

Montreal P.Q. - Telumy
Cable 40673

PERIAL TOBACCO LTD : 3-25-92 : 11:20AM :

MARKETING H-4-

0483759675: 2/ 8

FROM: Henry Wong

TO: Richard Ward

March 23, 1992

FAX
011 - 44 - 483 759645

RE: PROJECT DANIELS

The following information is supplied in response to Vivien Becher's letter of March 5th:

1. Attached, top 20 cigarette brands for both all Canada and B.C. Current retail prices, \$5.72/pack (20's), \$52.96/carton, including all applicable taxes.
2. According to our 1986 Census, the Chinese population accounted for 13.0% of total population in the Vancouver C.M.A. Although there is no statistical data to back up, it is safe to assume that in 1992 the Chinese population is approaching 18-19%.

Of special interest is the Municipality of Richmond: in 1986, the Chinese population represented 5.8% of total population in this area: according to varying sources, the percentage today could go as high as 21%.

Profile of first generation Chinese residing in the Lower Mainland area, is average age 32-34 years, middle class, post-secondary educated.

Their brands of choice are Marlboro, Rothmans and Dunhill.

3. There is no evidence of 555 arriving in Canada from the Far East.

Should you require additional information, please do not hesitate to call me. I shall be in the office Thursday and Friday this week, then on B.O.P. training from March 30 to April 10, in B-4 conference room.

Law. Egg,

:dr

for HW

cc: Ed Maling

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