

Appendix 1

Top 20 Brands - 1992 Volume by Zone

	Whitehair	Castro	Dunt	Davis	Hartley	Adams	Reynolds	Tomat	Brown
Belmont		21.4	12.6				0.1		
Hollywood	2.9	21.5	0.1					1.0	
Kool	22.2		0.3			0.3	0.3		
HB							0.6	19.2	
Kent	9.4		0.6		0.4	7.3	0.4	0.6	
SE555	0.3			0.5	1.5	18.2		0.1	
Viceroy	9.7	1.9	1.0		0.3	2.8		0.4	
Hilton		0.6	2.1			17.2			
Plaza		19.6							
Lucky Strike	4.9	0.2	1.2		0.1	2.6	3.6	2.8	
B&H		0.2		0.2	4.9	6.9	2.3	1.6	
Wills Gold Flake				15.0	0.6	0.4			
Free		15.0	0.1						
Scissors				13.2					
Ritz		12.3	0.2						
Bristol				12.0	0.4				
Players									10.5
Prince							8.5	2.2	
Players Gold Leaf			0.1	6.1	4.0	0.2			
Wills Navy Cut				10.2					

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