2	.2	11	.3	.3
PM BLUES	7	.0	.0						
PM/PM COMMANDER	9	.1	.1	1	.1	.1	3	.1	.1
PHILIP MORRIS INT'L	2	.0	.0						
VS SUPERSLIMS	178	1.1	1.2	4	.3	.3	3	.1	.1
BRISTOL ***	31	.2	.2	7	.6	.6	15	.4	.4
CARLTON	252	1.5	1.7	12	1.0	1.0	53	1.3	1.4
LUCKY STRIKE ***	77	.5	.5	9	.7	.8	17	.4	.5
PALL MALL	336	2.1	2.2	45	3.6	3.9	71	1.8	1.9
SILVA THINS	35	.2	.2	3	.2	.3	2	.0	.1
TALL	29	.2	.2	2	.2	.2	1	.0	.0
TAREYTON	113	.7	.7	10	.8	.9	26	.6	.7
MALIBU ***	119	.7	.8	7	.6	.6	76	1.9	2.0
CARLTON SLIMS	8	.0	.1	2	.2	.2			
AMERICAN LIGHTS ***	42	.3	.3	4	.3	.3	30	.7	.8
CAPRI	258	1.6	1.7	11	.9	.9	25	.6	.7
BARCLAY	36	.2	.2	4	.3	.3	8	.2	.2
BELAIR	129	.8	.9	12	1.0	1.0	47	1.2	1.3
KOOL	645	3.9	4.3	49	4.0	4.2	108	2.7	2.9
RALEIGH	146	.9	1.0	19	1.5	1.6	64	1.6	1.7
RICHLAND 25'S ***	71	.4	.5	8	.6	.7	43	1.1	1.2
ST. JAMES COURT	1	.0	.0						
VICEROY ***	127	.8	.8	10	.8	.9	51	1.3	1.4
FALCON LIGHTS	3	.0	.0						
CHESTERFIELD	46	.3	.3	4	.3	.3	12	.3	.3
DORADO	74	.5	.5	1	.1	.1	66	1.6	1.8
EVE	298	1.8	2.0	22	1.8	1.9	36	.9	1.0
LARK	24	.1	.2				5	.1	.1
PYRAMID ***	91	.6	.6	11	.9	.9	65	1.6	1.8
STRIDE***	3	.0	.0						
L & M	60	.4	.4	6	.5	.5	8	.2	.2
ST. MORITZ	4	.0	.0	1	.1	.1	1	.0	.0
SAVVY ***	4	.0	.0	1	.1	.1	1	.0	.0

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	TOTAL LESS			CELL 24 LESS			CELL 25 LESS		
	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
PREVIOUS BRAND									
MONTCLAIR ***	164	1.0	1.1	17	1.4	1.5	112	2.8	3.0
KENT GOLDEN LIGHTS	41	.3	.3	4	.3	.3	6	.1	.2
KENT	356	2.2	2.3	26	2.1	2.2	79	2.0	2.1
MAX	46	.3	.3	2	.2	.2	6	.1	.2
NEWPORT	461	2.8	3.0	23	1.9	2.0	61	1.5	1.6
OLD GOLD	32	.2	.2	5	.4	.4	9	.2	.2
SATIN	47	.3	.3	4	.3	.3	6	.1	.2
SPRING	4	.0	.0	1	.1	.1	1	.0	.0
TRIUMPH	4	.0	.0				1	.0	.0
TRUE	114	.7	.8	9	.7	.8	21	.5	.6
KENT III	63	.4	.4	7	.6	.6	11	.3	.3
B&H DE-NIC	7	.0	.0				3	.1	.1
NEWPORT STRIPES	44	.3	.3	8	.6	.7	6	.1	.2
MISTY SLIMS ***	141	.9	.9	14	1.1	1.2	71	1.8	1.9
BRIGHT	26	.2	.2	4	.3	.3	7	.2	.2
CAMEL	298	1.8	2.0	31	2.5	2.7	91	2.3	2.5
CENTURY 25'S ***	146	.9	1.0	13	1.1	1.1	80	2.0	2.2
DORAL ***	354	2.2	2.3	38	3.1	3.3	218	5.4	5.9
MORE	447	2.7	3.0	38	3.1	3.3	55	1.4	1.5
NOW	174	1.1	1.1	12	1.0	1.0	42	1.0	1.1
RITZ	47	.3	.3	2	.2	.2	7	.2	.2
SALEM	1,209	7.4	8.0	83	6.7	7.1	209	5.2	5.6
STERLING ***	38	.2	.3	14	1.1	1.2	5	.1	.1
VANTAGE	329	2.0	2.2	30	2.4	2.6	115	2.8	3.1
WINSTON	1,101	6.7	7.3	81	6.6	7.0	370	9.2	10.0
MAGNA ***	6	.0	.0				4	.1	.1
MILD SEVEN	1	.0	.0				1	.0	.0
CHELSEA	3	.0	.0				1	.0	.0
CLASS A ##	2	.0	.0	1	.1	.1	1	.0	.0
BRONSON ##	3	.0	.0				3	.1	.1
BASIC ##	33	.2	.2	3	.2	.3	18	.4	.5
COST CUTTERS ##	5	.0	.0	1	.1	.1	2	.0	.1
DELTA ##	1	.0	.0				1	.0	.0
PRICE BREAKER ##	4	.0	.0				2	.0	.1
QUALITY ##	6	.0	.0	1	.1	.1	5	.1	.1
SCOTCH BUY ##	4	.0	.0	1	.1	.1	1	.0	.0
YOURS ##	9	.1	.1				4	.1	.1
GENERIC/STORE ##	202	1.2	1.3	32	2.6	2.8	121	3.0	3.3
UNKNOWN	1,230	100.0	100.0	213	100.0	100.0	94	100.0	100.0
TOTAL:	16,382	100.0	100.0	1,235	100.0	100.0	4,039	100.0	100.0

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