

CANADA & CIGARETTES

CALENDAR 1971-1983

	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983
1. <u>TOTAL POPULATION (Millions)</u>	21.7	21.8	22.1	22.3	22.5	23.0	23.2	23.5	23.7	24.0	24.2	24.5	24.7
% -vs- Previous Year	1.4	0.5	1.4	0.9	0.9	2.2	0.9	1.3	0.9	1.3	1.0	1.0	1.0
2. <u>POPULATION 15 OVER (Millions)</u>	15.3	15.5	15.9	16.3	16.7	17.1	17.4	17.8	18.1	18.4	18.7	18.9	19.2
% -vs- Previous Year	2.7	1.3	2.6	2.5	2.5	2.4	1.8	2.3	1.7	1.7	1.5	1.4	1.2
3. <u>INCIDENCE 15 OVER (Claimed)</u>													
Total	43.5	42.8	41.9	40.9	40.7	40.9	40.1	36.7	40.0	40.3	39.4	39.4	38.7
Male	49.5	47.7	46.8	44.1	45.0	44.7	43.4	40.0	44.1	44.1	43.9	43.2	42.5
Female	37.7	37.8	36.9	37.9	36.4	37.2	36.8	33.5	36.0	36.7	37.4	37.6	34.8
4. <u>USAGE (Cigarettes/Day)</u>													
Claimed	20.5	20.7	21.2	20.9	20.8	21.1	21.4	21.5	21.5	21.4	21.6	21.9	21.6
Calculated	21.1	22.0	22.7	23.5	23.5	23.8	24.2	25.5	26.0	24.9	25.8	25.7	25.2
<u>SMOKING & HEALTH</u>													
5. % Agree Smoking is Dangerous For													
Anyone	48	59	56	63	64	67	71	72	72	74	75	76	76
6. % Attempted to quit	N/A	N/A	N/A	N/A	N/A	40	40	42	42	43	43	41	43
7. % Intend to quit	N/A	23	24	24	25	27	34	36	38	40	43	40	44
8. Actual quitting - TOTAL	1.4	2.1	1.3	1.7	1.8	1.9	2.1	1.9	1.7	1.7	1.9	1.9	2.2
(Less than 6 months) Male	1.4	2.4	1.7	2.1	1.8	2.4	2.2	2.2	1.8	2.0	2.3	1.9	2.8
Female	1.4	1.8	1.0	1.3	1.8	1.4	2.0	1.5	1.7	1.4	1.4	1.9	1.6
9. <u>STARTING 15 OVER</u>	N/A	N/A	N/A	N/A	0.5	0.7	0.8	0.8	0.8	0.9	0.9	0.6	0.6
10. <u>ACTUAL INDUSTRY VOLUME (Billions)</u>	50.9	53.3	54.9	57.1	57.8	60.7	61.8	61.6	63.9	64.3	66.5	66.2	62.8
% -vs- Previous Year	2.2	4.7	3.0	4.0	1.2	5.0	1.8	(0.3)	3.7	1.0	3.1	(0.4)	(5.2)
11. <u>ADJUSTED INDUSTRY VOLUME (Billions)</u>	51.2	53.2	55.0	56.7	58.3	59.8	61.1	62.3	63.2	64.5	66.7	65.9	62.9
% -vs- Previous Year	4.0	3.9	3.4	3.1	2.8	2.5	2.2	2.0	1.8	2.1	3.4	(1.2)	(4.6)

