

*File
Cwoda*

CANADIAN CIGARETTE STATISTICS

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
<u>Cigarette Consumption</u>							
Total Sales (billion units)	53.3	54.9	57.1	57.1	60.7	61.8	62.6
% Filters	89.1%	90.5%	91.6%	92.9%	93.9%	94.8%	96.0%
Per Capita Usage (units)	2,425	2,461	2,519	2,536	2,618	2,653	2,616
<u>Types of Blends (% of market)</u>							
Virginia	90.9%	90.9%	91.3%	91.4%	91.5%	91.9%	92.3%
Menthol	8.1	8.2	7.9	7.8	7.8	7.6	7.2
Blended	1.0	0.9	0.8	0.8	0.7	0.5	0.5
<u>Sale by Size (% of market)</u>							
King Size	49.2%	49.9%	50.1%	51.3%	51.8%	51.0%	50.5%
Regular Length	49.1	48.3	48.1	46.5	46.1	46.8	47.0
Luxury Length	1.6	1.7	1.8	1.8	2.0	1.9	2.2
120 mm.	-	-	-	0.4	0.2	0.3	0.3
<u>Market Share by Company (% of market)</u>							
Imperial	37.3%	37.1%	37.9%	36.7%	37.7%	38.9%	42.2
Rothmans	25.6	26.9	27.5	28.0	27.8	27.5	26.3
Macdonald	23.2	21.4	20.5	20.1	19.4	20.4	19.1
Benson & Hedges	13.9	14.6	14.1	14.8	14.7	13.2	12.1
Others	-	-	-	0.4	0.4	-	0.3
<u>Major Brands' Market Shares (% of market)</u>							
Imperial							
Player Filter	7.0%	8.0%	8.7%	8.7%	8.4%	7.5%	7.5%
du Maurier King Size	5.1	5.4	5.6	5.9	6.2	5.8	5.8
du Maurier Regular	3.7	4.0	4.3	4.6	5.0	5.3	5.8
Player's Light Regular	-	-	-	-	1.1	3.3	4.8
Matinee King Size	1.8	2.0	2.0	2.2	2.5	2.6	2.7
Peter Jackson King Size	5.1	4.7	4.2	4.0	3.6	2.9	2.5
Cameo Menthol	3.5	3.4	3.3	3.2	2.8	2.4	2.2
Players Plain	4.0	3.7	3.3	2.8	2.4	2.1	1.8
Matinee Filter Regular	1.4	1.3	1.3	1.2	1.4	1.5	1.7

8--AUGUST 8, 1980

109874941

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
<u>Major Brands' Market</u>							
<u>Shares (continued)</u>							
Imperial (cont.)							
du Maurier Special							
Mild King Size	-	-	-	-	-	0.4	1.2
Cameo Extra Mild	-	-	-	-	0.4	0.8	0.9
Medallion	-	-	-	-	-	0.3	0.7
Players Light							
King Size	-	-	-	-	-	0.5	0.6
Sweet Caporal							
Filter King Size	1.2%	1.0%	0.9%	0.8%	0.7%	0.6%	0.5
Matinee Special							
Filter King Size	-	-	-	-	0.4	0.5	0.5
Matinee Extra Mild	-	-	-	-	-	-	0.6
du Maurier							
Special Mild							
100s	-	-	-	-	-	0.1	0.6
Sweet Caporal							
Filter Regular	0.9	0.7	0.6	0.5	0.4	0.4	0.3
Sweet Caporal							
Plain	0.8	0.7	0.6	0.5	0.4	0.3	0.3
John Player							
Special	-	-	-	-	-	0.3	0.2
Buckingham	0.4	0.4	0.4	0.2	0.2	0.3	0.2
Turret	-	-	0.3	0.3	0.5	0.2	0.1
Players King-							
Size Filter	0.4	0.4	0.4	0.3	0.3	0.2	0.2
Peter Jackson							
Extra Light	-	-	-	-	-	-	0.1
Matinee Special							
Filter 100s	-	-	-	-	-	0.2	0.2
Pall Mall	0.3	0.3	0.2	0.2	0.2	0.1	0.1
Embassy Filter	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Others	1.5	0.9	1.6	1.2	0.7	0.2	0.2
Rothmans							
Rothmans King-							
Size Filter	12.8%	13.3%	13.5%	13.8%	13.0%	11.3%	9.3%
Craven King Size	3.6	3.1	2.9	2.4	2.0	3.8	3.7
Number 7	3.9	3.7	3.5	3.2	3.2	3.7	3.1
Craven Menthol	2.9	2.7	2.6	2.3	2.1	2.7	2.4
Craven 'A'							
Regular F.T.	2.1	2.1	2.0	1.8	1.9	2.1	2.2
Rothmans Special							
Mild Regular	-	-	-	-	-	0.1	0.2
Craven 'A' Special							
Mild King Size	-	-	-	-	-	1.3	1.2
Sportsman Filter	1.1	1.1	1.0	0.9	0.8	0.8	0.6

