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AMERICAN  
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COMPANY

CIGARETTES

MAY-JUN  
1988

VOLUME 1

# Nielsen Marketing Research



a company of  
The Dun & Bradstreet Corporation

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# Nielsen Marketing Research

**ICB** a company of  
The Dun & Bradstreet Corporation

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# Nielsen Marketing Research

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\* THE DATA CONTAINED IN THIS REPORT CONSIST PRIMARILY OF ESTIMATES REPRESENTING NIELSEN'S EXPERT OPINION AND ARE SUBJECT TO COVERAGE AND OTHER STATISTICAL FACTORS INHERENT IN MAKING PROJECTIONS FROM SAMPLE DATA.

NIELSEN DATA ARE PROVIDED AS A DECISION-MAKING RESOURCE FOR ALL LEVELS OF CLIENT MANAGEMENT. ALL USE OF DATA IS SUBJECT TO SECTION E-6 OF THE CONTRACT.

\* ALL SHARE COMPUTATIONS ARE MATHEMATICALLY ACCURATE; SHARE ACCUMULATIONS HAVE NOT BEEN FORCED.

\* BECAUSE OF OUR RETAILER COOPERATION AGREEMENTS, THE LETTER "D" HAS BEEN INSERTED WHERE DETAIL HAS BEEN DELETED ON CONTROLLED BRAND INFORMATION.

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HBA

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*Nielsen Health and Beauty Aid Services*

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NIELSEN HBA SERVICES



## NIELSEN HBA SERVICES

Nielsen's HBA Services comprise a comprehensive marketing tool, offering complete coverage for Health & Beauty Aid manufacturers that encompasses food stores, drug stores and mass merchandisers.

This multi-outlet service provides continuous (bimonthly through audit data capture, weekly data through scanner data capture), national, regional and local reporting on all retail store factors. These factors include consumer sales, retail inventory, pricing, distribution, out-of-stocks, and causal data.

This information, when analyzed with manufacturer's own shipment data, gives a complete picture of the selling environment. Many persons within the organization can use the data (marketing, marketing research, sales, sales promotion, production, advertising, etc.), resulting in better business decisions.

Nielsen HBA Services methods are based, to the extent practicable, on scientific sampling theory. These methods involve sampling a portion of the desired information and projecting the observed result to a broader domain of interest, and as such, are subject to statistical error rates.

The sources of information which Nielsen uses in preparing the reports are varied. While Nielsen directly compiles much of the information used, some sources are not under its direct control.

Using modern techniques consistent with accepted marketing research standards, Nielsen provides these reports as management guides to be used with other information available to its clients.

This information is provided as a decision-making resource for all levels of client management and may be used without restriction within the client's organization.

However, since the information is proprietary and constitutes Nielsen's basic stock-in-trade, use of the information outside the client's organization is restricted according to contract.

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## Market Information

### Definitions

**Gross National Product**  
The market value of the output of goods and services produced by the Nation's economy, before deduction of depreciation charges and other allowances for business and institutional consumption of durable capital goods.

**Personal Consumption Expenditures**  
Consists of the market value of purchases of goods and services by individuals and nonprofit institutions, and the value of food, clothing, housing and financial services received by them as income in kind. They include the rental value of owner-occupied homes, but do not include purchases of dwellings, which are classified as capital goods.

**Total Disposable Income**  
The income remaining to persons after deduction of personal tax and normal payment to general government.

**Consumer Price Index**  
Measures the effect of price change on the living costs of urban wage earners and clerical workers (families and single persons living alone). It is calculated by comparing, from one period to the next, the cost of a "market basket" of goods and services usually purchased by this particular population group.

**Revisions**  
All data contained in this section may be subject to revision. The following symbols are used to describe the nature of these revisions:

P — Preliminary estimate - A revised estimate is scheduled to be made and will be incorporated in the next report.

R — Revised Estimate - This estimate replaces the preliminary estimate contained in the previous report.

Trade Data

Current Period Table 1 shows the market division, also indicated by the coverage of the sample, i.e., the percentage of total sales volume represented by stores included in each market.

It further provides a record of total sales for all lines of goods handled (All Commodity Sales) in stores of that type throughout the area covered by Nielsen Index Service.

Source

Survey of Current Business - United States Department of Commerce/Office of Business Economics

Trade Data

Current Period Table 1 shows the market division, also indicated by the coverage of the sample, i.e., the percentage of total sales volume represented by stores included in each market.

It further provides a record of total sales for all lines of goods handled (All Commodity Sales) in stores of that type throughout the area covered by Nielsen Index Service.

Source

Survey of Current Business - United States Department of Commerce/Office of Business Economics

— Annual Revision - The previous thirteen quarters of data on Personal Consumption Expenditures, Disposable Personal Income, and Gross National Product are revised once a year.

— Non-Routine Revision - Description of the revision is contained on the table.

Source

Survey of Current Business - United States Department of Commerce/Office of Business Economics

The purpose of All Commodity Trends is to focus on a few simple facts such as:  
The total sales and general state of business in the retail line considered here.  
The current velocity of this movement.  
The geographic and store-type divisions of total retail sales.

All Commodity Sales

These data are obtained directly from the sales ledgers of stores in the NFI/NI sample and reflect the retailer's total sales volume for all departments. They are used in several ways, but their prime purpose is in connection with Nielsen's projection process.

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# Nielsen Marketing Research

*MARKET INFORMATION*

## GENERAL ECONOMIC DATA

	.....SEASONALLY ADJUSTED QUARTERLY TOTALS AT ANNUAL RATES *.....		
	DISPOSABLE PERSONAL INCOME (\$ BILLIONS)	PERSONAL CONSUMPTION EXPENDITURES (\$ BILLIONS)	GROSS NATIONAL PRODUCT (\$ BILLIONS)
1984 1ST QUARTER	2592.3	2343.3	3647.3
2ND QUARTER	2623.3	2399.2	3726.8
3RD QUARTER	2671.6	2432.5	3780.3
4TH QUARTER	2709.1	2475.6	3824.2
1985 1ST QUARTER	2741.7	2530.9	3892.1
2ND QUARTER	2827.9	2583.0	3944.8
3RD QUARTER	2828.7	2646.4	4018.0
4TH QUARTER	2886.1	2681.1	4075.4
1986 1ST QUARTER	2944.8	2718.0	4144.4
2ND QUARTER	3001.0	2745.9	4181.6
3RD QUARTER	3018.8	2817.2	4235.9
4TH QUARTER	3040.2	2838.7	4258.1
1987 1ST QUARTER	3104.5	2873.9	4347.1
2ND QUARTER	3109.2	2923.8	4415.1
3RD QUARTER	3173.9	2991.4	4494.0
4TH QUARTER	3253.6	3002.7	4630.9R
1988 1ST QUARTER	3298.8R	3048.8	4630.9R

SOURCE: U.S. DEPT. OF COMMERCE BEA  
 \*REFLECTS NATIONAL INCOME REVISION JULY 1987  
 NOTE: EXCLUDES ALASKA & HAWAII  
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TABLE 1

PAGE

1 OF

1

## GENERAL ECONOMIC DATA

Nielsen  
Marketing Research  
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	CIVILIAN UNEMPLOYMENT		TOTAL RETAIL SALES		
	(MIL)	(RATE)	TOTAL	DURABLE	NON-DURABLE
1986					
JANUARY	8.5	7.3	105.9	37.5	68.4
FEBRUARY	9.0	7.8	99.6	35.9	63.6
MARCH	8.7	7.5	113.7	41.0	72.7
APRIL	8.1	7.0	114.7	43.9	70.8
MAY	8.2	7.0	124.3	47.5	76.9
JUNE	8.8	7.3	119.4	46.5	72.8
JULY	8.5	7.0	119.8	46.0	73.8
AUGUST	8.0	6.7	123.0	46.4	76.6
SEPTEMBER	8.0	6.8	123.3	51.7	71.6
OCTOBER	7.8	6.8	122.2	45.8	76.4
NOVEMBER	7.9	6.6	120.3	42.2	78.1
DECEMBER	7.5	6.3	151.3	54.2	97.1
1987					
JANUARY	8.8	7.3	105.6	35.8	69.8
FEBRUARY	8.5	7.2	105.1	38.2	66.9
MARCH	8.1	6.9	119.8	45.3	74.5
APRIL	7.3	6.2	124.7	47.4	77.4
MAY	7.3	6.2	128.7	48.3	80.4
JUNE	7.7	6.3	129.0	50.8	78.2
JULY	7.5	6.1	129.3	50.0	79.7
AUGUST	7.1	5.8	131.5	50.6	80.9
SEPTEMBER	6.9	5.7	124.5	47.7	76.8
OCTOBER	6.8	5.7	128.3	46.8	81.5
NOVEMBER	6.8	5.6	126.9	44.7	82.2
DECEMBER	6.5	5.4	157.2	53.5	103.7
1988					
JANUARY	7.6	6.3	113.6	41.3	72.4
FEBRUARY	7.5	6.2R	115.1	44.1	71.0
MARCH	7.1	5.9R	131.6	51.3	80.3R
APRIL	6.4	5.3R	130.0	51.2	79.8
MAY	6.6R	5.4R	135.1R	53.3R	81.8R
JUN	6.8	5.5	136.7	55.1	81.5

SOURCE: U.S. DEPT. OF LABOR, BLS, U.S. DEPT. OF COMMERCE, CENSUS BUREAU  
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TABLE 2

PAGE 1 OF 2

.....CONSUMER PRICE INDEX - 1982-84 = 100.....				
.....URBAN WAGE EARNERS.....				
.....AND CLERICAL WORKERS..... ALL URBAN CONSUMERS.....				
	ALL ITEMS	FOOD-AT-HOME	ALL ITEMS	FOOD-AT-HOME
1986				
JANUARY	108.9	106.1	109.8	106.3
FEBRUARY	108.5	105.8	109.3	105.9
MARCH	107.8	105.7	108.8	105.8
APRIL	107.8	105.7	108.6	105.9
MAY	107.8	105.9	108.9	106.1
JUNE	108.4	105.8	109.5	106.0
JULY	108.4	107.2	109.5	107.3
AUGUST	108.6	108.4	109.7	108.5
SEPTEMBER	108.1	108.4	110.2	108.6
OCTOBER	108.1	108.6	110.3	108.7
NOVEMBER	108.2	108.7	110.4	108.9
DECEMBER	108.3	108.8	110.5	109.0
1987				
JANUARY	110.0	110.5	111.2	110.7
FEBRUARY	110.5	110.8	111.8	111.2
MARCH	111.0	110.8	112.1	110.9
APRIL	111.8	111.0	112.7	111.3
MAY	111.9	111.7	113.1	112.0
JUNE	112.4	112.3	113.5	112.6
JULY	112.7	112.0	113.8	112.0
AUGUST	113.3	111.9	114.4	112.1
SEPTEMBER	113.8	112.2	115.0	112.3
OCTOBER	114.1	112.2	115.3	112.4
NOVEMBER	114.3	112.0	115.4	112.1
DECEMBER	114.2	112.4	115.4	112.8
1988				
JANUARY	114.5	113.7	115.7	114.1
FEBRUARY	114.7	113.5	116.0	113.2
MARCH	115.1	113.5	116.5	113.9
APRIL	115.7	114.2	114.6	326.2
MAY	116.2	114.7	117.5	115.1
JUN	116.7	115.5	118.0	115.8

SOURCE: U.S. DEPT. OF LABOR, BLS, U.S. DEPT. OF COMMERCE, CENUS BUREAU  
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TABLE 2

PAGE 2 OF 2

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## GENERAL ECONOMIC DATA

DRUG STORES SALES  
(\$MILLIONS)

Nielsen  
Marketing Research  
A Division of  
The Data & Analytics Corporation

	TOTAL ALL STORES	CHAINS	STORES OVER \$500M LARGE INDEPENDENTS	STORES \$250M-\$500M MEDIUM	STORES UNDER \$250M SMALL
1985					
JAN-FEB	7749.7	4717.8	1522.9	1054.8	454.2
MAR-APR	7621.2	4504.3	1547.7	1100.4	488.8
MAY-JUN	7724.5	4603.5	1584.0	1087.2	449.8
JUL-AUG	7767.4	4624.1	1673.7	1032.8	436.8
SEP-OCT	7680.8	4570.9	1677.1	1025.1	407.4
NOV-DEC	8451.8	5176.2	1837.0	1022.3	416.3
1986					
JAN-FEB	8221.9	4966.9	1817.6	1018.5	418.9
MAR-APR	8223.0	4894.3	1898.4	1021.2	409.1
MAY-JUN	8247.8	4933.9	1921.1	994.6	399.2
JUL-AUG	8340.5	5013.5	1920.8	1009.3	396.9
SEP-OCT	8224.0	4882.8	1967.4	991.0	382.8
NOV-DEC	9009.9	5553.1	2116.7	972.6	387.5
1987					
JAN-FEB	8870.4	5420.2	2124.8	971.8	353.6
MAR-APR	8812.7	5184.2	2077.9	994.4	356.2
MAY-JUN	8673.3	5372.7	2100.3	947.6	346.7
JUL-AUG	8877.4	5368.6	2209.3	854.8	344.9
SEP-OCT	8698.2	5290.3	2160.6	823.2	324.1
NOV-DEC	9654.2	6059.5	2335.0	930.7	329.0
1988					
JAN-FEB	9427.4	5910.4	2269.3	930.6	317.1
MAR-APR	9425.1	5802.6	2359.6	942.6	320.3
MAY-JUN	9507.3	5915.1	2365.2	921.1	305.9

NDI BI-MONTHLY SALES  
DRUG - MAY-JUN 1988

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TABLE 4

PAGE 1 OF 1

## GENERAL ECONOMIC DATA

FOOD STORE SALES \*  
(\$ MILLION)

Nielsen  
Marketing Research  
A Division of  
The Data & Marketing Corporation

	TOTAL ALL STORES	TOTAL	... SUPERMARKETS OVER \$2MIL. CHAIN INDEPENDENT	CHAINS UNDER \$2MIL	INDEPENDENTS UNDER \$2MIL
<b>1985</b>					
JAN-FEB	43,643.6	37,587.1	28,610.0	8,977.1	2,140.4
MAR-APR	44,348.0	38,075.3	28,982.3	9,113.0	2,251.5
MAY-JUN	45,743.8	38,966.7	29,575.2	9,391.5	2,524.2
JUL-AUG	45,591.8	37,361.5	29,678.1	7,683.4	2,995.4
SEP-OCT	45,743.3	36,766.7	29,285.4	7,481.3	2,889.8
NOV-DEC	46,045.1	37,315.5	29,724.0	7,591.5	2,813.1
<b>1986</b>					
JAN-FEB	45,287.3	36,972.2	29,566.2	7,406.0	2,694.0
MAR-APR	46,294.6	37,669.4	30,066.7	7,602.7	2,870.2
MAY-JUN	47,710.4	38,681.9	30,657.5	8,024.4	3,090.3
JUL-AUG	48,826.3	39,417.1	31,258.9	8,158.2	3,199.9
SEP-OCT	47,925.9	38,845.0	30,912.4	7,932.6	3,102.7
NOV-DEC	48,534.5	39,640.3	31,497.9	8,142.4	3,004.9
<b>1987</b>					
JAN-FEB	47,707.8	39,131.3	31,208.1	7,923.2	2,932.4
MAR-APR	48,292.7	39,478.1	31,385.2	8,092.9	3,073.5
MAY-JUN	49,705.0	40,387.3	31,997.9	8,389.4	3,284.9
JUL-AUG	50,805.0	41,182.1	32,592.8	8,589.3	3,483.6
SEP-OCT	50,029.9	40,680.5	32,330.4	8,350.1	3,399.9
NOV-DEC	50,238.9	41,102.6	32,492.9	8,609.7	3,291.9
<b>1988</b>					
JAN-FEB	50,163.8	41,447.4	32,950.3	8,497.1	3,124.8
MAR-APR	50,406.6	41,389.1	32,841.5	8,547.6	3,264.9
MAY-JUN	52,346.3	42,678.2	33,892.1	8,784.1	3,514.0

\*NFI BI-MONTHLY SALES BY NOI PERIODS  
DRUG - MAY-JUN 1988

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TABLE 5

PAGE 1 OF 1



## NIELSEN FOOD INDEX \*\*

Nielsen  
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	N.F.I. SAMPLE STORE COUNT REGULAR STORES	ESTIMATED 1985 CONTROLS (000)	TOTAL SALES VOLUMES COVERAGE AMONG NFI STORES		POPULATION	JANUARY 1, 1987*	HOUSEHOLDS	
			1985 TOTAL SALES FOR NFI STORES DOLLAR (000)	PERCENT				
TOTAL UNITED STATES.	1,025	274,873,083	5,703,395	2.07	241,582,400	100.0	89,142,300	100.0
BY TERRITORIES								
NEW ENGLAND.....	72	14,458,533	461,824	3.19	12,820,000	5.3	4,738,800	5.3
METRO NEW YORK.....	75	15,411,390	627,890	4.07	15,585,000	6.5	5,883,600	6.6
MIDDLE ATLANTIC.....	94	27,965,101	606,795	2.17	25,528,400	10.6	9,375,500	10.5
EAST CENTRAL.....	145	36,956,640	662,347	1.79	34,241,800	14.2	12,597,000	14.1
METRO CHICAGO.....	50	8,131,857	538,507	6.62	7,936,700	3.3	2,855,600	3.2
WEST CENTRAL.....	134	34,065,569	616,749	1.81	31,731,200	13.1	11,891,700	13.4
SOUTHEAST.....	189	50,838,304	702,738	1.38	43,875,700	18.1	16,257,600	18.2
SOUTHWEST.....	114	36,303,358	517,488	1.43	28,544,500	11.8	10,223,700	11.5
GREATER METRO L.A....	53	15,210,422	437,514	2.88	12,495,000	5.2	4,544,200	5.1
REM. PACIFIC.....	99	35,531,909	531,544	1.50	28,823,900	11.9	10,774,500	12.1
BY COUNTY SIZES								
CLASS A.....	414	112,329,784	3,032,168	2.70	99,323,600	40.9	37,132,800	41.5
CLASS B.....	284	85,010,322	1,592,746	1.87	72,473,800	30.0	26,721,400	30.0
CLASS C.....	162	42,622,632	654,587	1.54	36,997,400	15.4	13,452,700	15.1
CLASS D.....	155	34,910,365	423,895	1.21	32,787,800	13.7	11,835,800	13.4
BY STORE TYPES								
SUPERMARKETS								
OVER \$2MIL.....	639	219,645,478	5,464,588	2.49				
CHAIN.....	449	174,582,681	4,642,524	2.86				
INDEPENDENT.....	190	45,062,797	822,064	1.82				
CHAINS UNDER \$2MIL..	96	19,288,120	69,636	0.36				
INDEP. UNDER \$2MIL..	290	35,939,485	169,172	0.47				

\*\*NFI BI-MONTHLY SALES BY NDI PERIODS  
DRUG - MAY-JUN 1988

\* SALES MANAGEMENT ESTIMATES  
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TABLE 1

PAGE 1 OF 1

## NIELSEN DRUG INDEX

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N.D.I. SAMPLE STORE COUNT REGULAR STORES	ESTIMATED 1985 CONTROLS (000)	TOTAL SALES VOLUMES .. COVERAGE AMONG NDI STORES .. ... 1985 TOTAL SALES ... ... FOR NDI STORES ...			POPULATION	JANUARY 1, 1987*		
		DOLLAR (000)	PERCENT			HOUSEHOLDS		
TOTAL UNITED STATES.	501	47,015,190	702,369	1.49	241,582,400	100.0	89,142,300	100.0
BY TERRITORIES								
NEW ENGLAND.....	37	2,602,375	42,769	1.64	12,820,000	5.3	4,738,900	5.3
METRO NEW YORK.....	35	2,581,668	39,500	1.53	15,585,000	6.5	5,883,600	6.6
MIDDLE ATLANTIC.....	58	5,242,959	94,044	1.79	25,528,400	10.6	9,375,500	10.5
EAST CENTRAL.....	84	6,730,783	110,222	1.64	34,241,800	14.2	12,597,000	14.1
METRO CHICAGO.....	28	1,850,336	56,253	3.04	7,936,900	3.3	2,855,600	3.2
WEST CENTRAL.....	56	5,049,011	78,851	1.58	31,731,200	13.1	11,891,700	13.4
SOUTHEAST.....	87	8,493,869	107,419	1.26	43,875,700	18.1	16,257,600	18.2
SOUTHWEST.....	47	4,574,296	50,608	1.11	28,544,500	11.8	10,223,700	11.5
GREATER METRO L.A....	26	2,800,280	45,047	1.61	12,495,000	5.2	4,544,200	5.1
REM. PACIFIC.....	43	7,089,813	77,658	1.10	28,823,900	11.9	10,774,500	12.1
BY COUNTY SIZES								
CLASS A.....	216	21,113,314	365,369	1.73	99,323,600	40.9	37,132,600	41.5
CLASS B.....	148	14,033,634	195,932	1.40	72,473,800	30.0	26,721,400	30.0
CLASS C.....	81	7,015,422	94,575	1.35	36,997,400	15.4	13,452,700	15.1
CLASS D.....	58	4,852,820	46,493	0.98	32,787,600	13.7	11,835,600	13.4
BY STORE TYPES								
CHAIN & LARGE COMB..	373	40,045,725	654,614	1.63				
CHAIN.....	280	26,380,538	554,213	2.10				
LARGE-OVER \$500M	93	11,655,187	100,401	0.88				
MEDIUM-\$250M-\$500M..	76	5,104,889	34,726	0.88				
SMALL-UNDER \$250M...	52	1,884,466	13,029	0.70				

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\* SALES MANAGEMENT ESTIMATES  
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TABLE 1

PAGE

1 OF

1



NIELSEN FOOD INDEX  
CIGARETTES  
THE AMERICAN TOBACCO COMPANY

01-82600

Nielsen  
Marketing Research  
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	N.F.I. SAMPLE STORE COUNT REGULAR STORES	1985 ALL-COMMODITY SALES ('000)	JANUARY 1, 1987* POPULATION	HOUSEHOLDS
TOTAL UNITED STATES.	1,122	274,873,083	241,582,400	89,142,300
CENTRAL FIELD.....	214	55,347,270	46,368,800	16,791,100
C-1 .....	44	14,618,058	11,120,000	3,855,800
C-2 .....	55	13,551,989	11,701,600	4,158,800
C-3 .....	57	14,822,931	11,721,300	4,383,800
C-4 .....	58	12,354,292	11,825,900	4,392,700
EASTERN FIELD.....	253	54,686,139	51,070,500	18,986,800
E-1 .....	60	10,585,194	9,608,000	3,588,300
E-2 .....	24	6,747,526	6,629,000	2,659,700
E-3 .....	50	13,285,409	12,227,100	4,557,900
E-4 .....	55	10,356,769	10,497,700	3,799,700
E-5 .....	64	13,711,241	12,108,700	4,401,200
NORTHERN FIELD.....	257	53,709,454	51,241,300	18,811,000
N-1 .....	62	13,952,533	12,348,500	4,600,500
N-2 .....	53	11,040,724	10,659,200	3,863,600
N-3 .....	51	10,041,715	10,063,700	3,708,500
N-4 .....	81	18,674,482	18,171,900	6,638,400
SOUTHERN FIELD.....	217	54,255,646	46,928,900	17,434,300
S-1 .....	68	15,211,451	13,572,300	4,931,000
S-2 .....	54	11,561,022	10,070,100	3,656,300
S-3 .....	51	15,301,905	12,419,200	4,931,800
S-4 .....	44	12,181,268	10,867,300	3,915,200

FOOD - MAY-JUN 1988

\*SALES MANAGEMENT ESTIMATES  
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TABLE S-1

PAGE

1 OF 2

4200 ATWOS100 B2808 01 001 0273

	N.F.I. SAMPLE STORE COUNT REGULAR STORES	1985 ALL-COMMODITY SALES(000)	JANUARY 1, 1987* POPULATION	HOUSEHOLDS
WESTERN FIELD.....	181	56,874,574	45,972,900	17,119,100
W-1 .....	38	10,407,644	8,241,300	3,185,000
W-2 .....	42	13,819,429	10,953,600	4,152,000
W-3 .....	56	18,118,133	14,730,300	5,362,800
W-4 .....	45	14,729,368	12,047,700	4,419,300

FOOD - MAY-JUN 1988

\*SALES MANAGEMENT ESTIMATES  
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TABLE S-1

PAGE 2 OF 2

4200 ATW05100 B2808 01 002 0273

NIELSEN DRUG INDEX  
CIGARETTES  
THE AMERICAN TOBACCO COMPANY

02-62601

Nielsen  
Marketing Research  
A Division of  
The Dun & Bradstreet Corporation

	N. D. I. SAMPLE STORE COUNT REGULAR STORES	1985 ALL-COMMODITY SALES(000)	POPULATION JANUARY 1, 1987*	HOUSEHOLDS
TOTAL UNITED STATES.	501	47,015,190	241,582,400	89,142,300
CENTRAL FIELD.....	85	7,440,986	46,368,800	16,791,100
EASTERN FIELD.....	126	9,645,504	51,070,500	18,986,800
NORTHERN FIELD.....	123	9,962,439	51,241,300	18,811,000
SOUTHERN FIELD.....	92	9,338,621	46,928,900	17,434,300
WESTERN FIELD.....	75	10,627,680	45,972,900	17,119,100

DRUG - MAY-JUN 1988

\*SALES MANAGEMENT ESTIMATES  
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TABLE S-1

PAGE 1 OF 1

4820 ATWOS100 B2808 01 001 0273



# Nielsen Marketing Research

COMMON NOTATIONS



## COMMON NOTATIONS

### *Notations Commonly Used In Nielsen's Computer Tabulations*

**D**  
Data deleted on controlled brand information, when fewer than three organizations are handling.

**A-A**  
Not percented to or included in any total.

**B-B**  
Percented to, but not included in Total All Items.

**C-C**  
Percented to, but not included in Other Than Total All Items (may be included in a specified column).

**D-D**  
Percented to and usually included in Total All Items (may be included in a specified column).

**G-G**  
Closed group (list of products).

**H-H etc.**  
Additional closed groups.

**S-D**  
One period separation or supplemental detail.

**S-R**  
Special request (inactive format location for back data items).

**# (on Table 10)**  
Limited data (insufficient data for calculation).

**# (on Table 14)**  
Less than 0.5 percent (distribution does not round to a whole number).

**0.0 (on Table 11)**  
Limited data (free goods or price less than three decimal places).

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CIGARETTES - THE AMERICAN TOBACCO COMPANY

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A Division of  
The Nielsen Company

D-D PERCENTED TO AND INCLUDED IN TOTAL CIGARETTES

NCTI GROCERY/CONV - MAY/JUN 1988

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CIGARETTES - THE AMERICAN TOBACCO COMPANY

Nielsen  
Marketing Research  
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DRUG - MAY/JUN 1988

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# Nielsen Marketing Research

*Media Advertising*

## Major Media Advertising Report

The Advertising report is a voluntary supplement to Nielsen Retail Index Services. Its purpose is to provide a record of monthly advertising expenditures in magazines, network radio and television, spot television and newspapers.

Major Media Advertising Information is purchased from outside suppliers and processed as shown in the table.

	Magazines	Network Radio-TV	Spot-TV	Newspapers
Source of data	Leading National Advertisers, Inc.			Media Records
Coverage	Approx. 150 of General Circulation: National and Sectional (excludes Magazine Sections of Sunday Papers)			Approx. 236 Daily and Sunday, including Magazine Sections of Sunday Papers
Form of Original Data	Gross One-Time Dollars			Dollar Expenditures
Basis of Conversion for Index Use	Used as Received			Used as Received
Allocation:				
Chronological	Reallocated by Actual Distribution Dates			As Received, By Months
Territorial	Individual Magazines by A.B.C. Circulations			City Newspapers allocated to the corresponding ten Nielsen territories
Division of Combination Copy and Commercial Announcements	By Copy Inspection			By Copy Inspection
Production and Talent Costs	No Additions			No Additions

Since these are standardized reports, and some of Nielsen's suppliers of advertising data have broad product class definitions, it is usually necessary to rework the data and tailor the information to the individual client's needs. In such cases, these analyses are included in the charted material to be found in the front of the report book.

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## COMBINED OUTLETS

For clients, the data are presented in two columns: one for the outlet and one for the drug.

The combined FID are combined in the outlet and drug columns. Tables designated FID 1 through FID 100 are drug outlets and many are outlets. Tables designated FID 101 through FID 110 represent combined outlets.

For description of the outlets included in the report, information is provided in the information section of this report.



# Nielsen Marketing Research

COMBINED OUTLETS

## Consumer Sales - Tables 4 and 5

Consumer sales are the purchases of goods by consumers from retail stores. These data are reported two ways.

Table 4 - Dollar Basis (projected total dollar sales obtained by multiplying the units sold by the retail selling price).

Table 5 - Physical Basis (units, pounds, gallons, etc., or some equivalent basis).

NOTE: Client could receive one or more of these tables.

The tables reflect total market (the summation of all brands included in the total market definition) and individual brand volume and market shares (percent relationship of reported brands to the total market).

Tables 4 and 5 supply consumer sales data by Nielsen territories or client sales areas. Client's sales area tables are designated by an "S" in front of the table number - e.g., S-4.

Sales for key outlets (large chain and large independent stores), within Nielsen territory, may be found on Table 4a or 5a. Sales by county size and urban versus rural, within Nielsen territory, are shown on Table 4b or 5b.

The relationship between consumer sales and all commodity totals are reported on Tables 4s and 5s. The sales per million dollars of all commodity data are designed to provide a simplified gauge for estimation of individual retail account potential and past & current client sales performance.

Because they are weighted by only those stores carrying brand or size, sales per million dollars of all commodity data reflect realistic averages and, subject to the contract non-divulgence limitations, can be used effectively in client selling efforts.

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# Nielsen Marketing Research

CONSUMER SALES - DOLLAR BASIS

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	TOTAL CIGARETTES	CIGARETTES						
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
TOTAL UNITED STATES	2,723,865,316 100.00	219,818,987 8.06	246,517,809 9.05	210,323,008 7.72	128,186,142 4.71	1,024,180,931 37.60	894,256,972 32.83	571,489 0.02
CENTRAL FIELD	582,933,849 100.00	41,105,258 7.30	55,903,291 9.93	28,826,931 4.77	28,569,376 5.08	217,694,786 38.67	192,784,251 34.24	69,956 0.01
EASTERN FIELD	491,222,436 100.00	40,331,641 8.21	37,720,262 7.68	62,980,085 12.82	23,004,568 4.68	193,775,098 39.45	133,344,344 27.15	86,440 0.01
NORTHERN FIELD	557,214,723 100.00	50,569,837 9.08	58,478,471 10.49	42,989,484 7.72	28,704,198 5.15	183,652,136 32.96	192,789,591 34.60	51,006 0.01
SOUTHERN FIELD	603,083,751 100.00	40,871,770 6.78	55,255,137 9.16	46,822,820 7.76	22,538,174 3.74	219,244,177 35.36	224,207,330 37.18	144,343 0.02
WESTERN FIELD	509,210,557 100.00	46,740,461 9.18	39,160,648 7.69	30,703,686 6.03	25,379,826 4.98	215,814,738 42.38	151,171,456 29.69	239,744 0.05

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE

1 OF 42

4200 DTW04000 D2808 01 001 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-82800

Nielsen  
Marketing Research  
SCOTTSDALE, AZ  
The Data & Marketing Corporation

	CIGARETTES					
	TOTAL			REGULAR FILTER		ULTRA
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	LOW TAR
TOTAL UNITED STATES	118,384,100 4.35	2,805,301,216 95.65	1,868,271,514 68.59	643,833,142 23.64	914,323,050 33.57	310,115,322 11.39
CENTRAL FIELD	18,690,529 3.32	544,243,320 96.68	395,807,355 70.31	130,975,130 23.27	195,856,083 34.79	68,976,142 12.25
EASTERN FIELD	24,974,361 5.08	468,248,075 94.92	334,983,234 68.19	120,962,801 24.62	180,946,714 32.76	53,073,619 10.80
NORTHERN FIELD	29,178,098 5.24	528,036,627 94.76	360,504,290 64.70	116,714,174 20.95	181,980,894 32.86	61,809,222 11.09
SOUTHERN FIELD	22,183,256 3.68	580,900,495 96.32	401,080,114 66.50	138,437,095 22.95	197,638,584 32.77	65,004,435 10.78
WESTERN FIELD	23,337,858 4.58	485,872,699 95.42	375,896,521 73.82	136,743,842 26.85	177,900,775 34.94	61,251,904 12.03

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 54

PAGE 2 OF 42

4200 DTW04000 D2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-62600

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a subsidiary of  
The Nielsen Company

	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	737,029,702 27.08	180,859,585 6.64	436,392,051 16.02	119,778,066 4.40
CENTRAL FIELD	148,435,965 26.37	30,250,084 5.37	93,603,567 16.63	24,582,314 4.37
EASTERN FIELD	131,264,841 26.72	39,223,935 7.98	72,607,598 14.78	19,433,310 3.96
NORTHERN FIELD	167,532,337 30.07	36,838,607 6.58	102,099,517 18.32	28,794,213 5.17
SOUTHERN FIELD	179,820,381 29.82	51,229,123 8.49	103,419,162 17.15	25,172,096 4.17
WESTERN FIELD	109,978,178 21.60	23,517,836 4.62	64,662,209 12.70	21,796,133 4.28

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 3 OF 42

4200 DTW04000 D2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	1,007,901,963 37.01	810,448,628 29.78	49,920,923 1.83	324,182,035 11.90	377,753,699 13.87	35,093,968 1.29
CENTRAL FIELD	191,879,125 34.09	192,993,280 34.28	10,934,950 1.94	57,426,258 10.20	82,499,675 14.66	8,510,034 1.51
EASTERN FIELD	203,840,406 41.50	124,296,121 25.30	6,846,707 1.39	68,065,348 13.86	58,857,034 11.98	4,342,459 0.88
NORTHERN FIELD	202,858,365 36.41	148,727,663 26.89	8,920,262 1.60	74,863,506 13.44	85,534,000 15.35	7,134,831 1.28
SOUTHERN FIELD	223,120,207 37.00	169,077,955 28.04	8,881,952 1.47	82,543,170 13.69	90,492,230 15.00	6,784,981 1.13
WESTERN FIELD	186,205,860 36.57	175,353,609 34.44	14,337,052 2.82	41,283,755 8.11	60,370,760 11.86	8,321,663 1.63

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 4 OF 42

4200 DTW04000 D2808 01 004 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-G2600

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 Marketing Research  
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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	72,657,614 2.87	69,217,543 2.54	186,009,966 6.83	255,227,509 9.37
CENTRAL FIELD	14,416,358 2.56	18,854,224 3.35	50,134,694 8.91	68,988,918 12.28
EASTERN FIELD	10,019,322 2.04	9,645,790 1.96	19,639,851 4.00	29,285,641 5.96
NORTHERN FIELD	19,055,570 3.42	17,273,047 3.10	41,636,373 7.47	58,909,420 10.57
SOUTHERN FIELD	14,782,578 2.45	10,556,084 1.75	44,383,747 7.36	54,939,831 9.11
WESTERN FIELD	14,403,786 2.83	12,888,398 2.53	30,215,301 5.93	43,103,699 8.46

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 5 OF 42

4200 DTW04000 D2808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	219,618,967 8.06	80,742,170 2.96	45,204,145 1.66	4,585,557 0.17	14,745,272 0.54
CENTRAL FIELD	41,105,258 7.30	13,832,070 2.46	7,119,135 1.26	820,387 0.15	2,778,324 0.49
EASTERN FIELD	40,331,641 8.21	15,205,913 3.10	9,550,762 1.94	617,881 0.13	2,491,371 0.51
NORTHERN FIELD	50,569,837 9.08	19,357,205 3.47	10,786,324 1.94	1,301,726 0.23	3,172,348 0.57
SOUTHERN FIELD	40,871,770 6.78	15,971,982 2.65	9,606,487 1.59	620,549 0.10	2,720,630 0.45
WESTERN FIELD	46,740,461 9.18	16,375,000 3.22	8,141,437 1.60	1,225,014 0.24	3,582,599 0.70

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 6 OF 42

4200 DTW04000 D2808 01 006 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-82800

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	FULL FLAVOR			CIGARETTES			TOTAL
	KINGS	100'S	TOTAL	PALL MALL	RED FILTER	LIGHTS	
TOTAL UNITED STATES	7,798,601 0.29	6,631,283 0.24	14,429,884 0.53	108,842	57,797	166,639 0.01	14,596,523 0.54
CENTRAL FIELD	1,471,442 0.26	1,344,789 0.24	2,816,231 0.50	6,102		6,102	2,822,333 0.50
EASTERN FIELD	1,386,757 0.28	1,041,984 0.21	2,408,741 0.49		7,706	7,706	2,416,447 0.49
NORTHERN FIELD	1,740,043 0.31	1,443,771 0.26	3,183,814 0.57	102,740 0.02	39,168 0.01	141,908 0.03	3,325,722 0.60
SOUTHERN FIELD	1,520,970 0.25	1,227,274 0.20	2,748,244 0.48				2,748,244 0.48
WESTERN FIELD	1,699,389 0.33	1,573,465 0.31	3,272,854 0.64		10,923	10,923	3,283,777 0.64

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 54

PAGE 7 OF 42

4200 DTW04000 D2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-82600

Nielsen  
Marketing Research  
A Division of The Nielsen Company

	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	8,094	1,802,579	63,578,197	9,430,747	17,982,176	27,412,923
		0.06	2.33	0.35	0.66	1.01
CENTRAL FIELD		291,891	13,083,584	2,241,284	3,814,391	6,055,675
		0.05	2.32	0.40	0.68	1.08
EASTERN FIELD		129,452	11,415,197	1,326,009	3,603,091	4,929,100
		0.03	2.32	0.27	0.73	1.00
NORTHERN FIELD	8,094	762,991	11,620,788	1,341,137	3,108,138	4,449,275
		0.14	2.09	0.24	0.58	0.80
SOUTHERN FIELD		276,072	12,955,598	1,859,443	3,449,835	5,309,278
		0.05	2.15	0.31	0.57	0.88
WESTERN FIELD		142,173	14,503,030	2,662,874	4,006,721	6,669,595
		0.03	2.85	0.52	0.79	1.31

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G/D TABLE S4

PAGE 8 OF 42

4200 DTW04000 D2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES							
	CARLTON							
	FILTER KINGS		TOTAL	KINGS		MENTHOL 100'S		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
TOTAL UNITED STATES	287,504 0.01	12,319,570 0.45	12,607,074 0.46	4,937,388 0.18	1,307,529 0.05	7,704,840 0.28	9,012,369 0.33	13,949,757 0.51
CENTRAL FIELD	28,192 0.01	2,084,102 0.37	2,112,294 0.38	777,146 0.14	151,593 0.03	1,609,670 0.29	1,761,263 0.31	2,538,409 0.45
EASTERN FIELD	141,757 0.03	2,746,694 0.56	2,888,451 0.59	1,033,070 0.21	128,019 0.03	1,331,007 0.27	1,459,026 0.30	2,492,096 0.51
NORTHERN FIELD	53,958 0.01	2,340,708 0.42	2,394,666 0.43	1,022,946 0.18	444,987 0.08	1,585,987 0.28	2,030,974 0.36	3,053,920 0.55
SOUTHERN FIELD	27,405 0.01	2,536,410 0.42	2,563,815 0.43	946,430 0.16	345,011 0.06	1,711,853 0.28	2,056,864 0.34	3,003,294 0.50
WESTERN FIELD	36,192 0.01	2,611,656 0.51	2,647,848 0.52	1,157,796 0.23	237,919 0.05	1,466,323 0.29	1,704,242 0.33	2,862,038 0.56

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G/D TABLE S4

PAGE 9 OF 42

4200 DTW04000 D2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
Marketing Research  
A Division of The Nielsen Business Information Company

	CIGARETTES						
	CARLTON		TOTAL	NON-FILTER	LUCKY STRIKE		TOTAL
	120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR			KINGS	FILTER LIGHTS 100'S	
TOTAL UNITED STATES	9,329,269 0.34	279,174 0.01	27,381,763 1.01	13,615,792 0.50	2,961,864 0.11	3,916,101 0.14	6,877,965 0.25
CENTRAL FIELD	2,355,113 0.42	22,093	4,326,384 0.77	1,672,662 0.30	560,368 0.10	913,118 0.16	1,473,488 0.28
EASTERN FIELD	1,049,670 0.21	55,880 0.01	5,700,827 1.16	3,846,249 0.78	373,822 0.08	407,058 0.08	780,880 0.18
NORTHERN FIELD	1,662,105 0.30	60,822 0.01	7,252,034 1.30	3,357,790 0.60	851,492 0.15	975,528 0.18	1,827,020 0.33
SOUTHERN FIELD	2,004,828 0.33	74,386 0.01	4,717,458 0.78	2,383,348 0.39	521,194 0.09	713,678 0.12	1,234,872 0.20
WESTERN FIELD	2,257,556 0.44	65,993 0.01	5,385,260 1.06	2,375,743 0.47	654,988 0.13	906,719 0.18	1,561,707 0.31

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 10 OF 42

4200 DTW04000 D2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			MENTHOL		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & 100'S	FILTER & MENTHOL TOTAL
TOTAL UNITED STATES	3,608,232 0.13	2,747,637 0.10	6,355,869 0.23	13,233,834 0.49	532,137 0.02	13,765,971 0.51
CENTRAL FIELD	526,470 0.09	592,549 0.11	1,119,019 0.20	2,592,505 0.46	61,217 0.01	2,653,722 0.47
EASTERN FIELD	668,852 0.14	340,510 0.07	1,009,362 0.21	1,790,242 0.36	64,136 0.01	1,854,378 0.38
NORTHERN FIELD	1,159,688 0.21	712,266 0.13	1,871,954 0.34	3,698,974 0.66	195,270 0.04	3,894,244 0.70
SOUTHERN FIELD	529,228 0.09	520,864 0.09	1,050,090 0.17	2,284,962 0.38	89,148 0.01	2,354,110 0.39
WESTERN FIELD	723,986 0.14	581,448 0.11	1,305,444 0.26	2,867,151 0.56	142,366 0.03	3,008,517 0.59

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G/D TABLE S4

PAGE 11 OF 42

4200 DTW04000 D2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES				
	TAREYTON				
	FILTER		LIGHTS		
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	26,088,492	11,073,643	11,596,844	22,670,487	3,418,005
	0.96	0.41	0.43	0.83	0.13
CENTRAL FIELD	4,280,416	1,646,069	2,061,530	3,707,599	572,817
	0.76	0.29	0.37	0.66	0.10
EASTERN FIELD	5,935,751	2,734,692	2,493,176	5,227,888	707,863
	1.21	0.58	0.51	1.06	0.14
NORTHERN FIELD	5,707,145	2,319,306	2,472,058	4,791,364	915,781
	1.02	0.42	0.44	0.86	0.16
SOUTHERN FIELD	3,853,087	1,789,434	1,720,049	3,509,483	343,604
	0.64	0.30	0.29	0.58	0.06
WESTERN FIELD	6,312,083	2,584,142	2,850,031	5,434,173	877,910
	1.24	0.51	0.56	1.07	0.17

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G/D TABLE S4

PAGE 12 OF 42

4200 DTW04000 D2808 01 012 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	18,156,552 0.87	924,597 0.03	17,231,955 0.63	327,330 0.01	309,972 0.01	287,295 0.01
CENTRAL FIELD	4,801,474 0.85	428,864 0.08	4,372,810 0.78	128,452 0.02	168,362 0.03	131,850 0.02
EASTERN FIELD	1,579,571 0.32	64,074 0.01	1,515,497 0.31	29,579 0.01	15,030	19,465
NORTHERN FIELD	5,596,340 1.00	194,995 0.03	5,401,345 0.97	64,914 0.01	66,710 0.01	63,371 0.01
SOUTHERN FIELD	2,859,717 0.47	130,602 0.02	2,729,115 0.45	53,231 0.01	34,045 0.01	43,326 0.01
WESTERN FIELD	3,319,450 0.68	108,282 0.02	3,213,168 0.63	51,154 0.01	25,825 0.01	29,283 0.01

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G/D TABLE S4

PAGE 13 OF 42

4200 DTW04000 D2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S	FILTER 100'S	
TOTAL UNITED STATES	4,884,264 0.17	5,743,243 0.21	6,804,448 0.25				3,871,793 0.13
CENTRAL FIELD	1,140,029 0.20	1,376,794 0.24	1,855,987 0.33				781,330 0.14
EASTERN FIELD	468,030 0.10	472,751 0.10	574,716 0.12				494,582 0.10
NORTHERN FIELD	1,392,300 0.25	2,044,753 0.37	1,964,292 0.35				1,036,325 0.19
SOUTHERN FIELD	790,823 0.13	924,129 0.15	1,014,163 0.17				513,918 0.09
WESTERN FIELD	893,082 0.18	924,816 0.18	1,395,290 0.27				845,638 0.17

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G/D TABLE S4

PAGE 14 OF 42

4200 DTW04000 D2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	TOTAL PHILIP MORRIS	MARLBORO		FILTER		FILTER LIGHTS
		TOTAL	BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	1,024,180,931 37.60	585,736,829 21.51	121,064,678 4.44	130,035,827 4.77	54,802,112 2.02	84,551,600 3.11
CENTRAL FIELD	217,694,788 38.67	122,548,533 21.77	12,576,231 2.23	30,994,271 5.51	8,134,382 1.44	20,530,971 3.65
EASTERN FIELD	193,775,096 39.45	116,000,320 23.61	46,336,777 9.43	14,345,055 2.92	18,848,689 3.84	9,181,810 1.87
NORTHERN FIELD	183,652,136 32.96	101,967,323 18.30	13,021,309 2.34	31,174,381 5.59	6,694,954 1.20	19,895,485 3.57
SOUTHERN FIELD	213,244,177 35.38	121,663,802 20.17	20,868,975 3.46	32,613,178 5.41	9,648,682 1.60	22,104,541 3.67
WESTERN FIELD	215,814,736 42.38	123,556,851 24.28	28,261,388 5.55	20,908,942 4.11	11,575,445 2.27	12,888,783 2.53

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G/D TABLE S4

PAGE 15 OF 42

4200 DTW04000 D2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	78,652,399 2.89	78,584,886 2.89	17,193,078 0.63	20,712,249 0.76
CENTRAL FIELD	21,097,927 3.75	21,204,749 3.77	3,224,182 0.57	4,785,840 0.85
EASTERN FIELD	11,366,328 2.31	10,867,931 2.21	1,837,435 0.37	3,236,315 0.66
NORTHERN FIELD	9,374,091 1.68	12,985,502 2.33	3,886,116 0.70	4,935,475 0.89
SOUTHERN FIELD	13,844,194 2.30	15,039,175 2.48	3,195,546 0.53	4,349,511 0.72
WESTERN FIELD	22,989,859 4.51	18,487,529 3.63	5,049,799 0.99	3,405,108 0.67