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	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
<u>SHARE OF MARKET</u>													
12. I.T.L. %	38.5	37.3	37.1	37.9	36.7	37.9	38.8	42.2	45.1	46.7	48.4	49.0	50.1
% -vs- Previous Year	-	(3.1)	(0.5)	2.2	(3.1)	2.2	2.4	8.8	6.9	3.5	1.8	0.6	1.1
13. Rothmans %	23.9	25.6	26.9	27.5	28.0	27.7	27.3	26.3	25.5	24.1	23.2	22.7	22.0
% -vs- Previous Year	-	7.1	5.1	2.2	1.8	(1.1)	(1.4)	(3.7)	(3.0)	(5.1)	(1.0)	(0.5)	(0.7)
14. MacDonald %	23.8	23.2	21.4	20.5	20.1	19.3	20.4	19.1	17.4	17.6	17.3	17.5	16.7
% -vs-Previous Year	-	(2.5)	(7.6)	(4.2)	(2.0)	(4.0)	5.7	(6.4)	(8.9)	1.2	(0.3)	0.3	(0.8)
15. Benson & Hedges %	13.8	13.9	14.6	14.1	14.8	14.7	13.2	12.1	11.8	11.3	11.0	10.6	11.0
% -vs- Previous Year	-	0.7	5.0	(3.4)	5.0	(0.7)	(10.2)	(8.3)	(2.5)	(4.2)	(0.4)	(0.4)	0.4
16. SWITCHING RATE (Past Year)	9.4	8.0	10.0	10.1	10.0	14.1	18.2	18.0	17.1	16.3	13.9	12.3	12.6
17. % FILTERS	81	83	86	89	92	94	95	95	96	96	97	97	97
18. % KING SIZE	48	49	50	51	51	52	51	51	50	48	47	46	46
19. % FLUE CURED	98.9	99.0	99.1	99.2	99.2	99.3	98.9	98.9	98.8	98.8	99.04	99.05	98.66
20. % 25's SLIDE & SHELL	68	68	69	N/A	N/A	N/A	N/A	74.9	76.9	78.3	79.8	81.0	80.8
21. % WHITE TIPPING	33.9	32.9	32.4	32.4	32.6	33.3	34.4	38.2	40.8	42.3	39.56	40.51	41.58
22. % VENTILATED	N/A	N/A	N/A	N/A	0.7	1.7	2.1	4.2	5.7	19.3	32.82	35.82	41.55
23. # OF BRANDS AVAILABLE	N/A	N/A	73	N/A	79	94	106	104	113	115	120	120	130
24. DECLARED S.W.A.T. ACCUMULATED %	N/A	N/A	17.0	16.9	17.0	16.6	15.8	15.0	14.2	13.7	13.4	12.9	12.7
	-	-	-	-	-	(2.4)	(7.2)	(12.3)	(17.6)	(21.1)	(23.3)	(27.0)	(28.6)
25. # 1-5 TAR	1	1	1	1	1	1	9	10	11	16	16	19	19
26. # 6-9 TAR	2	2	4	4	4	5	4	7	10	11	14	15	18
27. #10-14 TAR	N/A	N/A	11	11	12	20	31	31	37	40	46	46	54
28. #15-17 TAR	N/A	N/A	31	N/A	43	50	51	51	51	47	45	40	40
29. # OVER 18 TAR	N/A	N/A	26	N/A	19	18	11	5	4	-	-	-	-

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	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
<u>SHARE OF MARKET BY TAR</u>													
30. 1- 5	0.3	0.3	0.3	0.3	0.7	1.7	4.0	5.1	6.1	6.9	7.3	7.8	8.0
31. 6- 9	N/A	N/A	N/A	N/A	N/A	N/A	4.2	4.6	5.1	6.7	8.3	8.8	9.5
32. 10-14	N/A	N/A	N/A	N/A	N/A	N/A	26.7	31.7	34.1	37.5	39.2	41.9	43.2
33. 15-18	N/A	N/A	N/A	N/A	N/A	N/A	64.7	58.3	52.6	48.5	45.0	41.3	39.3
34. OVER 18	N/A	N/A	N/A	N/A	N/A	N/A	-	-	1.8	-	-	-	-
<u>35. SHARE OF MARKET BY SEGMENT</u>													
High	30.9	31.8	32.0	31.9	31.1	30.1	27.0	25.2	23.3	21.1	20.0	18.4	17.3
High - Lights	-	-	-	-	-	-	5.7	7.4	9.7	12.3	14.1	15.1	15.7
Mid - Regulars	7.0	7.0	7.4	7.5	7.9	7.9	7.5	7.8	8.2	8.1	7.9	7.7	7.7
Mid - King Size	31.2	30.4	30.4	31.0	31.2	30.1	26.1	22.6	20.3	17.8	16.3	15.6	14.9
Mid - Lights	-	-	-	-	-	1.3	1.3	4.0	5.2	6.2	6.3	6.6	6.9
Trad. Low - Regular	3.7	3.5	3.4	3.3	3.0	3.3	3.6	3.8	4.0	4.0	3.8	3.6	3.4
Trad. Low - King Size	3.9	4.2	4.9	5.1	5.8	6.3	6.4	6.4	6.3	5.9	5.5	5.3	5.2
New Low Reg.	-	-	-	-	-	-	0.2	0.4	0.5	2.1	3.7	5.1	5.8
New Low K.S.	-	-	-	-	-	1.3	2.1	2.3	2.2	2.3	2.6	2.8	2.9
Very Low	0.3	0.3	0.3	0.3	0.3	1.6	3.2	3.7	4.6	5.4	5.6	5.7	5.7
Ultra Low	-	-	-	-	-	-	0.6	1.0	1.4	1.5	1.5	1.5	1.6
Menthols	6.4	6.5	6.8	6.9	7.2	7.6	7.3	6.7	6.4	6.0	5.6	5.4	5.2
Mild Menthols	-	-	-	-	-	0.1	0.2	0.6	0.6	0.7	0.9	1.0	1.1
100MM	-	-	-	-	-	1.4	1.4	1.6	1.7	1.9	1.9	2.3	2.6
Plain	10.3	9.0	7.9	7.0	6.3	6.1	5.2	4.6	3.9	3.5	3.2	2.8	2.5
Others	-	-	-	-	-	2.9	2.2	1.9	1.5	1.2	1.1	1.1	1.1
A.M.B.	-	-	-	-	-	-	-	-	-	-	-	-	0.4