Continued on following page

TOBACCO INTERNATIONAL-9

109874941A

Canada (continued)

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
<u>Major Brands' Market</u>							
<u>Snares (continued)</u>							
Rothmans (cont.)							
Rothmans Special							
Mild King Size	-	-	-	-	-	0.5	1.8
Number 7 Lights	-	-	-	-	-	-	0.4
Craven Menthol							
Special Mild	-	-	-	-	-	-	0.4
Peter Stuyvesant	-	-	-	0.4	0.2	0.3	0.2
Sportsman Plain	0.7	0.6	0.5	0.4	0.3	0.3	0.2
Craven 'A' Special							
Mild Regular	-	-	-	-	-	0.1	0.2
Dunhill	0.1	0.1	0.2	0.2	0.2	0.1	-
Others	0.9	0.7	0.6	0.3	0.4	0.4	0.3
<u>Macdonald</u>							
Export 'A'							
Regular	17.4%	16.5%	15.9%	15.5%	15.2%	14.3%	13.0%
Export 'A' Lights							
Regular	-	-	-	-	0.3	1.4	1.6
Export Plain	3.5	2.9	2.6	2.2	1.9	1.7	1.4
Vantage	-	-	-	-	0.4	1.0	1.1
Export 'A' King							
Size	1.2	1.0	1.0	0.9	0.8	0.7	0.7
Macdonald's							
Menthol	0.4	0.4	0.5	0.6	0.4	0.5	0.4
Export 'A' Lights							
King Size	-	-	-	-	-	0.5	0.4
Export Special Blend	-	-	-	-	-	-	0.1
Cavalier	-	-	-	0.4	-	0.1	-
More	-	-	-	0.3	-	-	-
Others	0.7	0.6	0.5	0.2	0.4	0.2	0.4
<u>Benson & Hedges</u>							
Mark Ten Filter	3.7	3.8	4.0	3.7	3.5	2.8	2.7%
Belvedere Regular	2.4	2.7	2.6	2.8	2.8	2.2	2.0
Viscount King							
Size	-	-	-	0.7	1.7	1.7	1.5
Mark Ten King-							
Size Filter	2.1	2.1	2.1	2.0	1.9	1.5	1.4
Belvedere King							
Size	1.9	1.9	1.8	1.9	1.7	1.2	1.0
Benson & Hedges							
100s	0.9	1.0	1.0	1.1	1.0	0.8	0.7
Belmont King-Size							
Milds	-	-	-	0.8	0.9	0.7	0.6
Belvedere Extra							
Mild	-	-	-	-	-	0.1	0.5
Benson & Hedges							
100s Menthol	-	-	-	0.5	0.5	0.4	0.4

10—AUGUST 8, 1980

109874942

	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
<u>Major Brands' Market Shares (continued)</u>							
Benson & Hedges (cont.)							
Benson & Hedges							
Lights King Size	-	-	-	-	-	-	0.2
Viscount No.1							
Ultra Light	-	-	-	-	-	0.3	0.3
Tobac Leger de							
Mark 10	-	-	-	-	-	0.1	-
Others	2.9	2.9	2.8	1.3	0.7	1.0	0.6
<u>Consumption of Other Tobacco Products</u>							
Cigars (millions)	554	509	591	494	508	465	438
Tobacco for Hand-rolled, Pipe, and Plug (million pounds)	18.1	19.1	17.4	17.5	17.1	15.8	15.8
<u>Other Information</u>							
Smokers							
% Women	48%	46%	45%	44%	45%	46%	45%
% Men	52	54	55	56	55	54	55
<u>Retail Channels</u>							
% of Cigarettes Sold by							
Vending	10.1%	10.2%	10.8%	10.8%	10.6%	10.6%	90%
Convenience							
Stores	7.9	6.8	9.3	9.4	9.6	9.6	11.2
Chain Stores	21.2	22.4	21.6	21.0	20.7	20.7	19.8
Independents	60.8	60.6	58.3	58.8	59.1	59.1	60.0
<u>Advertising Media Available*</u>							
Television	No	No	No	No	No	No	No
Radio	No	No	No	No	No	No	No
Newspapers	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Coupons (redemption type)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Magazines	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Billboards	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cinema	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*Note: In the Province of British Columbia in late 1971 legislation was enacted to prohibit all forms of media advertising. In late 1972 this legislation was changed to allow print media (with warning label).