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 16 OF 42

4200 DTW04000 D2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	FILTER		MENTHOL		DELUXE		
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	100'S BOX
TOTAL UNITED STATES	120,060,054 4.41	3,796,649 0.14	21,754,058 0.80	2,399,218 0.09	19,798,050 0.73	47,747,875 1.75	20,948,488 0.77
CENTRAL FIELD	26,755,488 4.75	381,524 0.07	4,305,211 0.76	410,958 0.07	5,199,895 0.92	10,297,588 1.83	4,349,828 0.77
EASTERN FIELD	16,842,190 3.43	1,148,383 0.23	4,090,543 0.83	381,019 0.08	1,822,622 0.37	7,440,547 1.51	3,200,746 0.65
NORTHERN FIELD	17,994,797 3.23	301,776 0.05	3,388,853 0.61	197,157 0.04	3,199,797 0.57	7,087,583 1.27	2,866,209 0.51
SOUTHERN FIELD	26,113,212 4.33	530,645 0.09	4,423,933 0.73	489,928 0.08	5,308,456 0.88	10,732,962 1.78	4,184,597 0.69
WESTERN FIELD	32,354,367 8.35	1,436,341 0.28	5,545,518 1.09	940,156 0.18	4,267,280 0.84	12,189,295 2.39	6,347,106 1.25

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 17 OF 42

4200 DTW04000 D2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES							
	BENSON & HEDGES							
	LIGHT 100'S		MENTHOL		TOTAL	DELUXE ULTRA		ALL OTHER
	FILTER BOX	SOFT PACK	FILTER BOX	SOFT PACK		LIGHTS 100'S MENTHOL BOX		
TOTAL UNITED STATES	2,509,405 0.09	16,991,783 0.62	2,194,980 0.08	13,802,542 0.51	35,498,690 1.30	14,334,294 0.53		1,530,809 0.06
CENTRAL FIELD	662,098 0.12	3,834,006 0.68	658,413 0.12	3,322,627 0.59	8,477,144 1.51	3,339,221 0.59		291,707 0.05
EASTERN FIELD	409,314 0.08	2,469,721 0.50	286,136 0.06	1,294,452 0.26	4,459,623 0.91	1,480,387 0.30		280,877 0.05
NORTHERN FIELD	292,006 0.05	2,491,491 0.45	244,688 0.04	2,216,657 0.40	5,244,842 0.94	2,303,713 0.41		492,450 0.09
SOUTHERN FIELD	413,836 0.07	3,482,855 0.58	378,497 0.06	3,439,883 0.57	7,713,071 1.28	3,269,576 0.54		213,006 0.04
WESTERN FIELD	732,151 0.14	4,713,690 0.93	629,246 0.12	3,528,923 0.69	9,604,010 1.69	3,941,387 0.77		272,569 0.05

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 18 OF 42

4200 DTW04000 D2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	119,478,140 4.39	33,873,404 1.24	24,893,054 0.91	19,936,853 0.73	18,496,153 0.68	12,324,499 0.45	9,954,377 0.37
CENTRAL FIELD	23,437,351 4.16	5,733,886 1.02	5,595,347 0.99	3,679,490 0.65	4,103,583 0.73	2,508,266 0.45	1,818,819 0.32
EASTERN FIELD	26,170,404 5.33	9,157,678 1.88	4,700,656 0.96	4,565,895 0.93	3,508,232 0.71	2,412,926 0.49	1,825,019 0.37
NORTHERN FIELD	25,051,897 4.50	8,508,134 1.17	4,680,380 0.84	3,900,055 0.70	3,632,309 0.65	3,277,562 0.58	3,055,457 0.55
SOUTHERN FIELD	23,483,727 3.89	6,689,437 1.11	4,920,616 0.82	4,222,070 0.70	3,460,691 0.57	2,387,847 0.40	1,803,068 0.30
WESTERN FIELD	21,334,761 4.19	5,786,291 1.14	4,986,055 0.98	3,589,143 0.70	3,791,358 0.74	1,739,898 0.34	1,452,016 0.29

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 19 OF 42

4200 DTW04000 D2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-82500

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100'S	100 LIGHTS &	100'S	FILTER
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS		120'S
TOTAL UNITED STATES	99,189,430 3.64	32,918,646 1.21	18,524,159 0.81	49,442,805 1.82	30,922,427 1.14	18,824,198 0.69
CENTRAL FIELD	23,172,004 4.12	7,608,309 1.35	3,962,974 0.70	11,571,283 2.08	6,347,276 1.13	5,253,445 0.93
EASTERN FIELD	15,106,875 3.08	5,231,773 1.07	2,515,155 0.51	7,748,928 1.58	4,943,121 1.01	2,416,826 0.48
NORTHERN FIELD	18,363,820 3.30	5,887,784 1.06	3,269,913 0.59	9,157,677 1.64	5,532,773 0.99	3,873,370 0.68
SOUTHERN FIELD	24,847,874 4.12	8,317,000 1.38	3,577,997 0.59	11,894,997 1.97	8,872,487 1.44	4,280,390 0.71
WESTERN FIELD	17,698,857 3.48	5,873,800 1.15	3,198,120 0.83	9,071,920 1.78	5,426,770 1.07	3,200,167 0.63

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G/D TABLE S4

PAGE 20 OF 42

4200 DTW04000 D2808 01 020 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES			
	PARLIAMENT		PLAYERS	
	TOTAL	TOTAL	LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	24,854,571 0.91	13,019,924 0.48	10,040,733 0.37	2,979,191 0.11
CENTRAL FIELD	2,413,316 0.43	2,661,227 0.47	2,301,824 0.41	359,403 0.06
EASTERN FIELD	11,629,576 2.37	2,093,820 0.43	1,339,846 0.27	753,974 0.15
NORTHERN FIELD	3,115,485 0.56	3,057,734 0.55	2,644,261 0.47	413,473 0.07
SOUTHERN FIELD	3,219,627 0.53	2,271,226 0.38	1,840,808 0.31	430,418 0.07
WESTERN FIELD	4,476,567 0.88	2,935,917 0.58	1,913,984 0.38	1,021,923 0.20

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 21 OF 42

4200 DTW04000 D2808 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	CAMBRIDGE					
	FULL FLAVOR					
	MENTHOL					
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
TOTAL UNITED STATES	45,604,254	4,697,482	6,524,505			11,221,987
	1.67	0.17	0.24			0.41
CENTRAL FIELD	13,132,751	1,410,352	2,357,671			3,768,023
	2.33	0.25	0.42			0.67
EASTERN FIELD	4,407,926	462,183	531,473			993,656
	0.90	0.08	0.11			0.20
NORTHERN FIELD	10,867,737	921,802	1,216,664			2,138,486
	1.95	0.17	0.22			0.38
SOUTHERN FIELD	9,088,155	959,927	1,108,168			2,088,085
	1.50	0.16	0.18			0.34
WESTERN FIELD	8,127,685	943,218	1,310,529			2,253,747
	1.60	0.18	0.26			0.44

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 22 OF 42

4200 DTW04000 02808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	REGULAR		CAMBRIDGE LIGHTS		TOTAL	PHILIP MORRIS	
	KINGS	100'S	KINGS	100'S		PRIVATE LABEL /GENERIC	ALL OTHER
TOTAL UNITED STATES	7,740,168 0.28	18,807,777 0.62	3,265,878 0.12	6,568,346 0.24	34,382,267 1.26	4,673,451 0.17	11,564,278 0.42
CENTRAL FIELD	2,015,006 0.38	4,923,694 0.87	723,930 0.13	1,702,098 0.30	9,364,728 1.68	1,168,767 0.21	2,405,349 0.43
EASTERN FIELD	819,855 0.17	1,535,981 0.31	395,453 0.08	682,981 0.13	3,414,270 0.70	242,984 0.05	1,281,001 0.26
NORTHERN FIELD	2,017,560 0.36	4,048,476 0.73	869,846 0.16	1,792,389 0.32	8,729,271 1.57	811,535 0.15	2,421,808 0.43
SOUTHERN FIELD	1,701,325 0.28	3,303,802 0.55	764,312 0.13	1,230,821 0.20	7,000,060 1.16	610,685 0.10	1,965,869 0.33
WESTERN FIELD	1,188,422 0.23	2,995,024 0.59	512,435 0.10	1,180,057 0.23	5,873,838 1.15	1,838,480 0.36	3,490,251 0.69

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 54

PAGE 23 OF 42

4200 DTW04000 D2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL		KINGS		TOTAL		LIGHTS	
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	894,256,872 32.83	289,157,188 10.62	14,658,871 0.54	103,511,568 3.80	118,170,439 4.34	6,960,132 0.26	50,851,255 1.87	57,811,387 2.12
CENTRAL FIELD	182,764,251 34.24	61,272,881 10.88	2,128,095 0.38	21,253,711 3.78	23,381,806 4.15	1,145,415 0.20	10,762,828 1.91	11,908,243 2.12
EASTERN FIELD	133,344,344 27.15	47,613,862 9.69	4,563,177 0.93	16,957,789 3.45	21,520,966 4.38	1,904,033 0.39	7,355,592 1.50	9,259,625 1.89
NORTHERN FIELD	192,769,591 34.60	61,431,116 11.02	2,133,738 0.38	22,895,925 4.11	25,029,663 4.49	1,207,957 0.22	11,389,750 2.04	12,597,707 2.26
SOUTHERN FIELD	224,207,330 37.18	78,456,782 13.01	2,776,425 0.46	29,557,370 4.90	32,333,795 5.36	1,605,340 0.27	15,019,527 2.49	16,624,867 2.76
WESTERN FIELD	151,171,456 29.69	40,382,547 7.93	3,057,436 0.60	12,846,773 2.52	15,904,209 3.12	1,097,387 0.22	6,323,558 1.24	7,420,945 1.46

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 24 OF 42

4200 DTW04000 D2B08 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62800

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	CIGARETTES						SALEM	
	WINSTON			LONG LIGHTS			KINGS	MENTHOL
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	100'S	TOTAL		
TOTAL UNITED STATES	45,972,406 1.69	8,932,074 0.33	14,269,059 0.52	23,201,133 0.85	44,001,803 1.62	206,843,355 7.59	96,467,964 3.54	110,375,391 4.05
CENTRAL FIELD	10,293,235 1.83	2,025,599 0.36	3,347,603 0.59	5,373,202 0.95	10,316,395 1.83	40,526,658 7.20	18,260,686 3.24	22,265,972 3.96
EASTERN FIELD	7,212,703 1.47	1,293,758 0.26	1,996,123 0.41	3,289,881 0.67	6,330,687 1.29	36,410,072 7.41	17,510,554 3.56	18,899,518 3.85
NORTHERN FIELD	9,211,538 1.65	2,487,154 0.45	3,538,682 0.64	6,035,836 1.08	8,556,372 1.54	48,777,515 8.75	22,263,750 4.00	26,513,765 4.76
SOUTHERN FIELD	12,330,281 2.04	2,244,128 0.37	3,179,895 0.53	5,424,023 0.90	11,743,796 1.95	55,348,088 9.18	26,853,813 4.42	28,694,275 4.76
WESTERN FIELD	6,924,649 1.36	871,435 0.17	2,206,756 0.43	3,078,191 0.60	7,054,553 1.39	25,781,022 5.06	11,779,161 2.31	14,001,861 2.75

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 25 OF 42

4200 DTW04000 D2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES							
	CAMEL							
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	119,047,754 4.37	37,710,311 1.38	35,372,424 1.30	3,145,434 0.12	38,517,858 1.41	31,167,215 1.14	11,652,370 0.43	42,819,585 1.57
CENTRAL FIELD	20,911,498 3.71	6,335,243 1.13	6,005,474 1.07	582,839 0.10	6,588,313 1.17	5,386,129 0.96	2,601,813 0.46	7,987,942 1.42
EASTERN FIELD	15,947,004 3.25	6,823,721 1.38	4,256,016 0.87	4,318 0.07	4,260,334 0.87	3,952,070 0.81	900,879 0.18	4,882,949 0.99
NORTHERN FIELD	26,477,541 4.75	8,971,202 1.61	7,273,955 1.31	156,243 0.03	7,430,198 1.33	7,500,537 1.35	2,575,604 0.46	10,076,141 1.81
SOUTHERN FIELD	17,063,141 2.83	6,501,607 1.08	4,787,199 0.79	4,724 0.07	4,791,923 0.79	4,276,126 0.71	1,493,485 0.25	5,769,611 0.96
WESTERN FIELD	38,648,570 7.59	9,078,538 1.78	13,049,780 2.56	2,397,310 0.47	15,447,080 3.03	10,042,353 1.97	4,080,589 0.80	14,122,942 2.77

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 26 OF 42

4200 DTW04000 D2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	90,430,684 3.32	52,343,990 1.92	28,634,196 1.05	9,452,498 0.35
CENTRAL FIELD	25,021,647 4.44	13,867,994 2.48	8,005,850 1.42	3,047,803 0.54
EASTERN FIELD	9,685,546 1.97	5,737,617 1.17	3,332,131 0.68	615,798 0.13
NORTHERN FIELD	16,722,083 3.00	9,445,727 1.70	5,419,182 0.97	1,857,164 0.33
SOUTHERN FIELD	29,028,388 4.81	16,724,954 2.77	8,919,754 1.48	3,383,680 0.56
WESTERN FIELD	9,973,020 1.96	8,467,898 1.27	2,957,269 0.58	548,053 0.11

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 27 OF 42

4200 DTW04000 D2808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES				
	DORAL				
	LIGHTS				
	TOTAL	KING SIZE	FILTER 100'S	MENTHOL 100'S	KING SIZE
TOTAL UNITED STATES	61,884,830 2.27	13,033,809 0.48	28,036,388 1.03	13,201,465 0.48	7,613,168 0.28
CENTRAL FIELD	17,529,184 3.11	3,200,252 0.57	8,652,088 1.54	3,888,870 0.69	1,787,984 0.32
EASTERN FIELD	5,917,355 1.20	1,247,965 0.25	2,328,089 0.47	1,434,275 0.29	907,028 0.18
NORTHERN FIELD	11,574,745 2.08	2,723,531 0.49	4,715,139 0.85	2,414,792 0.43	1,721,283 0.31
SOUTHERN FIELD	17,711,178 2.94	4,033,827 0.87	7,684,784 1.27	3,708,881 0.61	2,285,888 0.38
WESTERN FIELD	9,152,358 1.80	1,828,234 0.38	4,656,288 0.91	1,756,647 0.34	911,189 0.18

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G/D TABLE S4

PAGE 28 OF 42

4200 DTW04000 D2808 01 028 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES				
	DORAL				MORE TOTAL
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	
TOTAL UNITED STATES	7,758,220 0.28	11,323,383 0.42	19,081,603 0.70	80,986,433 2.97	39,382,201 1.45
CENTRAL FIELD	2,181,927 0.39	3,772,755 0.67	5,964,682 1.06	23,493,876 4.17	8,011,036 1.42
EASTERN FIELD	741,639 0.15	812,849 0.17	1,554,488 0.32	7,471,843 1.52	5,250,130 1.07
NORTHERN FIELD	1,375,169 0.25	1,661,154 0.30	3,036,323 0.54	14,811,068 2.62	7,238,522 1.30
SOUTHERN FIELD	2,057,280 0.34	2,897,449 0.48	4,954,729 0.82	22,665,907 3.76	7,144,279 1.18
WESTERN FIELD	1,392,205 0.27	2,179,178 0.43	3,571,381 0.70	12,723,739 2.50	11,738,234 2.31

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 54

PAGE 29 OF 42

4200 DTW04000 D2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
TOTAL UNITED STATES	38,480,866 1.41	7,712,345 0.28	2,924,969 0.11	10,637,314 0.39	18,271,715 0.67	9,571,937 0.35	27,843,652 1.02	23,420,351 0.86
CENTRAL FIELD	8,211,788 1.46	1,433,190 0.25	638,752 0.11	2,071,942 0.37	3,955,823 0.70	2,184,023 0.39	6,139,846 1.09	4,285,912 0.76
EASTERN FIELD	6,639,246 1.35	1,680,745 0.34	579,741 0.12	2,260,486 0.46	3,047,828 0.62	1,330,932 0.27	4,378,760 0.89	3,334,536 0.68
NORTHERN FIELD	8,830,626 1.55	1,706,920 0.31	803,858 0.14	2,510,778 0.45	3,671,894 0.66	2,447,954 0.44	6,119,848 1.10	7,360,380 1.32
SOUTHERN FIELD	7,954,713 1.32	1,428,320 0.24	537,304 0.09	1,985,824 0.33	3,912,363 0.85	2,076,726 0.34	5,989,089 0.99	4,565,081 0.76
WESTERN FIELD	7,044,593 1.38	1,483,170 0.29	365,314 0.07	1,828,484 0.36	3,683,807 0.72	1,532,302 0.30	5,216,109 1.02	3,874,442 0.76

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 30 OF 42

4200 DTW04000 D2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KING	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES	1,173,064 0.04	461,042 0.02	383,016 0.01	329,006 0.01	5,354,996 0.20
CENTRAL FIELD	125,850 0.02	41,993 0.01	42,442 0.01	41,415 0.01	903,105 0.16
EASTERN FIELD	258,028 0.05	102,039 0.02	81,481 0.02	74,498 0.02	734,077 0.15
NORTHERN FIELD	128,032 0.02	52,953 0.01	36,751 0.01	38,328 0.01	1,392,708 0.25
SOUTHERN FIELD	527,752 0.09	208,937 0.03	180,397 0.03	138,418 0.02	1,453,219 0.24
WESTERN FIELD	133,402 0.03	55,120 0.01	41,935 0.01	36,347 0.01	871,887 0.17

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 31 OF 42

4200 DTW04000 D2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT KINGS	PACK 100'S
TOTAL UNITED STATES	246,517,809 9.05	129,549,452 4.75	90,941,952 3.34	38,607,500 1.42
CENTRAL FIELD	55,903,291 9.93	29,557,446 5.25	19,044,968 3.38	10,512,478 1.87
EASTERN FIELD	37,720,262 7.68	19,315,866 3.93	14,697,071 2.99	4,618,595 0.94
NORTHERN FIELD	38,478,471 10.49	30,919,805 5.55	21,857,293 3.92	9,062,512 1.83
SOUTHERN FIELD	55,255,137 9.16	29,933,668 4.88	21,983,871 3.85	7,949,797 1.32
WESTERN FIELD	39,160,648 7.69	19,822,867 3.89	13,358,749 2.62	6,464,118 1.27

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G/D TABLE S4

PAGE 32 OF 42

4200 DTW04000 D2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	559,750 0.02	126,236	310,886 0.01	89,501	33,027
CENTRAL FIELD	59,109 0.01	12,859	39,054 0.01	5,159	2,037
EASTERN FIELD	155,942 0.03	28,881 0.01	97,523 0.02	31,558 0.01	
NORTHERN FIELD	96,278 0.02	31,673 0.01	28,017 0.01	10,402	26,186
SOUTHERN FIELD	168,595 0.03	38,341 0.01	108,977 0.02	21,277	
WESTERN FIELD	79,826 0.02	16,502	37,415 0.01	21,105	4,804

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 54

PAGE 33 OF 42

4200 DTW04000 02808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	25,004,876 0.92	13,934,356 0.51	21,023,123 0.77	8,548,111 0.24	14,475,012 0.53	22,094,074 0.81	17,382,825 0.64
CENTRAL FIELD	5,294,116 0.94	2,506,904 0.45	5,654,202 1.00	1,876,083 0.33	3,778,139 0.67	5,091,039 0.90	3,807,560 0.68
EASTERN FIELD	4,376,304 0.89	2,815,857 0.57	2,497,282 0.51	390,140 0.08	2,107,142 0.43	3,267,582 0.67	3,355,875 0.68
NORTHERN FIELD	5,992,833 1.08	3,184,417 0.57	5,195,137 0.93	2,025,729 0.36	3,169,408 0.57	5,611,667 1.01	4,917,184 0.88
SOUTHERN FIELD	5,224,498 0.87	2,915,384 0.48	4,812,180 0.81	1,801,819 0.30	3,110,361 0.52	5,119,993 0.85	2,747,486 0.46
WESTERN FIELD	4,117,125 0.81	2,511,794 0.49	2,764,322 0.54	454,360 0.08	2,309,962 0.45	3,003,793 0.59	2,554,740 0.50

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 34 OF 42

4200 DTW04000 02808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	4,053,447	1,216,332	1,115,641	806,720	914,754
	0.15	0.04	0.04	0.03	0.03
CENTRAL FIELD	1,233,558	387,379	353,320	255,401	237,458
	0.22	0.07	0.08	0.05	0.04
EASTERN FIELD	314,452	100,285	79,617	63,690	70,860
	0.06	0.02	0.02	0.01	0.01
NORTHERN FIELD	832,790	250,418	234,122	160,211	188,039
	0.15	0.04	0.04	0.03	0.03
SOUTHERN FIELD	922,390	252,730	222,050	207,954	240,056
	0.15	0.04	0.04	0.03	0.04
WESTERN FIELD	750,257	225,520	226,532	119,864	178,341
	0.15	0.04	0.04	0.02	0.04

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G/D TABLE S4

PAGE 35 OF 42

4200 DTWO4000 D2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM				MENTHOL		
	TOTAL	KINGS	REGULAR 100'S	KINGS	100'S		
TOTAL UNITED STATES	10,181,247 0.37		5,431,365 0.20		4,749,882 0.17	2,734,659 0.10	
CENTRAL FIELD	2,020,402 0.36		1,040,718 0.18		979,684 0.17	678,955 0.12	
EASTERN FIELD	1,341,795 0.27		755,922 0.15		585,873 0.12	279,507 0.06	
NORTHERN FIELD	1,165,863 0.21		602,545 0.11		563,318 0.10	562,497 0.10	
SOUTHERN FIELD	2,701,720 0.45		1,352,455 0.22		1,349,265 0.22	609,243 0.10	
WESTERN FIELD	2,951,487 0.58		1,679,725 0.33		1,271,742 0.25	604,457 0.12	

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 36 OF 42

4200 DTW04000 D2808 01 038 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	210,323,006 7.72	76,902,874 2.82	13,631,610 0.50	28,888,190 1.06	16,724,401 0.61	14,750,583 0.54	2,908,090 0.11
CENTRAL FIELD	26,826,931 4.77	3,849,242 0.68	249,362 0.04	2,079,008 0.37	1,078,770 0.19	436,188 0.08	5,914 0.08
EASTERN FIELD	62,980,085 12.82	30,427,881 6.19	9,366,799 1.91	6,447,440 1.31	5,916,677 1.20	7,914,483 1.61	782,482 0.16
NORTHERN FIELD	42,989,484 7.72	15,024,689 2.70	1,358,825 0.24	5,722,885 1.03	3,551,278 0.64	3,698,002 0.66	693,679 0.12
SOUTHERN FIELD	46,822,820 7.76	22,364,765 3.71	1,722,923 0.29	12,042,244 2.00	4,730,385 0.78	2,470,620 0.41	1,398,593 0.23
WESTERN FIELD	30,703,686 6.03	5,236,317 1.03	933,701 0.18	2,596,613 0.51	1,447,291 0.28	231,280 0.05	27,422 0.01

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G/D TABLE S4

PAGE 37 OF 42

4200 DTW04000 D2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES							
	KENT			TRUE				ALL OTHER LORILLARD
	TOTAL	III	ALL OTHER	TOTAL	REGULAR & MENTHOL KINGS	FILTER 100'S	GOLDEN LIGHTS TOTAL	
TOTAL UNITED STATES	57,328,537 2.10	26,247,515 0.96	31,081,022 1.14	34,096,768 1.25	17,790,220 0.65	16,306,548 0.60	24,299,793 0.89	17,695,034 0.65
CENTRAL FIELD	10,283,810 1.83	5,155,346 0.92	5,128,264 0.91	5,137,970 0.91	2,525,910 0.45	2,612,060 0.48	4,640,471 0.82	2,915,638 0.52
EASTERN FIELD	13,371,626 2.72	5,190,759 1.06	8,180,867 1.67	9,402,321 1.91	5,362,047 1.09	4,040,274 0.82	5,070,251 1.03	4,708,006 0.96
NORTHERN FIELD	11,605,605 2.08	5,347,813 0.96	6,257,792 1.12	6,403,993 1.15	3,254,448 0.58	3,148,545 0.57	5,083,079 0.91	4,892,138 0.88
SOUTHERN FIELD	11,012,879 1.83	5,150,798 0.85	5,862,081 0.97	6,301,654 1.04	3,203,202 0.53	3,098,452 0.51	4,553,558 0.76	2,589,984 0.43
WESTERN FIELD	11,054,817 2.17	5,402,799 1.08	5,652,018 1.11	6,850,830 1.35	3,444,613 0.68	3,406,217 0.67	4,972,434 0.98	2,589,288 0.51

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 38 OF 42

4200 DTW04000 D2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-82600

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	128,198,142 4.71	83,993,173 3.08	42,870,645 1.57	22,346,539 0.82	16,352,697 0.60	2,423,292 0.09
CENTRAL FIELD	28,569,376 5.08	20,710,604 3.68	9,958,569 1.77	5,958,183 1.06	4,165,711 0.74	630,141 0.11
EASTERN FIELD	23,004,568 4.68	11,814,715 2.41	6,753,656 1.37	2,487,830 0.51	2,060,034 0.42	513,195 0.10
NORTHERN FIELD	28,704,198 5.15	18,429,007 3.31	9,871,987 1.77	4,080,840 0.73	3,708,648 0.67	767,532 0.14
SOUTHERN FIELD	22,538,174 3.74	14,799,628 2.45	7,883,333 1.31	4,218,630 0.70	2,366,325 0.39	331,340 0.05
WESTERN FIELD	25,379,826 4.98	18,239,219 3.58	8,403,100 1.65	5,603,056 1.10	4,051,979 0.80	181,084 0.04

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 39 OF 42

4200 DTW04000 D2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

03-62800

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	8,086,224 0.30	9,173,621 0.34	7,733,740 0.28	1,439,881 0.05	26,943,124 0.99
CENTRAL FIELD	852,844 0.15	1,152,986 0.20	929,879 0.17	223,107 0.04	5,853,142 1.04
EASTERN FIELD	3,072,475 0.63	2,841,647 0.58	2,409,560 0.49	432,087 0.09	5,275,731 1.07
NORTHERN FIELD	1,432,107 0.26	2,138,882 0.38	1,898,212 0.34	238,650 0.04	6,708,222 1.20
SOUTHERN FIELD	1,324,049 0.22	1,583,948 0.26	1,382,064 0.23	201,884 0.03	4,830,549 0.80
WESTERN FIELD	1,404,949 0.28	1,458,178 0.29	1,114,025 0.22	344,153 0.07	4,277,480 0.84

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G/D TABLE S4

PAGE 40 OF 42

4200 DTW04000 D2808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	571,489 0.02	3,858	537,005 0.02	30,826	
CENTRAL FIELD	69,958 0.01		69,904 0.01	52	
EASTERN FIELD	68,440 0.01		68,440 0.01		
NORTHERN FIELD	51,006 0.01		51,006 0.01		
SOUTHERN FIELD	144,343 0.02	3,270	140,435 0.02	638	
WESTERN FIELD	239,744 0.03	388	209,220 0.04	30,136 0.01	

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 41 OF 42

4200 DTW04000 D2808 01 041 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE/DRUG

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TOTAL UNITED STATES

CENTRAL FIELD

EASTERN FIELD

NORTHERN FIELD

SOUTHERN FIELD

WESTERN FIELD

..... D-D .....

..... CIGARETTES .....

..... AUSTIN .....

TOTAL           KINGS           100'S

NCT1 GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S4

PAGE 42 OF 42

4200 DTW04000 D2808 01 042 0273 1468

CONSUMER SALES - CLIENT DESIGNATED BASIS

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	TOTAL CIGARETTES	CIGARETTES						
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
TOTAL UNITED STATES	51,270,832 100.00	4,056,400 7.91	4,662,877 9.09	3,880,128 7.53	2,751,382 5.37	18,980,043 37.02	16,950,081 33.08	9,721 0.02
CENTRAL FIELD	10,407,306 100.00	747,548 7.18	1,039,530 9.99	486,584 4.68	591,430 5.68	3,964,988 38.10	3,575,859 34.36	1,356 0.01
EASTERN FIELD	8,911,220 100.00	725,445 8.14	690,719 7.75	1,121,895 12.59	469,606 5.27	3,470,244 38.94	2,432,217 27.29	1,084 0.01
NORTHERN FIELD	10,515,882 100.00	933,178 8.87	1,109,868 10.55	784,112 7.46	617,555 5.87	3,418,299 32.52	3,651,050 34.72	820 0.01
SOUTHERN FIELD	11,840,701 100.00	788,523 6.68	1,081,904 9.14	898,738 7.59	522,725 4.41	4,101,108 34.64	4,445,371 37.54	2,331 0.02
WESTERN FIELD	8,595,523 100.00	881,705 8.98	740,856 7.72	568,798 5.93	550,066 5.73	4,024,394 41.94	2,845,584 29.65	4,120 0.04

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G/D TABLE S5

PAGE

1 OF 42

4200 DTW05001 D2808 01 001 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62500

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
TOTAL UNITED STATES	2,250,820 4.39	49,019,812 95.61	35,237,468 68.73	12,141,584 23.68	17,217,098 33.58	5,878,784 11.47
CENTRAL FIELD	350,987 3.37	10,056,319 96.63	7,335,986 70.49	2,425,205 23.30	3,620,936 34.79	1,289,845 12.39
EASTERN FIELD	461,120 5.17	8,450,100 94.83	8,078,367 88.21	2,192,991 24.61	2,918,585 32.75	966,791 10.85
NORTHERN FIELD	556,133 5.29	9,959,749 94.71	6,829,646 64.95	2,212,202 21.04	3,441,733 32.73	1,175,711 11.18
SOUTHERN FIELD	436,436 3.89	11,404,265 96.31	7,904,532 66.76	2,714,972 22.93	3,901,437 32.95	1,288,123 10.88
WESTERN FIELD	446,144 4.65	9,149,379 95.35	7,088,935 73.88	2,596,214 27.06	3,334,407 34.75	1,158,314 12.07

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G/D TABLE S5

PAGE 2 OF 42

4200 DTW05001 D2808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-52600

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	13,782,346 26.88	3,352,060 6.54	8,207,547 16.01	2,222,739 4.34
CENTRAL FIELD	2,720,333 26.14	546,789 5.25	1,724,802 16.57	448,942 4.31
EASTERN FIELD	2,371,733 26.62	702,267 7.88	1,319,180 14.80	350,286 3.93
NORTHERN FIELD	3,130,103 29.77	675,824 6.43	1,920,944 18.27	533,335 5.07
SOUTHERN FIELD	3,499,733 29.56	988,654 8.35	2,024,053 17.09	487,026 4.11
WESTERN FIELD	2,060,444 21.47	438,526 4.57	1,218,788 12.70	403,150 4.20

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G/D TABLE S5

PAGE 3 OF 42

4200 DTW05001 02808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-82800

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	19,321,136 37.68	15,025,426 29.31	890,904 1.74	6,228,023 12.15	6,925,930 13.51	628,393 1.23
CENTRAL FIELD	3,607,394 34.88	3,534,896 33.98	193,896 1.86	1,080,173 10.38	1,489,197 14.31	150,983 1.45
EASTERN FIELD	3,745,530 42.03	2,213,925 24.84	118,912 1.33	1,254,725 14.08	1,041,539 11.69	75,489 0.85
NORTHERN FIELD	3,897,938 37.07	2,772,356 28.36	159,353 1.52	1,437,331 13.67	1,565,218 14.88	127,556 1.21
SOUTHERN FIELD	4,470,089 37.75	3,270,748 27.62	183,725 1.38	1,650,160 13.94	1,723,480 14.58	126,093 1.06
WESTERN FIELD	3,600,215 37.52	3,233,702 33.70	255,018 2.66	805,834 8.40	1,106,498 11.53	148,312 1.55

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G/D TABLE S5

PAGE 4 OF 42

4200 DTW05001 D2808 01 004 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	1,501,583 2.93	1,580,212 3.08	4,127,340 8.05	5,707,552 11.13
CENTRAL FIELD	295,501 2.84	404,859 3.89	1,055,748 10.14	1,460,607 14.03
EASTERN FIELD	207,816 2.33	221,448 2.49	432,782 4.86	654,230 7.34
NORTHERN FIELD	393,960 3.75	400,823 3.81	836,830 8.91	1,337,653 12.72
SOUTHERN FIELD	321,044 2.71	266,590 2.25	1,053,425 8.90	1,320,015 11.15
WESTERN FIELD	283,282 2.95	286,492 2.99	648,555 8.76	935,047 9.74

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G/D TABLE S5

PAGE 5 OF 42

4200 DTW05001 D2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	4,056,400 7.91	1,504,451 2.93	855,551 1.67	85,353 0.17	263,544 0.51
CENTRAL FIELD	747,549 7.18	253,881 2.44	132,717 1.28	15,447 0.15	49,277 0.47
EASTERN FIELD	725,448 8.14	275,695 3.09	175,378 1.97	11,250 0.13	43,528 0.48
NORTHERN FIELD	933,178 8.87	360,342 3.43	203,947 1.84	23,839 0.23	56,536 0.54
SOUTHERN FIELD	788,523 8.66	309,320 2.61	187,572 1.58	12,554 0.11	50,162 0.42
WESTERN FIELD	861,705 8.98	305,233 3.18	155,937 1.63	22,263 0.23	84,041 0.67

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G/D TABLE S5

PAGE 6 OF 42

4200 DTW05001 D2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	FULL FLAVOR			CIGARETTES			TOTAL
	KINGS	100'S	TOTAL	PALL MALL RED FILTER	LIGHTS	TOTAL	
TOTAL UNITED STATES	148,911 0.29	118,820 0.23	267,731 0.52	2,088	1,037	3,125 0.01	270,856 0.53
CENTRAL FIELD	27,233 0.26	23,750 0.23	50,983 0.49	118		118	51,101 0.49
EASTERN FIELD	25,082 0.28	18,042 0.20	43,124 0.48		132	132	43,256 0.49
NORTHERN FIELD	33,343 0.32	25,981 0.25	59,324 0.56	1,970 0.02	707 0.01	2,677 0.03	62,001 0.59
SOUTHERN FIELD	30,863 0.26	23,157 0.20	54,020 0.48				54,020 0.46
WESTERN FIELD	32,390 0.34	27,890 0.29	60,280 0.63		198	198	60,478 0.63

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G/D TABLE S5

PAGE 7 OF 42

4200 DTW05001 D2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	154	28,993 0.06	1,157,402 2.26	169,243 0.33	321,114 0.63	490,357 0.96
CENTRAL FIELD		5,319 0.05	234,836 2.26	39,902 0.38	67,570 0.65	107,472 1.03
EASTERN FIELD		2,283 0.03	202,106 2.27	23,103 0.26	62,490 0.70	85,593 0.96
NORTHERN FIELD	154	13,865 0.13	210,576 2.00	23,847 0.23	55,296 0.53	79,143 0.75
SOUTHERN FIELD		5,012 0.04	245,517 2.07	34,934 0.30	84,223 0.54	99,157 0.84
WESTERN FIELD		2,514 0.03	264,367 2.76	47,457 0.49	71,535 0.75	118,992 1.24

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G/D TABLE S5

PAGE 8 OF 42

4200 DTW05001 02808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES							
	CARLTON							
	FILTER			KINGS			MENTHOL	
	KINGS			100'S				
	BOX	SOFT PACK	TOTAL	SOFT PACK	BOX	SOFT PACK	TOTAL	TOTAL
TOTAL UNITED STATES	5,390 0.01	233,908 0.46	239,298 0.47	93,668 0.18	23,725 0.05	138,614 0.27	162,339 0.32	256,007 0.50
CENTRAL FIELD	498	39,025 0.37	39,523 0.38	14,398 0.14	2,712 0.03	28,584 0.27	31,296 0.30	45,694 0.44
EASTERN FIELD	2,574 0.03	50,362 0.57	52,936 0.59	18,967 0.21	2,255 0.03	23,113 0.26	25,368 0.28	44,335 0.50
NORTHERN FIELD	1,060 0.01	44,194 0.42	45,254 0.43	19,324 0.18	7,901 0.08	28,347 0.27	36,248 0.34	55,572 0.53
SOUTHERN FIELD	536	49,886 0.42	50,422 0.43	18,598 0.16	6,647 0.06	32,249 0.27	38,896 0.33	57,494 0.49
WESTERN FIELD	722 0.01	50,441 0.53	51,163 0.53	22,381 0.23	4,210 0.04	26,321 0.27	30,531 0.32	52,912 0.55

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G/D TABLE S5

PAGE 9 OF 42

4200 DTW05001 D2808 01 009 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CARLTON		CIGARETTES		LUCKY STRIKE		TOTAL
	120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	FILTER LIGHTS 100'S	
TOTAL UNITED STATES	166,733 0.33	5,007 0.01	513,345 1.00	256,934 0.50	56,624 0.11	71,002 0.14	127,626 0.25
CENTRAL FIELD	41,754 0.40	393	79,638 0.77	31,421 0.30	10,408 0.10	16,275 0.16	26,684 0.26
EASTERN FIELD	18,279 0.21	963 0.01	104,335 1.17	70,337 0.79	7,052 0.08	7,205 0.08	14,257 0.16
NORTHERN FIELD	29,522 0.28	1,085 0.01	135,266 1.29	63,369 0.60	16,073 0.15	17,382 0.17	33,455 0.32
SOUTHERN FIELD	37,082 0.31	1,362 0.01	93,988 0.79	46,586 0.39	10,837 0.09	14,109 0.12	24,946 0.21
WESTERN FIELD	40,086 0.42	1,204 0.01	100,122 1.04	45,221 0.47	12,253 0.13	16,031 0.17	28,284 0.29

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G/D TABLE 55

PAGE 10 OF 42

4200 DTW05001 D2808 01 010 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER					
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	FILTER & MENTHOL TOTAL
TOTAL UNITED STATES	68,448 0.14	49,822 0.10	119,268 0.23	246,894 0.48	9,517 0.02	256,411 0.50
CENTRAL FIELD	9,871 0.09	10,566 0.10	20,437 0.20	47,121 0.45	1,084 0.01	48,215 0.46
EASTERN FIELD	12,500 0.14	6,081 0.07	18,581 0.21	32,838 0.37	1,180 0.01	33,998 0.38
NORTHERN FIELD	22,109 0.21	12,815 0.12	34,924 0.33	68,379 0.65	3,518 0.03	71,897 0.68
SOUTHERN FIELD	11,055 0.09	10,052 0.08	21,107 0.18	46,053 0.39	1,347 0.01	47,400 0.40
WESTERN FIELD	13,911 0.14	10,308 0.11	24,219 0.25	52,503 0.55	2,398 0.02	54,901 0.57

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G/D TABLE S5

PAGE 11 OF 42

4200 DTW05001 D2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-82600

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	CIGARETTES				
	TAREYTON				
	FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	478,184	209,551	206,546	416,097	62,087
	0.83	0.41	0.40	0.81	0.12
CENTRAL FIELD	77,158	30,560	36,442	67,002	10,156
	0.74	0.29	0.35	0.64	0.10
EASTERN FIELD	105,885	50,159	43,074	93,233	12,652
	1.19	0.56	0.48	1.05	0.14
NORTHERN FIELD	104,799	44,077	43,865	87,942	16,857
	1.00	0.42	0.42	0.84	0.16
SOUTHERN FIELD	73,700	35,297	31,903	67,200	6,500
	0.82	0.30	0.27	0.57	0.05
WESTERN FIELD	116,642	49,458	51,262	100,720	15,922
	1.22	0.52	0.53	1.05	0.17

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 12 OF 42

4200 DTW05001 D2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-82600

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	336,556 0.66	17,940 0.03	318,616 0.62	6,391 0.01	5,886 0.01	5,663 0.01
CENTRAL FIELD	87,822 0.84	7,939 0.08	79,883 0.77	2,380 0.02	3,107 0.03	2,452 0.02
EASTERN FIELD	28,693 0.32	1,219 0.01	27,474 0.31	555 0.01	285	379
NORTHERN FIELD	103,514 0.98	3,888 0.04	99,626 0.95	1,302 0.01	1,319 0.01	1,267 0.01
SOUTHERN FIELD	56,388 0.48	2,910 0.02	53,478 0.45	1,172 0.01	747 0.01	991 0.01
WESTERN FIELD	60,139 0.63	1,984 0.02	58,155 0.61	982 0.01	428	574 0.01

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G/D TABLE S5

PAGE 13 OF 42

4200 DTW05001 D2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS		
					85'S	FILTER 100'S	
TOTAL UNITED STATES	86,721 0.17	106,296 0.21	125,599 0.24				66,462 0.13
CENTRAL FIELD	20,858 0.20	25,338 0.24	33,687 0.32				14,236 0.14
EASTERN FIELD	8,419 0.09	8,601 0.10	10,454 0.12				8,731 0.10
NORTHERN FIELD	25,820 0.24	37,559 0.36	38,447 0.35				18,681 0.18
SOUTHERN FIELD	15,449 0.13	18,204 0.15	19,825 0.17				9,612 0.08
WESTERN FIELD	16,375 0.17	16,594 0.17	25,186 0.26				15,202 0.16

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G/D TABLE S5

PAGE 14 OF 42

4200 DTW05001 D2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE "AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	TOTAL PHILIP MORRIS	MARLBORO		FILTER LIGHTS		
		TOTAL	BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	18,980,043 37.02	10,818,416 21.10	2,254,409 4.40	2,453,019 4.78	1,027,224 2.00	1,599,670 3.12
CENTRAL FIELD	3,964,998 38.10	2,218,121 21.31	235,258 2.26	565,960 5.44	152,591 1.47	378,624 3.64
EASTERN FIELD	3,470,244 38.94	2,075,234 23.29	837,312 8.40	258,752 2.90	340,551 3.82	166,187 1.86
NORTHERN FIELD	3,419,299 32.52	1,887,427 17.85	242,518 2.31	588,082 5.57	125,190 1.18	374,341 3.56
SOUTHERN FIELD	4,101,108 34.64	2,331,023 19.69	398,506 3.35	841,994 5.42	185,152 1.58	434,496 3.67
WESTERN FIELD	4,024,394 41.94	2,306,611 24.04	542,817 5.68	400,231 4.17	223,740 2.33	246,022 2.56

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G/D TABLE S5

PAGE 15 OF 42

4200 DTW05001 D2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	1,391,927 2.71	1,394,858 2.72	314,998 0.61	382,311 0.75
CENTRAL FIELD	359,018 3.55	371,583 3.57	58,615 0.56	86,473 0.83
EASTERN FIELD	194,672 2.18	187,186 2.10	33,053 0.37	57,521 0.66
NORTHERN FIELD	165,985 1.58	230,886 2.20	71,014 0.68	91,431 0.87
SOUTHERN FIELD	252,779 2.13	274,608 2.32	62,009 0.52	83,479 0.71
WESTERN FIELD	409,493 4.27	330,595 3.45	90,306 0.94	63,407 0.66

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 16 OF 42

4200 DTW05001 D2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	FILTER			MENTHOL		DELUXE	
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	ULTRA LIGHTS 100'S BOX
TOTAL UNITED STATES	2,138,697 4.17	87,071 0.13	386,425 0.75	42,565 0.08	352,346 0.69	848,407 1.65	373,542 0.73
CENTRAL FIELD	488,363 4.50	8,643 0.06	75,478 0.73	7,044 0.07	90,516 0.87	179,681 1.73	76,110 0.73
EASTERN FIELD	292,014 3.28	19,987 0.22	70,824 0.79	6,651 0.07	31,759 0.36	129,021 1.45	55,287 0.62
NORTHERN FIELD	320,702 3.05	5,288 0.05	60,326 0.57	3,413 0.03	57,087 0.54	126,114 1.20	50,929 0.48
SOUTHERN FIELD	476,369 4.02	9,601 0.08	80,862 0.68	8,466 0.07	96,455 0.81	185,183 1.65	76,471 0.65
WESTERN FIELD	581,249 6.06	25,552 0.27	99,335 1.04	16,992 0.18	76,529 0.80	218,408 2.28	114,745 1.20

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G/D TABLE S5

PAGE 17 OF 42

4200 DTW05001 D2808 01 017 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S		MENTHOL		DELUXE ULTRA		
	FILTER					MENTS 100'S	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX	ALL OTHER
TOTAL UNITED STATES	44,393 0.09	302,145 0.59	38,671 0.08	246,821 0.48	631,830 1.23	256,193 0.50	28,725 0.06
CENTRAL FIELD	11,673 0.11	66,860 0.64	11,559 0.11	58,150 0.56	148,242 1.42	58,710 0.56	5,820 0.05
EASTERN FIELD	7,178 0.08	42,614 0.48	4,949 0.06	22,545 0.25	77,286 0.87	25,711 0.28	4,709 0.05
NORTHERN FIELD	5,043 0.05	44,189 0.42	4,314 0.04	39,653 0.38	93,199 0.89	41,070 0.39	9,390 0.09
SOUTHERN FIELD	7,497 0.06	63,735 0.54	6,725 0.06	62,859 0.53	140,816 1.19	59,740 0.50	4,159 0.04
WESTERN FIELD	13,002 0.14	84,747 0.88	11,124 0.12	63,414 0.66	172,287 1.80	70,982 0.74	4,847 0.05

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G/D TABLE S5

PAGE 18 OF 42

4200 DTW05001 D2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	2,188,792 4.27	638,204 1.24	442,601 0.86	375,738 0.73	328,251 0.64	224,898 0.44	181,100 0.35
CENTRAL FIELD	424,784 4.08	106,427 1.02	99,038 0.95	68,644 0.66	72,495 0.70	45,327 0.44	32,833 0.32
EASTERN FIELD	485,910 5.23	186,156 1.86	81,004 0.91	83,256 0.93	60,483 0.68	42,720 0.48	32,291 0.38
NORTHERN FIELD	455,773 4.33	121,614 1.18	82,386 0.78	72,807 0.89	64,124 0.61	59,626 0.57	55,106 0.52
SOUTHERN FIELD	450,611 3.81	131,615 1.11	91,712 0.77	83,164 0.70	64,111 0.54	45,526 0.38	34,483 0.29
WESTERN FIELD	391,734 4.08	110,382 1.15	88,451 0.92	67,787 0.71	67,038 0.70	31,699 0.33	26,387 0.27

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 18 OF 42

4200 DTW05001 D2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	120'S
TOTAL UNITED STATES	1,775,681	587,713	296,242	883,855	555,145	336,581
	3.46	1.15	0.58	1.72	1.03	0.66
CENTRAL FIELD	409,280	133,665	70,292	203,957	112,028	93,275
	3.93	1.28	0.68	1.96	1.08	0.90
EASTERN FIELD	261,229	89,931	43,929	133,860	85,581	41,788
	2.93	1.01	0.49	1.50	0.98	0.47
NORTHERN FIELD	326,613	104,819	57,967	162,786	98,500	65,327
	3.11	1.00	0.55	1.55	0.94	0.62
SOUTHERN FIELD	482,080	154,098	68,805	220,903	161,674	79,513
	3.90	1.30	0.56	1.87	1.37	0.67
WESTERN FIELD	316,489	105,200	57,249	162,449	97,382	56,678
	3.30	1.10	0.60	1.69	1.01	0.59

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 55

PAGE 20 OF 42

4200 DTW05001 D2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	449,812 0.88	270,889 0.53	216,797 0.42	53,802 0.11
CENTRAL FIELD	43,530 0.42	55,032 0.53	48,868 0.47	6,364 0.08
EASTERN FIELD	205,594 2.31	42,765 0.48	29,430 0.33	13,335 0.15
NORTHERN FIELD	58,678 0.54	65,077 0.62	57,445 0.55	7,632 0.07
SOUTHERN FIELD	61,070 0.52	49,580 0.42	41,558 0.35	8,022 0.07
WESTERN FIELD	82,940 0.86	58,245 0.61	39,695 0.41	18,548 0.19