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	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
36. MAJOR BRAND SHARES													
1 PLAYER'S LIGHT REGULAR	-	-	-	-	-	1.8	3.2	4.8	6.6	7.6	9.2	10.1	10.6
2 EXPORT "A" REGULAR	17.3	17.4	16.5	15.9	15.5	15.2	14.3	13.0	11.6	10.3	9.5	8.5	7.9
3 DU MAURIER REGULAR	3.4	3.7	4.0	4.3	4.6	5.1	5.2	5.8	6.3	6.3	6.3	6.3	6.3
4 PLAYER'S REGULAR	6.4	7.0	8.0	8.7	8.7	8.5	7.5	7.4	7.1	6.5	6.5	6.3	6.0
5 ROTHMANS KING SIZE	12.4	12.8	13.3	13.5	13.8	13.1	11.3	9.3	8.4	7.0	6.3	6.0	5.5
6 DU MAURIER KING SIZE	5.0	5.1	5.4	5.6	5.9	6.2	5.8	5.8	5.7	5.3	5.1	5.2	5.2
7 CRAVEN "A" KING SIZE	2.5	2.8	3.2	3.1	3.4	3.8	3.8	3.7	3.6	3.4	3.2	3.2	3.2
8 ROTHMANS SPECIAL KING SIZE	-	-	-	-	-	-	0.9	1.8	2.5	2.8	2.7	2.7	2.7
9 PLAYER'S EXTRA LIGHT REGULAR	-	-	-	-	-	-	-	-	-	1.4	1.9	2.2	2.5
10 MATINEE EXTRA MILD K.S.	-	-	-	-	-	-	-	0.9	1.7	2.3	2.4	2.4	2.4
MATINEE KING SIZE	2.2	2.0	1.9	2.0	2.0	2.5	2.6	2.7	2.7	2.5	2.3	2.1	2.0
CRAVEN "A" REGULAR	1.3	1.4	1.7	1.6	1.8	2.0	2.1	2.2	2.3	2.3	2.3	2.3	2.2
NO. 7 KING SIZE	3.2	3.2	3.5	3.7	3.9	4.1	3.6	3.1	2.7	2.2	2.0	1.9	1.7
MARK TEN REGULAR	3.9	3.7	3.8	4.0	3.7	3.5	2.8	2.7	2.6	2.4	2.2	1.9	1.8
PETER JACKSON KING SIZE	5.9	5.1	4.7	4.2	4.0	3.6	2.9	2.5	2.0	1.7	1.5	1.4	1.3
CRAVEN "M" KING SIZE	2.0	2.3	2.6	2.7	2.9	2.9	2.7	2.4	2.3	2.1	2.0	1.9	1.9
PLAYER'S PLAIN	4.5	4.0	3.7	3.3	3.1	2.4	2.1	1.8	1.6	1.5	1.3	1.2	1.1
EXPORT PLAIN	4.0	3.4	2.8	2.5	2.3	2.0	1.7	1.4	1.2	1.1	1.0	0.9	0.8
CAMEO	3.6	3.6	3.4	3.3	3.2	2.8	2.4	2.2	2.0	1.8	1.6	1.5	1.4