Continued on following page

TOBACCO INTERNATIONAL-11

109874943

CANADA—from preceding page

CALENDAR YEAR 1975

CIGARETTE CONSUMPTION

Total Sales (bln.)	63.9
2 Filters	96.0
Per Capita Usage	2693

TYPES OF BLENDS
(% of Market)

Virginia	92.6
Menthol	7.0
Blended	0.4

SALE BY SIZE
(% of Market)

King Size	50.1
Regular Length	47.6
Luxury Length	2.3
120 mm	---

MARKET SHARE BY COMPANY
(% of Market)

Imperial	45.1
Rothmans	25.5
Macdonald	17.4
Eenson & Hedges	11.8
Others	0.2

MAJOR BRANDS' MARKET SHARES (% OF MARR.)

<u>IMPERIAL</u>	
- Player's Filter Reg.	7.1
- Player's Filter K.S.	0.1
- Player's Light Reg.	6.5
- Player's Light K.S.	0.7
- Player's Plain	1.6
- duMaurier Reg.	6.2
- duMaurier K.S.	5.7
- duMaurier Spec. Mild K.S.	1.6
- duMaurier Spec. Mild 100 mm	0.6
- Cameo	2.0
- Cameo Extra Mild	1.0
- Peter Jackson	2.0
- Peter Jackson Extra Light	0.5
- Matinée K.S.	2.7
- Matinée Reg.	1.7
- Matinée Extra Mild	1.7
- Matinée Special Filter K.S.	0.4
- Matinée Special Filter 100 mm	0.2
- Sweet Caporal K.S.	0.4
- Sweet Caporal Reg.	0.2
- Sweet Caporal Plain	0.2
- John Player Special	0.2
- Medallion	0.9
- Buckingham Reg.	0.2
- Turret	0.1
- Pall Mall	0.1
- Embassy	0.1
- Others	0.3
- Player's Extra Light	0.1

ROTHMANS

- Rothmans K.S.	8.4
- Rothmans Spec. Mild K.S.	2.5
- Rothmans Spec. Mild Reg.	0.2
- Craven K.S.	3.6
- Craven Reg.	2.3
- Craven A Sp. Mild K.S.	0.9
- Craven A Sp. Mild Reg.	0.2
- Craven A Ultra Light	0.2
- Craven Menthol	2.3
- Craven M Sp. Mild K.S.	0.4
- No. 7 K.S.	2.7
- No. 7 Lights K.S.	0.6
- No. 7 Lights Reg.	0.1
- Sportsman Filt. K.S.	0.5
- Sportsman Plain	0.2
- Peter Stuyvesant	0.2
- Dunhill	0.1
- Others	0.1

MACDONALDS

- Export 'A' Regular	11.6
- Export 'A' K.S.	0.6
- Export Plain	1.2
- Export A Lights Reg.	1.7
- Export A Lights K.S.	0.4
- Export Medium	0.1
- Vantage K.S.	1.2
- Macdonald Menth. K.S.	0.1
- Macdonald Menth. Reg.	0.4
- Winston	0.1

BENSON & HEDGES

- Mark Ten Plain	0.2
- Mark Ten Reg.	2.6
- Mark Ten K.S.	1.3
- Mark Ten Lights K.S.	0.1
- Mark Ten Lights Reg.	0.2
- Belvedere Reg.	1.9
- Belvedere K.S.	0.8
- Belvedere Extra Mild K.S.	0.2
- Belvedere Extra Mild Reg.	0.4
- Belmont K.S.	0.5
- B&H 100's	0.7
- B&H 100's Menthol	0.4
- B&H Lights K.S.	0.2
- B&H Lights 100 mm	0.1
- B&H Lights 100 mm Menthol	0.1
- Viscount K.S.	1.3
- Viscount Reg.	0.1
- Viscount No. 1 Reg.	---
- Viscount No. 1 K.S.	0.3
- Viscount Menth. K.S.	0.2
- Others	0.2

CONSUMPTION OF OTHER

<u>TOBACCO PRODUCTS</u>	
Cigars (mlns)	420.3
Tobacco for Hand Rolled Pipe & Plug (mln. lbs.)	14.5

OTHER INFORMATION

Smoker	
% Women	48.2%
% Men	51.8%

12—AUGUST 8, 1980

109874944