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G/D TABLE S5

PAGE 21 OF 42

4200 DTW05001 D2808 01 021 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

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	CIGARETTES						
	CAMBRIDGE				PHILIP MORRIS		
	REGULAR		LIGHTS	MENTHOL		PRIVATE LABEL	ALL OTHER
	KINGS	100'S	KINGS	100'S	TOTAL	/GENERIC	
TOTAL UNITED STATES	176,647 0.34	371,507 0.72	74,851 0.15	148,521 0.29	769,526 1.50	109,814 0.21	210,833 0.41
CENTRAL FIELD	42,837 0.41	103,306 0.99	15,473 0.15	38,303 0.35	197,919 1.90	25,607 0.25	43,153 0.41
EASTERN FIELD	18,981 0.21	34,080 0.38	9,122 0.10	14,831 0.17	77,014 0.86	5,689 0.06	22,754 0.26
NORTHERN FIELD	45,941 0.44	89,266 0.85	19,886 0.19	40,055 0.38	195,148 1.86	19,064 0.18	44,863 0.43
SOUTHERN FIELD	42,521 0.38	78,427 0.68	18,756 0.18	29,230 0.25	168,934 1.43	14,748 0.12	37,059 0.31
WESTERN FIELD	28,387 0.27	68,428 0.69	11,614 0.12	28,102 0.27	130,511 1.36	44,706 0.47	62,994 0.66

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 23 OF 42

4200 DTW05001 D2808 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

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	CIGARETTES							
	WINSTON				FILTER			
	KINGS		LIGHTS		KINGS		LIGHTS	
	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	16,950,081 33.06	5,375,327 10.48	274,894 0.54	1,985,906 3.83	2,240,800 4.37	130,470 0.25	965,974 1.88	1,096,444 2.14
CENTRAL FIELD	3,575,859 34.36	1,117,497 10.74	39,415 0.38	394,972 3.80	434,387 4.17	21,413 0.21	200,012 1.92	221,425 2.13
EASTERN FIELD	2,432,217 27.29	854,360 9.59	83,129 0.93	308,917 3.47	392,048 4.40	34,443 0.39	134,150 1.51	168,593 1.89
NORTHERN FIELD	3,651,050 34.72	1,139,694 10.84	40,149 0.38	434,340 4.13	474,488 4.51	22,680 0.22	215,080 2.05	237,760 2.26
SOUTHERN FIELD	4,445,371 37.54	1,513,997 12.79	53,829 0.45	581,652 4.91	835,481 5.37	31,080 0.26	286,236 2.50	327,316 2.78
WESTERN FIELD	2,845,584 29.66	749,779 7.81	58,372 0.61	246,025 2.56	304,397 3.17	20,854 0.22	120,496 1.26	141,350 1.47

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 24 OF 42

4200 DTW05001 D2808 01 024 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
TOTAL UNITED STATES	822,463 1.60	169,396 0.33	255,866 0.50	425,262 0.83	790,358 1.54	3,811,306 7.43	1,831,807 3.57	1,979,499 3.86
CENTRAL FIELD	181,020 1.74	37,756 0.38	59,628 0.57	97,384 0.94	183,281 1.78	732,069 7.03	338,869 3.26	393,200 3.78
EASTERN FIELD	125,192 1.40	23,770 0.27	34,934 0.39	58,704 0.66	109,825 1.23	650,421 7.30	320,999 3.80	329,422 3.70
NORTHERN FIELD	164,342 1.58	47,098 0.45	63,119 0.60	110,215 1.05	152,888 1.45	890,122 8.46	419,235 3.99	470,887 4.48
SOUTHERN FIELD	228,829 1.93	44,441 0.38	59,134 0.50	103,575 0.87	218,996 1.85	1,082,192 8.87	526,492 4.45	535,700 4.52
WESTERN FIELD	123,280 1.28	16,333 0.17	39,051 0.41	55,384 0.58	125,368 1.31	476,502 4.97	226,212 2.36	250,290 2.61

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 25 OF 42

4200 DTW05001 D2808 01 025 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	2,229,514 4.35	714,507 1.39	666,004 1.30	55,501 0.11	721,505 1.41	587,038 1.14	208,464 0.40	793,502 1.55
CENTRAL FIELD	383,103 3.68	118,087 1.13	109,648 1.05	10,268 0.10	119,916 1.15	99,482 0.96	45,638 0.44	145,100 1.39
EASTERN FIELD	291,421 3.27	125,489 1.41	78,026 0.88	60 0.03	78,086 0.88	72,213 0.81	18,853 0.18	87,866 0.99
NORTHERN FIELD	495,778 4.71	170,305 1.62	137,043 1.30	2,637 0.03	138,680 1.33	140,055 1.33	45,738 0.43	185,793 1.77
SOUTHERN FIELD	331,225 2.80	126,997 1.07	92,725 0.78	91 0.07	92,816 0.78	83,813 0.71	27,599 0.23	111,412 0.94
WESTERN FIELD	727,987 7.59	173,649 1.81	248,562 2.59	42,445 0.44	291,007 3.03	191,495 2.00	71,836 0.75	263,331 2.74

NCT1 GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 26 OF 42

4200 DTW05001 D2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

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	CIGARETTES			
	VANTAGE			
		FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	1,685,775 3.29	978,619 1.91	529,732 1.03	177,424 0.35
CENTRAL FIELD	453,876 4.36	253,896 2.44	144,717 1.39	55,263 0.53
EASTERN FIELD	173,180 1.94	102,756 1.15	59,456 0.67	10,968 0.12
NORTHERN FIELD	309,966 2.95	175,518 1.67	99,487 0.95	34,961 0.33
SOUTHERN FIELD	564,253 4.77	326,246 2.76	171,955 1.45	66,052 0.58
WESTERN FIELD	184,500 1.92	120,203 1.25	54,117 0.56	10,180 0.11

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G/D TABLE S5

PAGE 27 OF 42

4200 DTW05001 D2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS - 000-  
 GROCERY/CONVENIENCE/DRUG

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CIGARETTES	DORAL	LIGHTS	FILTER	100'S	100'S	MENTHOL	KING SIZE
TOTAL	303,029	621,984	294,064	175,741	0.34		
CENTRAL FIELD	367,061	66,934	181,636	80,971	37,520	0.36	
EASTERN FIELD	130,104	28,084	50,529	31,118	20,373	0.23	
NORTHERN FIELD	269,068	65,527	108,472	55,027	40,042	0.38	
SOUTHERN FIELD	433,611	104,662	182,722	88,644	57,583	0.49	
WESTERN FIELD	194,974	27,822	98,625	38,304	20,223	0.21	
TOTAL UNITED STATES	1,394,818	303,029	621,984	294,064	175,741	0.34	

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 55

PAGE 28 OF 42

4200 DTW05001 D2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	175,842 0.34	247,163 0.48	423,105 0.83	1,817,923 3.55	703,807 1.37
CENTRAL FIELD	45,936 0.44	78,261 0.75	124,197 1.19	491,258 4.72	141,418 1.36
EASTERN FIELD	16,329 0.18	17,295 0.19	33,625 0.38	163,729 1.84	91,254 1.02
NORTHERN FIELD	32,704 0.31	38,634 0.37	71,338 0.68	340,408 3.24	129,331 1.23
SOUTHERN FIELD	50,611 0.43	65,950 0.56	116,561 0.98	550,172 4.65	132,401 1.12
WESTERN FIELD	30,362 0.32	47,022 0.49	77,384 0.81	272,358 2.84	209,403 2.18

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 29 OF 42

4200 DTW05001 D2808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES							
	NOW							
	KINGS		FILTER		100'S			
	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	CENTURY TOTAL
TOTAL UNITED STATES	701,046	146,369	55,414	201,783	327,491	171,772	499,263	502,525
	1.37	0.29	0.11	0.39	0.64	0.34	0.97	0.98
CENTRAL FIELD	147,911	26,762	11,865	38,627	70,307	38,977	109,284	90,432
	1.42	0.28	0.11	0.37	0.58	0.37	1.05	0.87
EASTERN FIELD	117,932	30,918	10,561	41,479	53,150	23,303	76,453	72,042
	1.32	0.35	0.12	0.47	0.60	0.26	0.86	0.81
NORTHERN FIELD	156,443	32,379	15,259	47,648	65,271	43,524	108,795	157,785
	1.49	0.31	0.15	0.45	0.62	0.41	1.03	1.50
SOUTHERN FIELD	150,985	28,377	10,861	39,238	72,983	38,784	111,747	102,268
	1.28	0.24	0.09	0.33	0.62	0.33	0.94	0.86
WESTERN FIELD	127,775	27,933	6,858	34,791	65,780	27,204	92,984	79,998
	1.33	0.29	0.07	0.38	0.69	0.28	0.97	0.83

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 30 OF 42

4200 DTW05001 D2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Nielsen Company

	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KING	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES	23,145 0.05	9,034 0.02	7,518 0.01	8,593 0.01	89,713 0.19
CENTRAL FIELD	2,510 0.02	824 0.01	847 0.01	839 0.01	15,785 0.15
EASTERN FIELD	5,223 0.06	2,035 0.02	1,656 0.02	1,532 0.02	12,655 0.14
NORTHERN FIELD	2,546 0.02	1,035 0.01	737 0.01	774 0.01	28,979 0.28
SOUTHERN FIELD	10,345 0.09	4,127 0.03	3,491 0.03	2,727 0.02	27,533 0.23
WESTERN FIELD	2,521 0.03	1,013 0.01	787 0.01	721 0.01	14,761 0.15

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 55

PAGE 31 OF 42

4200 DTW05001 D2808 01 031 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-82600

Nielsen  
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 A subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT PACK KINGS	100'S
TOTAL UNITED STATES	4,862,877 9.09	2,405,940 4.69	1,718,676 3.35	688,264 1.34
CENTRAL FIELD	1,039,530 9.99	537,343 5.16	352,273 3.38	185,070 1.78
EASTERN FIELD	690,719 7.75	348,042 3.91	268,089 3.01	79,953 0.90
NORTHERN FIELD	1,109,868 10.55	574,990 5.47	413,412 3.93	161,578 1.54
SOUTHERN FIELD	1,081,904 9.14	573,941 4.85	427,844 3.61	146,097 1.23
WESTERN FIELD	740,858 7.72	372,624 3.88	257,058 2.68	115,586 1.20

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G/D TABLE S5

PAGE 32 OF 42

4200 DTW05001 02808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
 Marketing Research  
DB a subsidiary of  
 The Nielsen Company

	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	13,607 0.03	3,158 0.01	7,620 0.01	2,082	747
CENTRAL FIELD	1,374 0.01	299	900 0.01	124	51
EASTERN FIELD	3,518 0.04	630 0.01	2,252 0.03	636 0.01	
NORTHERN FIELD	2,315 0.02	816 0.01	677 0.01	234	588 0.01
SOUTHERN FIELD	4,278 0.04	963 0.01	2,787 0.02	528	
WESTERN FIELD	2,122 0.02	450	1,004 0.01	560 0.01	108

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G/D TABLE S5

PAGE 33 OF 42

4200 DTW05001 D2808 01 033 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62500

Nielsen  
 Marketing Research  
A Division of  
 The Nielsen Company

	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	462,658 0.90	258,607 0.50	464,253 0.91	141,707 0.28	322,546 0.63	410,598 0.80	319,029 0.62
CENTRAL FIELD	96,607 0.93	45,834 0.44	121,205 1.16	38,987 0.37	82,218 0.79	92,658 0.89	69,571 0.67
EASTERN FIELD	78,515 0.88	50,594 0.57	55,467 0.62	8,329 0.09	47,138 0.53	58,551 0.66	60,503 0.68
NORTHERN FIELD	110,881 1.05	59,369 0.56	116,447 1.11	45,449 0.43	70,998 0.68	104,851 1.00	89,953 0.88
SOUTHERN FIELD	101,305 0.86	56,245 0.48	111,343 0.94	39,479 0.33	71,864 0.61	98,652 0.83	52,507 0.44
WESTERN FIELD	75,340 0.79	46,565 0.48	58,791 0.82	9,483 0.10	50,328 0.52	56,086 0.58	46,495 0.48

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G/D TABLE S5

PAGE 34 OF 42

4200 DTW05001 D2808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
 Marketing Research  
A Division of  
 The Nielsen Company

	CIGARETTES .....				
	FALCON .....				
	REGULAR FILTER .....		MENTHOL FILTER .....		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	90,731	27,488	24,741	18,117	20,385
	0.18	0.05	0.05	0.04	0.04
CENTRAL FIELD	25,959	8,158	7,370	5,385	5,066
	0.25	0.08	0.07	0.05	0.05
EASTERN FIELD	7,060	2,265	1,786	1,421	1,588
	0.08	0.03	0.02	0.02	0.02
NORTHERN FIELD	19,117	5,843	5,336	3,664	4,274
	0.18	0.06	0.05	0.03	0.04
SOUTHERN FIELD	22,187	6,283	5,261	5,002	5,641
	0.19	0.05	0.04	0.04	0.05
WESTERN FIELD	16,408	4,838	4,988	2,865	3,816
	0.17	0.05	0.05	0.03	0.04

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE S5

PAGE 35 OF 42

4200 DTW05001 D2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-82800

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM						
	TOTAL	KINGS	REGULAR 100'S	KINGS	MENTHOL 100'S		
TOTAL UNITED STATES	182,831 0.36		97,384 0.19		85,447 0.17	53,623 0.10	
CENTRAL FIELD	35,685 0.34		18,335 0.18		17,350 0.17	13,294 0.13	
EASTERN FIELD	23,327 0.28		13,139 0.15		10,188 0.11	5,142 0.08	
NORTHERN FIELD	21,298 0.20		10,926 0.10		10,372 0.10	10,837 0.10	
SOUTHERN FIELD	49,358 0.42		24,659 0.21		24,699 0.21	12,088 0.10	
WESTERN FIELD	53,163 0.55		30,325 0.32		22,838 0.24	12,262 0.13	

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G/D TABLE S5

PAGE 36 OF 42

4200 DTW05001 D2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-82600

Nielsen  
Marketing Research  
DB Consumer of  
The Donohue & Co. Corporation

	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL 100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S	
TOTAL UNITED STATES	3,880,128 7.53	1,418,458 2.77	248,516 0.48	547,417 1.07	298,048 0.58	288,838 0.52	58,838 0.11
CENTRAL FIELD	486,584 4.68	68,640 0.66	4,580 0.04	37,526 0.36	18,605 0.18	7,809 0.08	120
EASTERN FIELD	1,121,895 12.59	542,275 6.09	168,027 1.89	117,114 1.31	101,470 1.14	140,761 1.58	14,903 0.17
NORTHERN FIELD	784,112 7.46	274,278 2.61	25,673 0.24	106,489 1.01	62,331 0.59	66,906 0.64	12,879 0.12
SOUTHERN FIELD	898,739 7.59	433,567 3.66	33,162 0.28	235,690 1.99	87,663 0.74	46,924 0.40	30,128 0.25
WESTERN FIELD	568,798 5.93	99,698 1.04	18,074 0.19	50,598 0.53	25,979 0.27	4,439 0.05	608 0.01

NCTI GROCERY/DRUG - MAY/JUN 1988

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G/D TABLE 55

PAGE 37 OF 42

4200 DTW05001 D2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
Marketing Research  
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	CIGARETTES							
	TRUE				REGULAR & MENTHOL			
	TOTAL	KENT III	ALL OTHER	TOTAL	FILTER KINGS	100'S	GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
TOTAL UNITED STATES	1,052,200 2.05	480,501 0.94	571,699 1.12	824,804 1.22	335,096 0.65	289,708 0.57	445,718 0.87	318,948 0.62
CENTRAL FIELD	188,781 1.79	93,058 0.89	93,723 0.90	93,761 0.90	47,253 0.45	46,508 0.45	84,433 0.81	52,969 0.51
EASTERN FIELD	238,927 2.68	92,591 1.04	146,336 1.64	167,422 1.88	97,599 1.10	69,823 0.78	90,641 1.02	82,630 0.93
NORTHERN FIELD	212,352 2.02	97,345 0.93	115,007 1.09	117,492 1.12	61,554 0.59	55,938 0.53	92,581 0.88	87,409 0.83
SOUTHERN FIELD	210,308 1.78	98,358 0.83	111,950 0.95	118,442 1.01	62,563 0.53	56,879 0.48	86,695 0.73	48,727 0.41
WESTERN FIELD	203,832 2.12	99,149 1.03	104,683 1.09	126,687 1.32	66,127 0.68	60,560 0.63	91,368 0.95	47,213 0.49

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G/D TABLE S5

PAGE 38 OF 42

4200 DTW05001 D2808 01 038 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
Marketing Research  
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The Cluett, MacArthur Corporation

	CIGARETTES					
	L & M					
	PRIVATE LABEL/GENERIC					
	KINGS & 100'S					
TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER	
TOTAL UNITED STATES	2,751,382	1,938,116	997,457	509,107	373,727	57,825
	5.37	3.78	1.95	0.99	0.73	0.11
CENTRAL FIELD	591,430	449,311	216,563	128,647	90,365	13,736
	5.68	4.32	2.08	1.24	0.87	0.13
EASTERN FIELD	469,606	269,114	154,244	55,736	47,131	12,003
	5.27	3.02	1.73	0.63	0.53	0.13
NORTHERN FIELD	617,555	427,070	231,067	93,480	84,216	18,307
	5.87	4.06	2.20	0.89	0.80	0.17
SOUTHERN FIELD	522,725	373,422	200,807	104,058	59,822	8,635
	4.41	3.15	1.70	0.88	0.51	0.07
WESTERN FIELD	550,066	419,199	194,876	127,188	92,193	5,144
	5.73	4.37	2.03	1.33	0.96	0.05

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G/D TABLE S5

PAGE 39 OF 42

4200 DTW05001 02808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62800

Nielsen  
 Marketing Research  
Reported by The Nielsen Company

	CIGARETTES				
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
TOTAL UNITED STATES	147,735 0.29	172,779 0.34	145,853 0.28	26,926 0.05	492,752 0.96
CENTRAL FIELD	15,533 0.15	21,575 0.21	17,377 0.17	4,198 0.04	105,011 1.01
EASTERN FIELD	54,641 0.61	52,199 0.59	44,556 0.50	7,643 0.09	93,652 1.05
NORTHERN FIELD	26,567 0.25	40,417 0.38	35,974 0.34	4,443 0.04	123,501 1.17
SOUTHERN FIELD	25,098 0.21	30,923 0.26	27,005 0.23	3,918 0.03	93,282 0.79
WESTERN FIELD	25,896 0.27	27,665 0.29	20,941 0.22	6,724 0.07	77,308 0.81

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G/D TABLE S5

PAGE 40 OF 42

4200 DTW05001 D2808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE/DRUG

03-62600

Nielsen  
 Marketing Research  
an American International Company

	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	9,721	87	9,052	602	
	0.02		0.02		
CENTRAL FIELD	1,356		1,355	1	
	0.01		0.01		
EASTERN FIELD	1,094		1,094		
	0.01		0.01		
NORTHERN FIELD	820		820		
	0.01		0.01		
SOUTHERN FIELD	2,331	60	2,258	13	
	0.02		0.02		
WESTERN FIELD	4,120	7	3,525	588	
	0.04		0.04	0.01	

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G/D TABLE S5

PAGE 41 OF 42

4200 DTW05001 D2808 01 041 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE/DRUG

03-62600

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Marketing Research  
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The Nielsen Company

	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S
TOTAL UNITED STATES		
CENTRAL FIELD		
EASTERN FIELD		
NORTHERN FIELD		
SOUTHERN FIELD		
WESTERN FIELD		

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G/D TABLE 55

PAGE 42 OF 42

4200 DTW05001 D2808 01 042 0273 1488



# Nielsen Marketing Research

FOOD OUTLETS

## Food Store Universe Definitions

## Department Store Definition

Department stores are those stores which sell a wide variety of merchandise, including food, and which provide a full range of services, including delivery, credit, and support.

## Food Store Definition

Food stores are those stores which sell food and related merchandise, including groceries, and which provide a full range of services, including delivery, credit, and support.

## Food Store Size Definition

Food stores are classified by size according to their annual commodity dollar volume. Stores with an annual commodity dollar volume of \$2,000,000 or more are classified as large.

Stores with an annual commodity dollar volume of less than \$2,000,000 are classified as small.

## Food Store Type Definition

Food stores are classified by type according to their primary merchandise. Stores which sell primarily food and related merchandise are classified as food stores. Stores which sell primarily non-food merchandise are classified as department stores.

Stores which sell both food and non-food merchandise are classified as combination stores.

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## Consumer Sales - Tables 4 and 5

Consumer sales are the purchases of merchandise from retail outlets. These data are reported two ways.

Table 4 - Dollar Basis (projected total dollar sales obtained by multiplying the units sold by the retail selling price).

Table 5 - Physical Basis (units, pounds, gallons, etc., or some equivalent basis).

NOTE: Client could receive one or more of these tables.

The tables reflect total market (the summation of all brands included in the total market definition) and individual brand volume and market shares (percent relationship of reported brands to the total market).

Tables 4 and 5 supply consumer sales data by Nielsen territories or client sales areas. Client's sales area tables are designated by an "S" in front of the table number - e.g., S-4.

Sales for key outlets (large chain and large independent stores), within Nielsen territory, may be found on Table 4a or 5a. Sales by county size and urban versus rural, within Nielsen territory, are shown on Table 4b or 5b.

The relationship between consumer sales and all commodity totals are reported on Tables 4s and 5s. The sales per million dollars of all commodity data are designed to provide a simplified gauge for estimation of individual retail account potential and past & current client sales performance.

Because they are weighted by only those stores carrying brand or size, sales per million dollars of all commodity data reflect realistic averages and, subject to the contract non-divulgence limitations, can be used effectively in client selling efforts.

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# Nielsen Marketing Research

*Consumer Sales*

CONSUMER SALES - DOLLAR BASIS

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-B2600

Nielsen  
Marketing Research  
a subsidiary of  
The Data & Trend Analysis Corporation

	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES	2,378,804,732 100.00	186,957,216 7.86	212,781,379 8.94	176,239,657 7.41	113,015,423 4.75	907,095,042 38.13	782,241,316 32.88	474,699 0.02
CENTRAL FIELD	516,199,494 100.00	36,873,119 7.14	50,758,032 9.83	24,162,492 4.68	26,785,847 5.19	201,584,417 39.05	175,976,958 34.09	58,629 0.01
C-1	119,891,627 100.00	8,452,088 7.05	8,708,466 8.10	5,524,155 4.61	3,288,050 2.73	53,871,464 44.83	39,059,790 32.58	9,614 0.01
C-2	158,504,903 100.00	9,507,033 6.00	19,252,619 12.15	7,214,953 4.55	7,985,108 5.04	52,977,416 33.42	61,565,170 38.84	2,604 0.00
C-3	126,190,973 100.00	9,392,676 7.44	11,132,432 8.82	5,073,577 4.02	7,597,949 6.02	54,741,925 43.38	38,208,003 30.28	46,411 0.04
C-4	111,611,991 100.00	9,521,322 8.53	10,666,515 9.56	6,349,607 5.69	7,934,740 7.11	39,993,612 35.83	37,145,995 33.28	0.00
EASTERN FIELD	388,182,571 100.00	31,100,492 8.01	29,022,502 7.48	49,553,428 12.77	17,420,788 4.49	156,972,287 40.44	104,068,884 26.81	44,100 0.01
E-1	88,588,075 100.00	7,065,020 7.88	5,851,369 6.61	10,225,990 11.54	3,478,629 3.83	36,728,480 41.48	25,211,567 28.46	24,020 0.03
E-2	26,048,269 100.00	2,276,621 8.74	2,035,229 7.81	4,367,388 16.77	738,468 2.83	10,611,092 40.74	6,021,471 23.12	0.00
E-3	109,445,537 100.00	8,990,964 8.22	9,145,637 8.36	13,314,320 12.17	5,170,804 4.72	43,181,249 39.45	29,641,644 27.08	919 0.00
E-4	55,698,205 100.00	4,151,999 7.45	3,935,086 7.07	7,584,670 13.62	1,489,979 2.68	25,221,046 45.28	13,296,254 23.87	19,161 0.03
E-5	108,404,485 100.00	8,615,888 7.95	8,055,171 7.43	14,061,060 12.97	6,544,808 6.04	41,229,400 38.03	29,898,058 27.58	0.00
NORTHERN FIELD	479,484,841 100.00	42,001,113 8.76	49,520,346 10.33	36,166,937 7.54	24,526,294 5.12	160,184,622 33.40	167,070,920 34.84	34,409 0.01
N-1	127,099,906 100.00	11,817,998 9.30	12,966,988 10.20	8,718,995 6.86	5,245,874 4.13	38,316,060 30.15	50,033,891 39.37	0.00
N-2	91,213,075 100.00	8,588,458 9.42	10,665,647 11.69	8,096,226 8.88	3,982,274 4.37	31,034,493 34.02	28,841,906 31.62	4,071 0.01
N-3	99,860,450 100.00	8,784,860 8.80	9,019,783 9.03	9,921,368 9.84	5,779,661 5.79	34,614,537 34.66	31,733,499 31.78	6,764 0.01
N-4	161,311,210 100.00	12,809,797 7.94	16,867,948 10.46	9,430,350 5.85	9,518,385 5.90	56,199,532 34.84	56,461,624 35.00	23,574 0.01
SOUTHERN FIELD	531,552,890 100.00	35,374,403 6.65	47,757,121 8.98	39,497,944 7.43	20,134,531 3.79	191,389,627 36.01	197,283,812 37.11	105,452 0.02
S-1	162,252,703 100.00	9,361,755 5.77	16,802,397 10.23	9,087,975 5.60	6,504,962 4.01	54,514,058 33.80	66,176,634 40.79	4,922 0.00
S-2	126,068,523 100.00	8,206,353 6.51	9,815,379 7.79	11,642,254 9.24	4,986,471 3.96	38,358,820 30.43	53,055,876 42.09	3,270 0.00
S-3	149,154,244 100.00	10,277,311 6.89	12,585,396 8.44	11,015,329 7.39	6,049,593 4.06	62,151,100 41.67	46,982,570 31.50	82,945 0.06
S-4	94,079,420 100.00	7,528,984 8.00	8,743,949 9.29	7,752,386 8.24	2,593,505 2.76	36,377,649 38.67	31,068,632 33.02	14,315 0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

1 OF 84

4200 DTWO4000 B2808 01 001 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	TOTAL CIGARETTES	AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
WESTERN FIELD	463,385,136	41,608,089	35,723,378	26,858,856	24,147,963	196,974,109	137,840,632	232,109
	100.00	8.98	7.71	5.80	5.21	42.51	29.75	0.05
W-1	111,536,906	11,334,447	7,986,686	5,646,238	6,643,586	40,760,306	39,104,227	61,416
	100.00	10.16	7.16	5.06	5.96	36.54	35.06	0.06
W-2	117,561,737	9,683,633	9,507,840	8,071,685	4,406,977	53,731,954	32,090,068	69,580
	100.00	8.24	8.09	6.87	3.75	45.71	27.30	0.06
W-3	95,787,681	8,829,558	7,496,605	6,419,656	4,012,808	43,958,551	24,995,655	74,848
	100.00	9.22	7.83	6.70	4.19	45.89	26.09	0.08
W-4	138,488,812	11,760,451	10,732,247	6,721,277	9,084,592	58,523,298	41,650,682	26,265
	100.00	8.49	7.75	4.85	6.56	42.26	30.07	0.02
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	1,379,316,918	127,115,776	117,591,206	101,369,548	79,100,068	481,812,959	472,053,243	274,116
	100.00	9.22	8.53	7.35	5.73	34.93	34.22	0.02
CHAIN OVER \$2 MIL	978,846,108	87,804,878	78,096,080	73,371,816	53,952,340	349,529,785	332,933,601	257,608
	100.00	8.99	8.10	7.51	5.52	35.78	34.08	0.03
IND OVER \$2 MIL	402,370,810	39,310,898	38,495,126	27,997,732	25,147,728	132,283,174	139,119,642	16,510
	100.00	9.77	9.57	6.96	6.25	32.88	34.57	
CHAIN UNDER \$2 MIL	446,276,698	21,953,509	41,449,525	34,593,496	8,996,385	209,234,012	129,981,038	68,733
	100.00	4.92	9.29	7.75	2.02	46.88	29.13	0.02
IND UNDER \$2 MIL	553,211,116	37,887,931	53,740,648	40,276,613	24,918,970	216,048,071	180,207,035	131,848
	100.00	6.85	9.71	7.28	4.50	39.05	32.57	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

2 OF

84

4200 DTW04000 82808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL			REGULAR FILTER		
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	100,542,021 4.23	2,278,262,711 95.77	1,645,675,775 69.18	575,411,420 24.19	802,363,538 33.73	267,900,817 11.26
CENTRAL FIELD	17,068,282 3.31	499,131,212 96.69	364,676,448 70.65	122,634,080 23.76	179,862,878 34.84	62,179,492 12.05
C-1	3,304,002 2.76	116,587,625 97.24	87,621,972 73.08	33,518,837 27.96	40,907,131 34.12	13,196,004 11.01
C-2	4,528,214 2.88	153,878,889 97.14	105,173,888 68.35	32,745,748 20.68	53,916,347 34.02	18,511,571 11.68
C-3	4,377,852 3.47	121,813,121 96.53	93,227,750 73.88	31,758,527 25.17	45,510,051 38.06	15,959,172 12.65
C-4	4,858,214 4.35	108,753,777 95.65	78,653,060 70.47	24,610,968 22.05	39,529,347 35.42	14,512,745 13.00
EASTERN FIELD	18,840,127 4.85	389,342,444 95.15	286,347,536 68.61	98,157,458 25.28	126,678,708 32.63	41,511,370 10.69
E-1	4,026,524 4.55	84,559,551 95.45	64,605,927 72.93	24,765,433 27.96	29,654,783 33.48	10,185,711 11.50
E-2	1,202,943 4.62	24,845,326 95.38	17,482,216 67.11	5,318,484 20.42	8,808,285 33.82	3,355,447 12.88
E-3	5,748,654 5.25	103,696,883 94.75	71,827,683 65.45	26,873,739 24.55	34,264,558 31.31	10,489,388 9.58
E-4	2,370,114 4.26	53,328,091 95.74	39,849,420 71.19	14,582,713 26.15	18,994,325 34.10	6,092,382 10.94
E-5	5,491,892 5.07	102,912,593 94.93	72,982,290 67.32	26,637,089 24.57	34,956,757 32.25	11,388,444 10.51
NORTHERN FIELD	24,380,450 5.08	455,124,191 94.92	312,838,444 65.24	103,032,587 21.49	157,610,334 32.87	52,195,523 10.59
N-1	7,738,473 6.09	119,361,433 93.91	82,149,540 64.63	29,144,410 22.93	40,037,100 31.50	12,968,030 10.20
N-2	4,237,004 4.85	86,976,071 95.35	56,634,946 62.09	19,191,656 21.04	28,732,319 31.50	8,710,971 9.55
N-3	4,883,899 4.89	94,978,551 95.11	65,999,421 66.09	19,420,437 19.45	33,795,080 33.84	12,783,904 12.80
N-4	7,501,074 4.65	153,810,136 95.35	108,054,537 66.99	35,278,084 21.87	55,045,835 34.12	17,732,618 10.99
SOUTHERN FIELD	19,198,116 3.61	512,354,774 96.39	358,102,085 67.37	124,833,613 23.48	176,212,175 33.15	57,056,297 10.73
S-1	6,079,257 3.75	156,173,448 96.25	111,715,918 68.85	40,115,180 24.72	54,884,031 33.89	16,816,727 10.24
S-2	3,537,942 2.81	122,528,581 97.19	80,808,035 63.94	27,103,059 21.50	40,533,581 32.15	12,971,395 10.29
S-3	5,813,898 3.90	143,340,346 96.10	104,032,843 69.75	37,770,210 25.32	48,808,675 32.72	17,453,958 11.70
S-4	3,767,019 4.00	90,312,401 96.00	61,745,288 65.63	19,845,184 21.08	31,885,888 33.89	10,014,217 10.64

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 3 OF 84

4200 DTW04000 B2808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
WESTERN FIELD	21,075,046	442,310,090	343,711,262	126,753,682	161,999,445	54,958,135
	4.55	95.45	74.17	27.35	34.96	11.86
W-1	5,547,089	105,989,817	85,508,291	30,385,600	41,123,782	13,996,909
	4.97	95.03	76.66	27.24	36.87	12.55
W-2	4,877,400	112,684,337	86,248,794	32,871,631	40,051,800	13,525,363
	4.15	95.85	73.36	27.78	34.07	11.50
W-3	4,558,479	91,229,202	68,784,343	25,263,998	32,837,907	10,682,440
	4.76	95.24	71.81	26.37	34.28	11.15
W-4	6,092,078	132,408,734	103,171,834	38,432,455	47,985,956	16,753,423
	4.40	95.60	74.49	27.75	34.65	12.10
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	84,253,207	1,315,063,711	956,815,072	302,243,619	477,295,688	177,275,765
	4.86	95.34	89.37	21.91	34.60	12.85
CHAIN OVER \$2 MIL	42,348,252	834,597,856	682,359,090	213,492,288	341,151,386	127,715,416
	4.33	95.67	69.85	21.85	34.92	13.07
IND OVER \$2 MIL	21,904,955	380,465,855	274,455,982	88,751,331	136,144,302	49,560,349
	5.44	94.56	88.21	22.06	33.84	12.32
CHAIN UNDER \$2 MIL	11,405,347	434,871,351	308,855,103	124,493,040	145,919,091	39,442,972
	2.56	97.44	89.43	27.90	32.70	8.84
IND UNDER \$2 MIL	24,883,487	528,327,649	379,005,600	148,674,761	179,148,759	51,182,080
	4.50	95.50	88.51	28.87	32.38	9.25

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

4 OF

84

4200 DTW04000 82808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	632,585,936 26.59	153,214,777 6.44	376,573,396 15.83	102,798,763 4.32
CENTRAL FIELD	134,454,764 26.05	27,459,881 5.32	84,987,741 16.46	22,007,142 4.26
C-1	28,965,653 24.18	6,547,481 5.46	17,418,014 14.53	5,000,158 4.17
C-2	48,803,023 30.79	10,326,520 6.51	32,138,819 20.28	6,337,884 4.00
C-3	28,585,371 22.65	5,721,894 4.53	17,755,309 14.07	5,108,068 4.05
C-4	28,100,717 25.18	4,883,888 4.38	17,675,789 15.84	5,561,032 4.98
EASTERN FIELD	102,894,908 26.53	30,828,842 7.84	58,756,408 14.62	15,409,658 3.97
E-1	19,953,624 22.52	6,039,008 6.82	10,769,580 12.16	3,145,036 3.55
E-2	7,383,110 28.27	2,370,110 9.10	3,982,996 15.21	1,030,004 3.83
E-3	32,069,200 29.30	9,325,852 8.52	18,126,303 16.56	4,617,045 4.22
E-4	13,878,671 24.56	3,916,390 7.03	7,464,286 13.40	2,298,015 4.13
E-5	29,830,303 27.81	9,177,482 8.47	16,433,283 15.18	4,319,558 3.98
NORTHERN FIELD	142,285,747 29.67	30,828,170 6.43	88,986,322 18.14	24,471,255 5.10
N-1	37,211,893 29.28	8,235,079 6.48	22,512,904 17.71	6,463,910 5.09
N-2	30,341,125 33.26	7,307,707 8.01	18,168,485 19.92	4,884,933 5.33
N-3	28,977,130 29.02	6,390,318 6.40	17,089,717 17.11	5,487,095 5.50
N-4	45,755,599 28.38	8,895,068 5.51	29,215,216 18.11	7,645,317 4.74
SOUTHERN FIELD	154,232,689 29.02	43,010,137 8.09	89,332,795 16.81	21,909,757 4.12
S-1	44,457,528 27.40	11,534,024 7.11	27,137,611 16.73	5,788,883 3.57
S-2	41,920,546 33.25	13,489,373 10.70	23,185,348 18.38	5,245,824 4.16
S-3	39,307,503 26.35	10,007,046 6.71	22,887,670 15.34	6,412,787 4.30
S-4	28,567,112 30.38	7,979,694 8.48	16,122,165 17.14	4,465,253 4.75

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 5 OF 84

4200 DTW04000 82808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	98,598,828	21,087,747	58,510,130	19,000,951
	21.28	4.55	12.63	4.10
W-1	20,483,526	3,810,552	12,252,502	4,420,472
	18.36	3.42	10.99	3.96
W-2	26,435,543	5,650,818	15,778,095	5,005,630
	22.49	4.81	13.42	4.26
W-3	22,444,859	5,844,179	12,885,457	3,715,223
	23.43	6.10	13.45	3.88
W-4	29,234,900	5,782,198	17,593,076	5,859,626
	21.11	4.17	12.70	4.23
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	358,248,639	80,342,148	211,898,285	66,008,206
	25.97	5.82	15.36	4.79
CHAIN OVER \$2 MIL	252,238,766	57,075,648	148,244,180	46,918,938
	25.82	5.84	15.17	4.80
IND OVER \$2 MIL	106,009,873	23,266,500	63,654,105	19,089,268
	26.35	5.78	15.82	4.74
CHAIN UNDER \$2 MIL	125,016,248	34,464,527	73,881,982	16,669,739
	28.01	7.72	16.56	3.74
IND UNDER \$2 MIL	149,322,049	38,408,102	90,793,129	20,120,818
	26.99	6.94	16.41	3.64

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

6 OF

84

4200 DTW04000 82808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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The American Tobacco Company

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	895,830,866 37.66	707,326,043 29.73	42,518,766 1.79	278,992,711 11.73	323,862,967 13.61	29,731,258 1.25
CENTRAL FIELD	178,567,313 34.59	176,322,467 34.16	9,786,668 1.90	52,340,468 10.14	74,523,061 14.44	7,591,235 1.47
C-1	42,560,254 35.50	42,461,831 35.42	2,599,887 2.17	10,226,832 8.53	16,846,818 14.05	1,892,003 1.58
C-2	52,584,709 33.18	49,869,586 31.46	2,719,371 1.72	20,649,323 13.03	25,675,024 16.20	2,478,676 1.56
C-3	43,014,996 34.09	47,655,965 37.76	2,556,789 2.03	9,857,112 7.81	16,981,732 13.46	1,746,527 1.38
C-4	40,407,354 36.20	36,335,085 32.55	1,910,621 1.71	11,607,201 10.40	15,019,487 13.46	1,474,029 1.32
EASTERN FIELD	166,466,805 42.62	95,966,542 24.72	4,925,189 1.27	54,081,554 13.93	45,664,440 11.76	3,238,914 0.83
E-1	40,512,344 45.73	23,023,140 25.99	1,070,443 1.21	10,338,224 11.67	9,005,040 10.17	610,360 0.69
E-2	10,227,184 39.26	6,805,328 26.13	449,724 1.73	3,822,027 14.67	3,282,015 12.60	259,068 0.99
E-3	43,595,588 39.83	28,414,687 24.14	1,817,408 1.48	16,898,912 15.26	14,367,275 13.13	1,005,013 0.92
E-4	25,338,816 45.49	13,695,867 24.59	814,737 1.10	7,156,100 12.85	6,042,417 10.85	480,154 0.86
E-5	45,781,893 42.23	26,027,520 24.01	1,172,877 1.08	16,078,291 14.83	12,967,693 11.96	884,319 0.82
NORTHERN FIELD	178,375,591 37.20	127,053,299 26.50	7,409,554 1.55	64,192,268 13.39	72,183,117 15.05	5,910,362 1.23
N-1	48,016,693 37.78	32,298,637 25.41	1,834,210 1.44	16,215,902 12.76	19,628,840 15.44	1,367,151 1.08
N-2	31,101,527 34.10	23,983,792 26.29	1,549,627 1.70	13,724,411 15.05	15,336,383 16.81	1,280,331 1.40
N-3	38,409,171 36.46	28,084,241 28.12	1,506,009 1.51	13,698,008 13.72	14,214,580 14.23	1,064,542 1.07
N-4	62,848,200 38.96	42,686,629 26.46	2,519,708 1.56	20,553,947 12.74	23,003,314 14.26	2,198,338 1.36
SOUTHERN FIELD	202,320,615 38.06	148,212,990 27.88	7,568,480 1.42	71,034,410 13.38	77,532,725 14.59	5,685,554 1.07
S-1	64,203,103 39.57	45,408,143 27.99	2,104,672 1.30	20,278,323 12.50	22,586,142 13.81	1,613,063 0.99
S-2	49,043,816 38.90	30,549,756 24.23	1,014,663 0.80	21,502,421 17.06	19,407,041 15.39	1,011,084 0.80
S-3	53,097,167 35.60	47,763,066 32.02	3,172,610 2.13	15,384,408 10.30	21,916,922 14.89	2,026,173 1.36
S-4	35,976,729 38.24	24,492,026 26.03	1,276,535 1.36	13,889,258 14.76	13,642,620 14.50	1,035,234 1.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 54

PAGE 7 OF 84

4200 DTW04000 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
WESTERN FIELD	171,111,642	159,770,745	12,828,875	37,334,011	53,959,824	7,305,193
	36.93	34.48	2.77	8.06	11.64	1.58
W-1	43,443,391	39,123,232	2,939,668	7,462,629	11,505,318	1,515,579
	38.95	35.08	2.64	6.69	10.32	1.36
W-2	44,100,757	39,490,828	2,657,209	10,876,203	14,144,281	1,615,059
	37.51	33.59	2.26	9.08	12.03	1.37
W-3	31,554,484	33,761,448	3,488,411	7,988,391	12,510,609	1,947,859
	32.94	35.25	3.82	8.34	13.08	2.03
W-4	52,013,010	47,395,237	3,783,587	11,208,788	15,799,416	2,226,696
	37.55	34.22	2.72	8.09	11.41	1.81
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	479,104,437	447,754,037	29,956,598	142,897,052	195,163,848	20,187,741
	34.73	32.46	2.17	10.36	14.15	1.46
CHAIN OVER \$2 MIL	338,343,329	322,459,075	21,556,686	98,701,384	138,969,618	14,567,766
	34.63	33.01	2.21	10.10	14.22	1.49
IND OVER \$2 MIL	140,761,108	125,294,982	8,399,912	44,195,668	56,194,230	5,619,975
	34.98	31.14	2.09	10.98	13.97	1.40
CHAIN UNDER \$2 MIL	191,080,728	113,494,407	5,279,968	61,845,852	59,051,458	4,118,938
	42.82	25.43	1.18	13.86	13.23	0.92
IND UNDER \$2 MIL	225,645,801	146,077,599	7,282,200	74,249,807	69,647,663	5,424,579
	40.79	26.41	1.32	13.42	12.59	0.98

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

8 OF

84

4200 DTW04000 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL	BRANDED	PRICE	PRICE
	25'S	GENERIC	PRICE	CATEGORY
TOTAL UNITED STATES	64,001,186 2.69	61,508,310 2.59	183,047,067 6.85	224,555,377 9.44
CENTRAL FIELD	13,280,835 2.57	17,759,259 3.44	45,332,910 8.78	63,092,169 12.22
C-1	2,614,101 2.18	1,788,160 1.49	7,886,944 6.58	9,875,104 8.07
C-2	3,113,376 1.96	5,497,418 3.47	16,837,221 10.62	22,334,839 14.09
C-3	3,558,132 2.82	4,466,032 3.54	10,262,308 8.13	14,728,340 11.67
C-4	3,975,226 3.56	6,007,649 5.28	10,346,437 9.27	16,354,088 14.65
EASTERN FIELD	7,510,323 1.93	7,015,332 1.81	14,823,267 3.82	21,838,589 5.63
E-1	1,941,138 2.19	1,808,527 1.81	3,698,368 4.17	5,304,893 5.99
E-2	159,174 0.61	18,628 0.07	373,535 1.43	392,164 1.51
E-3	1,780,633 1.63	2,054,491 1.88	4,560,221 4.17	6,614,712 6.04
E-4	908,511 1.63	57,358 0.10	1,071,560 1.92	1,128,916 2.03
E-5	2,722,867 2.51	3,278,329 3.02	5,119,585 4.72	8,397,914 7.75
NORTHERN FIELD	16,597,964 3.46	15,096,967 3.15	36,274,044 7.57	51,371,011 10.71
N-1	4,028,030 3.17	2,188,505 1.72	9,642,468 7.59	11,828,973 9.31
N-2	3,798,721 4.16	2,210,832 2.42	5,611,681 8.15	7,822,513 8.58
N-3	4,055,937 4.06	3,574,637 3.58	7,895,197 7.91	11,469,834 11.49
N-4	4,715,276 2.92	7,124,993 4.42	13,124,898 8.14	20,249,691 12.55
SOUTHERN FIELD	12,888,617 2.42	8,136,500 1.72	38,635,297 7.27	47,771,797 8.99
S-1	4,098,888 2.53	3,984,453 2.46	12,263,161 7.56	15,247,614 10.01
S-2	3,125,240 2.48	2,690,617 2.13	8,683,924 7.88	12,374,541 9.82
S-3	3,735,978 2.50	1,552,510 1.04	11,921,055 7.99	13,473,565 9.03
S-4	1,928,511 2.05	908,920 0.97	4,767,157 5.07	5,676,077 6.03

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 54

PAGE

9 OF 84

4200 DTW04000 B2808 01 005 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
WESTERN FIELD	13,743,447	12,500,252	27,981,549	40,481,801
	2.97	2.70	6.04	8.74
W-1	6,147,201	4,820,879	8,364,421	12,985,300
	5.51	4.14	7.50	11.64
W-2	1,887,928	1,737,672	4,002,404	5,740,076
	1.44	1.48	3.40	4.88
W-3	1,124,424	1,016,643	3,142,953	4,159,596
	1.17	1.06	3.28	4.34
W-4	4,783,894	5,125,058	12,471,771	17,598,829
	3.45	3.70	9.00	12.71
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	41,085,460	37,637,888	98,087,640	136,725,328
	2.98	2.73	7.18	9.91
CHAIN OVER \$2 MIL	27,053,418	20,352,913	61,954,204	82,307,117
	2.77	2.08	6.34	8.42
IND OVER \$2 MIL	14,032,042	17,284,775	37,133,436	54,418,211
	3.49	4.30	9.23	13.52
CHAIN UNDER \$2 MIL	10,164,401	6,330,200	26,293,423	32,623,623
	2.28	1.42	5.89	7.31
IND UNDER \$2 MIL	12,751,325	17,540,422	37,666,004	55,208,426
	2.30	3.17	6.81	9.98

