

Approx A

CANADA - BRITISH COLUMBIA

MARKET
~~EST~~ Potential

Total Population (86) - 2,849,000 (89) - Estimate 3,000,000 +

Chinese 112,605

Cambodian 530

Laotian 860

Vietnamese 5,740

(86) 119,735

(89) 131,700 +

65% of Oriental Population over 18yrs = 85,600

Approx 55% Male // 45% Female

50/50 1st / 2nd generation

Males 55%

47,080

1st Gen 23,540

2nd Gen 23,540

Females 45%

38,520

19,260

19,260

Incidence of Smoking

1st Generation

40% Male = 9416

20% Female = 3852

2nd Generation

30% Male = 7062

28% Female = 5393

Oriental Smoking Population 25723

@ 1 pack per day =

514,460 per day

= 3,601,220 per week

= 187,263,440 per year (1989)

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