

MONTHLY INDUSTRY EXCHANGE (CIGARETTES)
SUMMARY OF WEIGHTED MARKET SHARES

PAGE 1
NOV. 30, 1983

 CANADA BRITISH COLUMBIA				
	3 MTHS		3 MTHS			3 MTHS		3MTHS		
	AUG.	SEP.	OCT.	NOV.	NOV.	AUG.	SEP.	OCT.	NOV.	NOV.
EXPORT A FT REG	7.7	12.5	6.2	9.2	9.2	4.5	8.3	4.2	4.7	5.4
EX. A MILD R & K	0.9	2.4	0.7	1.0	1.0	0.7	1.2	0.8	0.8	0.9
EX. A MED R & KS	1.5	2.0	1.6	1.5	1.7	1.0	1.4	1.1	1.0	1.1
EXP A LGT RG+KS	2.3	3.8	1.8	3.0	2.9	2.1	4.4	2.2	2.5	2.9
EXP A XLGT RG+KS	0.1	0.5	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0
PLAYER'S FT REG	5.3	4.7	5.6	5.3	5.3	9.6	7.9	6.7	7.2	7.2
PLAY SP BLEND RG	0.1	0.3	1.9	1.0	1.1	0.0	0.0	2.1	1.5	1.4
PLAY SP BLEND KS	0.0	0.1	0.9	0.5	0.5	0.0	0.0	1.3	0.7	0.7
PLAY LIGHT REG	11.3	8.9	10.8	10.0	9.9	17.1	14.7	14.8	13.9	14.4
PLAY LIGHT KS	1.0	1.1	1.1	1.0	1.1	1.8	1.7	1.9	1.8	1.8
PLAY EXT LGT REG	2.5	2.0	2.3	2.3	2.2	6.7	5.1	5.2	5.8	5.4
PLAY EXT LGT K S	0.2	0.2	0.2	0.2	0.2	0.4	0.4	0.5	0.4	0.5
MARK TEN FT REG	1.7	2.0	2.2	1.7	1.9	0.1	0.2	0.2	0.2	0.2
DUMAUURIER FT REG	6.4	5.4	6.5	5.9	5.9	1.4	1.3	1.6	1.3	1.4
LVD FT REG	1.3	1.4	1.5	1.4	1.4	0.0	0.1	0.1	0.1	0.1
ROTHMANS FT KS	5.9	5.3	5.0	5.0	5.1	4.2	3.6	5.2	5.0	4.7
DUMAUURIER FT KS	5.2	4.7	5.7	4.7	5.1	2.6	3.6	3.2	2.4	3.0
DUMAUURIER LT REG	1.5	1.3	1.5	1.4	1.4	0.2	0.3	0.3	0.2	0.2
DUMAUURIER LT KS	1.0	0.9	1.0	1.0	1.0	0.5	0.7	0.4	0.4	0.5
NO. 7 FT KS	1.8	2.5	1.6	1.7	1.6	3.8	3.7	4.1	4.6	4.2
P JACKSON FT KS	1.3	1.0	1.4	1.2	1.2	1.0	0.8	1.0	0.9	0.9
BELVD FT KS	0.5	0.5	0.5	0.5	0.5	0.1	0.1	0.1	0.1	0.1
MARK TEN FT KS	0.9	0.9	1.1	0.9	1.0	0.3	0.3	0.2	0.3	0.3
NO 7 LGT REG&K S	0.9	0.7	0.9	0.9	0.8	1.3	1.7	1.8	1.5	1.7
B&H LHT KS+100	0.5	0.5	0.5	0.7	0.6	1.0	0.9	1.2	1.3	1.2
DUMAUR SPEC KS	1.9	1.6	1.9	1.8	1.8	1.0	1.0	0.9	0.9	0.9
DUMAUR SPEC 100	0.8	0.7	0.9	0.8	0.8	0.5	0.6	0.7	0.6	0.6
ROTH SPEC R+KS	2.9	2.6	2.9	2.7	2.7	3.8	3.0	4.5	4.7	4.2
ROTH XTRA LIGHT	0.7	0.7	0.7	0.5	0.7	0.7	0.7	1.3	1.2	1.1
BELVD EXT R+KS	1.1	1.3	1.2	1.2	1.3	0.0	0.0	0.0	0.0	0.0
CRAVEN A FT KS	3.3	2.9	3.3	3.1	3.1	4.5	4.0	5.1	5.2	4.9
MATINEE FT KS	2.0	1.5	2.1	1.9	1.9	2.3	1.8	2.3	1.9	2.0
CRAVEN A FT REG	2.3	1.7	2.2	2.0	2.0	1.5	1.5	1.5	1.7	1.6
TINEE REG FT.	1.3	1.0	1.3	1.1	1.1	0.4	0.6	0.4	0.4	0.4
VANTAGE R+KS	1.0	1.9	0.7	1.4	1.3	0.5	1.0	0.6	0.6	0.7
BELMONT FT KS	0.4	0.5	0.4	0.5	0.5	0.2	0.2	0.2	0.3	0.3
PJ EXT LHT R+KS	0.5	0.4	0.5	0.4	0.4	0.3	0.6	0.4	0.3	0.4
MATINEE EXT KS	2.4	1.9	2.3	2.3	2.2	2.9	2.2	2.0	2.3	2.2
ACCORD KS+MENTH	0.5	0.5	0.5	0.5	0.6	0.4	0.4	0.4	0.4	0.4
CRAV A SP KS+100	1.2	1.1	1.3	1.1	1.1	2.0	2.3	2.4	2.3	2.3
VISC KS+REG+MENT	0.8	0.9	0.8	1.0	0.9	1.0	0.9	1.0	1.2	1.1
CRAV A ULTRA LHT	0.2	0.3	0.3	0.2	0.3	0.4	0.4	0.4	0.3	0.4
MEDALLION KS	0.8	0.7	0.8	0.8	0.8	1.0	0.9	0.8	0.9	0.9
CRAVEN M KS	2.0	1.6	1.8	1.7	1.7	3.0	2.3	2.0	3.0	2.5
CRAV M SP KS+100	0.5	0.5	0.6	0.5	0.5	0.8	0.8	0.9	0.7	0.8
CAMEO KS	1.4	1.1	1.4	1.3	1.3	1.6	1.1	1.5	1.4	1.4
CAMEO EXT KS	0.7	0.8	0.7	0.7	0.7	0.9	0.8	0.9	0.8	0.8
SEL SP+ULT MILD	0.4	0.6	0.3	0.5	0.5	0.3	0.4	0.4	0.3	0.3
PLAYERS PLAIN	1.1	0.8	1.1	1.0	1.0	1.5	1.2	1.5	1.3	1.4
EXPORT PLAIN	0.8	1.2	0.6	0.9	0.9	0.5	1.2	0.6	0.8	0.9

T.T.L.	50.6	42.4	53.3	48.0	48.1	54.5	48.1	51.3	49.2	49.2
ROTHMANS	22.8	19.7	21.8	20.7	20.8	28.3	26.8	31.8	32.9	31.1
MACDONALD	15.1	26.1	13.6	19.7	19.6	10.9	19.1	10.4	11.5	13.0
B & H	10.3	12.6	11.2	11.5	11.4	6.1	6.0	6.4	7.4	6.7
BASTOS	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.1	0.0	0.0

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