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 10 OF 84

4200 DTW04000 B2808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	186,957,216 7.86	68,416,146 2.88	38,110,330 1.60	4,099,305 0.17	12,354,942 0.52
CENTRAL FIELD	38,873,119 7.14	12,536,784 2.43	6,429,945 1.25	763,084 0.15	2,492,635 0.48
C-1	8,452,088 7.05	2,851,323 2.38	1,326,475 1.11	113,216 0.09	578,239 0.48
C-2	9,507,033 6.00	3,400,474 2.15	1,798,357 1.13	187,086 0.12	633,487 0.40
C-3	9,392,876 7.44	2,994,746 2.37	1,637,253 1.30	219,024 0.17	647,367 0.51
C-4	8,521,322 8.53	3,290,241 2.95	1,667,860 1.49	243,778 0.22	633,542 0.57
EASTERN FIELD	31,100,492 8.01	11,476,961 2.96	6,994,480 1.80	525,910 0.14	1,857,556 0.48
E-1	7,065,020 7.98	2,325,791 2.63	1,397,122 1.58	118,931 0.13	466,785 0.53
E-2	2,276,621 8.74	737,079 2.83	424,198 1.63	8,919 0.03	138,235 0.53
E-3	8,990,964 8.22	3,701,925 3.38	2,260,910 2.07	161,518 0.15	589,859 0.54
E-4	4,151,999 7.45	1,446,895 2.60	825,235 1.48	83,024 0.15	202,802 0.36
E-5	8,615,888 7.95	3,265,271 3.01	2,086,995 1.93	153,518 0.14	459,875 0.42
NORTHERN FIELD	42,001,113 8.76	16,075,999 3.35	8,959,566 1.87	1,109,547 0.23	2,500,939 0.52
N-1	11,817,998 9.30	4,952,052 3.90	2,826,225 2.22	237,867 0.19	815,145 0.64
N-2	8,588,458 9.42	3,133,454 3.44	1,858,807 2.04	145,937 0.18	465,097 0.51
N-3	8,784,860 8.80	3,125,704 3.13	1,875,069 1.88	298,622 0.30	393,351 0.39
N-4	12,809,787 7.94	4,864,789 3.02	2,389,465 1.49	427,121 0.26	827,346 0.51
SOUTHERN FIELD	35,374,403 8.65	13,638,248 2.57	8,311,185 1.56	581,162 0.11	2,313,502 0.44
S-1	9,361,755 5.77	4,053,464 2.50	2,581,801 1.59	181,576 0.11	643,115 0.40
S-2	8,206,353 6.51	2,998,382 2.38	1,617,576 1.28	169,860 0.13	536,957 0.43
S-3	10,277,311 6.89	3,780,136 2.54	2,543,981 1.71	109,868 0.07	634,841 0.43
S-4	7,528,984 8.00	2,784,266 2.97	1,567,827 1.67	100,058 0.11	498,789 0.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 11 OF 84

4200 DTW04000 B2808 01 006 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
WESTERN FIELD	41,608,089	14,690,154	7,415,174	1,139,602	3,190,310
	8.98	3.17	1.60	0.25	0.69
W-1	11,334,447	3,604,482	1,661,970	547,261	611,847
	10.16	3.23	1.49	0.49	0.55
W-2	9,683,633	3,238,485	1,670,321	112,815	800,139
	8.24	2.75	1.42	0.10	0.68
W-3	8,829,558	3,255,645	1,984,278	51,225	758,146
	9.22	3.40	2.05	0.05	0.79
W-4	11,780,451	4,881,542	2,118,605	428,301	1,020,178
	8.48	3.32	1.53	0.31	0.74
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	127,115,776	44,546,456	23,846,064	3,210,954	8,333,676
	9.22	3.23	1.71	0.23	0.60
CHAIN OVER \$2 MIL	87,804,878	30,309,709	16,070,297	2,043,884	5,979,149
	8.99	3.10	1.64	0.21	0.61
IND OVER \$2 MIL	39,310,898	14,236,747	7,575,767	1,167,070	2,354,527
	9.77	3.54	1.88	0.29	0.59
CHAIN UNDER \$2 MIL	21,953,509	8,282,889	4,776,173	241,887	1,337,594
	4.82	1.85	1.07	0.05	0.30
IND UNDER \$2 MIL	37,887,931	15,808,801	9,888,093	646,464	2,883,672
	6.85	2.82	1.75	0.12	0.49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 12 OF 84

4200 DTW04000 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			PALL MALL			TOTAL
	FULL FLAVOR			RED FILTER			
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	TOTAL
TOTAL UNITED STATES	8,552,357 0.28	5,781,360 0.24	12,313,717 0.52	103,842	55,088	158,908 0.01	12,472,625 0.52
CENTRAL FIELD	1,348,259 0.28	1,226,492 0.24	2,574,751 0.50	6,102		6,102	2,580,853 0.50
C-1	455,629 0.38	275,339 0.23	730,968 0.61	5,860		5,860	738,828 0.61
C-2	336,710 0.21	360,073 0.23	696,783 0.44				696,783 0.44
C-3	234,340 0.19	214,748 0.17	449,088 0.36				449,088 0.36
C-4	321,580 0.29	376,332 0.34	697,912 0.63	242		242	698,154 0.63
EASTERN FIELD	1,111,601 0.29	874,073 0.23	1,985,674 0.51		7,708	7,708	1,993,380 0.51
E-1	126,384 0.14	143,188 0.16	269,570 0.30		3,008	3,008	272,578 0.31
E-2	112,287 0.43	50,067 0.19	162,334 0.62		3,393 0.01	3,393 0.01	165,727 0.64
E-3	379,533 0.35	281,139 0.26	660,672 0.60				660,672 0.60
E-4	156,684 0.28	175,140 0.31	331,824 0.60		1,305	1,305	333,129 0.60
E-5	336,733 0.31	224,541 0.21	561,274 0.52				561,274 0.52
NORTHERN FIELD	1,429,268 0.30	1,266,755 0.26	2,696,021 0.56	97,740 0.02	36,437 0.01	134,177 0.03	2,830,198 0.59
N-1	337,920 0.27	327,817 0.26	665,737 0.52	95,077 0.07	33,635 0.03	128,712 0.10	794,449 0.63
N-2	275,889 0.30	288,631 0.29	544,520 0.60	2,663	2,787	5,450 0.01	549,970 0.60
N-3	226,788 0.23	228,725 0.23	455,493 0.46				455,493 0.46
N-4	588,689 0.36	441,582 0.27	1,030,271 0.84		15	15	1,030,286 0.64
SOUTHERN FIELD	1,235,186 0.23	994,873 0.19	2,230,059 0.42				2,230,059 0.42
S-1	281,889 0.17	242,448 0.15	524,435 0.32				524,435 0.32
S-2	371,852 0.29	284,451 0.23	656,303 0.52				656,303 0.52
S-3	213,654 0.14	250,300 0.17	463,954 0.31				463,954 0.31
S-4	367,691 0.39	217,876 0.23	585,367 0.62				585,367 0.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 13 OF 84

4200 DTW04000 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES PALL MALL RED FILTER			CIGARETTES PALL MALL RED FILTER			TOTAL
	KINGS	FULL FLAVOR 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL	
WESTERN FIELD	1,428,045	1,399,167	2,827,212		10,923	10,923	2,838,135
	0.31	0.30	0.61				0.61
W-1	387,192	356,905	744,097				744,097
	0.35	0.32	0.67				0.67
W-2	337,058	310,533	647,589				647,589
	0.29	0.26	0.55				0.55
W-3	188,995	286,680	455,675	10,923	10,923	466,598	466,598
	0.20	0.28	0.48	0.01	0.01	0.48	0.48
W-4	514,802	465,049	979,851				979,851
	0.37	0.34	0.71				0.71
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	4,040,037	4,145,449	8,185,486	51,667	16,196	67,863	8,253,349
	0.29	0.30	0.59				0.60
CHAIN OVER \$2 MIL	2,748,299	2,927,433	5,675,732	35,576	16,196	51,772	5,727,504
	0.28	0.30	0.58			0.01	0.59
IND OVER \$2 MIL	1,291,738	1,218,016	2,509,754	16,091		16,091	2,525,845
	0.32	0.30	0.62				0.63
CHAIN UNDER \$2 MIL	1,115,756	706,001	1,821,757	18,758	10,661	29,439	1,851,196
	0.25	0.16	0.41			0.01	0.41
IND UNDER \$2 MIL	1,396,584	909,910	2,306,474	33,417	28,189	61,606	2,368,080
	0.25	0.16	0.42	0.01	0.01	0.01	0.43

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 14 OF 84

4200 DTW04000 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES	7,703	1,371,241 0.06	53,770,481 2.26	8,482,615 0.36	15,104,985 0.63	23,587,600 0.99
CENTRAL FIELD		270,287 0.05	11,611,146 2.25	2,075,112 0.40	3,389,201 0.68	5,464,313 1.06
C-1		96,585 0.08	3,015,128 2.51	599,144 0.50	813,017 0.68	1,412,161 1.18
C-2		84,781 0.05	2,998,030 1.89	419,881 0.28	861,738 0.54	1,281,619 0.81
C-3		42,014 0.03	3,131,593 2.48	598,664 0.47	1,033,586 0.82	1,632,250 1.29
C-4		48,907 0.04	2,486,385 2.21	457,423 0.41	680,880 0.61	1,138,283 1.02
EASTERN FIELD		105,655 0.03	8,953,487 2.31	1,127,591 0.29	2,813,522 0.72	3,941,113 1.02
E-1		70,375 0.08	2,143,784 2.42	358,783 0.41	707,462 0.80	1,066,245 1.20
E-2			856,515 3.29	113,067 0.43	279,314 1.07	392,381 1.51
E-3		28,866 0.03	2,379,821 2.17	237,591 0.22	759,698 0.69	997,289 0.91
E-4		2,705	1,427,253 2.56	127,369 0.23	405,974 0.73	533,343 0.96
E-5		3,608	2,146,124 1.98	290,781 0.27	581,074 0.61	951,855 0.88
NORTHERN FIELD	7,703	668,046 0.14	9,328,556 1.95	1,133,718 0.24	2,442,280 0.51	3,575,998 0.75
N-1	7,703 0.01	270,663 0.21	2,899,280 2.12	220,315 0.17	662,230 0.52	882,545 0.69
N-2		113,643 0.12	1,841,317 2.02	310,428 0.34	496,090 0.54	806,516 0.88
N-3		103,189 0.10	1,966,510 1.97	287,828 0.29	524,272 0.53	812,098 0.81
N-4		180,571 0.11	2,821,449 1.75	315,151 0.20	759,688 0.47	1,074,839 0.67
SOUTHERN FIELD		220,340 0.04	11,172,176 2.10	1,887,577 0.32	2,813,680 0.55	4,601,257 0.87
S-1		122,537 0.08	2,757,000 1.70	368,076 0.23	634,751 0.39	1,002,827 0.62
S-2		17,886 0.01	2,380,757 1.87	428,529 0.34	623,489 0.49	1,050,018 0.83
S-3		37,692 0.03	3,757,910 2.52	608,683 0.41	1,104,002 0.74	1,712,685 1.15
S-4		42,225 0.04	2,296,509 2.44	284,289 0.30	551,438 0.59	835,727 0.89

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 15 OF 84

4200 DTW04000 B2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX FILTER 100'S	SOFT PACK	TOTAL
WESTERN FIELD		106,933	12,705,106	2,438,617	3,546,302	5,984,919
		0.02	2.74	0.53	0.77	1.29
W-1		39,307	2,889,623	609,802	767,332	1,377,134
		0.04	2.59	0.55	0.69	1.23
W-2		7,621	3,360,789	606,293	1,015,537	1,621,830
		0.01	2.86	0.52	0.86	1.38
W-3		15,398	3,026,491	574,828	888,421	1,463,249
		0.02	3.16	0.60	0.93	1.53
W-4		44,807	3,428,203	847,694	875,012	1,522,706
		0.03	2.48	0.47	0.63	1.10
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	5,245	1,097,168	36,878,332	6,419,114	10,029,753	16,448,867
		0.08	2.67	0.47	0.73	1.19
CHAIN OVER \$2 MIL	3,482	485,393	27,110,196	4,955,207	7,338,725	12,293,932
		0.05	2.77	0.51	0.75	1.26
IND OVER \$2 MIL	1,763	611,775	9,768,136	1,463,907	2,691,028	4,154,935
		0.15	2.43	0.36	0.67	1.03
CHAIN UNDER \$2 MIL	884	55,155	6,939,635	758,630	2,103,469	2,862,099
		0.01	1.56	0.17	0.47	0.64
IND UNDER \$2 MIL	1,574	218,918	9,952,514	1,284,871	2,971,763	4,256,634
		0.04	1.80	0.23	0.54	0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 16 OF 84

4200 DTW04000 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
TOTAL UNITED STATES	167,388 0.01	10,204,423 0.43	10,371,811 0.44	4,127,810 0.17	1,142,057 0.05	6,468,203 0.27	7,610,260 0.32	11,738,170 0.49
CENTRAL FIELD	15,779	1,779,474 0.34	1,795,253 0.35	654,756 0.13	141,847 0.03	1,408,079 0.27	1,550,928 0.30	2,205,682 0.43
C-1	3,108	466,188 0.39	469,296 0.39	184,592 0.14	42,653 0.04	353,496 0.29	396,049 0.33	560,641 0.47
C-2	2,870	430,543 0.27	433,413 0.27	185,361 0.12	40,649 0.03	411,645 0.26	452,294 0.29	637,655 0.40
C-3	3,201	440,130 0.35	443,331 0.35	111,154 0.08	30,038 0.02	351,313 0.28	381,351 0.30	492,505 0.39
C-4	6,600 0.01	442,613 0.40	449,213 0.40	193,849 0.17	28,807 0.03	292,625 0.26	321,232 0.29	514,881 0.46
EASTERN FIELD	94,938 0.02	2,137,387 0.55	2,232,325 0.58	836,855 0.22	90,717 0.02	1,016,018 0.26	1,106,735 0.29	1,943,590 0.50
E-1	40,157 0.05	491,817 0.56	531,974 0.60	157,853 0.18	13,957 0.02	210,114 0.24	224,071 0.25	381,724 0.43
E-2		168,920 0.65	168,920 0.65	67,836 0.26	14,090 0.05	75,553 0.29	89,643 0.34	157,279 0.60
E-3	9,200 0.01	533,631 0.49	542,831 0.50	221,381 0.20	14,619 0.01	304,058 0.28	318,677 0.29	540,058 0.49
E-4	28,721 0.05	378,023 0.68	404,744 0.73	151,360 0.27	17,526 0.03	188,353 0.34	205,879 0.37	357,239 0.64
E-5	16,860 0.02	566,996 0.52	583,856 0.54	238,825 0.22	30,525 0.03	237,940 0.22	268,465 0.25	507,290 0.47
NORTHERN FIELD	15,721	1,828,904 0.38	1,844,625 0.38	824,119 0.17	409,676 0.09	1,301,532 0.27	1,711,208 0.36	2,535,327 0.53
N-1	261	636,519 0.50	636,780 0.50	318,356 0.25	91,948 0.07	425,047 0.33	516,995 0.41	835,351 0.66
N-2	410	279,939 0.31	280,349 0.31	100,417 0.11	114,790 0.13	252,986 0.28	367,776 0.40	468,193 0.51
N-3	3,235	345,859 0.35	349,084 0.35	160,823 0.16	94,044 0.09	233,249 0.23	327,293 0.33	488,116 0.49
N-4	11,815 0.01	566,587 0.35	578,402 0.36	244,523 0.15	108,894 0.07	390,250 0.24	499,144 0.31	743,667 0.46
SOUTHERN FIELD	12,764	2,200,937 0.41	2,213,701 0.42	807,943 0.15	310,219 0.06	1,441,548 0.27	1,751,767 0.33	2,559,710 0.48
S-1	6,786	578,519 0.36	583,305 0.36	222,527 0.14	68,748 0.04	344,601 0.21	413,349 0.25	635,876 0.39
S-2	4,151	489,409 0.37	473,570 0.38	199,267 0.16	78,394 0.06	287,249 0.23	363,843 0.29	562,910 0.45
S-3	738	657,091 0.44	657,829 0.44	199,442 0.13	84,143 0.04	468,814 0.31	532,757 0.36	732,199 0.49
S-4	1,079	497,918 0.53	498,997 0.53	186,707 0.20	100,934 0.11	341,084 0.36	442,018 0.47	628,725 0.67

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 17 OF 84

4200 DTW04000 B2808 01 009 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS	MENTHOL		TOTAL	TOTAL
	BOX	SOFT PACK			BOX	SOFT PACK		
WESTERN FIELD	28,186	2,257,721	2,285,907	1,004,237	189,598	1,300,026	1,489,624	2,493,861
	0.01	0.49	0.49	0.22	0.04	0.28	0.32	0.54
W-1	63	471,275	471,338	221,326	92,784	302,545	395,329	616,655
		0.42	0.42	0.20	0.08	0.27	0.35	0.55
W-2	25,172	644,281	669,453	328,443	40,776	304,826	345,602	674,045
	0.02	0.55	0.57	0.28	0.03	0.26	0.29	0.57
W-3	2,951	487,105	490,056	182,993	15,202	323,707	338,909	521,902
		0.51	0.51	0.19	0.02	0.34	0.35	0.54
W-4		655,050	655,050	271,475	40,836	368,948	409,784	681,259
		0.47	0.47	0.20	0.03	0.27	0.30	0.49
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	90,148	6,549,211	6,639,360	2,801,135	836,909	4,258,008	5,094,917	7,896,052
	0.01	0.47	0.48	0.20	0.06	0.31	0.37	0.57
CHAIN OVER \$2 MIL	68,879	4,878,963	4,947,842	1,982,339	531,932	3,162,293	3,694,225	5,676,564
	0.01	0.50	0.51	0.20	0.05	0.32	0.38	0.58
IND OVER \$2 MIL	21,270	1,670,248	1,691,518	818,786	304,977	1,095,715	1,400,692	2,219,438
	0.01	0.42	0.42	0.20	0.08	0.27	0.35	0.55
CHAIN UNDER \$2 MIL	5,871	1,582,948	1,588,817	564,386	89,294	981,029	1,070,323	1,634,708
		0.35	0.36	0.13	0.02	0.22	0.24	0.37
IND UNDER \$2 MIL	71,368	2,072,268	2,143,634	762,389	215,854	1,229,166	1,445,020	2,207,409
	0.01	0.37	0.39	0.14	0.04	0.22	0.26	0.40

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 18 OF 84

4200 DTW04000 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	7,844,415 0.33	248,485 0.01	23,724,798 1.00	11,413,294 0.48	2,685,414 0.11	3,583,560 0.15	6,278,974 0.26
CENTRAL FIELD	2,127,619 0.41	18,279	3,977,590 0.77	1,517,558 0.29	547,308 0.11	842,158 0.16	1,389,466 0.27
C-1	572,001 0.48	1,029	843,493 0.70	340,081 0.28	109,383 0.09	133,809 0.11	243,192 0.20
C-2	641,166 0.40	4,177	1,067,034 0.87	441,248 0.28	146,394 0.09	238,019 0.15	382,413 0.24
C-3	551,726 0.44	11,781 0.01	921,843 0.73	256,539 0.20	140,517 0.11	233,086 0.18	373,603 0.30
C-4	362,726 0.32	1,292	1,145,220 1.03	479,892 0.43	151,014 0.14	239,244 0.21	390,258 0.35
EASTERN FIELD	788,732 0.20	47,737 0.01	4,585,593 1.18	2,980,625 0.77	307,866 0.08	354,347 0.08	662,213 0.17
E-1	159,594 0.18	4,247	967,401 1.09	700,426 0.79	66,156 0.07	47,359 0.05	113,515 0.13
E-2	137,935 0.53		289,499 1.11	187,078 0.72	22,914 0.09	17,418 0.07	40,330 0.15
E-3	276,376 0.25	23,287 0.02	1,347,453 1.23	856,559 0.78	73,826 0.07	131,795 0.12	205,621 0.19
E-4	117,314 0.21	14,613 0.03	559,058 1.00	383,357 0.69	26,929 0.05	35,020 0.08	61,949 0.11
E-5	97,513 0.09	5,610 0.01	1,402,182 1.29	863,205 0.80	118,041 0.11	122,757 0.11	240,798 0.22
NORTHERN FIELD	1,321,181 0.28	51,425 0.01	6,144,947 1.28	2,756,745 0.57	745,924 0.16	879,857 0.18	1,625,781 0.34
N-1	317,954 0.25	26,650 0.02	1,827,755 1.44	956,862 0.75	178,260 0.14	200,987 0.16	379,247 0.30
N-2	282,410 0.31	3,849	1,221,989 1.34	473,775 0.52	118,212 0.13	189,309 0.21	307,521 0.34
N-3	308,688 0.31	8,514 0.01	1,358,468 1.36	487,803 0.49	224,869 0.23	268,173 0.27	493,042 0.49
N-4	412,129 0.26	12,412 0.01	1,736,735 1.08	838,305 0.52	224,583 0.14	221,388 0.14	445,971 0.28
SOUTHERN FIELD	1,728,957 0.33	68,551 0.01	4,187,358 0.79	2,056,475 0.39	487,490 0.09	639,762 0.12	1,127,252 0.21
S-1	522,846 0.32	12,048 0.01	1,037,577 0.84	506,553 0.31	103,858 0.06	156,508 0.10	260,366 0.16
S-2	260,221 0.21	14,038 0.01	1,053,140 0.84	336,244 0.27	184,454 0.15	204,291 0.16	388,745 0.31
S-3	618,817 0.41	36,380 0.02	1,015,009 0.88	553,266 0.44	56,641 0.04	150,447 0.10	207,088 0.14
S-4	326,973 0.35	6,087 0.01	1,081,632 1.15	560,412 0.60	142,537 0.15	128,516 0.14	271,053 0.29

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 19 OF 84

4200 DTW04000 B2808 01 010 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
WESTERN FIELD	1,877,926	62,493	4,849,308	2,091,891	606,826	887,436	1,474,262
	0.41	0.01	1.05	0.45	0.13	0.19	0.32
W-1	421,097	3,399	1,861,766	517,416	318,670	474,935	793,605
	0.38		1.67	0.46	0.29	0.43	0.71
W-2	385,440	10,011	916,316	526,915	62,265	90,233	152,498
	0.33	0.01	0.78	0.45	0.05	0.08	0.13
W-3	528,052	25,232	757,685	425,187	42,583	69,910	112,493
	0.55	0.03	0.79	0.44	0.04	0.07	0.12
W-4	545,337	23,851	1,313,541	622,373	183,308	232,358	415,666
	0.38	0.02	0.95	0.45	0.13	0.17	0.30
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	5,751,713	142,340	16,960,252	6,996,502	2,123,650	2,997,917	5,121,567
	0.42	0.01	1.23	0.51	0.15	0.22	0.37
CHAIN OVER \$2 MIL	4,096,535	95,323	11,263,980	4,815,053	1,421,321	1,908,159	3,329,480
	0.42	0.01	1.15	0.49	0.15	0.20	0.34
IND OVER \$2 MIL	1,655,178	47,017	5,696,272	2,181,449	702,329	1,089,758	1,792,087
	0.41	0.01	1.42	0.54	0.17	0.27	0.45
CHAIN UNDER \$2 MIL	803,770	50,240	2,182,541	1,390,681	213,135	210,725	423,860
	0.18	0.01	0.49	0.31	0.05	0.05	0.09
IND UNDER \$2 MIL	1,288,932	55,905	4,582,003	3,026,111	358,629	374,918	733,547
	0.23	0.01	0.83	0.55	0.06	0.07	0.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 20 OF 84

4200 DTW04000 B2808 01 010 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			MENTHOL		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & 100'S	FILTER & MENTHOL TOTAL
TOTAL UNITED STATES	3,112,978 0.13	2,474,483 0.10	5,587,441 0.23	11,886,415 0.50	445,087 0.02	12,311,502 0.52
CENTRAL FIELD	470,821 0.09	543,743 0.11	1,014,564 0.20	2,404,030 0.47	56,002 0.01	2,460,032 0.48
C-1	135,990 0.11	116,327 0.10	252,317 0.21	495,509 0.41	7,903 0.01	503,412 0.42
C-2	107,721 0.07	120,889 0.08	228,610 0.14	611,023 0.39	14,765 0.01	625,788 0.39
C-3	89,498 0.07	176,887 0.14	266,385 0.21	639,988 0.51	25,316 0.02	665,304 0.53
C-4	137,612 0.12	129,640 0.12	267,252 0.24	657,510 0.59	8,018 0.01	665,528 0.60
EASTERN FIELD	567,843 0.15	299,158 0.08	867,001 0.22	1,529,214 0.39	45,754 0.01	1,574,968 0.41
E-1	100,523 0.11	46,089 0.05	146,612 0.17	260,127 0.29	6,848 0.01	266,975 0.30
E-2	38,108 0.15	22,284 0.09	60,392 0.23	100,722 0.39	1,899 0.01	102,421 0.39
E-3	168,705 0.15	102,672 0.09	271,377 0.25	476,988 0.44	13,896 0.01	490,894 0.45
E-4	76,195 0.14	23,124 0.04	99,319 0.18	161,268 0.29	14,433 0.03	175,701 0.32
E-5	184,312 0.17	104,989 0.10	289,301 0.27	530,099 0.49	8,878 0.01	538,977 0.50
NORTHERN FIELD	983,299 0.21	619,602 0.13	1,602,901 0.33	3,228,882 0.67	159,520 0.03	3,388,202 0.71
N-1	302,804 0.24	162,309 0.13	465,113 0.37	844,360 0.66	26,533 0.02	870,893 0.69
N-2	199,276 0.22	175,964 0.19	375,240 0.41	882,761 0.75	65,453 0.07	748,214 0.82
N-3	214,772 0.22	127,435 0.13	342,207 0.34	835,249 0.84	35,416 0.04	870,665 0.87
N-4	266,447 0.17	153,894 0.10	420,341 0.26	866,312 0.54	32,118 0.02	898,430 0.56
SOUTHERN FIELD	467,929 0.09	476,994 0.09	944,923 0.18	2,072,175 0.39	58,708 0.01	2,130,883 0.40
S-1	104,916 0.08	138,095 0.09	243,011 0.15	503,377 0.31	27,647 0.02	531,024 0.33
S-2	170,426 0.14	137,460 0.11	307,886 0.24	696,631 0.55	20,265 0.02	716,896 0.57
S-3	62,753 0.04	85,206 0.06	147,959 0.10	355,047 0.24	6,696 0.02	361,743 0.24
S-4	129,834 0.14	116,233 0.12	246,067 0.26	517,120 0.55	4,100	521,220 0.55

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 21 OF 84

4200 DTW04000 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER					
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	FILTER & MENTHOL TOTAL
WESTERN FIELD	623,086	534,986	1,158,052	2,632,314	125,103	2,757,417
	0.13	0.12	0.25	0.57	0.03	0.60
W-1	288,837	258,430	545,067	1,338,672	5,678	1,344,350
	0.26	0.23	0.49	1.20	0.01	1.21
W-2	131,835	80,950	212,785	365,283	24,118	389,401
	0.11	0.07	0.18	0.31	0.02	0.33
W-3	61,612	68,765	128,377	240,870	91,628	332,498
	0.06	0.07	0.13	0.25	0.10	0.35
W-4	143,002	128,821	271,823	687,489	3,679	691,168
	0.10	0.09	0.20	0.50		0.50
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	2,493,954	1,984,451	4,478,405	9,599,972	363,778	9,963,750
	0.18	0.14	0.32	0.70	0.03	0.72
CHAIN OVER \$2 MIL	1,684,582	1,257,722	2,942,284	6,271,764	177,183	6,448,927
	0.17	0.13	0.30	0.64	0.02	0.66
IND OVER \$2 MIL	809,392	726,729	1,536,121	3,328,208	186,615	3,514,823
	0.20	0.18	0.38	0.83	0.05	0.87
CHAIN UNDER \$2 MIL	154,352	175,823	330,175	754,035	37,825	791,860
	0.03	0.04	0.07	0.17	0.01	0.18
IND UNDER \$2 MIL	464,672	314,189	778,861	1,512,408	43,484	1,555,892
	0.08	0.06	0.14	0.27	0.01	0.28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 22 OF 84

4200 DTW04000 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TAREYTON FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	21,725,739 0.91	9,277,888 0.39	9,686,418 0.41	18,964,306 0.80	2,761,433 0.12
CENTRAL FIELD	3,712,200 0.72	1,424,034 0.28	1,773,990 0.34	3,198,024 0.62	514,176 0.10
C-1	863,697 0.72	343,979 0.29	420,719 0.35	764,698 0.64	98,999 0.08
C-2	846,780 0.53	342,126 0.22	437,582 0.28	779,708 0.49	67,072 0.04
C-3	870,083 0.77	377,681 0.30	473,800 0.38	851,481 0.67	118,582 0.09
C-4	1,031,660 0.92	360,248 0.32	441,889 0.40	802,137 0.72	229,523 0.21
EASTERN FIELD	4,500,766 1.16	2,079,486 0.54	1,848,443 0.48	3,927,929 1.01	572,837 0.15
E-1	1,191,939 1.35	515,062 0.58	511,448 0.58	1,026,510 1.16	165,429 0.19
E-2	319,470 1.23	120,564 0.48	119,492 0.46	240,056 0.92	79,414 0.30
E-3	1,062,643 0.97	481,219 0.44	475,842 0.43	957,061 0.87	105,582 0.10
E-4	570,413 1.02	294,403 0.53	227,349 0.41	521,752 0.94	48,661 0.09
E-5	1,356,301 1.25	668,238 0.62	514,312 0.47	1,182,550 1.09	173,751 0.16
NORTHERN FIELD	4,634,591 0.87	1,930,413 0.40	2,025,501 0.42	3,955,914 0.83	678,677 0.14
N-1	1,242,738 0.88	522,532 0.41	572,786 0.45	1,095,318 0.86	147,420 0.12
N-2	1,019,628 1.12	374,393 0.41	503,416 0.55	877,809 0.98	141,819 0.18
N-3	906,031 0.91	387,318 0.37	393,072 0.39	760,388 0.78	145,643 0.15
N-4	1,468,194 0.91	668,172 0.41	558,227 0.34	1,222,399 0.76	243,795 0.15
SOUTHERN FIELD	3,336,887 0.63	1,543,953 0.29	1,474,623 0.28	3,018,576 0.57	318,311 0.08
S-1	738,703 0.48	333,104 0.21	343,621 0.21	676,725 0.42	61,978 0.04
S-2	840,483 0.67	419,972 0.33	342,628 0.27	762,600 0.60	77,883 0.06
S-3	1,120,026 0.75	481,577 0.32	521,773 0.35	1,003,350 0.67	116,676 0.08
S-4	637,675 0.68	309,300 0.33	268,601 0.28	575,901 0.61	61,774 0.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 23 OF 84

4200 DTWO4000 B2808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TAREYTON				
	FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
WESTERN FIELD	5,541,295	2,300,002	2,593,881	4,883,883	677,432
	1.20	0.50	0.55	1.05	0.15
W-1	1,455,356	530,441	584,953	1,115,394	339,962
	1.30	0.48	0.52	1.00	0.30
W-2	1,583,156	769,162	651,457	1,420,819	162,547
	1.35	0.65	0.55	1.21	0.14
W-3	1,386,244	581,574	727,187	1,308,761	77,483
	1.45	0.81	0.76	1.37	0.08
W-4	1,118,529	418,825	600,284	1,019,089	97,440
	0.81	0.30	0.43	0.74	0.07
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	14,268,650	5,783,829	6,619,319	12,403,148	1,865,502
	1.03	0.42	0.48	0.90	0.14
CHAIN OVER \$2 MIL	9,861,267	4,087,143	4,790,383	8,857,528	1,003,741
	1.01	0.42	0.49	0.91	0.10
IND OVER \$2 MIL	4,407,383	1,718,886	1,828,936	3,545,822	861,781
	1.10	0.43	0.45	0.88	0.21
CHAIN UNDER \$2 MIL	2,788,728	1,327,411	1,237,081	2,564,482	224,234
	0.62	0.30	0.28	0.57	0.05
IND UNDER \$2 MIL	4,868,363	2,156,648	1,830,018	3,996,666	671,697
	0.84	0.39	0.33	0.72	0.12

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 24 OF 84

4200 DTW04000 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL	85'S TOTAL	100'S TOTAL	MALIBU FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	18,531,143 0.89	820,568 0.03	15,710,575 0.66	294,648 0.01	273,455 0.01	252,465 0.01
CENTRAL FIELD	4,388,644 0.85	387,202 0.08	4,001,442 0.78	115,687 0.02	152,981 0.03	118,524 0.02
C-1	721,744 0.60	27,772 0.02	693,972 0.58	8,247 0.01	10,875 0.01	7,650 0.01
C-2	1,057,890 0.67	289,553 0.18	768,337 0.48	84,431 0.05	116,393 0.07	88,728 0.06
C-3	1,201,384 0.95	22,055 0.02	1,179,309 0.93	8,228 0.01	7,302 0.01	6,525 0.01
C-4	1,407,646 1.26	47,822 0.04	1,359,824 1.22	13,781 0.01	18,421 0.02	15,620 0.01
EASTERN FIELD	1,335,733 0.34	41,403 0.01	1,294,330 0.33	19,710 0.01	9,196	12,497
E-1	317,025 0.36	13,645 0.02	303,380 0.34	5,008 0.01	4,880 0.01	3,777
E-2	53,768 0.21	5,955 0.02	47,813 0.18	2,220 0.01	1,370 0.01	2,365 0.01
E-3	447,434 0.41	3,445 0.41	443,989 0.41	2,440	596	409
E-4	108,015 0.19	5,154 0.01	102,861 0.18	4,865 0.01	142	147
E-5	409,491 0.38	13,204 0.01	396,287 0.37	5,177	2,228	5,799 0.01
NORTHERN FIELD	5,057,009 1.05	175,398 0.04	4,881,613 1.02	60,015 0.01	59,611 0.01	55,770 0.01
N-1	663,329 0.68	15,852 0.01	647,477 0.67	3,188	7,960 0.01	4,724
N-2	1,182,373 1.31	67,355 0.07	1,125,018 1.23	25,701 0.03	22,783 0.02	18,871 0.02
N-3	1,329,121 1.33	42,218 0.04	1,286,903 1.29	11,521 0.01	13,635 0.01	17,062 0.02
N-4	1,672,186 1.04	49,971 0.03	1,622,215 1.01	19,625 0.01	15,233 0.01	15,113 0.01
SOUTHERN FIELD	2,587,034 0.49	113,359 0.02	2,473,675 0.47	48,573 0.01	27,355 0.01	37,431 0.01
S-1	618,092 0.38	25,835 0.02	592,257 0.37	6,719	6,949	12,167 0.01
S-2	885,889 0.70	49,629 0.04	836,260 0.66	25,147 0.02	11,265 0.01	13,217 0.01
S-3	409,870 0.27	21,244 0.01	388,626 0.26	5,791	5,527	9,926 0.01
S-4	673,183 0.72	18,651 0.02	656,532 0.70	10,916 0.01	3,614	2,121

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 25 OF 84

4200 DTWO4000 B2B08 01 013 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
WESTERN FIELD	3,162,723	103,208	3,059,515	50,863	24,302	28,243
	0.68	0.02	0.66	0.01	0.01	0.01
W-1	1,370,620	65,069	1,305,551	30,845	18,511	15,613
	1.23	0.06	1.17	0.03	0.02	0.01
W-2	408,015	23,788	384,219	16,257	3,653	3,888
	0.35	0.02	0.33	0.01		
W-3	317,303	10,024	307,279	2,043	1,949	6,032
	0.33	0.01	0.32			0.01
W-4	1,066,785	4,319	1,062,466	1,418	189	2,712
	0.77		0.77			
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	12,335,623	374,032	11,961,591	111,040	137,240	125,752
	0.89	0.03	0.87	0.01	0.01	0.01
CHAIN OVER \$2 MIL	7,967,999	160,277	7,807,722	48,320	60,784	51,163
	0.82	0.02	0.80		0.01	0.01
IND OVER \$2 MIL	4,387,624	213,755	4,153,869	62,720	76,446	74,589
	1.09	0.05	1.03	0.02	0.02	0.02
CHAIN UNDER \$2 MIL	1,658,588	201,403	1,457,185	75,637	67,245	58,521
	0.37	0.05	0.33	0.02	0.02	0.01
IND UNDER \$2 MIL	2,536,932	245,133	2,291,799	107,971	88,970	68,192
	0.46	0.04	0.41	0.02	0.01	0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 26 OF 84

4200 DTW04000 82808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				AMERICAN LIGHTS		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	85'S	FILTER 100'S	
TOTAL UNITED STATES	4,288,360 0.18	5,191,620 0.22	6,252,595 0.26				2,788,911 0.12
CENTRAL FIELD	1,044,121 0.20	1,250,839 0.24	1,706,482 0.33				648,755 0.13
C-1	209,039 0.17	192,165 0.16	292,768 0.24				156,703 0.13
C-2	249,313 0.15	235,190 0.15	283,834 0.18				136,825 0.09
C-3	249,810 0.20	371,323 0.29	558,176 0.44				173,067 0.14
C-4	335,959 0.30	452,161 0.41	571,704 0.51				180,160 0.16
EASTERN FIELD	387,795 0.10	396,886 0.10	509,849 0.13				267,842 0.07
E-1	87,387 0.10	87,988 0.10	128,005 0.14				118,080 0.13
E-2	17,401 0.07	13,534 0.05	16,878 0.06				20,290 0.08
E-3	123,434 0.11	122,917 0.11	197,638 0.18				51,688 0.05
E-4	33,431 0.06	32,858 0.06	36,772 0.07				40,385 0.07
E-5	126,142 0.12	139,789 0.13	130,356 0.12				36,519 0.03
NORTHERN FIELD	1,271,235 0.27	1,824,847 0.38	1,785,731 0.37				760,011 0.16
N-1	255,748 0.20	365,630 0.29	226,099 0.18				232,844 0.18
N-2	321,674 0.35	432,058 0.47	371,288 0.41				178,897 0.20
N-3	295,694 0.30	468,107 0.47	523,102 0.52				99,026 0.10
N-4	398,119 0.25	558,852 0.35	665,244 0.41				248,444 0.15
SOUTHERN FIELD	715,010 0.13	835,719 0.16	922,846 0.17				454,700 0.09
S-1	203,625 0.13	171,647 0.11	216,985 0.13				156,919 0.10
S-2	239,684 0.19	294,946 0.23	301,630 0.24				67,702 0.05
S-3	90,019 0.06	139,488 0.09	159,119 0.11				184,360 0.12
S-4	181,882 0.19	229,838 0.24	245,212 0.26				45,719 0.05

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 27 OF 84

4200 DTWO4000 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S FILTER 100'S	
WESTERN FIELD	848,189	883,529	1,327,787			659,503
	0.18	0.19	0.29			0.14
W-1	350,234	398,473	558,844			152,600
	0.31	0.36	0.50			0.14
W-2	93,142	95,549	195,528			176,862
	0.08	0.08	0.17			0.15
W-3	117,337	100,068	89,874			88,190
	0.12	0.10	0.09			0.09
W-4	287,486	291,439	483,541			243,851
	0.21	0.21	0.35			0.18
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	3,114,078	4,049,488	4,798,025			2,126,463
	0.23	0.29	0.35			0.15
CHAIN OVER \$2 MIL	2,020,245	2,852,994	3,134,483			1,281,727
	0.21	0.27	0.32			0.13
IND OVER \$2 MIL	1,093,833	1,398,494	1,863,542			834,736
	0.27	0.35	0.41			0.21
CHAIN UNDER \$2 MIL	444,342	489,848	522,995			121,130
	0.10	0.11	0.12			0.03
IND UNDER \$2 MIL	707,940	852,284	931,575			541,318
	0.13	0.12	0.17			0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 28 OF 84

4200 DTW04000 B2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	BOX	MARLBORO FILTER SOFT PACK	BOX	FILTER LIGHTS SOFT PACK
TOTAL UNITED STATES	907,095,042 38.13	529,445,682 22.26	107,612,215 4.52	119,458,110 5.02	48,734,154 2.05	77,106,849 3.24
CENTRAL FIELD	201,884,417 39.05	115,738,208 22.42	11,751,097 2.28	29,873,035 5.75	7,643,347 1.48	19,382,252 3.75
C-1	53,871,484 44.93	33,106,904 27.61	4,088,735 3.41	8,688,476 7.25	2,027,104 1.69	4,852,834 4.05
C-2	52,977,416 33.42	28,839,787 17.00	3,479,574 2.20	5,606,500 3.54	2,854,425 1.80	4,633,131 2.92
C-3	54,741,925 43.38	32,490,485 25.75	2,120,192 1.68	8,581,270 6.80	1,421,815 1.13	5,773,440 4.58
C-4	39,983,612 35.83	23,201,022 20.79	2,062,588 1.85	6,796,789 6.09	1,340,003 1.20	4,122,847 3.69
EASTERN FIELD	156,972,267 40.44	98,279,475 24.80	39,488,000 10.17	11,485,938 2.96	15,901,677 4.10	7,386,452 1.90
E-1	38,729,480 41.46	22,410,274 25.30	10,353,639 11.69	1,744,331 1.97	4,155,192 4.69	1,262,337 1.42
E-2	10,611,092 40.74	5,885,464 22.59	2,795,692 10.73	278,133 1.07	1,268,513 4.87	248,717 0.95
E-3	43,181,249 39.45	26,788,515 24.48	11,533,773 10.54	2,754,832 2.52	4,404,432 4.02	1,769,195 1.62
E-4	25,221,046 45.28	15,372,854 27.60	6,747,187 12.11	1,267,921 2.28	2,981,840 5.32	930,978 1.67
E-5	41,229,400 38.03	25,822,568 23.82	8,038,709 7.42	5,440,921 5.02	3,111,700 2.87	3,175,225 2.93
NORTHERN FIELD	180,164,822 33.40	81,545,601 19.09	11,500,331 2.40	28,293,202 5.90	5,953,605 1.24	17,960,944 3.75
N-1	38,316,060 30.15	22,395,507 17.62	1,881,761 1.48	8,770,087 6.90	765,760 0.60	4,528,532 3.58
N-2	31,034,493 34.02	18,556,133 20.34	1,586,731 1.74	6,361,664 6.97	857,107 0.94	3,803,968 3.95
N-3	34,614,537 34.66	18,034,442 18.08	3,669,334 3.67	3,621,102 3.63	1,949,754 1.95	2,716,813 2.72
N-4	56,199,532 34.84	32,559,519 20.18	4,362,505 2.70	9,540,349 5.91	2,380,984 1.48	7,111,733 4.41
SOUTHERN FIELD	191,399,627 36.01	111,529,053 20.98	18,946,188 3.58	30,383,875 5.72	8,796,781 1.65	20,501,897 3.86
S-1	54,514,058 33.60	33,010,808 20.35	3,422,325 2.11	11,037,089 6.80	1,682,523 1.04	6,983,811 4.30
S-2	38,356,820 30.43	22,590,872 17.92	1,528,899 1.21	8,982,273 7.13	574,290 0.46	5,919,788 4.70
S-3	62,151,100 41.67	34,867,403 23.24	9,650,545 6.47	5,838,893 3.91	3,631,498 2.43	4,195,166 2.81
S-4	36,377,849 38.67	21,259,970 22.60	4,346,419 4.62	4,525,420 4.81	2,908,470 3.09	3,403,232 3.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 29 OF 84

4200 DTWO4000 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO			
			BOX	SOFT PACK	BOX	SOFT PACK
WESTERN FIELD	196,974,109	114,353,345	25,945,599	19,620,260	10,438,744	11,875,204
	42.51	24.88	5.60	4.23	2.25	2.56
W-1	40,760,306	23,332,310	2,954,467	5,434,318	1,241,564	2,941,282
	36.54	20.92	2.65	4.87	1.11	2.84
W-2	53,731,954	31,291,735	10,268,310	2,533,620	3,913,599	2,202,768
	45.71	26.62	8.73	2.16	3.33	1.87
W-3	43,958,551	24,906,758	7,863,893	2,410,403	3,186,597	1,859,962
	45.89	26.00	8.21	2.52	3.33	1.94
W-4	58,523,298	34,822,542	4,858,929	9,241,919	2,096,984	4,871,192
	42.26	25.14	3.51	6.67	1.51	3.52
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	481,812,959	256,930,072	48,214,661	56,391,428	21,280,140	36,326,831
	34.93	18.63	3.50	4.09	1.54	2.63
CHAIN OVER \$2 MIL	349,529,785	187,161,857	35,975,797	39,296,340	16,565,115	26,016,880
	35.78	19.18	3.68	4.02	1.70	2.66
IND OVER \$2 MIL	132,283,174	69,788,215	12,238,864	17,095,088	4,695,025	10,309,951
	32.88	17.34	3.04	4.25	1.17	2.56
CHAIN UNDER \$2 MIL	209,234,012	138,327,956	29,334,747	32,137,383	14,483,391	21,756,646
	46.88	31.00	6.57	7.20	3.25	4.88
IND UNDER \$2 MIL	216,048,071	134,187,654	30,062,807	30,927,299	12,990,623	19,023,372
	39.05	24.26	5.43	5.59	2.35	3.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 30 OF 84

4200 DTW04000 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	71,014,046 2.99	70,934,538 2.98	16,082,937 0.68	18,524,833 0.78
CENTRAL FIELD	19,898,653 3.88	19,806,073 3.84	3,080,234 0.60	4,503,517 0.87
C-1	6,169,111 5.15	5,571,343 4.85	608,538 0.51	1,100,783 0.92
C-2	4,216,249 2.66	4,209,716 2.66	580,740 0.37	1,359,452 0.86
C-3	6,400,417 5.07	6,078,873 4.82	1,008,298 0.80	1,108,190 0.88
C-4	3,112,876 2.79	3,948,141 3.54	882,658 0.79	935,112 0.84
EASTERN FIELD	9,145,392 2.36	8,806,396 2.27	1,542,129 0.40	2,542,491 0.65
E-1	2,104,147 2.38	1,970,519 2.22	337,089 0.38	483,020 0.55
E-2	430,351 1.65	648,594 2.49	54,343 0.21	181,121 0.62
E-3	2,875,190 2.44	2,497,997 2.28	430,292 0.39	723,004 0.66
E-4	1,554,891 2.79	1,431,784 2.57	204,651 0.37	273,602 0.49
E-5	2,381,013 2.20	2,257,502 2.08	515,754 0.48	901,744 0.83
NORTHERN FIELD	8,380,066 1.75	11,446,141 2.39	3,586,233 0.75	4,425,079 0.82
N-1	1,857,178 1.46	2,888,838 2.27	765,948 0.60	937,303 0.74
N-2	1,751,860 1.92	2,192,567 2.40	666,577 0.73	1,535,861 1.68
N-3	1,957,819 1.96	2,586,503 2.59	776,889 0.78	756,428 0.76
N-4	2,813,409 1.74	3,778,233 2.34	1,376,819 0.85	1,195,487 0.74
SOUTHERN FIELD	12,435,137 2.34	13,671,187 2.57	2,914,016 0.55	3,880,072 0.73
S-1	3,631,170 2.24	4,077,057 2.51	985,572 0.61	1,191,261 0.73
S-2	1,581,383 1.25	2,334,705 1.85	830,952 0.66	840,582 0.67
S-3	5,075,940 3.40	4,510,811 3.02	586,240 0.39	1,178,310 0.79
S-4	2,146,644 2.28	2,748,614 2.92	511,252 0.54	669,919 0.71

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 31 OF 84

4200 DTW04000 B2808 01 016 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
WESTERN FIELD	21,154,798	17,204,741	4,940,325	3,173,874
	4.57	3.71	1.07	0.68
W-1	4,383,714	3,575,828	2,159,091	642,246
	3.93	3.21	1.94	0.58
W-2	6,049,523	4,809,017	517,085	997,813
	5.15	4.09	0.44	0.85
W-3	4,798,480	3,890,880	235,428	583,115
	5.01	4.17	0.25	0.59
W-4	5,925,081	4,829,216	2,028,721	970,500
	4.28	3.48	1.46	0.70
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	37,340,545	38,461,495	9,487,110	8,467,862
	2.71	2.86	0.69	0.61
CHAIN OVER \$2 MIL	27,871,985	28,778,763	6,253,951	5,403,026
	2.85	3.05	0.64	0.55
IND OVER \$2 MIL	9,468,560	9,682,732	3,213,159	3,064,838
	2.35	2.41	0.80	0.76
CHAIN UNDER \$2 MIL	16,300,927	15,794,872	2,979,065	5,540,925
	3.65	3.54	0.67	1.24
IND UNDER \$2 MIL	17,372,574	15,878,171	3,616,762	4,516,046
	3.14	2.83	0.65	0.82