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	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
<u>BRANDS</u>													
CAMEL EXTRA MILD	-	-	-	-	-	0.6	0.8	0.9	1.0	1.0	0.9	0.8	0.8
DU HURRIER SPECIAL KING SIZE	-	-	-	-	-	-	-	1.3	1.6	1.8	1.8	1.8	1.9
DU HURRIER SPECIAL 100's	-	-	-	-	-	-	-	0.5	0.6	0.7	0.7	0.7	0.8
MATINEE REGULAR	1.5	1.4	1.3	1.3	1.2	1.4	1.5	1.7	1.7	1.7	1.5	1.3	1.2
MATINEE SPECIAL KING SIZE	-	-	-	-	-	0.4	0.5	0.5	0.4	0.4	0.3	0.2	0.2
MEDALLION	-	-	-	-	-	-	0.4	0.7	0.9	1.0	0.9	0.9	0.9
PETER JACKSON EXTRA LIGHT KING SIZE	-	-	-	-	-	-	-	0.3	0.5	0.6	0.5	0.5	0.5
PLAYER'S LIGHT KING SIZE	-	-	-	-	-	0.5	0.6	0.6	0.7	0.7	0.8	0.9	1.0
SHEET CAPS REGULAR	1.2	0.9	0.7	0.6	0.5	0.4	0.4	0.3	0.2	0.2	0.2	0.1	0.1
SHEET CAPS KING SIZE	1.6	1.2	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.3	0.2	0.2
NO. 7 LIGHTS REGULAR	-	-	-	-	-	-	-	0.1	0.1	0.3	0.2	0.1	0.1
NO. 7 LIGHTS KING SIZE	-	-	-	-	-	-	-	0.4	0.6	0.7	0.7	0.8	0.8
CRAVEN "A" SPECIAL KING SIZE	-	-	-	-	-	-	1.4	1.2	0.9	0.9	0.9	0.9	0.9
CRAVEN "M" SPECIAL K.S.	-	-	-	-	-	-	-	0.4	0.4	0.4	0.4	0.4	0.4
CRAVEN "A" ULTRA LIGHT KING SIZE	-	-	-	-	-	-	-	-	0.3	0.3	0.3	0.3	0.3
EXPORT "A" KING SIZE	1.2	1.2	1.0	1.0	0.9	0.9	0.7	0.7	0.6	0.5	0.5	0.5	0.5
VANTAGE KING SIZE	-	-	-	-	-	-	1.0	1.1	1.2	1.3	1.3	1.2	1.1
EXPORT "A" LIGHTS REGULAR	-	-	-	-	-	-	1.4	1.6	1.7	1.9	2.0	2.1	2.1
EXPORT "A" LIGHTS KING SIZE	-	-	-	-	-	-	0.5	0.4	0.4	0.4	0.3	0.3	0.3
B & H MENTHOL 100's	0.3	0.3	0.4	0.4	0.5	0.5	0.5	0.4	0.4	0.3	0.3	0.3	0.3
BELMONT KING SIZE	-	-	-	-	0.8	0.9	0.7	0.6	0.5	0.5	0.5	0.5	0.5
BELVEDERE REGULAR	2.4	2.4	2.7	2.6	2.8	2.7	2.2	2.0	1.9	1.8	1.6	1.4	1.4
BELVEDERE KING SIZE	1.9	1.9	1.9	1.8	1.9	1.7	1.2	1.0	0.8	0.7	0.6	0.6	0.5
BELVEDERE EXTRA MILD REGULAR	-	-	-	-	-	-	0.2	0.3	0.4	0.6	0.7	0.8	0.9
VISCOUNT KING SIZE	0.3	0.3	0.3	0.3	0.7	1.6	1.7	1.5	1.3	1.1	0.9	0.7	0.6
VISCOUNT #1 KING SIZE	-	-	-	-	-	-	0.2	0.3	0.3	0.2	0.3	0.3	0.3
DU HURRIER LIGHT REGULAR	-	-	-	-	-	-	-	-	-	0.6*	0.9	1.2	1.5
EXPORT "A" MEDIUM REGULAR	-	-	-	-	-	-	-	-	-	1.3	1.4	1.3	1.4
EXPORT "A" MEDIUM KING SIZE	-	-	-	-	-	-	-	-	-	0.2+	0.2	0.2	0.2
MARK TEN KING SIZE	2.1	2.1	2.1	2.1	2.0	1.9	1.5	1.4	1.3	1.2	1.1	1.0	1.0
ACCORD KING SIZE	-	-	-	-	-	-	-	-	-	0.3+	0.5	0.5	0.4
DU HURRIER LIGHT KING SIZE	-	-	-	-	-	-	-	-	-	0.6*	0.6	0.8	1.0
ROTHMANS EXTRA LIGHT KING SIZE	-	-	-	-	-	-	-	-	-	0.4*	0.5	0.6	0.6
EXPORT MILD REG.	-	-	-	-	-	-	-	-	-	-	-	0.9	0.7
EXPORT MILD K.S.	-	-	-	-	-	-	-	-	-	-	-	0.2	0.2