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 32 OF 84

4200 DTW04000 B2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	FILTER		MENTHOL		DELUXE		
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	ULTRA LIGHTS 100'S BOX
TOTAL UNITED STATES	101,070,142 4.25	3,179,380 0.13	18,083,086 0.76	1,952,793 0.08	18,823,321 0.70	39,818,560 1.57	17,884,954 0.75
CENTRAL FIELD	23,834,178 4.82	308,528 0.06	3,868,540 0.75	322,787 0.06	4,661,923 0.90	9,161,776 1.77	3,955,902 0.77
C-1	7,870,093 6.56	127,738 0.11	1,310,947 1.09	118,571 0.10	1,269,739 1.06	2,826,995 2.36	1,425,079 1.19
C-2	6,651,626 4.20	89,640 0.06	908,389 0.57	128,134 0.08	1,786,833 1.13	2,922,996 1.84	908,950 0.57
C-3	6,204,191 4.92	38,689 0.03	1,136,811 0.90	48,358 0.04	1,113,177 0.88	2,336,845 1.85	1,084,485 0.86
C-4	3,108,268 2.78	42,449 0.04	512,593 0.46	27,724 0.02	492,174 0.44	1,074,940 0.96	537,388 0.48
EASTERN FIELD	12,732,276 3.28	953,412 0.25	3,012,683 0.78	270,475 0.07	1,401,323 0.36	5,637,893 1.45	2,460,421 0.63
E-1	2,824,407 2.96	238,446 0.27	661,968 0.75	37,471 0.04	249,066 0.28	1,186,951 1.34	450,757 0.51
E-2	1,326,456 5.09	137,285 0.53	282,518 1.08	50,918 0.20	109,188 0.42	579,909 2.23	324,847 1.25
E-3	3,736,736 3.41	238,775 0.22	937,760 0.86	71,339 0.07	449,018 0.41	1,696,892 1.55	704,919 0.64
E-4	2,042,857 3.67	161,389 0.29	464,827 0.83	43,918 0.08	213,482 0.38	883,596 1.59	401,367 0.72
E-5	3,001,820 2.77	177,537 0.16	665,810 0.61	66,829 0.06	380,569 0.35	1,290,545 1.19	578,531 0.53
NORTHERN FIELD	14,018,497 2.92	251,897 0.05	2,548,120 0.53	154,592 0.03	2,462,259 0.51	5,416,888 1.13	2,274,922 0.47
N-1	3,619,740 2.85	24,145 0.02	653,635 0.51	15,717 0.01	687,808 0.55	1,391,305 1.09	618,040 0.49
N-2	2,575,513 2.82	8,853 0.01	498,934 0.55	6,336 0.01	464,297 0.51	978,420 1.07	404,617 0.44
N-3	2,421,429 2.42	78,086 0.08	407,017 0.41	57,486 0.06	343,004 0.34	885,593 0.89	456,743 0.46
N-4	5,401,815 3.35	140,813 0.09	988,534 0.61	75,053 0.05	957,150 0.59	2,161,550 1.34	794,522 0.49
SOUTHERN FIELD	21,993,218 4.14	423,526 0.08	3,732,282 0.70	443,262 0.08	4,351,088 0.82	8,950,158 1.68	3,529,468 0.66
S-1	5,534,693 3.41	13,260 0.01	887,636 0.55	78,855 0.05	1,616,074 1.00	2,596,825 1.80	774,948 0.48
S-2	3,043,287 2.41	8,231 0.41	518,278 0.41	12,727 0.01	859,482 0.44	1,096,718 0.87	442,364 0.35
S-3	10,444,438 7.00	386,043 0.25	1,772,114 1.19	335,990 0.23	1,636,216 1.10	4,110,363 2.76	1,764,753 1.18
S-4	2,970,790 3.16	37,992 0.04	554,254 0.59	14,690 0.02	539,316 0.57	1,146,252 1.22	547,403 0.58

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 33 OF 84

4200 DTW04000 B2808 01 017 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	TOTAL	BOX	FILTER SOFT PACK	BOX	MENTHOL SOFT PACK	TOTAL	DELUXE ULTRA LIGHTS 100'S BOX
WESTERN FIELD	28,491,973	1,241,999	4,901,461	761,677	3,746,728	10,651,865	5,664,241
	6.15	0.27	1.08	0.16	0.81	2.30	1.22
W-1	4,619,131	91,536	956,733	20,368	625,533	1,694,170	985,248
	4.14	0.08	0.86	0.02	0.58	1.52	0.87
W-2	8,020,807	337,583	1,296,857	249,876	961,921	2,848,237	1,605,731
	6.82	0.29	1.10	0.21	0.82	2.42	1.37
W-3	9,081,715	550,280	1,383,979	346,338	1,082,808	3,343,205	1,907,813
	9.48	0.57	1.44	0.38	1.11	3.49	1.99
W-4	6,770,320	262,800	1,263,892	145,095	1,096,666	2,768,253	1,185,449
	4.89	0.19	0.91	0.10	0.79	2.00	0.86
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	61,927,754	2,139,273	11,207,884	1,159,184	9,048,116	23,554,457	11,777,287
	4.49	0.16	0.81	0.08	0.66	1.71	0.85
CHAIN OVER \$2 MIL	48,491,002	1,728,715	8,598,138	967,577	6,888,027	18,162,458	9,505,480
	4.96	0.18	0.88	0.10	0.70	1.86	0.97
IND OVER \$2 MIL	13,436,782	410,557	2,609,746	191,607	2,180,089	5,391,999	2,271,607
	3.34	0.10	0.65	0.05	0.54	1.34	0.56
CHAIN UNDER \$2 MIL	20,306,083	441,874	3,344,290	418,344	3,954,327	8,156,835	3,476,282
	4.55	0.10	0.75	0.09	0.89	1.83	0.78
IND UNDER \$2 MIL	18,838,305	598,213	3,510,912	377,265	3,620,878	8,107,268	2,631,385
	3.40	0.11	0.83	0.07	0.65	1.47	0.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 34 OF 54

4200 DTW04000 82808 01 017 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S						
	FILTER		MENTHOL			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	LIGHTS 100'S	ALL OTHER
						MENTHOL BOX	
TOTAL UNITED STATES	2,280,734 0.10	14,266,473 0.60	2,014,574 0.08	11,543,166 0.49	30,104,947 1.27	12,109,888 0.51	1,151,795 0.05
CENTRAL FIELD	824,980 0.12	3,414,466 0.68	610,871 0.12	2,899,952 0.58	7,550,249 1.46	2,958,067 0.57	208,184 0.04
C-1	216,478 0.18	1,295,501 1.08	254,270 0.21	818,840 0.77	2,684,889 2.24	883,941 0.74	49,189 0.04
C-2	235,225 0.15	714,873 0.48	213,182 0.13	894,964 0.56	2,058,044 1.30	713,478 0.45	48,158 0.03
C-3	118,205 0.09	890,005 0.71	103,797 0.08	767,365 0.61	1,877,372 1.49	861,191 0.68	44,298 0.04
C-4	57,052 0.05	514,287 0.46	39,622 0.04	318,883 0.29	929,944 0.83	499,457 0.45	68,539 0.06
EASTERN FIELD	341,910 0.09	1,791,973 0.46	216,209 0.06	964,988 0.25	3,315,078 0.85	1,125,395 0.29	192,489 0.05
E-1	45,095 0.05	444,872 0.50	39,628 0.04	215,242 0.24	744,837 0.84	223,944 0.25	17,918 0.02
E-2	76,849 0.30	124,764 0.48	31,445 0.12	103,448 0.40	336,506 1.29	83,730 0.32	1,464 0.01
E-3	86,887 0.08	505,906 0.46	67,119 0.06	300,883 0.27	960,595 0.88	308,528 0.28	67,802 0.06
E-4	39,678 0.07	267,964 0.48	11,613 0.02	131,583 0.24	450,838 0.81	247,403 0.44	59,853 0.11
E-5	93,801 0.09	448,467 0.41	66,404 0.06	213,830 0.20	822,302 0.76	264,790 0.24	45,652 0.04
NORTHERN FIELD	258,307 0.05	1,989,557 0.41	213,993 0.04	1,735,325 0.35	4,197,182 0.88	1,811,546 0.38	317,979 0.07
N-1	70,971 0.06	520,538 0.41	57,779 0.05	422,331 0.33	1,071,619 0.84	458,052 0.36	79,724 0.06
N-2	60,118 0.07	352,748 0.39	44,820 0.05	277,808 0.30	735,494 0.81	394,713 0.43	62,269 0.07
N-3	46,309 0.05	321,418 0.32	35,616 0.04	277,871 0.28	681,314 0.68	317,628 0.32	80,151 0.08
N-4	80,908 0.05	794,853 0.49	75,778 0.05	757,215 0.47	1,708,755 1.06	641,153 0.40	95,835 0.06
SOUTHERN FIELD	341,434 0.08	2,897,319 0.58	353,820 0.07	2,872,779 0.54	6,565,152 1.24	2,776,198 0.52	172,242 0.03
S-1	94,839 0.08	549,142 0.34	112,139 0.07	815,074 0.50	1,571,194 0.97	543,085 0.33	48,861 0.03
S-2	85,411 0.05	427,568 0.34	67,168 0.05	454,029 0.36	1,014,174 0.80	484,704 0.37	25,337 0.02
S-3	105,561 0.07	1,604,058 1.08	114,439 0.08	1,230,899 0.83	3,054,957 2.05	1,435,249 0.96	79,116 0.05
S-4	75,623 0.08	416,551 0.44	59,878 0.06	372,777 0.40	924,827 0.98	333,180 0.35	19,128 0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 35 OF 84

4200 DTW04000 B2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S						
	FILTER		MENTHOL			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	LIGHTS 100'S	ALL OTHER
						MENTHOL BOX	
WESTERN FIELD	714,123	4,073,158	819,881	3,070,124	8,477,286	3,437,680	260,901
	0.15	0.88	0.13	0.66	1.83	0.74	0.06
W-1	78,024	888,626	49,315	534,235	1,350,200	549,431	80,082
	0.07	0.62	0.04	0.48	1.21	0.49	0.05
W-2	196,228	1,227,644	163,234	893,974	2,481,080	992,824	94,935
	0.17	1.04	0.14	0.76	2.11	0.84	0.08
W-3	290,050	1,181,089	283,512	921,368	2,676,029	1,098,088	56,580
	0.30	1.23	0.30	0.98	2.79	1.15	0.06
W-4	149,821	975,789	123,820	720,547	1,969,977	797,337	49,304
	0.11	0.70	0.09	0.52	1.42	0.58	0.04
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	1,441,501	8,777,929	1,185,398	8,826,267	18,231,095	7,565,801	799,114
	0.10	0.84	0.09	0.49	1.32	0.55	0.06
CHAIN OVER \$2 MIL	1,153,865	6,973,021	915,503	5,240,431	14,282,620	8,093,180	447,284
	0.12	0.71	0.09	0.54	1.48	0.62	0.05
IND OVER \$2 MIL	287,836	1,804,808	269,895	1,585,836	3,948,475	1,472,641	351,830
	0.07	0.45	0.07	0.39	0.98	0.37	0.09
CHAIN UNDER \$2 MIL	514,507	2,654,363	529,340	2,423,628	6,121,838	2,521,384	29,744
	0.12	0.59	0.12	0.54	1.37	0.56	0.01
IND UNDER \$2 MIL	324,726	2,834,181	299,836	2,293,271	5,752,014	2,022,701	322,937
	0.06	0.51	0.05	0.41	1.04	0.37	0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 36 OF 84

4200 DTW04000 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	105,149,506 4.42	29,795,085 1.25	21,809,897 0.92	17,584,185 0.74	16,287,111 0.68	10,875,968 0.46	8,797,258 0.37
CENTRAL FIELD	21,523,064 4.17	5,309,058 1.03	5,149,585 1.00	3,403,478 0.66	3,732,804 0.72	2,313,636 0.45	1,614,504 0.31
C-1	4,498,755 3.75	1,024,258 0.85	1,150,067 0.96	756,337 0.63	886,821 0.74	443,504 0.37	237,770 0.20
C-2	5,098,846 3.22	1,302,888 0.82	1,100,437 0.89	754,794 0.48	882,601 0.54	616,554 0.39	459,592 0.29
C-3	6,258,210 4.96	1,581,533 1.25	1,571,207 1.25	1,088,108 0.85	1,087,204 0.85	601,573 0.48	368,585 0.29
C-4	5,869,253 5.08	1,400,399 1.25	1,327,874 1.19	824,240 0.74	916,178 0.82	652,005 0.58	548,557 0.49
EASTERN FIELD	21,060,977 5.43	7,457,489 1.92	3,597,550 0.83	3,769,458 0.97	2,856,155 0.74	1,923,371 0.50	1,456,974 0.38
E-1	8,098,483 6.88	2,075,350 2.34	1,190,825 1.34	1,046,387 1.18	856,704 0.97	494,414 0.56	432,783 0.49
E-2	1,104,739 4.24	385,245 1.48	186,943 0.72	237,750 0.91	175,609 0.67	69,848 0.27	49,333 0.19
E-3	4,383,384 4.01	1,584,317 1.45	692,864 0.63	809,212 0.74	573,835 0.52	443,144 0.40	280,012 0.26
E-4	3,722,996 6.88	1,357,449 2.44	618,229 1.11	586,844 1.07	482,900 0.87	381,502 0.68	286,072 0.51
E-5	5,753,395 5.31	2,055,108 1.90	908,689 0.84	1,079,255 1.00	767,107 0.71	534,462 0.49	408,774 0.38
NORTHERN FIELD	22,035,810 4.60	5,686,284 1.19	4,071,682 0.85	3,408,478 0.71	3,183,942 0.66	2,921,839 0.61	2,763,605 0.58
N-1	4,389,786 3.45	1,253,519 0.99	823,568 0.85	683,335 0.54	520,852 0.41	611,037 0.48	497,475 0.39
N-2	4,359,468 4.78	913,394 1.00	690,937 0.78	675,189 0.74	606,742 0.67	759,141 0.83	714,085 0.78
N-3	7,547,897 7.56	1,897,506 1.90	1,502,652 1.50	1,176,388 1.18	1,231,824 1.23	860,959 0.86	878,668 0.88
N-4	5,738,559 3.56	1,621,865 1.01	1,054,505 0.65	873,588 0.54	824,524 0.51	690,702 0.43	673,377 0.42
SOUTHERN FIELD	21,016,741 3.95	6,071,789 1.14	4,358,263 0.82	3,741,825 0.70	3,034,815 0.57	2,159,619 0.41	1,650,450 0.31
S-1	5,189,809 3.20	1,408,052 0.87	956,322 0.69	878,838 0.54	833,511 0.51	598,230 0.37	513,856 0.32
S-2	4,202,315 3.33	1,222,296 0.97	838,840 0.67	794,494 0.63	454,297 0.36	547,207 0.43	344,181 0.27
S-3	5,776,965 3.87	1,710,245 1.15	1,197,887 0.80	1,064,167 0.71	919,428 0.62	574,441 0.39	310,797 0.21
S-4	5,847,652 6.22	1,731,176 1.84	1,364,214 1.45	1,003,328 1.07	827,579 0.88	439,741 0.47	481,616 0.51

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 37 OF 84

4200 DTW04000 B2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	..... FILTER .....				..... MERIT .....			
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL KINGS & 100'S	ULTRA LIGHTS MENTHOL KINGS & 100'S		
WESTERN FIELD	19,512,914	5,270,507	4,632,837	3,260,945	3,479,395	1,557,504	1,311,726	
	4.21	1.14	1.00	0.70	0.75	0.34	0.28	
W-1	5,847,108	1,366,229	1,281,674	1,065,984	1,209,421	474,759	449,041	
	5.24	1.22	1.15	0.98	1.08	0.43	0.40	
W-2	4,603,799	1,418,277	1,147,613	747,951	805,782	483,645	200,531	
	3.92	1.21	0.98	0.64	0.52	0.41	0.17	
W-3	3,167,551	966,491	933,267	439,455	552,140	138,619	137,579	
	3.31	1.01	0.87	0.46	0.58	0.14	0.14	
W-4	5,894,458	1,519,510	1,270,283	1,007,555	1,112,052	460,481	524,575	
	4.28	1.10	0.92	0.73	0.80	0.33	0.38	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	60,501,238	16,318,165	13,813,832	9,699,875	9,730,852	5,824,981	5,113,553	
	4.39	1.18	1.00	0.70	0.71	0.42	0.37	
CHAIN OVER \$2 MIL	43,610,288	11,750,996	10,307,878	7,029,914	7,120,434	4,017,782	3,383,284	
	4.46	1.20	1.06	0.72	0.73	0.41	0.35	
IND OVER \$2 MIL	16,890,950	4,557,169	3,505,954	2,669,961	2,610,418	1,807,179	1,730,269	
	4.20	1.14	0.87	0.66	0.65	0.45	0.43	
CHAIN UNDER \$2 MIL	21,759,392	6,500,551	3,613,342	4,195,649	3,286,698	2,417,838	1,745,314	
	4.88	1.46	0.81	0.94	0.74	0.54	0.39	
IND UNDER \$2 MIL	22,888,876	6,976,389	4,382,723	3,888,661	3,269,561	2,633,170	1,938,392	
	4.14	1.26	0.79	0.67	0.59	0.48	0.35	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 54

PAGE 38 OF 84

4200 DTW04000 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S LIGHTS	100'S ULTRA LIGHTS	100 LIGHTS & ULTRA LIGHTS	FILTER 100'S	FILTER 120'S
TOTAL UNITED STATES	85,599,006 3.60	28,147,272 1.18	14,651,166 0.62	42,798,438 1.80	26,466,901 1.11	16,333,667 0.69
CENTRAL FIELD	21,049,849 4.08	6,873,599 1.33	3,679,048 0.71	10,552,647 2.04	5,672,192 1.10	4,825,010 0.93
C-1	4,883,496 4.07	1,511,596 1.26	853,337 0.71	2,364,933 1.87	1,307,146 1.09	1,211,417 1.01
C-2	8,076,827 5.10	2,834,518 1.79	1,392,964 0.88	4,227,482 2.67	2,200,713 1.39	1,648,732 1.04
C-3	4,981,882 3.96	1,526,204 1.21	887,719 0.70	2,413,923 1.91	1,385,218 1.10	1,192,741 0.95
C-4	3,087,544 2.78	1,001,281 0.90	545,028 0.49	1,546,309 1.39	779,115 0.70	772,120 0.69
EASTERN FIELD	11,690,467 3.01	4,133,845 1.08	2,001,840 0.52	6,135,685 1.58	3,802,169 0.98	1,752,813 0.45
E-1	2,404,083 2.71	913,814 1.03	366,429 0.41	1,280,243 1.45	834,978 0.94	288,862 0.33
E-2	1,006,897 3.87	351,813 1.35	198,879 0.76	550,692 2.11	308,408 1.18	147,797 0.57
E-3	3,913,478 3.58	1,357,248 1.24	664,527 0.61	2,021,773 1.85	1,269,867 1.16	621,838 0.57
E-4	1,891,363 3.40	690,651 1.24	274,501 0.49	985,152 1.73	620,207 1.11	308,004 0.56
E-5	2,474,646 2.28	820,321 0.76	497,504 0.46	1,317,825 1.22	768,709 0.71	388,112 0.36
NORTHERN FIELD	15,150,345 3.16	4,797,769 1.00	2,715,257 0.57	7,513,026 1.57	4,561,614 0.95	3,075,705 0.64
N-1	3,986,143 3.14	1,143,120 0.90	653,706 0.51	1,796,826 1.41	1,337,305 1.05	852,012 0.67
N-2	3,188,779 3.47	1,018,114 1.12	579,093 0.63	1,597,207 1.75	998,122 1.09	573,450 0.63
N-3	2,422,024 2.43	700,281 0.70	561,449 0.56	1,261,730 1.26	589,666 0.57	590,628 0.59
N-4	5,573,399 3.46	1,936,254 1.20	921,009 0.57	2,857,263 1.77	1,656,521 1.03	1,059,615 0.66
SOUTHERN FIELD	21,732,947 4.09	7,138,582 1.34	3,329,738 0.63	10,468,318 1.97	7,584,312 1.43	3,880,317 0.69
S-1	6,924,690 4.27	2,282,695 1.41	1,105,396 0.68	3,388,091 2.09	2,425,803 1.50	1,110,796 0.68
S-2	5,446,863 4.32	1,888,226 1.50	731,458 0.58	2,819,684 2.08	2,112,327 1.68	714,852 0.57
S-3	5,289,525 3.53	1,737,864 1.17	781,737 0.51	2,499,801 1.68	1,631,829 1.09	1,138,095 0.76
S-4	4,091,889 4.35	1,229,797 1.31	731,145 0.78	1,960,942 2.08	1,414,353 1.50	716,574 0.76

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 39 OF 84

4200 DTW04000 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	120'S
WESTERN FIELD	15,975,398	5,203,477	2,925,285	8,128,782	4,846,614	3,000,022
	3.45	1.12	0.63	1.75	1.05	0.85
W-1	3,167,492	934,843	550,803	1,485,646	882,715	789,131
	2.84	0.84	0.49	1.33	0.80	0.71
W-2	4,774,194	1,662,574	1,030,635	2,693,209	1,453,085	627,900
	4.06	1.41	0.88	2.29	1.24	0.53
W-3	3,735,865	1,325,287	588,055	1,913,342	1,227,333	595,190
	3.90	1.38	0.61	2.00	1.28	0.82
W-4	4,297,847	1,280,773	755,792	2,036,565	1,273,481	887,801
	3.10	0.92	0.55	1.47	0.92	0.71
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	49,871,123	15,618,600	8,656,530	24,275,130	15,450,579	10,145,414
	3.82	1.13	0.63	1.76	1.12	0.74
CHAIN OVER \$2 MIL	36,935,182	11,822,630	6,344,364	18,166,994	11,607,434	7,160,754
	3.78	1.21	0.65	1.86	1.19	0.73
IND OVER \$2 MIL	12,935,941	3,795,970	2,312,166	6,108,136	3,843,145	2,984,660
	3.21	0.94	0.57	1.52	0.96	0.74
CHAIN UNDER \$2 MIL	16,861,890	5,896,426	3,000,062	8,896,488	4,922,977	3,042,425
	3.78	1.32	0.67	1.99	1.10	0.68
IND UNDER \$2 MIL	18,865,993	6,632,246	2,994,574	9,626,820	6,083,345	3,145,828
	3.41	1.20	0.54	1.74	1.10	0.57

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 40 OF 84

4200 DTW04000 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	19,991,051 0.84	11,380,560 0.48	8,757,589 0.37	2,622,971 0.11
CENTRAL FIELD	2,024,317 0.39	2,392,628 0.45	2,043,256 0.40	349,372 0.07
C-1	542,878 0.45	464,177 0.39	387,336 0.32	76,841 0.06
C-2	371,305 0.23	522,563 0.33	421,991 0.27	100,572 0.06
C-3	623,895 0.49	662,994 0.53	567,840 0.45	95,154 0.08
C-4	486,239 0.44	742,894 0.67	666,089 0.60	76,805 0.07
EASTERN FIELD	9,032,870 2.33	1,568,502 0.40	974,684 0.25	593,818 0.15
E-1	1,797,972 2.03	341,990 0.39	205,419 0.23	136,571 0.15
E-2	1,062,270 4.08	48,036 0.18	31,116 0.12	16,920 0.06
E-3	2,402,293 2.19	385,742 0.35	232,095 0.21	153,647 0.14
E-4	1,836,179 2.94	272,140 0.49	117,746 0.21	154,394 0.28
E-5	2,134,156 1.97	520,594 0.48	388,308 0.36	132,286 0.12
NORTHERN FIELD	2,408,982 0.50	2,651,799 0.55	2,291,891 0.48	359,908 0.08
N-1	575,352 0.45	673,385 0.53	566,875 0.45	106,510 0.08
N-2	323,281 0.35	579,981 0.64	539,441 0.59	40,540 0.04
N-3	546,390 0.55	619,314 0.62	568,537 0.57	50,777 0.05
N-4	983,959 0.60	778,119 0.48	617,038 0.38	162,081 0.10
SOUTHERN FIELD	2,735,889 0.51	2,022,153 0.38	1,628,640 0.31	395,513 0.07
S-1	515,113 0.32	529,736 0.33	445,895 0.27	83,841 0.05
S-2	368,605 0.29	284,014 0.23	240,477 0.19	43,537 0.03
S-3	1,275,754 0.86	832,045 0.56	667,231 0.45	164,814 0.11
S-4	576,417 0.61	376,358 0.40	273,037 0.29	103,321 0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 41 OF 84

4200 DTW04000 B2808 01 021 0273 1468



THE AMERICAN TOBACCO COMPANY  
CIGARETTES - THE AMERICAN TOBACCO COMPANY  
CONSUMER SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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CIGARETTES				PLAYERS				LIGHT				TOTAL				ALL OTHER			
PARLIAMENT				TOTAL				TOTAL				TOTAL				TOTAL			
WESTERN FIELD	3,788,993	2,745,478	1,821,118	924,360	0.20	0.39	0.59	530,400	1,016,577	762,457	254,120	259,113	0.23	0.68	292,866	0.25	0.20	189,288	241,559
W-1	0.82	0.81	0.81	0.23	0.20	0.39	0.59	530,400	1,016,577	762,457	254,120	259,113	0.23	0.68	292,866	0.25	0.20	189,288	241,559
W-2	0.48	0.47	0.47	0.23	0.20	0.39	0.59	530,400	1,016,577	762,457	254,120	259,113	0.23	0.68	292,866	0.25	0.20	189,288	241,559
W-3	1,083,950	551,879	292,866	259,113	0.22	0.25	0.47	1,043,585	430,847	189,288	241,559	0.22	0.25	0.47	1,043,585	430,847	189,288	241,559	0.22
W-4	1,151,048	746,075	576,507	159,568	0.25	0.20	0.45	1,098,847	430,847	189,288	241,559	0.22	0.25	0.45	1,098,847	430,847	189,288	241,559	0.22
BY STORE TYPE	0.83	0.54	0.42	0.12	0.12	0.12	0.12	0.83	0.54	0.42	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12	0.12
SUPERMKT OVER \$2 MIL	12,248,278	7,266,838	6,128,983	1,139,855	0.89	0.44	0.53	9,001,380	4,397,239	3,657,971	738,268	400,587	0.08	0.37	2,469,012	0.10	0.14	820,850	400,587
CHAIN OVER \$2 MIL	9,001,380	4,397,239	3,657,971	738,268	0.89	0.44	0.53	9,001,380	4,397,239	3,657,971	738,268	400,587	0.08	0.37	2,469,012	0.10	0.14	820,850	400,587
IND OVER \$2 MIL	3,246,898	2,869,599	2,469,012	400,587	0.81	0.41	0.71	3,120,492	1,862,529	1,241,679	620,850	0.10	0.08	0.37	2,469,012	0.10	0.14	820,850	400,587
CHAIN UNDER \$2 MIL	3,120,492	1,862,529	1,241,679	620,850	0.70	0.42	0.71	3,120,492	1,862,529	1,241,679	620,850	0.10	0.08	0.37	2,469,012	0.10	0.14	820,850	400,587
IND UNDER \$2 MIL	4,822,281	2,251,193	1,388,927	862,266	0.84	0.41	0.71	4,822,281	2,251,193	1,388,927	862,266	0.16	0.08	0.37	2,469,012	0.10	0.14	820,850	400,587

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE

42 OF

84

4200 DTW04000 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62500

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	CIGARETTES					
	CAMBRIDGE					
	REGULAR			FULL FLAVOR		
	TOTAL	KINGS	100'S	KINGS	MENTHOL	TOTAL
TOTAL UNITED STATES	40,894,052 1.71	4,242,807 0.18	5,863,877 0.25			10,106,484 0.42
CENTRAL FIELD	11,796,158 2.29	1,293,055 0.25	2,185,508 0.42			3,478,563 0.67
C-1	1,388,249 1.14	181,851 0.14	231,896 0.19			393,847 0.33
C-2	4,178,702 2.64	464,342 0.29	989,192 0.62			1,453,534 0.92
C-3	2,948,187 2.34	379,622 0.30	554,089 0.44			933,891 0.74
C-4	3,302,020 2.98	287,140 0.26	410,351 0.37			697,491 0.62
EASTERN FIELD	3,528,897 0.91	368,771 0.09	446,913 0.12			815,884 0.21
E-1	850,252 0.98	72,711 0.08	87,244 0.08			139,955 0.16
E-2	123,085 0.47	12,748 0.05	18,038 0.07			30,783 0.12
E-3	1,148,417 1.05	124,292 0.11	152,184 0.14			276,476 0.25
E-4	170,333 0.31	20,810 0.04	59,154 0.11			79,984 0.14
E-5	1,234,630 1.14	138,213 0.13	150,293 0.14			288,506 0.27
NORTHERN FIELD	9,819,783 2.01	820,628 0.17	1,043,984 0.22			1,864,612 0.39
N-1	1,982,596 1.58	180,293 0.14	236,752 0.19			417,045 0.33
N-2	938,750 1.03	59,106 0.06	89,505 0.10			148,611 0.16
N-3	2,548,286 2.55	223,184 0.22	244,115 0.24			467,299 0.47
N-4	4,150,151 2.57	358,045 0.22	473,612 0.28			831,657 0.52
SOUTHERN FIELD	8,215,544 1.55	890,089 0.17	964,938 0.18			1,855,007 0.35
S-1	2,152,229 1.33	243,234 0.15	283,193 0.17			526,427 0.32
S-2	2,148,224 1.70	285,937 0.23	188,670 0.15			474,807 0.38
S-3	3,065,613 2.06	254,607 0.17	387,620 0.28			642,227 0.43
S-4	848,478 0.90	106,291 0.11	105,455 0.11			211,746 0.23

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 43 OF 84

4200 DTW04000 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	CAMBRIDGE					
	FULL FLAVOR					
	MENTHOL					
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
WESTERN FIELD	7,535,870	870,084	1,222,534			2,092,618
	1.63	0.19	0.26			0.45
W-1	1,709,544	195,808	243,650			439,458
	1.53	0.18	0.22			0.39
W-2	1,123,345	128,046	211,783			339,829
	0.96	0.11	0.18			0.29
W-3	510,061	65,713	95,120			160,833
	0.53	0.07	0.10			0.17
W-4	4,192,920	480,517	671,981			1,152,498
	3.03	0.35	0.49			0.83
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	25,826,372	2,422,457	3,347,962			5,770,419
	1.87	0.18	0.24			0.42
CHAIN OVER \$2 MIL	15,230,212	1,343,631	1,852,117			3,195,748
	1.56	0.14	0.19			0.33
IND OVER \$2 MIL	10,596,160	1,078,826	1,495,845			2,574,671
	2.63	0.27	0.37			0.64
CHAIN UNDER \$2 MIL	4,758,336	674,522	707,327			1,381,849
	1.07	0.15	0.16			0.31
IND UNDER \$2 MIL	10,109,344	1,145,628	1,808,588			2,954,216
	1.83	0.21	0.33			0.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 44 OF 84

4200 DTW04000 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES						
	CAMBRIDGE				TOTAL	PHILIP MORRIS	
	REGULAR		LIGHTS	MENTHOL		PRIVATE LABEL	ALL OTHER
	KINGS	100'S	KINGS	100'S		/GENERIC	
TOTAL UNITED STATES	7,143,638 0.30	14,804,928 0.82	2,935,430 0.12	5,703,572 0.24	30,587,568 1.29	4,468,061 0.19	9,288,882 0.39
CENTRAL FIELD	1,873,480 0.36	4,277,866 0.83	883,897 0.13	1,482,352 0.29	8,317,595 1.81	1,137,658 0.22	2,088,357 0.40
C-1	216,271 0.18	451,865 0.38	98,732 0.08	208,534 0.17	974,402 0.81	548,812 0.46	588,100 0.49
C-2	827,244 0.40	1,345,714 0.85	229,114 0.14	521,098 0.33	2,723,168 1.72	460,880 0.29	880,780 0.43
C-3	460,725 0.37	1,058,544 0.84	163,440 0.13	334,887 0.27	2,015,496 1.60	105,202 0.08	455,869 0.36
C-4	569,240 0.51	1,423,843 1.28	194,611 0.17	417,035 0.37	2,604,529 2.33	22,764 0.02	363,608 0.33
EASTERN FIELD	677,502 0.17	1,180,948 0.30	331,888 0.09	540,677 0.14	2,711,013 0.70	204,231 0.05	876,772 0.23
E-1	145,238 0.18	352,273 0.40	67,748 0.08	145,040 0.16	710,297 0.80	7,440 0.01	196,599 0.22
E-2	28,941 0.10	52,738 0.20	7,020 0.03	5,583 0.02	82,282 0.35	7,988 0.03	46,177 0.18
E-3	215,553 0.20	352,978 0.32	116,842 0.11	186,568 0.17	871,941 0.80	122,120 0.11	300,564 0.27
E-4	24,753 0.04	48,880 0.08	9,425 0.02	10,611 0.02	80,389 0.16	6,433 0.01	106,091 0.19
E-5	265,019 0.24	357,377 0.33	130,853 0.12	192,875 0.18	946,124 0.87	60,250 0.08	227,341 0.21
NORTHERN FIELD	1,832,493 0.38	3,607,614 0.75	785,315 0.18	1,549,749 0.32	7,755,171 1.82	808,234 0.17	1,925,571 0.40
N-1	369,551 0.29	632,600 0.50	189,121 0.15	374,279 0.29	1,565,551 1.23	168,156 0.13	527,395 0.41
N-2	161,919 0.18	348,759 0.38	84,205 0.09	195,256 0.21	790,139 0.87	233,048 0.28	299,542 0.33
N-3	494,747 0.50	1,084,962 1.07	191,878 0.19	329,400 0.33	2,080,987 2.08	60,401 0.08	414,254 0.41
N-4	808,276 0.50	1,581,293 0.97	300,111 0.19	650,814 0.40	3,318,494 2.06	348,831 0.22	684,380 0.42
SOUTHERN FIELD	1,636,628 0.31	2,976,074 0.56	710,825 0.13	1,037,010 0.20	6,360,537 1.20	584,232 0.11	1,569,850 0.30
S-1	488,035 0.30	742,234 0.46	163,877 0.10	231,656 0.14	1,825,802 1.00	53,211 0.03	603,769 0.37
S-2	452,612 0.36	681,930 0.54	274,852 0.22	264,223 0.21	1,673,617 1.33	200,253 0.16	72,377 0.06
S-3	522,638 0.35	1,290,324 0.87	193,782 0.13	417,642 0.28	2,424,386 1.63	259,585 0.17	558,772 0.37
S-4	173,343 0.18	281,586 0.28	78,314 0.08	123,489 0.13	636,732 0.68	71,183 0.08	334,932 0.36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 45 OF 84

4200 DTW04000 B2808 01 023 0273 1498

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						PHILIP MORRIS PRIVATE LABEL /GENERIC	ALL OTHER
	CAMBRIDGE				TOTAL			
	LIGHTS		MENTHOL					
	REGULAR KINGS	100'S	KINGS	100'S				
WESTERN FIELD	1,123,535	2,782,428	443,505	1,093,784	5,443,252	1,733,706	2,836,432	
	0.24	0.60	0.10	0.24	1.17	0.37	0.61	
W-1	267,497	682,295	79,542	240,752	1,270,086		537,744	
	0.24	0.61	0.07	0.22	1.14		0.48	
W-2	119,871	391,047	97,382	175,218	783,518	1,573,748	728,397	
	0.10	0.33	0.08	0.15	0.67	1.34	0.62	
W-3	82,980	157,272	40,377	68,599	349,228	105,539	976,620	
	0.09	0.16	0.04	0.07	0.36	0.11	1.02	
W-4	653,187	1,551,814	226,204	609,217	3,040,422	54,419	593,671	
	0.47	1.12	0.16	0.44	2.20	0.04	0.43	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	4,528,632	9,901,037	1,782,865	3,843,618	20,055,953	1,157,379	6,083,905	
	0.33	0.72	0.13	0.28	1.45	0.08	0.44	
CHAIN OVER \$2 MIL	2,640,550	5,986,780	1,081,765	2,325,369	12,034,464	731,688	3,970,937	
	0.27	0.61	0.11	0.24	1.23	0.07	0.41	
IND OVER \$2 MIL	1,888,082	3,914,257	700,900	1,518,250	8,021,489	425,691	2,112,968	
	0.47	0.97	0.17	0.38	1.89	0.11	0.53	
CHAIN UNDER \$2 MIL	893,989	1,466,529	398,284	617,705	3,376,487	1,248,846	988,488	
	0.20	0.33	0.09	0.14	0.76	0.28	0.22	
IND UNDER \$2 MIL	1,721,037	3,437,362	754,481	1,242,248	7,155,128	2,061,836	2,224,589	
	0.31	0.62	0.14	0.22	1.29	0.37	0.40	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 46 OF 84

4200 DTW04000 B2808 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	782,241,318 32.88	254,622,699 10.70	12,954,995 0.54	91,710,496 3.86	104,665,491 4.40	8,082,115 0.26	45,264,457 1.90	51,346,572 2.16
CENTRAL FIELD	175,978,958 34.09	58,440,117 10.93	1,942,890 0.38	19,782,841 3.83	21,725,531 4.21	980,682 0.19	10,031,462 1.94	11,022,144 2.14
C-1	39,059,790 32.58	13,816,443 11.36	601,941 0.50	4,957,395 4.13	5,559,336 4.64	211,919 0.18	2,085,400 1.74	2,297,319 1.92
C-2	61,565,170 38.84	19,216,705 12.12	526,758 0.33	6,986,927 4.41	7,513,686 4.74	458,749 0.29	3,738,435 2.36	4,197,184 2.65
C-3	38,208,003 30.28	12,768,290 10.12	391,701 0.31	4,240,153 3.36	4,631,854 3.67	164,067 0.13	2,198,141 1.74	2,362,208 1.87
C-4	37,145,995 33.28	10,840,679 9.71	422,289 0.38	3,598,366 3.22	4,020,655 3.80	155,947 0.14	2,009,486 1.80	2,165,433 1.94
EASTERN FIELD	104,068,994 26.81	37,243,474 9.59	3,752,401 0.97	13,382,885 3.45	17,135,288 4.41	1,554,079 0.40	5,815,374 1.50	7,369,453 1.90
E-1	25,211,567 28.46	10,516,080 11.87	1,341,807 1.51	3,681,783 4.17	5,033,590 5.68	617,351 0.70	1,511,472 1.71	2,128,823 2.40
E-2	5,021,471 23.12	1,790,249 8.87	165,110 0.63	665,083 2.55	830,193 3.19	78,139 0.30	313,780 1.20	391,899 1.50
E-3	29,641,844 27.08	9,648,987 8.82	784,454 0.72	3,764,620 3.44	4,549,074 4.16	280,843 0.26	1,538,386 1.40	1,817,228 1.66
E-4	13,298,254 23.87	5,191,438 9.32	670,135 1.20	1,807,023 3.24	2,477,158 4.45	270,377 0.49	730,511 1.31	1,000,888 1.80
E-5	29,898,058 27.58	10,096,740 9.31	790,885 0.73	3,454,376 3.19	4,245,271 3.92	307,389 0.28	1,723,245 1.59	2,030,614 1.87
NORTHERN FIELD	167,070,920 34.84	53,581,585 11.17	1,933,653 0.40	20,033,382 4.18	21,967,015 4.58	1,105,271 0.23	10,029,126 2.09	11,134,397 2.32
N-1	50,033,891 39.37	17,037,777 13.41	578,728 0.48	8,988,011 5.51	7,576,739 5.96	301,844 0.24	2,826,920 2.22	3,128,564 2.46
N-2	28,841,906 31.62	9,709,457 10.64	330,986 0.36	3,398,133 3.73	3,729,129 4.09	188,840 0.21	1,800,500 1.97	1,988,140 2.18
N-3	31,733,499 31.78	8,852,470 8.86	390,864 0.39	2,863,024 2.87	3,253,888 3.26	262,398 0.26	1,893,123 1.90	2,155,521 2.16
N-4	56,461,624 35.00	17,981,881 11.15	833,065 0.39	6,774,194 4.20	7,407,259 4.59	352,589 0.22	3,508,583 2.18	3,861,172 2.39
SOUTHERN FIELD	197,283,812 37.11	70,087,088 13.19	2,466,675 0.46	26,588,799 5.00	29,055,474 5.47	1,421,042 0.27	13,591,924 2.56	15,012,968 2.82
S-1	66,176,834 40.79	25,408,348 15.66	535,726 0.33	10,144,080 6.25	10,879,816 6.58	401,286 0.25	4,892,045 3.02	5,293,331 3.26
S-2	53,055,976 42.09	18,351,615 14.56	399,481 0.32	7,264,295 5.76	7,683,756 6.08	239,230 0.19	4,187,254 3.32	4,426,484 3.51
S-3	46,882,570 31.50	16,072,493 10.78	1,048,145 0.70	5,246,250 3.52	6,294,395 4.22	542,509 0.36	2,767,250 1.86	3,309,759 2.22
S-4	31,068,632 33.02	10,254,632 10.80	483,343 0.51	3,834,184 4.18	4,417,507 4.70	238,017 0.25	1,745,375 1.86	1,983,382 2.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 47 OF 84

4200 DTW04000 82808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	TOTAL	BOX	KINGS SOFT PACK	TOTAL	BOX	LIGHTS SOFT PACK	TOTAL
R.J. REYNOLDS								
WESTERN FIELD	137,840,632	37,270,435	2,859,576	11,922,609	14,782,185	1,011,041	5,796,571	6,807,612
	29.75	8.04	0.62	2.57	3.19	0.22	1.25	1.47
W-1	39,104,227	10,405,701	652,887	3,287,770	3,940,657	298,516	1,775,124	2,071,640
	35.06	9.33	0.59	2.95	3.53	0.27	1.59	1.86
W-2	32,090,068	9,537,815	1,023,691	2,832,190	3,855,881	389,108	1,332,083	1,721,171
	27.30	8.11	0.87	2.41	3.28	0.33	1.13	1.46
W-3	24,995,655	6,884,510	665,078	2,266,799	2,931,877	159,024	990,675	1,149,699
	26.09	7.19	0.69	2.37	3.08	0.17	1.03	1.20
W-4	41,850,682	10,442,409	517,920	3,535,850	4,053,770	188,393	1,698,709	1,885,102
	30.07	7.54	0.37	2.55	2.93	0.12	1.23	1.35
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	472,083,243	149,066,171	7,290,599	50,337,264	57,627,863	3,457,152	25,033,728	28,490,880
	34.22	10.81	0.53	3.65	4.18	0.25	1.81	2.07
CHAIN OVER \$2 MIL	332,933,601	105,153,905	5,308,586	34,788,332	40,086,898	2,494,188	17,688,729	20,182,917
	34.08	10.76	0.54	3.56	4.10	0.26	1.81	2.07
IND OVER \$2 MIL	139,119,642	43,912,266	1,982,033	15,548,932	17,530,965	962,984	7,344,999	8,307,963
	34.57	10.91	0.49	3.86	4.38	0.24	1.83	2.06
CHAIN UNDER \$2 MIL	129,981,038	42,771,786	2,499,984	16,051,411	18,551,365	1,388,274	8,413,590	9,801,864
	29.13	9.58	0.56	3.60	4.16	0.31	1.89	2.20
IND UNDER \$2 MIL	180,207,035	62,784,742	3,164,442	25,321,821	28,486,263	1,236,689	11,817,139	13,053,828
	32.57	11.35	0.57	4.58	5.15	0.22	2.14	2.36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 48 OF 84

4200 DTW04000 B2808 01 024 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	FILTER 100'S	KINGS	WINSTON ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	SALEM KINGS	MENTHOL 100'S
TOTAL UNITED STATES	39,844,066 1.67	7,735,056 0.33	12,399,520 0.52	20,134,576 0.85	38,631,994 1.62	178,397,208 7.50	83,613,791 3.51	94,783,417 3.98
CENTRAL FIELD	9,339,120 1.81	1,809,999 0.35	3,064,869 0.59	4,874,868 0.94	9,478,454 1.84	36,848,244 7.14	16,646,655 3.22	20,201,589 3.91
C-1	2,432,819 2.03	376,008 0.31	766,754 0.64	1,142,762 0.95	2,184,207 1.82	8,048,611 6.71	3,778,169 3.15	4,270,442 3.56
C-2	2,852,883 1.80	572,232 0.38	716,730 0.45	1,288,962 0.81	3,363,910 2.12	12,798,058 8.07	6,042,072 3.81	6,755,986 4.26
C-3	2,289,018 1.81	410,627 0.33	839,561 0.67	1,250,188 0.98	2,233,024 1.77	7,252,612 5.75	2,983,159 2.35	4,289,453 3.40
C-4	1,784,322 1.58	451,132 0.40	741,824 0.68	1,192,856 1.07	1,697,313 1.52	8,748,983 7.84	3,883,255 3.46	4,885,708 4.38
EASTERN FIELD	5,411,277 1.39	956,906 0.25	1,494,786 0.39	2,451,692 0.63	4,875,766 1.26	28,824,193 7.43	14,034,219 3.62	14,789,974 3.81
E-1	1,420,839 1.60	230,736 0.26	331,272 0.37	562,008 0.63	1,370,800 1.55	4,925,631 5.58	2,294,700 2.59	2,630,931 2.97
E-2	243,580 0.94	45,258 0.17	57,091 0.22	102,349 0.39	222,228 0.85	2,007,554 7.71	912,450 3.50	1,095,104 4.20
E-3	1,449,517 1.32	196,597 0.18	383,508 0.35	580,103 0.53	1,253,064 1.14	10,361,602 9.47	5,039,594 4.60	5,322,008 4.86
E-4	707,512 1.27	126,510 0.23	216,522 0.39	343,032 0.62	662,848 1.19	3,091,133 5.55	1,493,305 2.68	1,597,828 2.87
E-5	1,588,829 1.47	357,805 0.33	508,395 0.47	864,200 0.80	1,366,826 1.26	8,438,273 7.78	4,294,170 3.96	4,144,103 3.82
NORTHERN FIELD	7,943,883 1.66	2,123,760 0.44	3,049,689 0.64	5,173,449 1.08	7,362,841 1.54	41,883,119 8.74	19,248,807 4.01	22,636,312 4.72
N-1	2,745,127 2.16	623,662 0.49	925,308 0.73	1,548,958 1.22	2,038,389 1.60	13,187,086 10.38	5,862,861 4.61	7,324,225 5.76
N-2	1,444,367 1.58	386,868 0.42	641,137 0.70	1,028,006 1.13	1,518,815 1.67	7,541,378 8.27	3,400,170 3.73	4,141,208 4.54
N-3	1,182,743 1.16	378,714 0.38	592,351 0.59	972,065 0.97	1,308,253 1.31	8,038,209 8.05	3,858,971 3.86	4,177,238 4.18
N-4	2,591,646 1.61	733,525 0.45	890,895 0.55	1,824,420 1.01	2,497,384 1.55	13,118,446 8.13	6,124,805 3.80	6,993,641 4.34
SOUTHERN FIELD	10,733,539 2.02	2,057,734 0.39	2,795,285 0.53	4,853,019 0.91	10,432,090 1.96	47,913,771 9.01	23,266,572 4.38	24,647,199 4.64
S-1	4,131,279 2.55	678,613 0.42	1,058,439 0.65	1,737,052 1.07	3,566,870 2.20	14,195,344 8.75	6,839,861 4.22	7,355,483 4.53
S-2	2,514,354 1.99	636,781 0.51	612,531 0.49	1,249,312 0.98	2,497,709 1.88	14,574,975 11.56	7,625,157 6.05	6,949,818 5.51
S-3	2,657,827 1.78	384,333 0.26	684,538 0.46	1,068,871 0.72	2,741,841 1.84	9,784,807 6.56	4,292,474 2.88	5,492,333 3.68
S-4	1,430,079 1.52	358,007 0.38	439,777 0.47	797,784 0.85	1,625,870 1.73	9,358,645 9.95	4,509,080 4.79	4,849,565 5.15

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 49 OF 84

4200 DTW04000 B2808 01 025 0273 1458



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
WESTERN FIELD	8,416,247	786,857	1,994,891	2,781,548	8,482,843	22,927,881	10,419,538	12,508,343
	1.38	0.17	0.43	0.60	1.40	4.95	2.25	2.70
W-1	1,559,761	387,018	644,671	1,011,689	1,821,954	5,629,017	2,400,905	3,228,112
	1.40	0.33	0.58	0.91	1.63	5.05	2.15	2.89
W-2	1,582,801	218,484	439,858	658,352	1,719,510	6,284,955	2,892,737	3,392,218
	1.35	0.19	0.37	0.56	1.46	5.35	2.46	2.89
W-3	1,406,231	28,431	304,261	332,692	1,064,011	4,615,315	2,174,010	2,441,305
	1.47	0.03	0.32	0.35	1.11	4.82	2.27	2.55
W-4	1,867,454	172,714	606,101	778,815	1,877,268	6,398,594	2,951,886	3,446,708
	1.35	0.12	0.44	0.56	1.38	4.62	2.13	2.48
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	24,395,284	4,810,981	8,677,962	13,488,923	25,063,221	104,883,758	45,886,561	59,197,197
	1.77	0.35	0.63	0.98	1.82	7.60	3.31	4.29
CHAIN OVER \$2 MIL	17,123,381	3,358,828	6,245,550	9,604,178	18,146,531	75,336,655	32,352,446	42,984,209
	1.75	0.34	0.64	0.98	1.86	7.71	3.31	4.40
IND OVER \$2 MIL	7,271,903	1,452,333	2,432,412	3,884,745	6,816,890	29,547,103	13,334,115	16,212,988
	1.81	0.36	0.60	0.87	1.72	7.34	3.31	4.03
CHAIN UNDER \$2 MIL	5,951,651	1,389,375	1,640,459	3,039,834	5,427,072	31,643,615	16,502,646	15,140,969
	1.33	0.31	0.37	0.68	1.22	7.09	3.70	3.39
IND UNDER \$2 MIL	8,497,131	1,524,720	2,081,099	3,605,819	8,141,701	41,869,835	21,424,584	20,445,251
	1.72	0.28	0.38	0.65	1.47	7.57	3.87	3.70

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 50 OF 84

4200 DTW04000 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CAMEL				LIGHTS			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	106,948,053 4.50	33,026,255 1.39	32,230,721 1.35	2,976,815 0.13	35,207,636 1.48	28,189,967 1.19	10,524,195 0.44	38,714,162 1.63
CENTRAL FIELD	19,603,932 3.80	5,885,881 1.14	5,671,020 1.10	568,656 0.11	6,239,676 1.21	5,057,341 0.98	2,421,034 0.47	7,478,375 1.45
C-1	5,104,805 4.26	1,141,383 0.95	1,739,493 1.45	167,837 0.14	1,907,330 1.59	1,341,092 1.12	715,000 0.60	2,056,092 1.71
C-2	4,586,941 2.89	1,531,412 0.97	1,483,633 0.94	14,714 0.01	1,498,347 0.95	1,121,981 0.71	435,201 0.27	1,557,182 0.98
C-3	4,856,718 3.85	1,562,540 1.24	1,285,663 1.02	236,396 0.19	1,522,089 1.21	1,141,397 0.90	630,722 0.50	1,772,119 1.40
C-4	5,055,468 4.53	1,650,546 1.48	1,162,231 1.04	149,709 0.13	1,311,940 1.18	1,452,871 1.30	640,111 0.57	2,092,982 1.88
EASTERN FIELD	12,864,228 3.31	5,379,497 1.39	3,502,404 0.90	4,318	3,506,722 0.90	3,281,498 0.85	696,513 0.18	3,978,009 1.02
E-1	3,816,122 4.08	1,253,874 1.42	1,121,936 1.27		1,121,936 1.27	1,090,305 1.23	150,007 0.17	1,240,312 1.40
E-2	713,268 2.74	407,375 1.56	150,374 0.58		150,374 0.58	110,492 0.42	45,027 0.17	155,518 0.60
E-3	2,935,835 2.68	1,444,785 1.32	704,028 0.64		704,028 0.64	645,976 0.59	141,046 0.13	787,022 0.72
E-4	1,758,320 3.16	689,921 1.24	447,134 0.80	4,318 0.01	451,452 0.81	503,258 0.90	113,889 0.20	616,947 1.11
E-5	3,840,683 3.54	1,583,542 1.46	1,078,932 1.00		1,078,932 1.00	931,465 0.86	246,744 0.23	1,178,209 1.09
NORTHERN FIELD	23,328,804 4.87	7,782,775 1.62	6,479,499 1.35	141,955 0.03	6,621,454 1.38	6,681,426 1.39	2,283,149 0.47	8,924,575 1.86
N-1	6,628,449 5.22	2,363,454 1.86	2,117,536 1.67		2,117,536 1.67	1,532,668 1.21	614,791 0.48	2,147,459 1.69
N-2	4,081,402 4.47	1,140,238 1.25	1,206,813 1.32		1,206,813 1.32	1,210,731 1.33	523,620 0.57	1,734,351 1.90
N-3	4,899,127 4.91	1,529,699 1.53	1,041,661 1.04	137,085 0.14	1,178,746 1.18	1,726,233 1.73	464,449 0.47	2,190,682 2.18
N-4	7,719,826 4.79	2,749,384 1.70	2,113,489 1.31	4,870	2,118,359 1.31	2,191,794 1.36	660,289 0.41	2,852,083 1.77
SOUTHERN FIELD	15,216,273 2.85	5,880,893 1.07	4,336,800 0.82	1,194	4,337,994 0.82	3,880,109 0.73	1,307,277 0.25	5,187,386 0.98
S-1	4,832,981 2.98	1,874,267 1.16	1,470,020 0.91		1,470,020 0.91	1,120,337 0.89	388,357 0.23	1,488,694 0.92
S-2	3,005,955 2.38	1,094,712 0.87	775,935 0.62		775,935 0.62	933,935 0.74	201,373 0.16	1,135,308 0.90
S-3	4,611,515 3.09	1,789,337 1.18	1,390,843 0.93	1,194	1,392,037 0.93	945,816 0.83	514,325 0.34	1,460,141 0.98
S-4	2,785,822 2.94	962,577 1.02	700,002 0.74		700,002 0.74	880,021 0.94	223,222 0.24	1,103,243 1.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 51 OF 84

4200 DTW04000 B2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CAMEL							
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
WESTERN FIELD	35,934,816	8,287,209	12,240,998	2,260,792	14,501,790	9,309,595	3,836,222	13,145,817
	7.75	1.79	2.64	0.49	3.13	2.01	0.83	2.84
W-1	11,884,961	2,178,803	4,148,503	807,335	4,955,838	2,975,715	1,574,605	4,550,320
	10.48	1.85	3.72	0.72	4.44	2.67	1.41	4.08
W-2	8,760,072	1,987,113	3,126,961	590,723	3,717,684	2,275,716	779,559	3,055,275
	7.45	1.69	2.66	0.50	3.16	1.94	0.66	2.60
W-3	5,470,499	1,675,955	1,758,437	290,338	2,048,773	1,229,207	516,564	1,745,771
	5.71	1.75	1.84	0.30	2.14	1.28	0.54	1.82
W-4	10,019,284	2,445,338	3,207,097	572,398	3,779,495	2,828,957	965,494	3,794,451
	7.23	1.77	2.32	0.41	2.73	2.04	0.70	2.74
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	82,559,439	21,206,478	16,886,847	1,814,257	18,701,104	15,663,282	6,988,575	22,651,857
	4.54	1.54	1.22	0.13	1.38	1.14	0.51	1.84
CHAIN OVER \$2 MIL	43,186,483	14,234,999	11,542,823	1,317,735	12,860,558	11,091,482	4,999,444	16,090,906
	4.42	1.46	1.18	0.13	1.32	1.14	0.51	1.65
IND OVER \$2 MIL	19,372,976	6,971,479	5,344,024	496,522	5,840,546	4,571,820	1,989,131	6,560,951
	4.81	1.73	1.33	0.12	1.45	1.14	0.49	1.83
CHAIN UNDER \$2 MIL	19,140,894	4,030,872	6,879,322	541,418	7,420,740	5,985,373	1,703,909	7,689,282
	4.29	0.90	1.54	0.12	1.66	1.34	0.38	1.72
IND UNDER \$2 MIL	25,247,720	7,788,905	8,464,552	821,240	9,085,792	6,541,312	1,831,711	8,373,023
	4.56	1.41	1.53	0.11	1.84	1.18	0.33	1.51

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 54

PAGE 52 OF 84

4200 DTW04000 B2808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	79,875,531 3.36	46,545,114 1.96	24,902,658 1.05	8,427,759 0.35
CENTRAL FIELD	22,578,964 4.37	12,648,032 2.45	7,232,225 1.40	2,698,707 0.52
C-1	3,244,633 2.71	1,739,614 1.45	1,155,176 0.96	349,843 0.29
C-2	10,778,853 8.80	6,072,487 3.83	3,178,898 2.01	1,527,458 0.96
C-3	4,291,171 3.40	2,520,315 2.00	1,398,015 1.11	372,841 0.30
C-4	4,264,307 3.82	2,315,606 2.07	1,500,136 1.34	448,565 0.40
EASTERN FIELD	7,455,471 1.92	4,464,208 1.15	2,488,015 0.64	502,248 0.13
E-1	1,966,402 2.22	1,119,451 1.26	733,596 0.83	113,355 0.13
E-2	530,290 2.04	331,983 1.27	191,803 0.74	6,504 0.02
E-3	1,531,048 1.40	960,818 0.88	450,180 0.41	120,051 0.11
E-4	1,209,126 2.17	725,315 1.30	353,438 0.63	130,373 0.23
E-5	2,218,604 2.05	1,326,641 1.22	759,998 0.70	131,955 0.12
NORTHERN FIELD	14,467,737 3.02	8,289,086 1.73	4,574,808 0.95	1,603,843 0.33
N-1	3,604,211 2.84	1,958,193 1.54	1,177,938 0.93	468,080 0.37
N-2	1,884,511 2.07	1,080,373 1.18	531,132 0.58	273,006 0.30
N-3	2,915,296 2.92	1,673,828 1.68	879,619 0.98	261,749 0.26
N-4	6,063,719 3.76	3,578,592 2.22	1,886,119 1.17	601,008 0.37
SOUTHERN FIELD	26,341,207 4.96	15,237,920 2.87	7,958,201 1.50	3,145,086 0.59
S-1	10,869,446 6.70	6,373,483 3.93	3,164,762 1.95	1,331,221 0.82
S-2	7,893,356 6.26	4,521,456 3.59	2,306,666 1.83	1,065,234 0.84
S-3	4,706,881 3.16	2,741,278 1.84	1,496,853 1.00	468,540 0.31
S-4	2,871,724 3.05	1,601,723 1.70	989,910 1.05	280,091 0.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 53 OF 84

4200 DTW04000 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
WESTERN FIELD	9,032,152	5,905,868	2,648,408	477,875
	1.95	1.27	0.57	0.10
W-1	2,610,025	1,570,142	859,792	180,091
	2.34	1.41	0.77	0.15
W-2	1,684,707	1,258,538	334,357	71,812
	1.42	1.07	0.28	0.06
W-3	1,510,091	1,041,369	430,108	38,614
	1.58	1.09	0.45	0.04
W-4	3,247,329	2,035,819	1,024,152	187,358
	2.34	1.47	0.74	0.14
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	49,774,481	28,535,934	16,510,304	4,728,243
	3.81	2.07	1.20	0.34
CHAIN OVER \$2 MIL	36,031,221	20,521,380	12,181,916	3,327,925
	3.69	2.10	1.25	0.34
IND OVER \$2 MIL	13,743,260	8,014,554	4,328,388	1,400,318
	3.42	1.99	1.08	0.35
CHAIN UNDER \$2 MIL	12,621,089	7,359,397	3,613,013	1,648,679
	2.83	1.65	0.81	0.37
IND UNDER \$2 MIL	17,479,981	10,849,783	4,779,341	2,050,837
	3.16	1.93	0.86	0.37

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 54 OF 84

4200 DTW04000 82808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		FILTER		MENTHOL
		KING SIZE	100'S	100'S	KING SIZE
TOTAL UNITED STATES	54,104,518 2.27	11,736,924 0.48	24,355,069 1.02	11,336,575 0.48	8,675,951 0.28
CENTRAL FIELD	15,929,971 3.08	2,928,731 0.57	7,809,177 1.51	3,529,909 0.68	1,662,154 0.32
C-1	3,249,158 2.71	507,478 0.42	1,637,401 1.37	728,675 0.61	375,605 0.31
C-2	6,525,326 4.12	1,271,906 0.80	3,101,506 1.98	1,523,842 0.96	628,072 0.40
C-3	3,353,401 2.68	611,775 0.48	1,819,384 1.44	637,409 0.51	284,853 0.23
C-4	2,802,085 2.51	537,572 0.48	1,250,906 1.12	639,983 0.57	373,624 0.33
EASTERN FIELD	4,467,625 1.15	975,740 0.25	1,691,908 0.44	1,058,569 0.27	741,408 0.19
E-1	1,063,411 1.20	224,900 0.26	466,047 0.53	266,124 0.30	106,340 0.12
E-2	128,177 0.49	15,398 0.06	48,546 0.19	42,607 0.16	21,626 0.08
E-3	1,529,283 1.40	345,170 0.32	525,399 0.48	362,688 0.33	296,028 0.27
E-4	266,741 0.48	59,711 0.11	80,153 0.14	72,895 0.13	53,982 0.10
E-5	1,480,013 1.37	330,561 0.30	571,763 0.53	314,255 0.29	263,434 0.24
NORTHERN FIELD	10,158,194 2.12	2,477,270 0.52	4,116,207 0.86	2,050,487 0.43	1,514,230 0.32
N-1	2,924,062 2.30	823,106 0.65	1,111,140 0.87	522,657 0.41	467,159 0.37
N-2	1,135,863 1.25	184,913 0.20	438,972 0.48	325,261 0.36	186,717 0.20
N-3	1,985,336 1.99	421,811 0.42	843,699 0.84	416,743 0.42	303,083 0.30
N-4	4,112,933 2.55	1,047,440 0.65	1,722,396 1.07	785,826 0.49	557,271 0.35
SOUTHERN FIELD	15,115,254 2.84	3,855,610 0.69	6,399,579 1.20	3,108,320 0.58	1,951,745 0.37
S-1	4,770,656 2.94	1,320,797 0.81	2,082,971 1.28	808,792 0.50	558,086 0.34
S-2	4,642,694 3.68	1,157,639 0.92	1,892,032 1.50	961,767 0.76	631,256 0.50
S-3	3,729,430 2.50	653,272 0.44	1,699,993 1.14	916,200 0.61	459,965 0.31
S-4	1,972,474 2.10	523,902 0.56	724,583 0.77	421,581 0.45	302,428 0.32

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 55 OF 84

4200 DTW04000 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	LIGHTS				
	FILTER MENTHOL				
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
WESTERN FIELD	8,433,475	1,699,573	4,338,198	1,589,290	806,414
	1.82	0.37	0.94	0.34	0.17
W-1	2,118,579	460,688	1,022,648	393,580	241,683
	1.90	0.41	0.92	0.35	0.22
W-2	981,762	242,419	411,392	200,099	127,852
	0.84	0.21	0.35	0.17	0.11
W-3	1,181,282	180,862	606,286	323,278	90,846
	1.23	0.17	0.83	0.34	0.09
W-4	4,151,852	835,604	2,297,862	672,333	346,053
	3.00	0.60	1.86	0.48	0.25
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	32,311,404	6,895,828	15,234,811	6,605,860	3,774,805
	2.34	0.49	1.10	0.48	0.27
CHAIN OVER \$2 MIL	20,540,343	4,305,431	9,811,438	4,114,840	2,308,634
	2.10	0.44	1.00	0.42	0.24
IND OVER \$2 MIL	11,771,081	2,390,397	5,423,473	2,491,020	1,488,171
	2.93	0.59	1.35	0.62	0.36
CHAIN UNDER \$2 MIL	9,029,846	1,972,799	3,768,680	2,007,000	1,281,387
	2.02	0.44	0.84	0.45	0.29
IND UNDER \$2 MIL	12,783,269	3,068,297	5,351,498	2,723,715	1,619,759
	2.31	0.55	0.97	0.49	0.28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 56 OF 84

4200 DTW04000 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	8,887,400 0.29	9,901,959 0.42	16,789,359 0.71	70,893,878 2.98	33,429,451 1.41
CENTRAL FIELD	2,045,455 0.40	3,481,854 0.87	5,527,309 1.07	21,457,280 4.16	6,986,011 1.35
C-1	432,073 0.36	795,752 0.66	1,227,825 1.02	4,476,984 3.73	1,859,933 1.55
C-2	875,598 0.55	1,571,783 0.99	2,447,349 1.54	8,972,675 5.66	1,993,965 1.26
C-3	444,025 0.35	897,483 0.55	1,141,508 0.90	4,494,909 3.58	1,693,727 1.34
C-4	293,761 0.26	418,866 0.37	710,627 0.64	3,512,712 3.15	1,438,386 1.29
EASTERN FIELD	585,094 0.15	827,755 0.16	1,212,849 0.31	5,680,474 1.46	4,015,301 1.03
E-1	126,636 0.14	151,827 0.17	278,463 0.31	1,341,874 1.51	775,224 0.88
E-2	13,053 0.05	28,388 0.11	41,441 0.16	169,618 0.65	329,570 1.27
E-3	191,209 0.17	194,311 0.18	385,520 0.35	1,914,803 1.75	1,297,981 1.19
E-4	33,968 0.06	36,414 0.07	70,382 0.13	337,123 0.61	497,127 0.89
E-5	220,228 0.20	216,815 0.20	437,043 0.40	1,917,056 1.77	1,115,429 1.03
NORTHERN FIELD	1,187,816 0.24	1,426,804 0.30	2,594,320 0.54	12,752,514 2.66	6,148,303 1.28
N-1	413,986 0.33	403,449 0.32	817,435 0.64	3,741,497 2.94	1,493,923 1.18
N-2	127,526 0.14	214,229 0.23	341,755 0.37	1,477,618 1.82	1,285,959 1.41
N-3	171,548 0.17	228,074 0.23	397,620 0.40	2,382,956 2.39	1,127,809 1.13
N-4	454,458 0.28	583,052 0.36	1,037,510 0.64	5,150,443 3.19	2,240,812 1.39
SOUTHERN FIELD	1,850,678 0.35	2,433,939 0.48	4,284,617 0.81	19,399,871 3.65	5,813,403 1.09
S-1	658,281 0.40	813,814 0.50	1,470,095 0.91	6,240,751 3.85	1,343,746 0.83
S-2	491,363 0.39	609,120 0.48	1,100,483 0.87	5,743,177 4.56	1,005,215 0.80
S-3	398,344 0.27	740,745 0.50	1,137,089 0.76	4,866,519 3.26	2,364,619 1.59
S-4	308,690 0.33	270,280 0.29	578,980 0.81	2,549,424 2.71	1,099,823 1.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 57 OF 84

4200 DTW04000 B2808 01 029 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	FULL FLAVOR		TOTAL	TOTAL	MORE TOTAL
	KINGS	100'S			
WESTERN FIELD	1,238,657	1,931,807	3,170,264	11,603,739	10,466,433
	0.27	0.42	0.68	2.90	2.26
W-1	307,948	527,112	835,060	2,953,639	2,162,091
	0.28	0.47	0.75	2.65	1.94
W-2	218,991	307,074	526,065	1,507,827	2,374,844
	0.19	0.26	0.45	1.28	2.02
W-3	144,052	292,823	436,875	1,618,157	2,902,370
	0.15	0.31	0.46	1.69	3.03
W-4	567,666	804,598	1,372,264	5,524,116	3,027,128
	0.41	0.58	0.99	3.99	2.19
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	3,649,632	5,083,261	8,732,893	41,044,297	23,156,455
	0.26	0.37	0.63	2.98	1.68
CHAIN OVER \$2 MIL	2,319,923	3,083,326	5,403,249	25,843,592	17,093,488
	0.24	0.32	0.56	2.66	1.75
IND OVER \$2 MIL	1,329,709	1,899,935	3,328,644	15,100,705	6,062,967
	0.33	0.50	0.83	3.75	1.51
CHAIN UNDER \$2 MIL	1,394,052	2,058,913	3,452,965	12,462,811	4,316,430
	0.31	0.46	0.77	2.80	0.97
IND UNDER \$2 MIL	1,843,716	2,759,785	4,603,501	17,366,770	5,856,566
	0.33	0.50	0.83	3.14	1.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 58 OF 84

4200 DTW04000 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
TOTAL UNITED STATES	32,415,378 1.36	8,384,102 0.27	2,425,109 0.10	8,809,211 0.37	15,470,871 0.65	8,135,284 0.34	23,606,165 0.99	20,117,605 0.85
CENTRAL FIELD	7,233,544 1.40	1,272,673 0.25	577,954 0.11	1,850,827 0.36	3,478,733 0.67	1,904,184 0.37	5,382,917 1.04	3,903,408 0.76
C-1	1,550,013 1.38	269,259 0.22	93,649 0.08	362,908 0.30	817,762 0.68	479,343 0.40	1,297,105 1.08	724,363 0.60
C-2	2,032,556 1.28	380,782 0.24	176,441 0.11	557,223 0.35	916,901 0.58	558,432 0.35	1,475,333 0.93	1,062,441 0.67
C-3	1,788,117 1.42	314,079 0.25	135,349 0.11	449,428 0.36	987,689 0.77	371,000 0.29	1,338,689 1.08	783,889 0.62
C-4	1,752,858 1.57	308,553 0.28	172,515 0.15	481,068 0.43	776,381 0.70	495,409 0.44	1,271,790 1.14	1,332,715 1.19
EASTERN FIELD	5,046,631 1.30	1,247,929 0.32	413,765 0.11	1,661,684 0.43	2,341,462 0.60	1,043,475 0.27	3,384,937 0.87	2,310,006 0.60
E-1	1,218,782 1.38	335,691 0.38	96,272 0.11	431,963 0.49	598,823 0.68	187,996 0.21	786,819 0.89	720,815 0.81
E-2	421,800 1.82	84,529 0.25	39,309 0.15	103,938 0.40	259,579 1.00	58,283 0.22	317,862 1.22	21,552 0.08
E-3	1,311,496 1.20	322,707 0.29	111,103 0.10	433,810 0.40	555,029 0.51	322,657 0.29	877,686 0.80	458,104 0.42
E-4	760,268 1.36	194,035 0.35	74,844 0.13	268,879 0.48	353,688 0.64	137,701 0.25	491,389 0.88	333,667 0.60
E-5	1,334,285 1.23	330,867 0.31	92,237 0.09	423,104 0.39	574,343 0.53	336,838 0.31	911,181 0.84	775,868 0.72
NORTHERN FIELD	7,169,339 1.50	1,410,053 0.29	670,563 0.14	2,080,616 0.43	3,068,541 0.64	2,020,182 0.42	5,088,723 1.06	6,367,359 1.33
N-1	1,845,789 1.45	352,010 0.28	187,089 0.15	539,099 0.42	768,817 0.60	537,873 0.42	1,306,690 1.03	1,782,687 1.40
N-2	1,256,890 1.38	186,851 0.20	104,748 0.11	291,599 0.32	578,516 0.63	386,775 0.42	965,291 1.06	1,481,256 1.62
N-3	1,664,260 1.67	291,436 0.29	148,991 0.15	440,427 0.44	723,157 0.72	500,676 0.50	1,223,833 1.23	1,743,227 1.75
N-4	2,402,400 1.49	579,758 0.35	229,735 0.14	809,491 0.50	998,051 0.62	594,858 0.37	1,592,909 0.99	1,360,189 0.84
SOUTHERN FIELD	6,821,299 1.28	1,198,704 0.23	463,866 0.09	1,662,570 0.31	3,342,237 0.83	1,816,492 0.34	5,158,729 0.97	3,925,043 0.74
S-1	1,593,185 0.98	244,799 0.15	90,953 0.06	335,752 0.21	872,063 0.54	385,370 0.24	1,257,433 0.77	1,396,949 0.86
S-2	1,697,996 1.35	350,989 0.28	130,567 0.10	491,556 0.39	732,898 0.58	473,542 0.38	1,206,440 0.96	652,742 0.52
S-3	2,085,085 1.40	294,748 0.20	83,701 0.06	378,449 0.25	1,111,391 0.75	595,245 0.40	1,706,636 1.14	1,523,050 1.02
S-4	1,445,033 1.54	298,168 0.32	158,645 0.17	458,813 0.49	825,885 0.87	362,335 0.39	988,220 1.05	352,302 0.37

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 59 OF 84

4200 DTW04000 B2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	NOW							
	FILTER							
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
WESTERN FIELD	6,144,583	1,254,743	298,961	1,553,704	3,239,898	1,350,961	4,590,859	3,611,789
	1.33	0.27	0.06	0.34	0.70	0.29	0.99	0.78
W-1	1,781,091	434,221	81,561	515,782	853,717	411,592	1,265,309	1,722,760
	1.60	0.39	0.07	0.46	0.77	0.37	1.13	1.54
W-2	1,313,285	282,252	118,987	401,239	709,817	202,229	912,046	411,210
	1.12	0.24	0.10	0.34	0.80	0.17	0.78	0.35
W-3	1,272,457	261,062	55,504	316,566	718,866	237,025	955,891	472,524
	1.33	0.27	0.06	0.33	0.75	0.25	1.00	0.49
W-4	1,777,730	277,208	42,909	320,117	957,498	500,115	1,457,613	1,005,295
	1.28	0.20	0.03	0.23	0.69	0.36	1.05	0.73
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	23,705,391	4,292,706	1,582,483	5,875,189	11,643,028	6,187,174	17,830,202	14,226,116
	1.72	0.31	0.11	0.43	0.84	0.45	1.29	1.03
CHAIN OVER \$2 MIL	17,251,102	3,078,655	1,034,196	4,112,851	8,742,960	4,395,291	13,138,251	9,912,904
	1.77	0.32	0.11	0.42	0.89	0.45	1.34	1.01
IND OVER \$2 MIL	6,454,289	1,214,051	548,287	1,782,338	2,900,068	1,791,883	4,691,951	4,313,212
	1.60	0.30	0.14	0.44	0.72	0.45	1.17	1.07
CHAIN UNDER \$2 MIL	3,825,064	810,336	294,024	1,104,380	1,706,546	814,158	2,520,704	2,289,523
	0.81	0.18	0.07	0.25	0.38	0.18	0.58	0.51
IND UNDER \$2 MIL	5,084,921	1,281,060	548,602	1,829,662	2,121,297	1,133,982	3,255,259	3,821,966
	0.92	0.23	0.10	0.33	0.38	0.20	0.59	0.65

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 60 OF 84

4200 DTW04000 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KINGS SOFT PACK	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES	984,881 0.04	377,105 0.02	336,200 0.01	271,578 0.01	4,556,634 0.19
CENTRAL FIELD	115,530 0.02	38,765 0.01	38,618 0.01	38,147 0.01	809,928 0.16
C-1	14,859 0.01	4,142	6,782 0.01	3,935	308,146 0.26
C-2					122,976 0.08
C-3	32,317 0.03	11,509 0.01	10,575 0.01	10,233 0.01	245,253 0.20
C-4	68,354 0.06	23,114 0.02	21,261 0.02	23,979 0.02	131,553 0.12
EASTERN FIELD	182,194 0.05	72,835 0.02	62,572 0.02	46,787 0.01	447,022 0.12
E-1	40,084 0.05	18,182 0.02	11,215 0.01	12,697 0.01	90,563 0.10
E-2	2,984 0.01	2,984 0.01			34,586 0.13
E-3	70,846 0.06	28,315 0.03	25,170 0.02	17,381 0.02	110,971 0.10
E-4	7,911 0.01	2,059	2,001	3,851 0.01	110,141 0.20
E-5	60,359 0.06	23,295 0.02	24,186 0.02	12,878 0.01	100,781 0.09
NORTHERN FIELD	100,946 0.02	42,799 0.01	26,872 0.01	31,275 0.01	1,271,214 0.27
N-1	46,373 0.04	20,030 0.02	14,626 0.01	11,717 0.01	686,099 0.52
N-2					123,435 0.14
N-3					112,345 0.11
N-4	54,573 0.03	22,769 0.01	12,246 0.01	18,558 0.01	369,335 0.23
SOUTHERN FIELD	463,245 0.09	170,858 0.03	169,334 0.03	123,053 0.02	1,302,612 0.25
S-1					295,884 0.18
S-2					130,945 0.10
S-3	483,245 0.31	170,858 0.11	169,334 0.11	123,053 0.08	504,556 0.34
S-4					371,227 0.39

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 61 OF 84

4200 DTW04000 B2808 01 031 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL	MAGNA ..... FILTER KINGS SOFT PACK	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
WESTERN FIELD	122,968	51,848	38,804	32,314	725,858
	0.03	0.01	0.01	0.01	0.16
W-1	14,957	11,761	1,933	1,263	139,985
	0.01	0.01			0.13
W-2					235,353
					0.20
W-3	4,301	1,755	1,978	568	245,431
					0.26
W-4	103,708	38,332	34,893	30,483	105,089
	0.07	0.03	0.03	0.02	0.08
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	426,877	173,414	136,198	117,285	3,210,258
	0.03	0.01	0.01	0.01	0.23
CHAIN OVER \$2 MIL	275,554	105,888	91,271	78,594	2,748,717
	0.03	0.01	0.01	0.01	0.28
IND OVER \$2 MIL	151,323	67,725	44,927	38,671	461,541
	0.04	0.02	0.01	0.01	0.11
CHAIN UNDER \$2 MIL	369,218	119,873	139,881	109,454	740,608
	0.08	0.03	0.03	0.02	0.17
IND UNDER \$2 MIL	188,786	83,818	60,111	44,857	605,768
	0.03	0.02	0.01	0.01	0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 62 OF 84

4200 DTW04000 B2808 01 031 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT KINGS PACK	100'S
TOTAL UNITED STATES	212,781,379 8.94	111,342,811 4.68	78,097,818 3.28	33,245,193 1.40
CENTRAL FIELD	50,758,032 9.83	26,894,384 5.21	17,300,273 3.35	9,594,111 1.86
C-1	9,706,466 8.10	5,379,351 4.49	3,118,514 2.60	2,260,837 1.89
C-2	19,252,619 12.15	11,281,883 7.12	7,579,716 4.78	3,702,167 2.34
C-3	11,132,432 8.82	5,256,502 4.17	3,180,057 2.52	2,076,445 1.65
C-4	10,666,515 9.56	4,976,648 4.46	3,421,988 3.07	1,554,682 1.39
EASTERN FIELD	28,022,502 7.48	14,905,920 3.84	11,419,897 2.94	3,486,023 0.90
E-1	5,851,369 6.81	2,972,892 3.38	2,242,376 2.53	730,516 0.82
E-2	2,035,229 7.81	1,082,059 4.15	792,227 3.04	289,832 1.11
E-3	9,145,637 8.36	4,878,188 4.48	3,749,156 3.43	1,127,032 1.03
E-4	3,835,096 7.07	2,113,321 3.79	1,637,680 2.94	475,641 0.85
E-5	8,055,171 7.43	3,861,460 3.56	2,998,458 2.77	863,002 0.80
NORTHERN FIELD	49,520,346 10.33	25,919,412 5.41	18,361,762 3.83	7,557,650 1.58
N-1	12,988,988 10.20	6,426,082 5.08	4,335,333 3.41	2,080,749 1.64
N-2	10,665,647 11.69	6,010,804 8.59	4,136,773 4.54	1,873,831 2.05
N-3	9,019,783 9.03	4,074,279 4.08	3,020,367 3.02	1,053,912 1.06
N-4	16,867,948 10.46	9,408,447 5.83	6,869,289 4.26	2,539,158 1.57
SOUTHERN FIELD	47,757,121 8.98	25,512,481 4.80	18,821,680 3.54	6,690,801 1.26
S-1	16,602,397 10.23	8,888,809 5.48	6,435,332 3.97	2,453,477 1.51
S-2	9,815,379 7.79	5,571,865 4.42	4,210,411 3.34	1,361,454 1.08
S-3	12,595,396 8.44	6,381,265 4.28	4,564,501 3.06	1,816,764 1.22
S-4	8,743,949 9.29	4,670,542 4.96	3,611,436 3.84	1,059,106 1.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 63 OF 84

4200 DTWO4000 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL BOX & SOFT PACK KINGS	MENTHOL 100'S
WESTERN FIELD	35,723,378	18,110,614	12,194,006	5,916,608
	7.71	3.91	2.63	1.28
W-1	7,986,686	2,860,438	1,900,003	980,436
	7.16	2.56	1.70	0.86
W-2	9,507,840	5,109,080	3,503,516	1,605,544
	8.09	4.35	2.98	1.37
W-3	7,496,605	4,307,486	2,924,141	1,383,325
	7.83	4.50	3.05	1.44
W-4	10,732,247	5,833,649	3,866,346	1,867,303
	7.75	4.21	2.79	1.42
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	117,581,206	55,994,497	38,057,653	17,936,844
	8.53	4.06	2.76	1.30
CHAIN OVER \$2 MIL	79,096,080	38,480,302	26,273,310	12,206,992
	8.10	3.94	2.69	1.25
IND OVER \$2 MIL	38,495,126	17,514,195	11,784,343	5,729,852
	9.57	4.35	2.93	1.42
CHAIN UNDER \$2 MIL	41,449,525	24,564,792	17,937,018	8,627,774
	9.29	5.50	4.02	1.49
IND UNDER \$2 MIL	53,740,648	30,783,522	22,102,947	8,680,575
	9.71	5.56	4.00	1.57

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 64 OF 84

4200 DTW04000 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	37,866	5,633			32,233
CENTRAL FIELD	1,697	454			1,243
C-1	454	454			
C-2					
C-3	1,243				1,243
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	31,385	5,179			26,186
	0.01				0.01
N-1	485	485			
N-2					
N-3	30,880	4,694			26,186
	0.03				0.03
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 65 OF 84

4200 DTW04000 B2808 01 033 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - DOLLAR BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
WESTERN FIELD	4,804				4,804
W-1					
W-2	4,804				4,804
W-3					
W-4					
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	31,819	5,633			26,186
CHAIN OVER \$2 MIL	31,365	5,179			26,186
IND OVER \$2 MIL	454	454			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	6,047				6,047

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 68 OF 84

4200 DTW04000 B2808 01 033 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	RALEIGH		BARCLAY		CIGARETTES		RICHLAND		VICEROY		BELAIR			
	TOTAL		TOTAL		TOTAL		20'S		25'S		TOTAL		TOTAL	
TOTAL UNITED STATES	22,380,685	0.94	11,983,739	0.50	18,137,213	0.76	5,508,774	0.23	12,628,439	0.53	19,118,137	0.80	15,283,887	0.64
CENTRAL FIELD	4,944,053	0.96	2,244,757	0.43	4,976,834	0.98	1,511,895	0.29	3,464,939	0.67	4,699,393	0.91	3,509,988	0.68
C-1	952,691	0.79	531,537	0.44	810,816	0.88	30,168	0.03	780,648	0.65	658,313	0.55	616,042	0.51
C-2	1,473,270	0.93	721,852	0.46	1,788,474	1.13	927,336	0.59	861,138	0.54	1,945,063	1.23	968,889	0.61
C-3	1,198,687	0.95	456,651	0.36	1,331,666	1.06	355,386	0.28	978,270	0.77	891,275	0.79	791,920	0.63
C-4	1,319,425	1.18	534,717	0.48	1,045,888	0.94	199,005	0.18	846,883	0.76	1,104,742	0.99	1,133,137	1.02
EASTERN FIELD	3,432,848	0.88	2,157,137	0.56	1,893,186	0.49	296,423	0.08	1,596,763	0.41	2,611,169	0.67	2,595,751	0.67
E-1	736,526	0.83	472,326	0.53	483,717	0.55	7,835	0.01	475,782	0.54	510,001	0.58	497,599	0.56
E-2	155,973	0.60	148,183	0.57	29,826	0.11			29,826	0.11	264,340	1.01	147,974	0.57
E-3	1,062,746	0.97	549,684	0.50	617,474	0.58	265,115	0.24	352,359	0.32	732,686	0.67	838,650	0.77
E-4	358,734	0.64	381,255	0.68	99,303	0.18	391		98,812	0.18	421,846	0.76	298,718	0.54
E-5	1,118,869	1.03	605,689	0.56	662,868	0.61	22,982	0.02	639,884	0.59	682,316	0.83	812,810	0.75
NORTHERN FIELD	5,411,984	1.13	2,696,154	0.56	4,386,140	0.91	1,743,714	0.36	2,642,426	0.55	4,689,346	0.98	4,338,248	0.90
N-1	1,632,247	1.28	797,237	0.63	1,355,006	1.07	787,580	0.62	567,426	0.45	1,283,275	1.01	1,062,731	0.84
N-2	756,134	0.83	557,479	0.61	1,076,891	1.18	269,811	0.30	807,080	0.88	937,794	1.03	784,498	0.86
N-3	1,806,926	1.61	440,316	0.44	503,430	0.50	75,540	0.08	427,880	0.43	677,856	0.68	1,456,179	1.46
N-4	1,418,677	0.88	801,122	0.56	1,450,813	0.90	810,783	0.38	840,030	0.52	1,780,421	1.11	1,034,840	0.64
SOUTHERN FIELD	4,742,004	0.89	2,602,851	0.49	4,274,129	0.80	1,548,856	0.29	2,724,273	0.51	4,427,500	0.83	2,462,730	0.46
S-1	1,492,040	0.92	851,737	0.52	1,812,828	1.12	823,342	0.51	989,486	0.81	1,903,361	1.17	524,396	0.32
S-2	1,298,484	1.03	585,718	0.48	587,850	0.55	165,954	0.13	521,896	0.41	652,694	0.52	586,731	0.47
S-3	1,025,854	0.69	644,426	0.43	1,128,374	0.76	350,393	0.23	777,981	0.52	1,100,788	0.74	885,654	0.59
S-4	925,626	0.98	520,970	0.55	645,077	0.69	210,187	0.22	434,910	0.46	770,657	0.82	465,939	0.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 67 OF 84

4200 DTW04000 82808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
WESTERN FIELD	3,849,808	2,282,840	2,606,924	406,888	2,200,038	2,690,729	2,377,170
	0.83	0.49	0.56	0.09	0.47	0.58	0.51
W-1	1,592,274	511,462	1,071,778	116,146	955,632	537,321	734,048
	1.43	0.46	0.98	0.10	0.86	0.48	0.68
W-2	783,540	793,397	453,289	102,490	350,799	671,845	571,348
	0.67	0.67	0.39	0.09	0.30	0.57	0.49
W-3	437,892	364,890	223,867	48,008	175,859	680,910	514,781
	0.46	0.38	0.23	0.05	0.18	0.69	0.54
W-4	1,036,100	613,091	857,890	140,242	717,648	820,653	558,985
	0.75	0.44	0.62	0.10	0.52	0.59	0.40
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	14,438,214	7,393,292	9,335,530	2,670,395	6,665,135	11,646,849	9,895,275
	1.05	0.54	0.88	0.19	0.48	0.84	0.72
CHAIN OVER \$2 MIL	9,301,518	5,116,906	5,504,876	1,128,522	4,378,354	7,774,543	6,531,417
	0.95	0.52	0.56	0.12	0.45	0.80	0.67
IND OVER \$2 MIL	5,138,896	2,276,386	3,830,654	1,543,873	2,286,781	3,872,306	3,463,858
	1.28	0.57	0.95	0.38	0.57	0.96	0.86
CHAIN UNDER \$2 MIL	2,478,151	2,161,538	4,497,561	1,470,415	3,027,146	2,815,778	1,997,115
	0.56	0.48	1.01	0.33	0.68	0.63	0.45
IND UNDER \$2 MIL	5,464,330	2,428,909	4,304,122	1,367,964	2,936,158	4,655,810	3,291,497
	0.99	0.44	0.78	0.25	0.53	0.84	0.59

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 68 OF 84

4200 DTW04000 B2808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	3,717,857 0.18	1,101,978 0.05	1,032,843 0.04	733,094 0.03	849,941 0.04
CENTRAL FIELD	1,131,837 0.22	358,484 0.07	320,986 0.06	235,848 0.05	218,339 0.04
C-1	113,407 0.09	31,149 0.03	29,820 0.02	34,362 0.03	18,078 0.02
C-2	327,147 0.21	95,422 0.06	80,966 0.05	90,848 0.06	60,111 0.04
C-3	245,964 0.19	86,914 0.07	69,168 0.05	45,491 0.04	44,381 0.04
C-4	445,119 0.40	142,979 0.13	141,032 0.13	65,347 0.06	95,761 0.09
EASTERN FIELD	240,705 0.06	72,937 0.02	64,428 0.02	46,929 0.01	56,411 0.01
E-1	59,845 0.07	15,398 0.02	17,378 0.02	15,906 0.02	11,163 0.01
E-2	5,497 0.02	2,850 0.01	623	1,393 0.01	631
E-3	64,727 0.06	22,163 0.02	22,241 0.02	10,029 0.01	10,294 0.01
E-4	13,378 0.02	4,847 0.01	2,903 0.01	1,370	4,258 0.01
E-5	97,258 0.09	27,679 0.03	21,283 0.02	18,231 0.02	30,065 0.03
NORTHERN FIELD	756,279 0.16	213,875 0.04	222,212 0.05	144,085 0.03	178,107 0.04
N-1	159,058 0.13	46,343 0.04	56,944 0.04	26,453 0.02	29,318 0.02
N-2	93,991 0.10	24,550 0.03	21,049 0.02	27,716 0.03	20,676 0.02
N-3	151,826 0.15	45,920 0.05	39,802 0.04	29,386 0.03	36,718 0.04
N-4	351,404 0.22	97,062 0.06	104,417 0.06	60,530 0.04	89,395 0.06
SOUTHERN FIELD	846,046 0.16	235,473 0.04	200,435 0.04	188,650 0.04	221,488 0.04
S-1	226,710 0.14	69,909 0.04	54,223 0.03	49,813 0.03	52,765 0.03
S-2	269,841 0.21	70,078 0.06	81,773 0.05	69,450 0.06	68,540 0.05
S-3	216,821 0.15	48,671 0.03	55,553 0.04	52,046 0.03	60,551 0.04
S-4	132,674 0.14	46,815 0.05	28,886 0.03	17,341 0.02	39,632 0.04

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 54

PAGE 69 OF 84

4200 DTW04000 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
WESTERN FIELD	743,190	223,230	224,782	117,582	177,596
	0.16	0.05	0.05	0.03	0.04
W-1	134,541	83,333	35,844	16,120	19,444
	0.12	0.06	0.03	0.01	0.02
W-2	221,263	58,083	78,173	22,997	64,010
	0.19	0.05	0.06	0.02	0.05
W-3	131,880	24,405	37,942	27,511	42,022
	0.14	0.03	0.04	0.03	0.04
W-4	255,506	77,409	75,023	50,854	52,120
	0.18	0.08	0.05	0.04	0.04
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	2,326,188	661,256	713,273	417,861	533,798
	0.17	0.05	0.05	0.03	0.04
CHAIN OVER \$2 MIL	1,542,080	439,586	501,431	266,962	334,101
	0.18	0.04	0.05	0.03	0.03
IND OVER \$2 MIL	784,108	221,670	211,842	150,899	199,697
	0.19	0.08	0.06	0.04	0.05
CHAIN UNDER \$2 MIL	754,378	205,968	167,782	179,991	200,659
	0.17	0.05	0.04	0.04	0.04
IND UNDER \$2 MIL	637,291	234,757	151,808	135,242	115,484
	0.12	0.04	0.03	0.02	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 70 OF 84

4200 DTW04000 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				ALL OTHER BROWN & WILLIAMSON
	TOTAL	REGULAR	CAPRI TRIM	MENTHOL	
		KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	8,555,263 0.36		4,572,225 0.19		3,983,038 0.17
CENTRAL FIELD	1,826,780 0.35		933,641 0.18		893,139 0.17
C-1	567,184 0.47		284,189 0.24		283,015 0.24
C-2	589,043 0.37		294,273 0.19		294,770 0.19
C-3	670,553 0.53		355,199 0.28		315,354 0.25
C-4					108,838 0.10
EASTERN FIELD	980,350 0.25		556,352 0.14		423,998 0.10
E-1	90,007 0.10		38,412 0.04		51,595 0.06
E-2	190,181 0.73		123,375 0.47		66,806 0.26
E-3	343,123 0.31		207,347 0.19		135,776 0.12
E-4	222,964 0.40		127,385 0.23		95,579 0.17
E-5	114,075 0.11		59,833 0.06		54,242 0.05
NORTHERN FIELD	818,698 0.17		409,201 0.09		409,497 0.09
N-1	60,424 0.05		23,985 0.02		36,439 0.03
N-2	371,193 0.41		189,435 0.21		181,758 0.20
N-3	35,289 0.04		16,976 0.02		18,313 0.02
N-4	351,792 0.22		178,805 0.11		172,987 0.11
SOUTHERN FIELD	2,314,738 0.44		1,151,314 0.22		1,163,424 0.22
S-1	684,945 0.42		316,123 0.19		368,822 0.23
S-2	110,928 0.08		45,059 0.04		65,869 0.05
S-3	1,033,667 0.69		540,299 0.36		493,368 0.33
S-4	485,198 0.52		249,833 0.27		235,365 0.25

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 71 OF 84

4200 DTW04000 B2808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM		MENTHOL			
	TOTAL	REGULAR KINGS	100'S	KINGS	100'S	
WESTERN FIELD	2,634,697		1,521,717		1,112,980	422,804
	0.87		0.33		0.24	0.09
W-1	471,490		269,426		202,064	73,335
	0.42		0.24		0.18	0.07
W-2	658,448		414,331		244,117	240,848
	0.56		0.35		0.21	0.20
W-3	787,093		452,752		334,341	67,716
	0.82		0.47		0.35	0.07
W-4	717,666		385,208		332,458	40,707
	0.52		0.28		0.24	0.03
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	5,187,742		2,847,872		2,339,870	1,241,800
	0.38		0.21		0.17	0.09
CHAIN OVER \$2 MIL	4,159,148		2,304,159		1,854,989	853,825
	0.43		0.24		0.19	0.07
IND OVER \$2 MIL	1,028,594		543,713		484,881	587,875
	0.26		0.14		0.12	0.15
CHAIN UNDER \$2 MIL	1,912,158		992,687		919,471	268,054
	0.43		0.22		0.21	0.08
IND UNDER \$2 MIL	1,455,383		731,666		723,697	714,057
	0.26		0.13		0.13	0.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 72 OF 84