*3 MONTHS
+6 MONTHS

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	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	
37. % USUALLY BUY BY CARTON	N/A	N/A	46	46	50	51	50	49	48	48	46	47	47	
38. ADVERTISING EXPENDITURES	%	%	%	%	%	%	%	%	%	%	%	%	%	
Imperial Tobacco Limited	35.7	24.1	26.5	29.8	26.1	33.2	30.4	31.5	34.1	31.8	27.0	27.7	26.2	
Rothman's	18.9	24.1	23.9	24.4	21.9	28.6	29.6	33.6	32.8	27.5	27.8	27.5	27.5	
MacDonald	23.3	28.1	28.5	26.5	26.3	20.0	16.3	17.2	16.6	26.5	24.3	21.8	22.2	
Banson & Hedges	21.9	23.3	20.8	18.9	25.4	18.1	23.7	17.8	16.5	14.2	20.9	23.0	24.1	
TOTAL (Index) (\$21,520)	100	61.1	66.8	80.2	109.8	117.6	141.3	128.2	130.2	155.5	188.6	142.0	170.4*	
39. I.T.L. TOTAL MARKETING \$			CALENDAR					FISCAL						
(Index) (\$12,330)	100	72.6	78.1	89.6	-	100.6	123.0	132.7	141.7	153.6	189.3	219.4	240.2	
40. C.P.I.	100	104.8	112.7	125.0	138.5	148.9	160.8	175.2	191.2	210.6	100.0	110.8	117.2	
41. T.P.I.	100	101.9	106.1	110.8	123.8	134.5	144.8	159.9	167.6	183.0	100.0	115.3	135.6	

* Twelve (12) months print; nine (9) months outdoor

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PROVINCE OF ONTARIO
20 KING SIZE CIGARETTES

42.	<u>Feb. '79</u>	<u>Dec. '79</u>	<u>June '80</u>	<u>Nov. '80</u>	<u>Apr. '81</u>	<u>Sept. '81</u>	<u>Oct. '81</u>	<u>June '82</u>	<u>Sept. '82</u>	<u>Apr. '83</u>	<u>Sept. '83</u>	<u>Apr. '84</u>
RETAIL PRICE	\$0.84	\$0.89	\$0.92	\$0.95	\$0.97	\$1.06	\$1.11	\$1.19	\$1.26	\$1.32	\$1.38	\$1.63 **
PROV. TAXES (Ont.)	.2200	.2400	.2400	.2400	.2400	.3000	.3100	.3700	.3800	.4100	.6000	.6300
MFG. SUGGESTED	.6200	.6500	.6800	.7100	.7300	.7600	.8000	.8200	.8800	.9100	.9800	1.0000
TRADE	.1247	.1293	.1340	.1386	.1460	.1516	.1575	.1609	.1741	.1788	.1942	.1966
FED. DUTY	.1000	.1000	.1220	.1220	.1258	.1362	.1362	.1362	.1571	.1571	.1820	.1820
EXCISE	.1200	.1200	.1200	.1220	.1237	.1339	.1339	.1339	.1546	.1546	.1790	.1790
12% SALES TAX	.0398	.0425	.0451	.0479	.0488	.0503	.0540	.0556	.0585	.0611	.0644	.0662
	<u>.2598</u>	<u>.2625</u>	<u>.2871</u>	<u>.2899</u>	<u>.2983</u>	<u>.3204</u>	<u>.3241</u>	<u>.3257</u>	<u>.3702</u>	<u>.3728</u>	<u>.4254</u>	<u>.4272</u>
MANUFACTURER	.2355	.2582	.2589	.2815	.2857	.2880	.3184	.3334	.3357	.3584	.3604	.3762

- * Federal Taxes: Revised annually on Sept. 1st in line with % increase in T.P.I. (June 30/June 30).
This change put into effect April 81. Previously changed by Budget announcements.
- * Provincial Taxes: Quebec and Ontario - Ad Valorem Tax based on review of cigarette prices quarterly.
- ** All other Provinces - Budget Speech announcements.
- Ont., PEI, Nfld. - Provincial Sales Taxes apply on Tobacco Products.

<u>CURRENT PROVINCE TAXES</u>	
	<u>M</u>
NWT	\$21.00
YUKON	16.00
B.C.	22.40
ALTA.	14.80
SASK.	26.80
MAN.	26.00
ONT.	25.90
QUE.	22.60
N.B.	30.00
N.S.	20.00
P.E.I.	15.00
NFLD.	47.80

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