4200 DTW04000 B2808 01 038 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	178,238,657 7.41	63,374,421 2.68	11,396,051 0.48	23,772,198 1.00	13,510,755 0.57	12,393,185 0.52	2,302,232 0.10
CENTRAL FIELD	24,162,492 4.68	3,547,807 0.69	220,883 0.04	1,933,809 0.37	982,150 0.18	405,251 0.08	5,914 0.00
C-1	5,524,155 4.61	806,745 0.67	72,187 0.06	402,151 0.34	212,908 0.18	119,499 0.10	
C-2	7,214,953 4.55	1,740,842 1.10	126,372 0.08	1,001,183 0.63	439,382 0.28	173,905 0.11	
C-3	5,073,577 4.02	825,042 0.50	9,139 0.01	331,012 0.28	201,386 0.16	80,694 0.06	2,811
C-4	6,349,807 5.69	375,178 0.34	12,985 0.01	199,483 0.18	128,474 0.12	31,153 0.03	3,103
EASTERN FIELD	49,553,428 12.77	24,210,174 6.24	7,729,588 1.99	4,965,347 1.28	4,552,248 1.17	6,402,180 1.65	560,831 0.14
E-1	10,225,990 11.54	4,948,147 5.59	1,984,234 2.24	604,015 0.68	939,211 1.06	1,337,585 1.51	83,102 0.09
E-2	4,367,388 18.77	2,049,883 7.87	984,347 3.78	201,643 0.77	313,740 1.20	536,735 2.06	13,418 0.05
E-3	13,314,320 12.17	6,262,590 5.72	1,977,389 1.81	1,879,414 1.44	1,111,907 1.02	1,447,615 1.32	146,265 0.13
E-4	7,584,670 13.62	3,559,952 6.39	1,172,049 2.10	516,458 0.93	695,417 1.25	1,107,517 1.99	68,511 0.12
E-5	14,061,060 12.97	7,389,602 6.82	1,611,569 1.49	2,063,817 1.90	1,491,973 1.38	1,972,708 1.82	249,535 0.23
NORTHERN FIELD	38,166,937 7.54	12,610,057 2.63	1,099,646 0.23	4,788,978 1.00	2,890,534 0.60	3,230,391 0.67	600,508 0.13
N-1	8,718,995 6.86	2,336,621 1.84	107,424 0.08	1,048,509 0.82	536,523 0.42	536,938 0.42	107,227 0.08
N-2	8,096,226 8.88	3,805,378 4.17	214,003 0.23	1,455,049 1.60	949,785 1.04	1,028,112 1.13	158,430 0.17
N-3	9,921,386 9.94	3,870,562 3.88	214,650 0.21	1,497,190 1.50	794,992 0.80	1,122,958 1.12	240,772 0.24
N-4	9,430,350 5.85	2,597,495 1.61	563,569 0.35	786,230 0.49	609,234 0.38	542,383 0.34	94,079 0.06
SOUTHERN FIELD	39,497,944 7.43	18,227,332 3.43	1,486,159 0.28	9,691,828 1.82	3,801,874 0.72	2,139,914 0.40	1,107,557 0.21
S-1	9,087,975 5.80	3,189,188 1.97	105,471 0.07	1,954,948 1.20	777,967 0.48	281,318 0.17	69,484 0.04
S-2	11,642,254 9.24	7,346,815 5.83	308,421 0.24	4,226,522 3.35	1,288,797 1.02	813,562 0.65	709,513 0.56
S-3	11,015,329 7.39	3,745,556 2.51	734,884 0.49	1,390,008 0.83	1,002,105 0.67	546,971 0.37	71,608 0.05
S-4	7,752,386 8.24	3,946,773 4.19	337,403 0.36	2,120,350 2.25	733,005 0.78	498,083 0.53	256,952 0.27

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 73 OF 84

4200 DTW04000 B2808 01 037 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	MENTHOL						
	TOTAL LORILLARD	TOTAL	BOX	KINGS SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
WESTERN FIELD	26,858,856	4,779,051	859,975	2,392,236	1,283,949	215,469	27,422
	5.80	1.03	0.19	0.52	0.28	0.05	0.01
W-1	5,646,238	474,544	31,138	267,309	178,097		
	5.06	0.43	0.03	0.24	0.18		
W-2	8,071,885	1,311,541	380,293	561,510	308,367	61,371	
	6.87	1.12	0.32	0.48	0.28	0.05	
W-3	6,419,656	1,684,623	288,830	856,118	472,921	68,754	
	6.70	1.76	0.30	0.89	0.49	0.07	
W-4	6,721,277	1,308,343	159,714	707,299	326,564	87,344	27,422
	4.85	0.94	0.12	0.51	0.24	0.08	0.02
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	101,369,548	27,092,925	4,098,351	9,808,803	6,245,993	5,556,511	1,383,267
	7.35	1.96	0.30	0.71	0.45	0.40	0.10
CHAIN OVER \$2 MIL	73,371,816	19,268,120	3,096,244	7,092,436	4,537,507	3,736,887	805,046
	7.51	1.97	0.32	0.73	0.46	0.38	0.08
IND OVER \$2 MIL	27,997,732	7,824,805	1,002,107	2,716,367	1,708,486	1,819,624	578,221
	6.96	1.94	0.25	0.68	0.42	0.45	0.14
CHAIN UNDER \$2 MIL	34,593,496	18,691,985	3,571,680	7,549,777	3,780,119	3,389,764	400,845
	7.75	4.19	0.80	1.69	0.85	0.76	0.09
IND UNDER \$2 MIL	40,276,613	17,589,511	3,726,020	6,413,618	3,484,643	3,446,910	518,320
	7.28	3.18	0.87	1.16	0.63	0.62	0.09

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 74 OF 84

4200 DTW04000 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	TRUE				REGULAR & MENTHOL			
	TOTAL	KENT III	ALL OTHER	TOTAL	FILTER KINGS	100'S	GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
TOTAL UNITED STATES	48,178,855 2.03	22,402,928 0.84	25,775,726 1.08	28,930,226 1.22	15,085,877 0.63	13,844,349 0.58	20,665,079 0.87	15,091,276 0.63
CENTRAL FIELD	9,235,880 1.79	4,623,371 0.90	4,612,509 0.89	4,634,983 0.90	2,264,951 0.44	2,370,032 0.46	4,114,406 0.80	2,629,416 0.51
C-1	2,380,489 1.99	1,143,472 0.95	1,237,017 1.03	1,105,708 0.92	519,347 0.43	586,361 0.49	912,930 0.76	318,283 0.27
C-2	2,697,607 1.70	1,374,994 0.87	1,322,613 0.83	1,410,991 0.89	709,484 0.45	701,507 0.44	1,062,014 0.67	303,489 0.19
C-3	1,992,351 1.58	989,591 0.77	1,022,760 0.81	1,098,898 0.87	574,856 0.46	524,042 0.42	914,427 0.72	442,859 0.35
C-4	2,185,433 1.84	1,135,314 1.02	1,030,119 0.92	1,019,386 0.91	461,264 0.41	558,122 0.50	1,225,035 1.10	1,564,775 1.40
EASTERN FIELD	10,238,941 2.64	4,054,524 1.04	6,182,417 1.59	7,584,887 1.95	4,318,032 1.11	3,268,855 0.84	3,934,137 1.01	3,587,289 0.92
E-1	1,955,594 2.21	876,528 0.99	1,079,066 1.22	1,676,184 1.89	968,513 1.09	706,671 0.80	858,375 0.74	987,690 1.11
E-2	940,229 3.61	341,376 1.31	598,853 2.30	708,117 2.72	417,898 1.60	290,219 1.11	421,580 1.62	247,579 0.95
E-3	3,087,152 2.82	1,056,462 0.97	2,030,690 1.86	2,111,012 1.93	1,139,481 1.04	971,531 0.89	1,136,950 1.04	716,616 0.65
E-4	1,669,081 3.00	676,382 1.21	992,699 1.78	1,363,467 2.45	797,992 1.43	565,475 1.02	683,889 1.23	308,281 0.55
E-5	2,584,885 2.38	1,103,776 1.02	1,481,109 1.37	1,726,107 1.59	993,148 0.92	732,959 0.68	1,033,343 0.95	1,327,123 1.22
NORTHERN FIELD	9,667,113 2.02	4,527,126 0.94	5,139,987 1.07	5,367,521 1.12	2,728,242 0.57	2,639,279 0.55	4,268,478 0.89	4,253,768 0.89
N-1	2,817,385 2.22	1,259,331 0.99	1,558,054 1.23	1,743,629 1.37	888,108 0.70	855,521 0.67	1,158,031 0.91	863,329 0.52
N-2	1,827,261 2.00	831,199 0.91	996,062 1.09	1,000,620 1.10	543,386 0.60	457,234 0.50	825,404 0.90	637,562 0.70
N-3	1,958,011 1.96	1,054,800 1.06	901,211 0.90	1,102,039 1.10	530,664 0.53	571,375 0.57	914,775 0.82	2,077,979 2.08
N-4	3,066,456 1.90	1,381,796 0.86	1,684,660 1.04	1,521,233 0.94	768,084 0.47	755,149 0.47	1,370,268 0.85	874,898 0.54
SOUTHERN FIELD	9,449,413 1.78	4,484,876 0.84	4,964,437 0.94	5,404,431 1.02	2,777,726 0.52	2,626,705 0.49	4,013,961 0.76	2,402,807 0.45
S-1	2,700,204 1.66	1,245,057 0.77	1,455,147 0.90	1,345,988 0.83	598,281 0.37	747,707 0.46	1,227,222 0.76	625,373 0.39
S-2	1,965,733 1.56	1,031,342 0.82	934,391 0.74	943,860 0.75	495,272 0.39	448,588 0.36	880,182 0.70	505,664 0.40
S-3	3,136,596 2.10	1,467,397 0.98	1,669,199 1.12	2,018,831 1.35	1,016,688 0.68	1,002,143 0.67	1,304,039 0.87	810,307 0.54
S-4	1,646,880 1.78	721,180 0.77	925,700 0.98	1,095,752 1.16	667,485 0.71	428,267 0.46	602,516 0.64	481,463 0.49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 75 OF 84

4200 DTWO4000 82808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	TRUE			REGULAR & MENTHOL				
	TOTAL	KENT III	ALL OTHER	TOTAL	FILTER KINGS	100'S	GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
WESTERN FIELD	9,589,308	4,732,932	4,856,376	5,938,404	2,996,926	2,941,478	4,334,097	2,217,996
	2.07	1.02	1.05	1.28	0.65	0.63	0.94	0.48
W-1	1,948,122	1,048,117	900,005	1,109,812	575,780	534,032	1,055,463	1,058,297
	1.75	0.94	0.81	1.00	0.52	0.48	0.95	0.95
W-2	3,009,548	1,467,345	1,542,201	2,191,323	1,231,700	959,623	1,291,003	268,272
	2.58	1.25	1.31	1.86	1.05	0.82	1.10	0.23
W-3	2,331,357	1,042,192	1,289,165	1,281,508	574,459	707,049	864,799	257,369
	2.43	1.09	1.35	1.34	0.60	0.74	0.80	0.27
W-4	2,300,283	1,175,278	1,125,005	1,355,761	614,987	740,774	1,122,832	634,058
	1.66	0.85	0.81	0.98	0.44	0.53	0.81	0.46
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	32,158,750	15,477,888	16,681,762	18,382,886	9,258,646	9,124,240	13,932,033	9,801,854
	2.33	1.12	1.21	1.33	0.67	0.66	1.01	0.71
CHAIN OVER \$2 MIL	23,561,528	11,517,700	12,043,828	13,758,144	6,933,175	6,824,969	10,235,623	6,548,401
	2.41	1.18	1.23	1.41	0.71	0.70	1.05	0.67
IND OVER \$2 MIL	8,598,222	3,960,288	4,637,934	4,624,742	2,325,471	2,299,271	3,696,410	3,253,553
	2.14	0.98	1.15	1.15	0.58	0.57	0.92	0.81
CHAIN UNDER \$2 MIL	6,332,612	2,852,855	3,479,757	4,814,125	2,555,092	2,259,033	2,755,308	1,999,466
	1.42	0.84	0.78	1.08	0.57	0.51	0.62	0.45
IND UNDER \$2 MIL	9,686,293	4,072,086	5,614,207	5,733,215	3,272,139	2,461,076	3,977,738	3,289,856
	1.75	0.74	1.01	1.04	0.59	0.44	0.72	0.59

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 76 OF 84

4200 DTW04000 B2808 01 038 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	L & M				
		PRIVATE LABEL/GENERIC				
		KINGS & 100'S				
		TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	113,015,423 4.75	76,462,178 3.21	38,877,628 1.63	20,502,351 0.86	14,899,108 0.63	2,183,091 0.09
CENTRAL FIELD	26,785,847 5.19	19,684,770 3.81	9,436,520 1.83	5,710,400 1.11	3,907,830 0.76	630,020 0.12
C-1	3,288,050 2.73	1,541,421 1.29	739,828 0.62	428,039 0.36	308,067 0.26	65,487 0.05
C-2	7,985,108 5.04	6,175,111 3.90	3,055,004 1.93	1,901,498 1.20	1,042,952 0.66	175,657 0.11
C-3	7,597,849 6.02	5,844,556 4.63	2,536,802 2.01	1,902,114 1.51	1,256,536 1.00	149,104 0.12
C-4	7,934,740 7.11	6,123,682 5.49	3,104,888 2.78	1,478,749 1.32	1,300,275 1.16	239,772 0.21
EASTERN FIELD	17,420,788 4.49	9,238,894 2.38	5,435,832 1.40	1,868,206 0.48	1,563,340 0.40	371,516 0.10
E-1	3,478,629 3.93	1,918,414 2.17	1,166,405 1.32	368,615 0.42	319,537 0.36	63,857 0.07
E-2	736,468 2.83	93,514 0.36	74,167 0.28	7,572 0.03	11,775 0.05	
E-3	6,170,804 4.72	2,920,736 2.67	1,703,578 1.56	538,597 0.49	510,701 0.47	167,880 0.15
E-4	1,489,979 2.68	172,919 0.31	118,873 0.21	22,320 0.04	31,726 0.06	
E-5	6,544,908 6.04	4,133,311 3.81	2,372,809 2.19	931,102 0.86	689,801 0.64	139,799 0.13
NORTHERN FIELD	24,526,294 5.12	16,268,372 3.39	8,714,946 1.82	3,555,131 0.74	3,307,659 0.69	690,636 0.14
N-1	5,245,974 4.13	2,928,724 2.30	1,564,967 1.23	741,079 0.58	480,738 0.38	141,940 0.11
N-2	3,982,274 4.37	2,447,803 2.68	1,397,573 1.53	569,966 0.62	373,958 0.41	106,306 0.12
N-3	5,779,661 5.79	3,922,466 3.93	1,827,106 1.83	853,544 0.85	1,112,298 1.11	129,516 0.13
N-4	9,518,385 5.90	6,969,379 4.32	3,925,300 2.43	1,390,542 0.86	1,340,665 0.83	312,872 0.19
SOUTHERN FIELD	20,134,531 3.79	13,317,239 2.51	7,059,841 1.33	3,815,383 0.72	2,132,180 0.40	309,835 0.06
S-1	6,504,962 4.01	4,697,786 2.90	2,519,270 1.55	1,337,706 0.82	664,878 0.41	175,932 0.11
S-2	4,986,471 3.96	3,783,615 3.00	1,991,439 1.58	1,063,550 0.84	674,907 0.54	53,719 0.04
S-3	6,049,593 4.06	3,528,869 2.37	1,737,405 1.16	1,145,352 0.77	801,268 0.40	46,844 0.03
S-4	2,593,505 2.76	1,305,969 1.39	811,727 0.86	268,775 0.29	191,127 0.20	34,340 0.04

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 77 OF 84

4200 DTW04000 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62500

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			LIGHTS	KINGS & 100'S FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
WESTERN FIELD	24,147,983	17,952,903	8,230,489	5,553,231	3,988,099	181,084
	5.21	3.87	1.78	1.20	0.88	0.04
W-1	8,643,586	5,420,700	2,592,423	1,578,461	1,214,500	35,316
	5.96	4.86	2.32	1.42	1.09	0.03
W-2	4,406,977	2,852,954	1,235,432	848,685	691,638	77,219
	3.75	2.43	1.05	0.72	0.59	0.07
W-3	4,012,808	2,490,596	1,251,613	708,900	525,654	4,429
	4.19	2.60	1.31	0.74	0.55	
W-4	9,084,592	7,188,653	3,151,021	2,417,205	1,556,307	64,120
	6.56	5.19	2.28	1.75	1.12	0.05
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	79,100,068	53,511,732	26,855,188	13,825,138	11,426,325	1,405,081
	5.73	3.88	1.95	1.00	0.83	0.10
CHAIN OVER \$2 MIL	53,952,340	36,142,330	18,402,720	9,390,923	7,744,982	603,685
	5.52	3.70	1.88	0.98	0.79	0.06
IND OVER \$2 MIL	25,147,728	17,389,402	8,452,468	4,434,215	3,681,333	801,386
	6.25	4.32	2.10	1.10	0.91	0.20
CHAIN UNDER \$2 MIL	8,898,385	5,290,986	2,793,730	1,532,211	907,090	57,955
	2.02	1.19	0.63	0.34	0.20	0.01
IND UNDER \$2 MIL	24,918,970	17,859,460	9,228,710	5,145,002	2,565,693	720,055
	4.50	3.19	1.67	0.93	0.46	0.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 78 OF 84

4200 DTW04000 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-52600

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	CIGARETTES				
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	CHESTERFIELD FILTER	ALL OTHER LIGGETT & MYERS
TOTAL UNITED STATES	8,852,878 0.28	7,154,328 0.30	5,866,375 0.25	1,287,953 0.05	22,745,938 0.96
CENTRAL FIELD	762,530 0.15	1,031,074 0.20	812,106 0.16	218,968 0.04	5,307,473 1.03
C-1	276,581 0.23	203,157 0.17	145,727 0.12	57,430 0.05	1,246,891 1.04
C-2	183,654 0.12	215,953 0.14	125,218 0.08	90,735 0.06	1,410,390 0.89
C-3	148,766 0.12	274,230 0.22	232,271 0.18	41,959 0.03	1,330,397 1.05
C-4	153,529 0.14	337,734 0.30	308,890 0.28	28,844 0.03	1,319,795 1.18
EASTERN FIELD	2,332,751 0.80	2,051,933 0.53	1,686,513 0.43	365,420 0.09	3,797,210 0.98
E-1	412,237 0.47	434,332 0.49	338,392 0.38	95,940 0.11	713,846 0.81
E-2	180,612 0.62	199,999 0.77	127,881 0.49	72,118 0.28	282,343 1.08
E-3	530,724 0.48	572,105 0.52	537,967 0.49	34,138 0.03	1,147,239 1.05
E-4	353,514 0.63	384,144 0.69	285,804 0.51	98,340 0.18	579,402 1.04
E-5	875,694 0.81	481,353 0.43	396,469 0.37	64,884 0.06	1,074,580 0.99
NORTHERN FIELD	1,188,291 0.24	1,579,367 0.33	1,361,759 0.28	217,608 0.05	5,510,264 1.15
N-1	450,574 0.35	531,985 0.42	491,222 0.39	40,763 0.03	1,334,891 1.05
N-2	186,121 0.20	286,203 0.29	229,703 0.25	36,500 0.04	1,082,147 1.19
N-3	226,659 0.23	343,183 0.34	312,579 0.31	30,604 0.03	1,287,353 1.29
N-4	304,937 0.19	437,998 0.27	328,255 0.20	109,741 0.07	1,806,073 1.12
SOUTHERN FIELD	1,204,472 0.23	1,280,775 0.24	1,080,184 0.20	180,591 0.03	4,352,045 0.82
S-1	232,982 0.14	277,428 0.17	225,284 0.14	52,144 0.03	1,296,786 0.80
S-2	214,782 0.17	186,503 0.15	187,049 0.13	19,454 0.02	801,591 0.64
S-3	491,496 0.33	507,582 0.34	454,357 0.30	53,225 0.04	1,520,646 1.02
S-4	265,252 0.28	289,282 0.31	233,494 0.25	55,788 0.06	733,022 0.78

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 79 OF 84

4200 DTW04000 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
WESTERN FIELD	1,184,935	1,231,179	925,813	305,366	3,778,946
	0.26	0.27	0.20	0.07	0.82
W-1	255,913	260,120	234,852	25,268	708,853
	0.23	0.23	0.21	0.02	0.83
W-2	290,925	300,027	191,209	108,818	963,071
	0.25	0.26	0.16	0.09	0.82
W-3	309,580	336,426	229,312	107,114	876,226
	0.32	0.35	0.24	0.11	0.81
W-4	328,537	334,608	270,440	64,168	1,232,796
	0.24	0.24	0.20	0.05	0.89
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	4,640,670	4,742,678	3,907,573	835,103	16,204,990
	0.34	0.34	0.28	0.06	1.17
CHAIN OVER \$2 MIL	3,270,725	3,161,898	2,528,332	633,564	11,377,389
	0.33	0.32	0.26	0.06	1.18
IND OVER \$2 MIL	1,369,945	1,580,780	1,379,241	201,539	4,827,601
	0.34	0.39	0.34	0.05	1.20
CHAIN UNDER \$2 MIL	639,099	599,941	527,947	71,994	2,466,359
	0.14	0.13	0.12	0.02	0.55
IND UNDER \$2 MIL	1,373,210	1,811,711	1,430,855	380,856	4,074,589
	0.25	0.33	0.26	0.07	0.74

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 80 OF 84

4200 DTW04000 B2808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	474,899 0.02	3,858	440,215 0.02	30,826	
CENTRAL FIELD	58,629 0.01		58,577 0.01	52	
C-1	9,814 0.01		9,814 0.01		
C-2	2,604		2,552	52	
C-3	48,411 0.04		48,411 0.04		
C-4					
EASTERN FIELD	44,100 0.01		44,100 0.01		
E-1	24,020 0.03		24,020 0.03		
E-2					
E-3	919		919		
E-4	19,181 0.03		19,181 0.03		
E-5					
NORTHERN FIELD	34,409 0.01		34,409 0.01		
N-1					
N-2	4,071		4,071		
N-3	6,784 0.01		6,784 0.01		
N-4	23,574 0.01		23,574 0.01		
SOUTHERN FIELD	105,452 0.02	3,270	101,544 0.02	638	
S-1	4,822		4,284	638	
S-2	3,270	3,270			
S-3	82,945 0.08		82,945 0.08		
S-4	14,315 0.02		14,315 0.02		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 81 OF 84

4200 DTW04000 B2808 01 041 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
WESTERN FIELD	232,109	388	201,585	30,138	
	0.05		0.04	0.01	
W-1	61,416		61,416		
	0.08		0.08		
W-2	69,580		69,580		
	0.06		0.06		
W-3	74,848	388	55,774	18,686	
	0.08		0.06	0.02	
W-4	26,265		14,815	11,450	
	0.02		0.01	0.01	
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	274,118	388	242,904	30,826	
	0.02		0.02		
CHAIN OVER \$2 MIL	257,808		228,983	28,625	
	0.03		0.02		
IND OVER \$2 MIL	16,510	388	13,921	2,201	
CHAIN UNDER \$2 MIL	68,733		68,733		
	0.02		0.02		
IND UNDER \$2 MIL	131,848	3,270	128,578		
	0.02		0.02		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 82 OF 84

4200 DTW04000 B2808 01 041 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S
TOTAL UNITED STATES		
CENTRAL FIELD		
C-1		
C-2		
C-3		
C-4		
EASTERN FIELD		
E-1		
E-2		
E-3		
E-4		
E-5		
NORTHERN FIELD		
N-1		
N-2		
N-3		
N-4		
SOUTHERN FIELD		
S-1		
S-2		
S-3		
S-4		

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 83 OF 84

4200 DTW04000 B2808 01 042 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - DOLLAR BASIS  
GROCERY/CONVENIENCE

01-62600

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	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S
WESTERN FIELD		
W-1		
W-2		
W-3		
W-4		
BY STORE TYPE		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S4

PAGE 84 OF 84

4200 DTW04000 B2808 01 042 0273 1468

**CONSUMER SALES - CLIENT DESIGNATED BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	TOTAL CIGARETTES	AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	CIGARETTES TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
TOTAL UNITED STATES	44,698,201 100.00	3,445,301 7.71	4,007,579 8.97	3,223,051 7.21	2,432,839 5.44	16,779,847 37.54	14,802,668 33.12	8,118 0.02
CENTRAL FIELD	9,515,429 100.00	668,810 7.03	938,870 9.87	437,287 4.60	554,088 5.82	3,661,535 38.48	3,253,711 34.19	1,128 0.01
C-1	2,132,377 100.00	149,651 7.02	174,827 8.19	98,009 4.60	83,896 3.00	842,789 44.21	703,128 32.97	177 0.01
C-2	2,926,289 100.00	171,482 5.86	353,339 12.07	129,427 4.42	169,764 5.80	965,079 32.98	1,137,156 38.86	42 0.04
C-3	2,349,984 100.00	171,880 7.31	208,768 8.88	93,285 3.97	158,280 6.74	1,004,084 42.73	712,778 30.33	909 0.04
C-4	2,106,779 100.00	175,797 8.34	202,138 9.59	116,566 5.53	162,048 7.89	749,583 35.58	700,649 33.26	
EASTERN FIELD	6,999,181 100.00	556,551 7.95	526,923 7.53	876,974 12.53	355,577 5.08	2,793,506 39.91	1,888,962 26.99	688 0.01
E-1	1,599,804 100.00	125,421 7.84	105,843 6.62	181,192 11.33	67,439 4.22	662,214 41.39	457,318 28.59	377 0.02
E-2	473,799 100.00	41,315 8.72	37,438 7.90	79,529 16.79	13,596 2.87	192,336 40.59	109,585 23.13	
E-3	2,022,291 100.00	164,382 8.13	170,122 8.41	239,337 11.83	110,173 5.45	784,965 38.82	553,295 27.36	17
E-4	928,241 100.00	69,050 7.45	65,398 7.06	126,281 13.63	25,577 2.76	417,906 45.12	221,735 23.94	294 0.03
E-5	1,977,046 100.00	156,383 7.91	148,122 7.49	250,635 12.68	138,792 7.02	736,085 37.23	547,029 27.67	
NORTHERN FIELD	9,042,893 100.00	773,579 8.55	936,807 10.36	657,636 7.27	530,187 5.88	2,978,393 32.95	3,164,787 35.00	504 0.01
N-1	2,428,164 100.00	219,779 9.05	248,439 10.23	161,524 6.65	113,258 4.66	724,163 29.82	981,001 39.58	
N-2	1,710,332 100.00	159,884 9.35	202,422 11.84	149,573 8.75	81,916 4.79	575,601 33.65	540,876 31.62	60
N-3	1,750,524 100.00	151,498 8.65	158,495 9.05	171,337 9.79	109,711 6.27	601,875 34.38	557,525 31.85	83
N-4	3,153,873 100.00	242,418 7.69	327,451 10.38	175,202 5.56	225,302 7.14	1,077,754 34.17	1,105,385 35.05	361 0.01
SOUTHERN FIELD	10,436,815 100.00	683,609 6.55	932,740 8.94	756,271 7.25	467,619 4.48	3,683,503 35.29	3,911,291 37.48	1,782 0.02
S-1	3,144,554 100.00	176,221 5.60	321,426 10.22	168,307 5.35	154,717 4.92	1,036,462 32.96	1,287,334 40.94	87
S-2	2,628,977 100.00	168,089 6.39	202,373 7.70	234,485 8.92	127,745 4.86	784,639 29.85	1,111,586 42.28	60
S-3	2,777,917 100.00	189,367 6.82	234,780 8.45	203,066 7.31	123,975 4.46	1,148,456 41.34	876,923 31.57	1,350 0.05
S-4	1,885,367 100.00	149,932 7.95	174,161 9.24	150,413 7.98	61,182 3.25	713,946 37.87	635,448 33.70	285 0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE

1 OF 84

4200 DTW05001 B2608 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
WESTERN FIELD	8,704,883	762,752	672,239	494,883	525,168	3,661,910	2,583,917	4,014
	100.00	8.76	7.72	5.69	6.03	42.07	29.68	0.05
W-1	2,009,830	199,979	145,653	99,545	132,416	724,546	706,967	724
	100.00	9.95	7.25	4.95	6.59	36.05	35.18	0.04
W-2	2,222,547	180,486	179,942	150,502	96,575	1,008,888	605,824	1,330
	100.00	8.12	8.05	6.77	4.35	45.39	27.26	0.06
W-3	1,824,333	165,456	142,945	120,817	89,634	824,874	479,181	1,446
	100.00	9.07	7.84	6.62	4.91	45.22	26.26	0.08
W-4	2,848,173	216,831	204,899	124,019	206,543	1,103,602	791,965	514
	100.00	8.19	7.73	4.68	7.80	41.67	28.91	0.02
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	26,277,708	2,357,905	2,236,706	1,878,848	1,725,440	9,032,647	9,041,032	5,130
	100.00	8.97	8.51	7.15	8.57	34.37	34.41	0.02
CHAIN OVER \$2 MIL	18,621,277	1,632,844	1,504,790	1,362,809	1,185,705	6,549,229	6,381,280	4,820
	100.00	8.77	8.08	7.32	6.37	35.17	34.27	0.03
IND OVER \$2 MIL	7,656,431	725,261	731,916	516,039	539,735	2,483,418	2,659,752	310
	100.00	9.47	9.56	6.74	7.05	32.44	34.74	
CHAIN UNDER \$2 MIL	8,063,709	393,945	759,575	613,961	179,084	3,750,006	2,366,042	1,086
	100.00	4.89	9.42	7.61	2.22	46.50	29.34	0.01
IND UNDER \$2 MIL	10,357,784	693,451	1,011,298	730,242	528,115	3,997,194	3,395,594	1,890
	100.00	6.69	9.76	7.05	5.10	38.59	32.78	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE

2 OF

84

4200 DTW05001 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL		REGULAR FILTER			
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	1,907,051 4.27	42,792,150 95.73	30,987,730 69.33	10,825,810 24.22	15,084,799 33.75	5,077,121 11.36
CENTRAL FIELD	319,671 3.38	9,195,758 96.64	6,739,242 70.82	2,263,862 23.79	3,315,710 34.85	1,159,670 12.19
C-1	61,017 2.86	2,071,360 97.14	1,559,809 73.15	595,545 27.93	728,856 34.18	235,408 11.04
C-2	84,022 2.87	2,842,267 97.13	1,951,507 68.69	608,342 20.79	994,794 34.00	348,371 11.80
C-3	82,232 3.50	2,267,752 96.50	1,739,342 74.02	592,884 25.23	846,558 36.02	299,900 12.76
C-4	92,400 4.39	2,014,379 95.61	1,488,584 70.86	487,091 22.17	745,502 35.39	275,991 13.10
EASTERN FIELD	345,619 4.94	6,653,562 95.06	4,802,396 68.61	1,767,148 25.25	2,282,542 32.61	752,706 10.75
E-1	72,383 4.52	1,527,421 95.48	1,169,788 73.12	448,003 28.00	538,916 33.56	184,869 11.58
E-2	22,737 4.80	451,062 95.20	317,379 66.99	97,986 20.88	159,427 33.65	59,986 12.66
E-3	108,565 5.37	1,913,726 94.63	1,323,599 65.45	496,822 24.57	631,825 31.24	194,952 9.64
E-4	39,706 4.29	886,535 95.71	661,031 71.37	243,247 26.26	316,126 34.13	101,658 10.98
E-5	102,228 5.17	1,874,818 94.83	1,330,589 67.30	481,110 24.33	638,248 32.28	211,241 10.68
NORTHERN FIELD	482,727 5.12	8,580,166 94.88	5,924,870 65.52	1,949,482 21.56	2,980,682 32.96	994,696 11.00
N-1	148,282 6.11	2,279,882 93.89	1,577,822 64.98	559,095 23.03	768,188 31.64	250,539 10.32
N-2	81,631 4.77	1,628,701 95.23	1,060,845 62.03	359,160 21.00	538,669 31.49	163,016 9.53
N-3	88,332 4.93	1,664,192 95.07	1,159,046 66.21	342,298 19.55	592,528 33.85	224,220 12.81
N-4	146,482 4.64	3,007,391 95.36	2,127,157 67.45	688,939 21.84	1,081,297 34.28	356,921 11.32
SOUTHERN FIELD	377,844 3.62	10,058,971 96.38	7,058,416 67.63	2,445,166 23.43	3,479,135 33.34	1,134,115 10.87
S-1	119,866 3.81	3,024,688 96.19	2,181,157 69.36	781,080 24.84	1,075,358 34.20	324,719 10.33
S-2	71,986 2.74	2,558,991 97.26	1,692,768 64.39	562,505 21.40	851,536 32.39	278,727 10.60
S-3	108,747 3.91	2,669,170 96.09	1,940,946 69.87	703,152 25.31	910,468 32.78	327,326 11.78
S-4	77,245 4.10	1,808,122 95.90	1,243,545 65.98	398,429 21.13	641,773 34.04	203,343 10.79

NCII GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 3 OF 84

4200 DTW05001 B2808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
WESTERN FIELD	401,190	8,303,693	6,462,808	2,400,142	3,026,730	1,035,934
	4.81	95.39	74.24	27.57	34.77	11.90
W-1	101,395	1,908,435	1,544,084	551,268	738,582	253,234
	5.04	94.96	76.83	27.43	36.80	12.80
W-2	94,869	2,127,678	1,832,219	823,618	753,728	254,875
	4.27	95.73	73.44	28.06	33.91	11.47
W-3	88,987	1,735,368	1,310,545	486,329	822,251	201,885
	4.88	95.12	71.84	26.68	34.11	11.07
W-4	118,959	2,532,214	1,975,958	738,929	911,189	325,860
	4.38	95.62	74.62	27.90	34.41	12.31
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	1,228,137	25,049,571	18,265,071	5,784,528	9,086,536	3,394,009
	4.87	95.33	69.51	22.01	34.58	12.92
CHAIN OVER \$2 MIL	810,655	17,810,622	13,035,387	4,098,934	6,498,893	2,439,560
	4.35	95.65	70.00	22.00	34.90	13.10
IND OVER \$2 MIL	417,482	7,238,949	5,229,684	1,887,592	2,587,643	954,449
	5.45	94.55	68.30	22.04	33.80	12.47
CHAIN UNDER \$2 MIL	207,519	7,856,190	5,813,783	2,248,082	2,648,130	717,571
	2.57	97.43	69.62	27.88	32.84	8.90
IND UNDER \$2 MIL	471,395	9,886,389	7,108,876	2,793,202	3,350,133	985,541
	4.55	95.45	68.63	28.97	32.34	9.32

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 4 OF 84

4200 DTW05001 82808 01 002 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES ..... MENTHOL FILTER .....			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	11,804,420 28.41	2,831,197 6.33	7,069,246 15.82	1,903,977 4.28
CENTRAL FIELD	2,456,516 25.82	494,708 5.20	1,581,091 16.41	400,717 4.21
C-1	511,551 23.99	114,842 5.39	309,270 14.50	87,439 4.10
C-2	890,760 30.44	184,622 6.31	589,791 20.15	116,347 3.98
C-3	528,410 22.49	105,055 4.47	329,690 14.03	93,665 3.99
C-4	525,795 24.96	90,189 4.28	332,340 15.77	103,266 4.90
EASTERN FIELD	1,851,166 26.45	548,787 7.84	1,025,487 14.65	276,892 3.96
E-1	357,633 22.35	106,948 6.69	193,767 12.11	56,918 3.56
E-2	133,683 28.22	43,515 9.18	71,801 15.15	18,367 3.88
E-3	590,127 29.18	168,963 8.36	338,163 16.62	85,001 4.20
E-4	225,504 24.35	64,998 7.02	122,473 13.22	38,033 4.11
E-5	544,219 27.53	164,383 8.31	301,283 15.24	78,573 3.97
NORTHERN FIELD	2,655,296 29.36	567,327 6.27	1,634,842 18.08	453,127 5.01
N-1	702,060 28.91	152,456 6.28	428,115 17.63	121,489 5.00
N-2	567,856 33.20	136,335 7.97	341,483 19.97	90,038 5.26
N-3	505,146 28.86	110,719 6.32	299,304 17.10	95,123 5.43
N-4	880,234 27.91	167,817 5.32	585,940 17.94	146,477 4.64
SOUTHERN FIELD	3,000,555 28.75	828,209 7.84	1,748,081 18.75	424,265 4.07
S-1	843,531 26.83	215,202 6.84	519,770 16.53	108,559 3.45
S-2	864,223 32.87	273,081 10.39	482,080 18.34	109,062 4.15
S-3	728,224 26.21	184,586 6.64	425,335 15.31	118,303 4.28
S-4	584,577 29.95	155,340 8.24	320,896 17.02	88,341 4.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 5 OF 84

4200 DTW05001 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	1,840,887	392,166	1,099,745	348,976
W-1	21.15	4.51	12.63	4.01
	364,351	67,089	220,184	77,098
W-2	18.13	3.34	10.96	3.84
	495,459	105,734	297,253	92,472
W-3	22.29	4.76	13.37	4.18
	424,821	110,535	245,623	68,663
W-4	23.29	6.06	13.46	3.76
	556,258	108,828	336,685	110,743
	21.01	4.11	12.71	4.18
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	8,784,500	1,509,481	4,040,848	1,234,171
	25.82	5.74	15.38	4.70
CHAIN OVER \$2 MIL	4,775,235	1,073,258	2,826,269	875,708
	25.64	5.78	15.18	4.70
IND OVER \$2 MIL	2,009,265	436,223	1,214,578	358,463
	26.24	5.70	15.86	4.68
CHAIN UNDER \$2 MIL	2,242,407	612,536	1,331,419	298,452
	27.81	7.60	16.51	3.70
IND UNDER \$2 MIL	2,777,513	709,180	1,696,979	371,354
	26.82	6.85	16.38	3.59

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TABLE 55

PAGE

6 OF

84

4200 DTW05001 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52600

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DB The Data Resources Corporation

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	17,136,327 38.34	13,094,787 29.30	756,816 1.69	5,344,445 11.96	5,929,025 13.26	530,950 1.19
CENTRAL FIELD	3,346,514 35.17	3,219,591 33.84	173,137 1.82	980,574 10.31	1,341,588 14.10	134,374 1.41
C-1	770,865 36.15	744,064 34.89	44,880 2.10	187,184 8.78	291,903 13.69	32,464 1.52
C-2	881,988 33.55	921,439 31.48	48,080 1.84	382,591 13.07	464,140 15.86	44,028 1.50
C-3	816,413 34.74	877,209 37.33	45,720 1.95	187,903 8.00	309,172 13.16	31,335 1.33
C-4	777,248 38.89	676,878 32.13	34,457 1.64	222,896 10.58	276,353 13.12	26,548 1.26
EASTERN FIELD	3,017,474 43.11	1,899,857 24.29	85,065 1.22	990,692 14.15	804,527 11.49	55,947 0.80
E-1	743,788 46.49	407,525 25.48	18,365 1.15	188,679 11.79	158,465 9.91	10,489 0.66
E-2	190,916 40.29	118,647 25.04	7,816 1.65	71,715 15.14	57,455 12.13	4,513 0.95
E-3	815,370 40.32	479,881 23.73	28,348 1.40	313,555 15.50	258,834 12.80	17,738 0.88
E-4	427,827 46.19	223,326 24.11	9,878 1.07	120,283 12.99	97,522 10.53	7,699 0.83
E-5	839,563 42.47	470,378 23.79	20,658 1.04	296,460 15.00	232,251 11.75	15,508 0.78
NORTHERN FIELD	3,421,863 37.84	2,370,693 26.22	132,314 1.48	1,228,935 13.59	1,320,808 14.61	105,553 1.17
N-1	935,718 38.54	609,088 25.08	33,016 1.36	315,466 12.99	361,950 14.91	24,644 1.01
N-2	591,958 34.61	441,186 25.80	27,701 1.62	264,971 15.49	280,055 16.37	22,830 1.33
N-3	648,818 37.06	484,983 27.71	25,245 1.44	244,021 13.94	243,281 13.90	17,884 1.02
N-4	1,245,389 39.49	835,436 26.49	46,352 1.47	404,477 12.82	435,542 13.81	40,215 1.28
SOUTHERN FIELD	4,051,752 38.82	2,867,208 27.47	139,456 1.34	1,418,248 13.59	1,476,629 14.15	105,680 1.01
S-1	1,276,025 40.58	886,935 27.57	38,197 1.21	396,787 12.62	417,383 13.27	29,381 0.93
S-2	1,034,618 39.35	637,793 24.26	20,357 0.77	448,724 17.07	395,207 15.03	20,292 0.77
S-3	1,003,655 36.13	880,526 31.70	56,765 2.04	291,726 10.50	400,101 14.40	36,397 1.31
S-4	737,454 39.11	481,954 25.56	24,137 1.28	281,008 14.90	263,938 14.00	19,830 1.04

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 7 OF 84

4200 DTW05001 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62500

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
WESTERN FIELD	3,298,724	2,837,438	226,644	725,998	985,493	129,398
	37.90	33.74	2.60	8.34	11.32	1.49
W-1	808,595	687,581	49,908	139,207	199,658	25,486
	40.13	34.21	2.48	6.83	9.93	1.27
W-2	854,500	730,324	47,395	207,199	259,264	28,998
	38.45	32.86	2.13	9.32	11.67	1.30
W-3	620,766	628,935	82,844	158,280	231,197	35,344
	34.03	34.37	3.44	8.68	12.67	1.94
W-4	1,018,883	892,598	86,497	221,312	295,374	39,570
	38.40	33.71	2.51	8.36	11.15	1.49
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	9,338,175	8,390,254	536,642	2,794,031	3,628,933	363,536
	35.54	31.83	2.04	10.63	13.80	1.38
CHAIN OVER \$2 MIL	6,618,006	6,030,643	386,738	1,933,427	2,579,210	282,598
	35.54	32.39	2.08	10.38	13.85	1.41
IND OVER \$2 MIL	2,720,189	2,359,611	149,904	860,604	1,047,723	100,838
	35.53	30.82	1.96	11.24	13.68	1.32
CHAIN UNDER \$2 MIL	3,503,737	2,018,155	91,891	1,133,484	1,037,271	71,652
	43.45	25.03	1.14	14.06	12.86	0.89
IND UNDER \$2 MIL	4,294,415	2,886,378	128,083	1,416,930	1,264,821	95,782
	41.48	25.94	1.24	13.68	12.21	0.92

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE

8 OF

84

4200 DTW05001 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	1,312,261 2.94	1,399,844 3.13	3,607,404 8.07	5,007,248 11.20
CENTRAL FIELD	269,890 2.83	380,033 3.99	949,211 9.98	1,329,244 13.97
C-1	52,781 2.48	38,838 1.82	181,453 7.57	200,289 9.39
C-2	65,603 2.24	121,222 4.14	357,003 12.20	478,225 16.34
C-3	71,593 3.05	93,764 3.89	211,401 9.00	305,185 12.89
C-4	79,713 3.78	128,211 5.99	219,354 10.41	345,565 16.40
EASTERN FIELD	154,220 2.20	161,197 2.30	326,370 4.68	487,567 6.97
E-1	39,036 2.44	33,473 2.09	78,040 4.88	111,513 6.97
E-2	3,098 0.65	312 0.07	7,392 1.56	7,704 1.63
E-3	37,888 1.87	49,242 2.43	105,964 5.24	155,208 7.67
E-4	17,786 1.82	1,251 0.14	21,895 2.36	23,146 2.50
E-5	56,414 2.85	76,919 3.89	113,079 5.72	189,998 9.61
NORTHERN FIELD	340,773 3.77	350,767 3.88	816,012 9.02	1,166,779 12.90
N-1	86,108 3.55	51,257 2.11	220,830 9.09	271,887 11.20
N-2	79,224 4.63	47,876 2.80	122,778 7.18	170,654 9.98
N-3	75,904 4.34	70,505 4.03	153,543 8.77	224,048 12.80
N-4	99,537 3.18	181,129 5.74	319,061 10.12	500,190 15.88
SOUTHERN FIELD	278,912 2.67	230,700 2.21	918,503 8.80	1,149,203 11.01
S-1	88,927 2.83	103,422 3.29	292,583 9.30	396,005 12.59
S-2	70,810 2.70	69,400 2.64	251,695 9.57	321,086 12.21
S-3	76,208 2.74	32,286 1.16	248,845 8.96	281,131 10.12
S-4	42,867 2.27	25,592 1.38	125,380 6.65	150,972 8.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 9 OF 84

4200 DTW05001 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
WESTERN FIELD	268,668	277,147	597,308	874,455
	3.09	3.18	6.86	10.05
W-1	111,892	94,543	188,746	261,289
	5.57	4.70	8.30	13.00
W-2	35,044	40,452	86,826	127,078
	1.58	1.82	3.90	5.72
W-3	23,957	23,593	70,834	94,427
	1.31	1.29	3.88	5.18
W-4	97,773	118,559	273,102	391,661
	3.89	4.48	10.31	14.79
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	853,408	870,036	2,239,063	3,109,099
	3.25	3.31	8.52	11.83
CHAIN OVER \$2 MIL	564,116	474,177	1,400,953	1,875,130
	3.03	2.55	7.52	10.07
IND OVER \$2 MIL	289,292	395,859	838,110	1,233,868
	3.78	5.17	10.95	18.12
CHAIN UNDER \$2 MIL	201,465	135,889	545,464	681,353
	2.50	1.69	6.76	8.45
IND UNDER \$2 MIL	257,388	393,919	822,877	1,216,796
	2.48	3.80	7.94	11.75

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 10 OF 84

4200 DTW05001 B2808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	3,445,301 7.71	1,271,487 2.84	718,972 1.61	76,384 0.17	220,510 0.49
CENTRAL FIELD	668,810 7.03	229,356 2.41	119,367 1.25	14,394 0.15	44,128 0.48
C-1	149,651 7.02	51,121 2.40	24,054 1.13	2,215 0.10	10,018 0.47
C-2	171,482 5.86	61,490 2.10	32,825 1.12	3,552 0.12	11,160 0.38
C-3	171,880 7.31	55,392 2.38	30,597 1.31	4,142 0.18	11,569 0.49
C-4	175,797 8.34	61,353 2.91	31,791 1.51	4,485 0.21	11,382 0.54
EASTERN FIELD	556,551 7.95	206,816 2.95	127,567 1.82	9,593 0.14	32,366 0.46
E-1	125,421 7.84	41,195 2.58	25,028 1.56	2,088 0.13	8,100 0.51
E-2	41,315 8.72	13,589 2.87	8,029 1.69	185 0.04	2,394 0.51
E-3	164,382 8.13	68,184 3.37	42,180 2.09	3,077 0.15	10,530 0.52
E-4	69,050 7.45	24,006 2.59	13,515 1.46	1,447 0.16	3,292 0.36
E-5	156,383 7.91	59,842 3.03	38,815 1.96	2,816 0.14	8,050 0.41
NORTHERN FIELD	773,579 8.55	298,379 3.30	168,387 1.88	20,387 0.23	44,611 0.49
N-1	219,779 9.05	92,983 3.83	53,849 2.22	4,563 0.19	14,827 0.80
N-2	159,884 8.35	59,207 3.46	35,800 2.10	2,684 0.16	8,382 0.49
N-3	151,498 8.65	54,311 3.10	33,003 1.89	4,961 0.28	6,642 0.38
N-4	242,418 7.69	91,878 2.91	45,635 1.45	8,179 0.26	14,860 0.47
SOUTHERN FIELD	683,609 6.55	264,238 2.53	182,329 1.58	11,351 0.11	42,593 0.41
S-1	178,221 5.80	77,238 2.48	50,139 1.59	3,510 0.11	11,579 0.37
S-2	168,089 6.39	61,018 2.32	33,105 1.26	3,682 0.14	10,203 0.39
S-3	189,367 6.82	69,996 2.52	47,338 1.70	1,923 0.07	11,338 0.41
S-4	148,932 7.95	55,986 2.97	31,747 1.68	2,236 0.12	9,475 0.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 11 OF 84

4200 DTW05001 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
WESTERN FIELD	762,752	272,698	141,322	20,659	56,811
	8.76	3.13	1.62	0.24	0.65
W-1	199,979	63,900	30,616	9,173	10,425
	9.95	3.18	1.52	0.46	0.52
W-2	180,486	61,465	32,264	2,226	14,594
	8.12	2.77	1.45	0.10	0.66
W-3	165,456	62,130	38,471	966	13,751
	9.07	3.41	2.11	0.05	0.75
W-4	216,831	85,203	39,971	8,294	18,041
	8.19	3.22	1.51	0.31	0.68
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	2,357,905	834,314	450,568	60,112	149,995
	8.97	3.17	1.71	0.23	0.57
CHAIN OVER \$2 MIL	1,832,644	569,109	307,044	38,353	107,704
	8.77	3.06	1.65	0.21	0.58
IND OVER \$2 MIL	725,261	265,205	143,524	21,759	42,291
	9.47	3.46	1.87	0.28	0.55
CHAIN UNDER \$2 MIL	393,945	148,477	86,423	4,362	23,202
	4.89	1.84	1.07	0.05	0.29
IND UNDER \$2 MIL	693,451	288,696	181,981	11,910	47,313
	8.69	2.79	1.76	0.11	0.46

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 12 OF 84

4200 DTW05001 B2808 01 006 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	FULL FLAVOR			LIGHTS			TOTAL
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	
TOTAL UNITED STATES	124,872 0.28	103,034 0.23	227,706 0.51	1,895	989	2,884 0.01	230,690 0.52
CENTRAL FIELD	24,827 0.28	21,588 0.23	46,415 0.48	118		118	46,533 0.49
C-1	8,297 0.39	4,861 0.22	12,958 0.61	114 0.01		114 0.01	13,072 0.61
C-2	6,044 0.21	6,335 0.22	12,379 0.42				12,379 0.42
C-3	4,387 0.19	3,853 0.18	8,240 0.35				8,240 0.35
C-4	6,099 0.29	6,738 0.32	12,838 0.81	4		4	12,842 0.81
EASTERN FIELD	20,282 0.29	15,048 0.21	35,308 0.50		132	132	35,440 0.51
E-1	2,308 0.14	2,436 0.15	4,744 0.30		54	54	4,798 0.30
E-2	2,080 0.44	843 0.18	2,923 0.62		58 0.01	58 0.01	2,981 0.63
E-3	6,948 0.34	4,909 0.24	11,857 0.59				11,857 0.59
E-4	2,724 0.29	2,985 0.32	5,689 0.61		20	20	5,709 0.62
E-5	6,202 0.31	3,893 0.20	10,095 0.51				10,095 0.51
NORTHERN FIELD	27,350 0.30	22,812 0.25	50,162 0.55	1,877 0.02	659 0.01	2,536 0.03	52,698 0.58
N-1	6,482 0.27	6,005 0.25	12,487 0.51	1,832 0.08	614 0.03	2,446 0.10	14,913 0.61
N-2	5,315 0.31	4,789 0.28	10,104 0.59	45	45	90 0.01	10,194 0.60
N-3	4,049 0.23	3,891 0.22	7,940 0.45				7,940 0.45
N-4	11,524 0.37	8,127 0.26	19,651 0.62				19,651 0.62
SOUTHERN FIELD	25,107 0.24	18,851 0.18	43,958 0.42				43,958 0.42
S-1	5,560 0.18	4,317 0.14	9,877 0.31				9,877 0.31
S-2	7,962 0.30	5,703 0.22	13,665 0.52				13,665 0.52
S-3	3,998 0.14	4,728 0.17	8,722 0.31				8,722 0.31
S-4	7,589 0.40	4,105 0.22	11,694 0.62				11,694 0.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 13 OF 84

4200 DTW05001 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			CIGARETTES			
	FULL FLAVOR			PALL MALL			
	100'S			RED FILTER			
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	TOTAL
WESTERN FIELD	27,126	24,737	51,863		198	198	52,061
	0.31	0.28	0.60				0.60
W-1	6,984	6,028	13,012				13,012
	0.35	0.30	0.65				0.65
W-2	6,612	5,626	12,238				12,238
	0.30	0.25	0.55				0.55
W-3	3,819	4,868	8,487		198	198	8,685
	0.20	0.27	0.47		0.01	0.01	0.48
W-4	9,911	8,215	18,126				18,126
	0.37	0.31	0.68				0.68
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	77,529	74,927	152,456	1,009	287	1,296	153,752
	0.30	0.29	0.58				0.59
CHAIN OVER \$2 MIL	53,233	52,993	106,226	694	287	981	107,207
	0.29	0.28	0.57			0.01	0.58
IND OVER \$2 MIL	24,298	21,934	46,230	315		315	46,545
	0.32	0.29	0.60				0.61
CHAIN UNDER \$2 MIL	20,727	12,222	32,949	339	193	532	33,481
	0.26	0.18	0.41			0.01	0.42
IND UNDER \$2 MIL	26,416	15,885	42,301	647	509	1,156	43,457
	0.26	0.15	0.41	0.01		0.01	0.42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 14 OF 84

4200 DTW05001 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX SOFT PACK	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES	146	24,785 0.08	976,653 2.18	151,709 0.34	269,326 0.60	421,035 0.94
CENTRAL FIELD		4,933 0.05	207,979 2.19	36,885 0.39	59,934 0.63	96,819 1.02
C-1		1,762 0.08	52,296 2.45	10,197 0.48	13,943 0.65	24,140 1.13
C-2		1,574 0.05	53,914 1.84	7,611 0.26	15,213 0.52	22,824 0.78
C-3		744 0.03	58,721 2.41	10,804 0.46	18,564 0.79	29,368 1.25
C-4		853 0.04	45,048 2.14	8,273 0.39	12,214 0.58	20,487 0.97
EASTERN FIELD		1,850 0.03	157,718 2.25	19,564 0.28	48,623 0.69	68,187 0.97
E-1		1,201 0.08	37,797 2.36	6,160 0.39	12,300 0.77	18,460 1.15
E-2			15,320 3.23	1,929 0.41	4,935 1.04	6,864 1.45
E-3		540 0.03	42,474 2.10	4,148 0.21	13,295 0.66	17,443 0.86
E-4		43	23,725 2.58	2,079 0.22	6,561 0.71	8,640 0.93
E-5		66	38,402 1.94	5,248 0.27	11,532 0.58	16,780 0.85
NORTHERN FIELD	146	12,150 0.13	168,809 1.87	20,153 0.22	43,585 0.48	63,738 0.70
N-1	146 0.01	4,885 0.20	49,525 2.04	3,905 0.16	11,951 0.49	15,856 0.65
N-2		2,047 0.12	33,540 1.96	5,643 0.33	8,943 0.52	14,586 0.85
N-3		1,765 0.10	33,257 1.90	4,780 0.27	8,717 0.50	13,497 0.77
N-4		3,453 0.11	52,487 1.66	5,825 0.18	13,974 0.44	19,799 0.63
SOUTHERN FIELD		4,007 0.04	212,359 2.03	31,893 0.31	54,302 0.52	86,195 0.83
S-1		2,133 0.07	50,776 1.61	6,706 0.21	11,560 0.37	18,266 0.58
S-2		363 0.01	48,486 1.84	8,760 0.33	12,475 0.47	21,235 0.81
S-3		677 0.02	68,082 2.45	10,849 0.39	19,796 0.71	30,645 1.10
S-4		834 0.04	45,015 2.39	5,578 0.30	10,471 0.58	16,049 0.85

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 15 OF 84

4200 DTW05001 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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CIGARETTES						
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
WESTERN FIELD		1,845	229,788	43,214	62,882	106,096
		0.02	2.84	0.50	0.72	1.22
W-1		674	50,540	10,372	13,114	23,486
		0.03	2.51	0.52	0.65	1.17
W-2		143	61,483	10,929	18,373	29,302
		0.01	2.77	0.49	0.83	1.32
W-3		257	55,650	10,344	16,017	26,361
		0.01	3.05	0.57	0.88	1.44
W-4		771	62,115	11,569	15,378	26,947
		0.03	2.35	0.44	0.58	1.02
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	101	19,786	674,393	115,538	180,054	295,592
		0.08	2.57	0.44	0.69	1.12
CHAIN OVER \$2 MIL	67	8,734	497,230	89,365	132,007	221,372
		0.05	2.87	0.48	0.71	1.19
IND OVER \$2 MIL	34	11,052	177,183	26,173	48,047	74,220
		0.14	2.31	0.34	0.63	0.97
CHAIN UNDER \$2 MIL	16	993	123,373	13,275	36,674	49,949
		0.01	1.53	0.16	0.45	0.62
IND UNDER \$2 MIL	29	4,006	178,887	22,896	52,598	75,494
		0.04	1.73	0.22	0.51	0.73

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 16 OF 84

4200 DTW05001 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		BOX	SOFT PACK	BOX	SOFT PACK	
TOTAL UNITED STATES	3,180 0.01	183,281 0.43	196,441 0.44	78,050 0.17	20,653 0.05	116,136 0.26	136,789 0.31	214,839 0.48
CENTRAL FIELD	309	33,218 0.35	33,527 0.35	12,102 0.13	2,534 0.03	24,986 0.26	27,520 0.29	39,622 0.42
C-1	62	8,510 0.40	8,572 0.40	2,799 0.13	773 0.04	8,125 0.29	8,898 0.32	9,697 0.45
C-2	58	8,027 0.27	8,085 0.28	3,470 0.12	743 0.03	7,325 0.25	8,068 0.28	11,538 0.39
C-3	64	8,230 0.35	8,294 0.35	2,140 0.09	521 0.02	8,278 0.27	6,799 0.29	8,939 0.38
C-4	125 0.01	8,451 0.40	8,576 0.41	3,693 0.18	487 0.02	5,258 0.25	5,755 0.27	9,448 0.45
EASTERN FIELD	1,733 0.02	38,952 0.58	40,585 0.58	15,282 0.22	1,586 0.02	17,480 0.25	18,076 0.27	34,358 0.49
E-1	764 0.05	8,948 0.56	9,712 0.61	2,976 0.19	245 0.02	3,639 0.23	3,884 0.24	8,860 0.43
E-2		3,161 0.67	3,161 0.67	1,281 0.27	246 0.05	1,321 0.28	1,567 0.33	2,828 0.60
E-3	174 0.01	9,846 0.49	10,020 0.50	4,120 0.20	256 0.01	5,308 0.26	5,564 0.28	9,684 0.48
E-4	522 0.06	8,549 0.71	7,071 0.76	2,563 0.28	285 0.03	3,058 0.33	3,343 0.36	5,905 0.64
E-5	273 0.01	10,448 0.53	10,721 0.54	4,362 0.22	554 0.03	4,164 0.21	4,718 0.24	9,080 0.46
NORTHERN FIELD	306	34,457 0.38	34,763 0.38	15,488 0.17	7,281 0.08	23,251 0.26	30,512 0.34	46,000 0.51
N-1	5	12,144 0.50	12,149 0.50	6,063 0.25	1,660 0.07	7,625 0.31	9,285 0.38	15,348 0.63
N-2	9	5,340 0.31	5,349 0.31	1,928 0.11	2,005 0.12	4,560 0.27	6,565 0.38	8,491 0.50
N-3	61	8,072 0.35	6,133 0.35	2,787 0.16	1,556 0.09	3,984 0.23	5,540 0.32	8,327 0.48
N-4	231 0.01	10,901 0.35	11,132 0.35	4,712 0.15	2,040 0.06	7,082 0.22	9,122 0.29	13,834 0.44
SOUTHERN FIELD	256	43,349 0.42	43,605 0.42	15,918 0.15	6,009 0.08	27,281 0.26	33,290 0.32	49,208 0.47
S-1	138	10,971 0.35	11,109 0.35	4,261 0.14	1,239 0.04	6,283 0.20	7,502 0.24	11,763 0.37
S-2	79	9,853 0.37	9,932 0.38	4,198 0.16	1,565 0.06	5,982 0.23	7,547 0.29	11,745 0.45
S-3	15	12,369 0.45	12,384 0.45	3,715 0.13	1,159 0.04	8,403 0.30	9,562 0.34	13,277 0.48
S-4	24	10,156 0.54	10,180 0.54	3,744 0.20	2,046 0.11	6,633 0.35	8,679 0.46	12,423 0.66

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 17 OF 84

4200 DTW05001 B2808 01 009 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS	MENTHOL		TOTAL	TOTAL
	BOX	SOFT PACK			BOX	SOFT PACK		
WESTERN FIELD	556	43,305	43,861	19,260	3,263	23,128	26,391	45,651
	0.01	0.50	0.50	0.22	0.04	0.27	0.30	0.52
W-1	1	8,974	8,975	4,183	1,536	5,158	6,694	10,877
		0.45	0.45	0.21	0.08	0.25	0.33	0.54
W-2	498	12,313	12,811	6,246	700	5,481	6,181	12,427
	0.02	0.55	0.58	0.28	0.03	0.25	0.28	0.56
W-3	87	9,542	9,599	3,556	271	5,885	6,156	9,712
		0.52	0.53	0.19	0.01	0.32	0.34	0.53
W-4		12,476	12,476	5,275	756	6,504	7,360	12,635
		0.47	0.47	0.20	0.03	0.25	0.28	0.48
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	1,748	125,209	126,955	53,598	15,312	77,072	92,384	145,982
	0.01	0.48	0.48	0.20	0.06	0.29	0.35	0.56
CHAIN OVER \$2 MIL	1,353	93,814	94,967	37,967	9,871	57,444	67,315	105,282
	0.01	0.50	0.51	0.20	0.05	0.31	0.36	0.57
IND OVER \$2 MIL	393	31,595	31,988	15,631	5,441	19,628	25,069	40,700
	0.01	0.41	0.42	0.20	0.07	0.26	0.33	0.53
CHAIN UNDER \$2 MIL	114	29,259	29,373	10,354	1,587	17,090	18,677	29,031
		0.36	0.36	0.13	0.02	0.21	0.23	0.36
IND UNDER \$2 MIL	1,300	38,813	40,113	14,098	3,754	21,974	25,728	39,826
	0.01	0.37	0.39	0.14	0.04	0.21	0.25	0.38

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 18 OF 84

4200 DTW05001 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	CARLTON	SLIM DELUXE	LUCKY STRIKE				
	120'S MENTHOL & REGULAR	MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	139,876 0.31	4,482 0.01	443,343 0.99	214,688 0.48	51,407 0.12	64,834 0.15	116,241 0.26
CENTRAL FIELD	37,690 0.40	321 0.00	72,955 0.77	28,403 0.30	10,158 0.11	14,949 0.16	25,107 0.28
C-1	9,870 0.46	17 0.00	15,387 0.72	6,416 0.30	2,034 0.10	2,319 0.11	4,353 0.20
C-2	11,394 0.39	73 0.00	19,143 0.85	8,136 0.28	2,555 0.09	4,057 0.14	6,812 0.23
C-3	9,913 0.42	207 0.01	16,951 0.72	4,790 0.20	2,615 0.11	4,180 0.18	6,795 0.29
C-4	6,513 0.31	24 0.00	21,474 1.02	9,061 0.43	2,954 0.14	4,393 0.21	7,347 0.35
EASTERN FIELD	13,668 0.20	820 0.01	83,115 1.19	54,363 0.78	5,789 0.08	6,241 0.09	12,030 0.17
E-1	2,680 0.17	75 0.00	17,497 1.09	12,600 0.79	1,276 0.08	836 0.05	2,112 0.13
E-2	2,467 0.52		5,363 1.13	3,516 0.74	435 0.09	294 0.06	729 0.15
E-3	4,892 0.24	435 0.02	25,234 1.25	15,986 0.79	1,448 0.07	2,424 0.12	3,872 0.19
E-4	1,899 0.21	209 0.02	9,365 1.01	5,395 0.69	443 0.05	552 0.06	995 0.11
E-5	1,720 0.09	101 0.01	25,656 1.30	15,866 0.80	2,187 0.11	2,135 0.11	4,322 0.22
NORTHERN FIELD	23,386 0.26	922 0.01	114,165 1.26	51,807 0.57	14,028 0.16	15,651 0.17	29,679 0.33
N-1	5,688 0.23	484 0.02	34,213 1.41	18,197 0.75	3,340 0.14	3,580 0.15	6,920 0.28
N-2	5,045 0.29	69 0.00	22,879 1.34	8,983 0.53	2,313 0.14	3,421 0.20	5,734 0.34
N-3	5,153 0.29	147 0.01	23,777 1.36	8,514 0.48	4,023 0.23	4,534 0.26	8,557 0.49
N-4	7,500 0.24	222 0.01	33,296 1.08	18,113 0.51	4,352 0.14	4,116 0.13	8,468 0.27
SOUTHERN FIELD	32,092 0.31	1,259 0.01	83,546 0.80	40,506 0.39	10,158 0.10	12,696 0.12	22,854 0.22
S-1	9,424 0.30	214 0.01	20,240 0.64	9,985 0.32	2,053 0.07	2,951 0.09	5,004 0.16
S-2	5,311 0.20	263 0.01	22,011 0.84	6,803 0.26	3,847 0.15	4,211 0.16	8,158 0.31
S-3	11,118 0.40	658 0.02	19,116 0.69	12,226 0.44	1,133 0.04	2,919 0.11	4,052 0.15
S-4	6,239 0.33	124 0.01	22,179 1.18	11,392 0.80	3,025 0.16	2,615 0.14	5,640 0.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 19 OF 84

4200 DTW05001 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CARLTON		CIGARETTES		LUCKY STRIKE		TOTAL
	120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	FILTER LIGHTS 100'S	
WESTERN FIELD	33,040	1,140	39,562	39,609	11,274	15,297	26,571
	0.38	0.01	1.03	0.48	0.13	0.18	0.31
W-1	7,145	57	33,080	9,489	5,679	8,084	13,763
	0.38		1.65	0.47	0.28	0.40	0.68
W-2	6,781	182	17,403	10,028	1,217	1,874	2,891
	0.30	0.01	0.78	0.45	0.05	0.08	0.13
W-3	9,520	458	14,248	8,279	833	1,271	2,104
	0.52	0.03	0.78	0.45	0.05	0.07	0.12
W-4	9,614	443	24,820	11,813	3,545	4,268	7,813
	0.36	0.02	0.94	0.45	0.13	0.16	0.30
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	103,280	2,584	319,373	133,139	40,891	54,841	95,532
	0.39	0.01	1.22	0.51	0.16	0.21	0.36
CHAIN OVER \$2 MIL	73,865	1,744	213,859	92,096	27,633	35,044	62,677
	0.40	0.01	1.15	0.48	0.15	0.19	0.34
IND OVER \$2 MIL	29,415	840	105,714	41,043	13,258	19,597	32,855
	0.38	0.01	1.38	0.54	0.17	0.26	0.43
CHAIN UNDER \$2 MIL	14,101	919	39,564	25,104	3,995	3,743	7,738
	0.17	0.01	0.49	0.31	0.05	0.05	0.10
IND UNDER \$2 MIL	22,495	959	84,406	56,445	6,521	6,450	12,971
	0.22	0.01	0.81	0.54	0.06	0.06	0.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 20 OF 84

4200 DTW05001 B2808 01 010 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	MENTHOL TOTAL
TOTAL UNITED STATES	59,710 0.13	44,815 0.10	104,525 0.23	220,766 0.49	7,889 0.02	228,655 0.51
CENTRAL FIELD	8,796 0.09	9,660 0.10	18,456 0.18	43,563 0.46	989 0.01	44,552 0.47
C-1	2,483 0.12	2,000 0.09	4,483 0.21	8,836 0.41	135 0.01	8,971 0.42
C-2	2,002 0.07	2,139 0.07	4,141 0.14	10,753 0.37	254 0.01	11,007 0.38
C-3	1,718 0.07	3,193 0.14	4,911 0.21	11,706 0.50	455 0.02	12,161 0.52
C-4	2,593 0.12	2,328 0.11	4,921 0.23	12,288 0.58	145 0.01	12,413 0.59
EASTERN FIELD	10,578 0.15	5,318 0.08	15,896 0.23	27,926 0.40	826 0.01	28,752 0.41
E-1	1,857 0.12	810 0.05	2,667 0.17	4,779 0.30	118 0.01	4,897 0.31
E-2	697 0.15	390 0.08	1,087 0.23	1,816 0.38	31 0.01	1,847 0.39
E-3	3,223 0.16	1,897 0.09	5,120 0.25	8,992 0.44	256 0.01	9,248 0.46
E-4	1,344 0.15	372 0.04	1,716 0.19	2,711 0.29	259 0.03	2,970 0.32
E-5	3,457 0.17	1,849 0.09	5,306 0.27	9,628 0.49	162 0.01	9,790 0.50
NORTHERN FIELD	18,669 0.21	11,169 0.12	29,838 0.33	59,517 0.66	2,841 0.03	62,358 0.69
N-1	5,740 0.24	2,899 0.12	8,639 0.36	15,559 0.64	457 0.02	18,016 0.66
N-2	3,818 0.22	3,175 0.19	6,993 0.41	12,727 0.74	1,169 0.07	13,896 0.81
N-3	3,910 0.22	2,203 0.13	6,113 0.35	14,670 0.84	593 0.03	15,263 0.87
N-4	5,201 0.16	2,892 0.09	8,093 0.26	16,561 0.53	622 0.02	17,183 0.54
SOUTHERN FIELD	9,805 0.09	9,220 0.09	19,025 0.18	41,879 0.40	1,161 0.01	43,040 0.41
S-1	2,157 0.07	2,589 0.08	4,746 0.15	9,750 0.31	505 0.02	10,255 0.33
S-2	3,641 0.14	2,831 0.11	6,472 0.25	14,630 0.58	478 0.02	15,108 0.57
S-3	1,202 0.04	1,536 0.06	2,738 0.10	6,790 0.24	100 0.01	6,890 0.25
S-4	2,805 0.15	2,264 0.12	5,069 0.27	10,709 0.57	78 0.01	10,787 0.57

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 21 OF 84

4200 DTW05001 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER					
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	FILTER & MENTHOL TOTAL
WESTERN FIELD	11,862	9,448	21,310	47,881	2,072	49,953
	0.14	0.11	0.24	0.55	0.02	0.57
W-1	5,284	4,454	9,738	23,501	100	23,601
	0.28	0.22	0.48	1.17		1.17
W-2	2,575	1,483	4,058	6,949	426	7,375
	0.12	0.07	0.18	0.31	0.02	0.33
W-3	1,188	1,205	2,393	4,497	1,473	5,970
	0.07	0.07	0.13	0.25	0.08	0.33
W-4	2,815	2,306	5,121	12,934	73	13,007
	0.11	0.09	0.19	0.49		0.49
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	48,014	36,216	84,230	179,762	6,472	186,234
	0.18	0.14	0.32	0.88	0.02	0.71
CHAIN OVER \$2 MIL	32,513	23,068	55,581	118,258	3,305	121,563
	0.17	0.12	0.30	0.64	0.02	0.65
IND OVER \$2 MIL	15,501	13,148	28,649	61,504	3,167	64,671
	0.20	0.17	0.37	0.80	0.04	0.84
CHAIN UNDER \$2 MIL	2,946	3,152	6,098	13,836	624	14,460
	0.04	0.04	0.08	0.17	0.01	0.18
IND UNDER \$2 MIL	8,750	5,447	14,197	27,168	793	27,961
	0.08	0.05	0.14	0.26	0.01	0.27

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TABLE S5

PAGE 22 OF 84

4200 DTW05001 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES TAREYTON			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	387,302 0.89	175,093 0.39	172,288 0.39	347,391 0.78	49,911 0.11
CENTRAL FIELD	66,842 0.70	26,412 0.28	31,287 0.33	57,899 0.61	9,143 0.10
C-1	15,123 0.71	6,308 0.30	7,093 0.33	13,399 0.63	1,724 0.08
C-2	15,239 0.52	6,219 0.21	7,848 0.27	14,067 0.48	1,172 0.04
C-3	17,795 0.76	7,105 0.30	8,485 0.36	15,590 0.66	2,205 0.09
C-4	18,885 0.89	8,782 0.32	7,881 0.37	14,843 0.70	4,042 0.19
EASTERN FIELD	79,886 1.14	37,853 0.54	31,817 0.45	69,670 1.00	10,216 0.15
E-1	21,130 1.32	9,330 0.58	8,872 0.55	18,202 1.14	2,928 0.18
E-2	5,748 1.21	2,268 0.48	2,052 0.43	4,318 0.91	1,430 0.30
E-3	19,248 0.95	8,964 0.44	8,286 0.41	17,250 0.85	1,998 0.10
E-4	9,496 1.03	5,046 0.54	3,897 0.40	8,743 0.94	753 0.08
E-5	24,264 1.23	12,247 0.62	8,910 0.45	21,157 1.07	3,107 0.16
NORTHERN FIELD	84,937 0.94	38,584 0.40	35,939 0.40	72,523 0.80	12,414 0.14
N-1	22,971 0.95	10,005 0.41	10,236 0.42	20,241 0.83	2,730 0.11
N-2	18,796 1.10	7,234 0.42	8,932 0.52	16,166 0.95	2,630 0.15
N-3	15,585 0.89	6,532 0.37	6,615 0.38	13,147 0.75	2,438 0.14
N-4	27,585 0.87	12,813 0.41	10,156 0.32	22,989 0.73	4,616 0.15
SOUTHERN FIELD	63,759 0.61	30,458 0.29	27,275 0.26	57,730 0.55	6,029 0.06
S-1	13,715 0.44	6,467 0.21	6,133 0.20	12,600 0.40	1,115 0.04
S-2	16,922 0.64	8,709 0.33	6,665 0.28	15,374 0.58	1,548 0.06
S-3	20,559 0.74	9,058 0.33	9,358 0.34	18,418 0.68	2,143 0.08
S-4	12,553 0.67	6,221 0.33	5,119 0.27	11,340 0.60	1,223 0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 23 OF 84

4200 DTW05001 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			TAREYTON	
	TOTAL	KINGS	FILTER 100'S	TOTAL	LIGHTS KINGS & 100'S
WESTERN FIELD	101,878	43,789	45,980	89,769	12,109
	1.17	0.50	0.53	1.03	0.14
W-1	25,863	9,843	9,951	19,794	6,069
	1.29	0.49	0.50	0.98	0.30
W-2	29,328	14,635	11,880	26,485	2,831
	1.32	0.66	0.53	1.19	0.13
W-3	25,853	11,293	13,135	24,428	1,425
	1.42	0.62	0.72	1.34	0.08
W-4	20,836	8,018	11,034	19,052	1,784
	0.79	0.30	0.42	0.72	0.07
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	282,976	110,372	118,750	229,122	33,854
	1.00	0.42	0.45	0.87	0.13
CHAIN OVER \$2 MIL	182,298	78,041	86,118	164,157	18,141
	0.98	0.42	0.46	0.88	0.10
IND OVER \$2 MIL	80,878	32,331	32,634	64,965	15,713
	1.05	0.42	0.43	0.85	0.21
CHAIN UNDER \$2 MIL	49,769	24,473	21,401	45,874	3,895
	0.62	0.30	0.27	0.57	0.05
IND UNDER \$2 MIL	84,557	40,248	32,147	72,395	12,162
	0.82	0.39	0.31	0.70	0.12

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 24 OF 84

4200 DTW05001 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL	85'S TOTAL	100'S TOTAL	MALIBU FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	308,174 0.68	15,908 0.04	290,266 0.65	5,780 0.01	5,174 0.01	4,974 0.01
CENTRAL FIELD	79,953 0.84	7,164 0.08	72,789 0.76	2,140 0.02	2,820 0.03	2,204 0.02
C-1	12,841 0.60	544 0.03	12,297 0.58	174 0.01	209 0.01	161 0.01
C-2	19,257 0.66	5,325 0.18	13,932 0.48	1,552 0.05	2,140 0.07	1,633 0.06
C-3	21,863 0.93	390 0.02	21,473 0.81	180 0.01	128 0.01	112 0.01
C-4	25,992 1.23	905 0.04	25,087 1.19	264 0.01	343 0.02	298 0.01
EASTERN FIELD	24,295 0.35	794 0.01	23,501 0.34	373 0.01	175 0.01	246 0.01
E-1	5,889 0.36	263 0.02	5,426 0.34	103 0.01	88 0.01	72 0.01
E-2	940 0.20	119 0.03	821 0.17	44 0.01	27 0.01	48 0.01
E-3	8,288 0.41	67 0.01	8,221 0.41	45 0.01	14 0.01	8 0.01
E-4	1,825 0.20	80 0.01	1,745 0.18	76 0.01	2 0.01	2 0.01
E-5	7,553 0.38	265 0.01	7,288 0.37	105 0.01	44 0.01	116 0.01
NORTHERN FIELD	93,578 1.03	3,506 0.04	90,070 1.00	1,206 0.01	1,182 0.01	1,118 0.01
N-1	15,924 0.66	340 0.01	15,584 0.64	88 0.01	172 0.01	100 0.01
N-2	22,125 1.29	1,386 0.08	20,739 1.21	541 0.03	459 0.03	386 0.02
N-3	22,964 1.31	755 0.04	22,209 1.27	207 0.01	240 0.01	308 0.02
N-4	32,563 1.03	1,025 0.03	31,538 1.00	390 0.01	311 0.01	324 0.01
SOUTHERN FIELD	51,193 0.48	2,533 0.02	48,660 0.47	1,069 0.01	599 0.01	865 0.01
S-1	11,360 0.36	499 0.02	10,861 0.35	129 0.01	139 0.01	231 0.01
S-2	18,205 0.69	1,119 0.04	17,086 0.65	558 0.02	230 0.01	331 0.01
S-3	8,300 0.30	576 0.02	7,724 0.28	160 0.01	157 0.01	259 0.01
S-4	13,328 0.71	339 0.02	12,989 0.69	222 0.01	73 0.01	44 0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 25 OF 84

4200 DTW05001 B2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
WESTERN FIELD	57,157	1,911	55,246	972	398	541
	0.68	0.02	0.63	0.01		0.01
W-1	24,024	1,172	22,852	600	284	288
	1.20	0.06	1.14	0.03	0.01	0.01
W-2	7,493	430	7,063	296	88	88
	0.34	0.02	0.32	0.01		
W-3	5,961	226	5,735	49	44	133
	0.33	0.01	0.31			0.01
W-4	19,679	83	19,596	27	4	52
	0.74		0.74			
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	228,688	7,425	221,263	2,211	2,706	2,508
	0.87	0.03	0.84	0.01	0.01	0.01
CHAIN OVER \$2 MIL	147,101	3,154	143,947	989	1,181	1,004
	0.79	0.02	0.77	0.01	0.01	0.01
IND OVER \$2 MIL	81,587	4,271	77,316	1,242	1,525	1,504
	1.07	0.06	1.01	0.02	0.02	0.02
CHAIN UNDER \$2 MIL	30,585	3,859	26,726	1,441	1,255	1,183
	0.38	0.05	0.33	0.02	0.02	0.01
IND UNDER \$2 MIL	46,801	4,624	42,277	2,108	1,213	1,303
	0.45	0.04	0.41	0.02	0.01	0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 26 OF 84

4200 DTW05001 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S	
TOTAL UNITED STATES	78,889 0.18	96,034 0.21	115,343 0.28			50,342 0.11
CENTRAL FIELD	18,982 0.20	22,942 0.24	30,885 0.32			11,725 0.12
C-1	3,715 0.17	3,435 0.16	5,147 0.24			2,883 0.14
C-2	4,487 0.15	4,358 0.15	5,107 0.17			2,439 0.08
C-3	4,553 0.19	6,828 0.29	10,092 0.43			3,158 0.13
C-4	8,247 0.30	8,321 0.39	10,519 0.50			3,245 0.15
EASTERN FIELD	8,871 0.10	7,252 0.10	9,278 0.13			4,721 0.07
E-1	1,811 0.10	1,573 0.10	2,242 0.14			2,113 0.13
E-2	299 0.06	231 0.05	291 0.06			355 0.07
E-3	2,229 0.11	2,291 0.11	3,701 0.18			954 0.05
E-4	545 0.06	557 0.06	643 0.07			633 0.07
E-5	2,287 0.12	2,600 0.13	2,401 0.12			666 0.03
NORTHERN FIELD	23,401 0.26	33,514 0.37	33,155 0.37			13,713 0.15
N-1	4,647 0.19	6,658 0.27	4,279 0.18			4,163 0.17
N-2	5,920 0.35	7,969 0.47	6,850 0.40			3,337 0.20
N-3	5,182 0.29	8,081 0.46	8,988 0.51			1,604 0.09
N-4	7,672 0.24	10,826 0.34	13,040 0.41			4,609 0.15
SOUTHERN FIELD	14,018 0.13	16,522 0.16	18,120 0.17			8,514 0.08
S-1	3,796 0.12	3,117 0.10	3,948 0.13			2,892 0.09
S-2	4,888 0.19	6,031 0.23	6,167 0.23			1,447 0.06
S-3	1,760 0.06	2,727 0.10	3,297 0.12			3,314 0.12
S-4	3,574 0.19	4,647 0.25	4,788 0.25			861 0.05

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 27 OF 84

4200 DTW05001 B2808 01 014 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
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	CIGARETTES						ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S	FILTER 100'S	
WESTERN FIELD	15,517	15,804	23,925				11,669
	0.18	0.18	0.27				0.13
W-1	6,215	6,878	9,759				2,562
	0.31	0.34	0.49				0.13
W-2	1,761	1,742	3,560				3,316
	0.08	0.08	0.16				0.15
W-3	2,187	1,870	1,678				1,813
	0.12	0.10	0.09				0.09
W-4	5,354	5,314	8,928				4,178
	0.20	0.20	0.34				0.18
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	57,534	74,838	88,891				38,181
	0.22	0.28	0.34				0.15
CHAIN OVER \$2 MIL	37,169	48,855	57,923				23,247
	0.20	0.26	0.31				0.12
IND OVER \$2 MIL	20,385	25,983	30,988				14,914
	0.27	0.34	0.40				0.19
CHAIN UNDER \$2 MIL	8,216	8,988	9,522				2,177
	0.10	0.11	0.12				0.03
IND UNDER \$2 MIL	13,139	12,208	16,930				10,004
	0.13	0.12	0.18				0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 28 OF 84

4200 DTW05001 B2808 01 014 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO		FILTER LIGHTS	
			BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	16,779,847 37.54	9,758,649 21.83	1,996,995 4.47	2,249,697 5.03	908,349 2.03	1,456,212 3.26
CENTRAL FIELD	3,661,535 38.48	2,090,423 21.97	219,337 2.31	540,354 5.68	143,223 1.51	356,506 3.75
C-1	942,789 44.21	577,783 27.10	74,683 3.50	150,821 7.07	37,329 1.75	85,710 4.02
C-2	965,078 32.98	485,181 16.58	85,386 2.23	100,722 3.44	53,619 1.83	83,378 2.85
C-3	1,004,084 42.73	595,188 25.33	39,800 1.69	159,937 6.81	26,557 1.13	108,711 4.63
C-4	749,583 35.58	432,311 20.52	39,468 1.87	128,874 5.12	25,718 1.22	78,709 3.74
EASTERN FIELD	2,793,506 39.91	1,710,859 24.44	707,718 10.11	205,824 2.94	285,057 4.07	133,155 1.90
E-1	882,214 41.39	404,356 25.28	187,905 11.75	31,930 2.00	76,336 4.77	23,264 1.45
E-2	192,336 40.59	108,160 22.83	52,026 10.98	5,169 1.09	23,682 5.00	4,607 0.97
E-3	784,985 38.82	485,942 24.03	208,915 10.33	52,681 2.80	79,455 3.93	33,325 1.65
E-4	417,906 45.12	255,740 27.61	113,774 12.28	21,222 2.29	49,544 5.35	15,532 1.68
E-5	736,085 37.23	456,661 23.10	145,098 7.34	94,842 4.80	56,040 2.83	58,427 2.88
NORTHERN FIELD	2,978,393 32.95	1,691,658 18.71	213,567 2.36	530,696 5.87	111,023 1.23	337,468 3.73
N-1	724,163 29.82	420,790 17.33	35,738 1.47	166,184 6.84	14,852 0.61	86,894 3.58
N-2	575,601 33.65	341,878 19.99	30,268 1.77	118,291 6.92	16,352 0.98	66,906 3.91
N-3	601,875 34.38	313,138 17.89	64,933 3.71	63,714 3.64	34,623 1.98	47,672 2.72
N-4	1,077,754 34.17	615,852 19.53	82,628 2.62	182,507 5.79	45,196 1.43	135,996 4.31
SOUTHERN FIELD	3,683,503 35.29	2,136,965 20.48	359,644 3.45	597,961 5.73	168,993 1.62	402,977 3.86
S-1	1,036,482 32.95	628,485 19.99	65,291 2.08	214,622 6.83	32,122 1.02	135,361 4.30
S-2	784,639 29.85	455,433 17.32	31,434 1.20	182,334 6.94	12,130 0.46	120,842 4.60
S-3	1,148,456 41.34	637,360 22.94	179,094 6.43	108,948 3.92	68,370 2.46	78,288 2.82
S-4	713,946 37.87	415,687 22.05	83,825 4.45	92,057 4.88	56,371 2.99	68,486 3.63

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 29 OF 84

4200 DTW05001 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL	MARLBORO				
	PHILIP MORRIS	TOTAL	BOX	SOFT PACK	BOX	FILTER LIGHTS SOFT PACK
WESTERN FIELD	3,661,910	2,128,744	496,729	374,862	201,053	226,106
	42.07	24.45	5.71	4.31	2.31	2.60
W-1	724,546	415,743	54,440	101,053	22,738	54,598
	36.05	20.69	2.71	5.03	1.13	2.72
W-2	1,008,888	586,816	196,370	48,575	75,260	41,896
	45.39	26.40	8.84	2.19	3.39	1.89
W-3	824,874	473,453	153,412	47,078	62,147	36,266
	45.22	25.95	8.41	2.58	3.41	1.99
W-4	1,103,602	652,732	92,507	178,156	40,908	93,346
	41.67	24.65	3.49	6.73	1.54	3.52
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	9,032,647	4,799,352	912,032	1,079,850	404,501	686,523
	34.37	18.26	3.47	4.11	1.54	2.65
CHAIN OVER \$2 MIL	6,549,229	3,507,237	685,181	756,081	316,793	500,544
	35.17	18.83	3.68	4.06	1.70	2.69
IND OVER \$2 MIL	2,483,418	1,292,115	226,851	323,789	87,708	185,979
	32.44	16.88	2.96	4.23	1.15	2.56
CHAIN UNDER \$2 MIL	3,750,008	2,478,594	528,703	582,151	263,426	387,146
	46.50	30.74	6.56	7.22	3.27	4.93
IND UNDER \$2 MIL	3,997,194	2,480,703	556,260	587,696	241,422	362,543
	38.59	23.95	5.37	5.67	2.33	3.50

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TABLE S5

PAGE 30 OF 84

4200 DTW05001 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	1,254,189 2.81	1,257,307 2.81	293,650 0.68	341,250 0.76
CENTRAL FIELD	347,305 3.65	346,481 3.64	58,081 0.59	81,136 0.85
C-1	104,809 4.92	94,466 4.43	10,639 0.50	19,328 0.91
C-2	73,146 2.50	73,756 2.52	10,889 0.37	24,267 0.83
C-3	113,633 4.84	107,966 4.59	18,206 0.77	20,358 0.87
C-4	55,717 2.64	70,293 3.34	16,347 0.78	17,185 0.82
EASTERN FIELD	155,782 2.23	150,907 2.16	27,576 0.39	44,840 0.64
E-1	36,119 2.26	34,158 2.14	5,938 0.37	8,706 0.54
E-2	7,454 1.57	11,283 2.38	943 0.20	2,996 0.63
E-3	46,653 2.31	43,798 2.17	7,988 0.39	13,147 0.65
E-4	24,878 2.89	22,826 2.46	3,541 0.38	4,423 0.48
E-5	40,878 2.06	38,842 1.96	9,186 0.46	15,588 0.79
NORTHERN FIELD	148,308 1.64	203,434 2.25	65,313 0.72	81,849 0.91
N-1	33,289 1.37	52,085 2.15	14,219 0.59	17,529 0.72
N-2	30,457 1.78	38,457 2.25	12,404 0.73	28,743 1.68
N-3	32,760 1.87	43,421 2.48	12,674 0.72	13,341 0.76
N-4	51,802 1.64	69,471 2.20	26,016 0.82	22,236 0.71
SOUTHERN FIELD	227,000 2.17	249,542 2.39	56,413 0.54	74,435 0.71
S-1	65,859 2.09	73,754 2.35	18,934 0.60	22,542 0.72
S-2	30,691 1.17	43,714 1.66	17,123 0.65	17,185 0.65
S-3	90,336 3.25	80,470 2.90	10,131 0.36	21,723 0.78
S-4	40,114 2.13	51,604 2.74	10,225 0.54	13,005 0.68

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TABLE 55

PAGE 31 OF 84

4200 DTW05001 B2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
WESTERN FIELD	375,794	306,943	88,267	58,990
	4.32	3.53	1.01	0.68
W-1	74,847	61,258	35,375	11,436
	3.72	3.05	1.76	0.57
W-2	108,105	86,910	10,456	18,244
	4.91	3.91	0.47	0.82
W-3	86,912	72,382	4,415	10,841
	4.78	3.97	0.24	0.59
W-4	104,930	86,395	38,021	18,469
	3.96	3.26	1.44	0.70
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	665,968	705,632	176,797	158,049
	2.53	2.69	0.67	0.60
CHAIN OVER \$2 MIL	487,653	532,261	117,585	101,179
	2.67	2.86	0.63	0.54
IND OVER \$2 MIL	188,315	173,371	59,232	56,870
	2.20	2.28	0.77	0.74
CHAIN UNDER \$2 MIL	280,645	274,128	52,633	99,764
	3.48	3.40	0.65	1.24
IND UNDER \$2 MIL	307,576	277,549	64,220	83,437
	2.97	2.68	0.62	0.81

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 32 OF 84

4200 DTW05001 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB compared  
The Dun & Wothe Company

	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	FILTER		MENTHOL		DELUXE		
TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	ULTRA LIGHTS	
						100'S BOX	
TOTAL UNITED STATES	1,795,372	58,086	319,778	34,540	284,972	705,366	318,092
	4.02	0.13	0.72	0.08	0.66	1.58	0.71
CENTRAL FIELD	415,733	5,377	67,842	5,446	80,864	159,329	68,986
	4.37	0.06	0.71	0.06	0.85	1.67	0.72
C-1	133,660	2,187	22,452	1,996	21,324	47,939	24,333
	6.27	0.10	1.05	0.08	1.00	2.25	1.14
C-2	115,889	1,754	15,789	2,090	30,871	50,504	15,792
	3.96	0.06	0.54	0.07	1.05	1.73	0.54
C-3	110,283	703	20,173	881	19,903	41,640	19,141
	4.68	0.03	0.86	0.04	0.85	1.77	0.81
C-4	55,801	753	9,228	499	8,786	19,248	9,720
	2.65	0.04	0.44	0.02	0.42	0.91	0.46
EASTERN FIELD	219,750	18,844	51,716	4,660	24,479	97,399	42,296
	3.14	0.24	0.74	0.07	0.35	1.39	0.60
E-1	45,219	4,091	11,252	655	4,311	20,309	7,837
	2.83	0.26	0.70	0.04	0.27	1.27	0.49
E-2	23,052	2,366	4,945	858	1,930	10,099	5,583
	4.87	0.50	1.04	0.18	0.41	2.13	1.18
E-3	65,429	4,171	16,406	1,263	7,914	29,754	12,209
	3.24	0.21	0.81	0.06	0.39	1.47	0.60
E-4	33,334	2,728	7,491	701	3,538	14,458	6,438
	3.60	0.29	0.81	0.08	0.38	1.56	0.70
E-5	52,716	3,188	11,622	1,183	6,786	22,779	10,229
	2.87	0.16	0.59	0.06	0.34	1.15	0.52
NORTHERN FIELD	249,503	4,416	45,340	2,670	43,824	96,250	40,424
	2.76	0.05	0.50	0.03	0.48	1.06	0.45
N-1	65,446	427	11,858	291	12,523	25,099	11,185
	2.70	0.02	0.49	0.01	0.52	1.03	0.46
N-2	49,075	159	8,840	106	8,330	17,535	7,223
	2.69	0.01	0.52	0.01	0.49	1.03	0.42
N-3	40,348	1,308	6,751	945	5,703	14,707	7,658
	2.30	0.07	0.39	0.05	0.33	0.84	0.44
N-4	97,834	2,522	17,791	1,328	17,268	38,909	14,358
	3.10	0.08	0.56	0.04	0.55	1.23	0.46
SOUTHERN FIELD	401,379	7,680	67,963	7,993	79,010	162,646	64,536
	3.85	0.07	0.65	0.08	0.76	1.56	0.62
S-1	99,781	227	16,055	1,453	28,823	46,558	13,983
	3.17	0.01	0.51	0.05	0.92	1.48	0.44
S-2	59,444	134	10,144	243	10,935	21,456	8,700
	2.26	0.01	0.39	0.01	0.42	0.82	0.33
S-3	187,069	6,611	31,501	6,022	29,330	73,464	31,823
	6.73	0.24	1.13	0.22	1.06	2.84	1.14
S-4	55,085	708	10,263	275	9,922	21,158	10,230
	2.92	0.04	0.54	0.01	0.53	1.12	0.54

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 33 OF 84

4200 DTW05001 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES							
	BENSON & HEDGES							
	100'S				DELUXE			
	FILTER		MENTHOL		ULTRA LIGHTS			
TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	100'S BOX		
WESTERN FIELD	509,007	22,048	87,117	13,771	66,795	189,732	101,850	
	5.85	0.25	1.00	0.16	0.77	2.18	1.17	
W-1	79,068	1,538	16,442	354	10,621	28,955	16,588	
	3.93	0.08	0.82	0.02	0.53	1.44	0.83	
W-2	144,914	5,875	23,381	4,482	17,474	51,192	29,352	
	8.52	0.26	1.05	0.20	0.79	2.30	1.32	
W-3	164,268	9,900	24,988	6,358	19,233	60,479	34,577	
	9.00	0.54	1.37	0.35	1.05	3.32	1.90	
W-4	120,781	4,736	22,306	2,597	19,467	49,108	21,333	
	4.56	0.18	0.84	0.10	0.74	1.85	0.81	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	1,110,880	37,987	200,450	20,720	162,385	421,522	211,380	
	4.23	0.14	0.76	0.08	0.62	1.80	0.80	
CHAIN OVER \$2 MIL	871,351	30,759	154,169	17,388	123,413	325,709	171,070	
	4.68	0.17	0.83	0.09	0.68	1.75	0.92	
IND OVER \$2 MIL	239,529	7,208	46,281	3,352	38,972	95,813	40,310	
	3.13	0.09	0.60	0.04	0.51	1.25	0.53	
CHAIN UNDER \$2 MIL	352,413	7,645	57,870	7,189	68,332	141,036	60,231	
	4.37	0.09	0.72	0.09	0.85	1.75	0.75	
IND UNDER \$2 MIL	332,079	10,454	61,458	6,631	64,255	142,798	46,481	
	3.21	0.10	0.59	0.06	0.62	1.38	0.45	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 34 OF 84

4200 DTW05001 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S						
	FILTER		MENTHOL			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX	ALL OTHER
TOTAL UNITED STATES	40,284 0.09	253,058 0.57	35,447 0.08	205,687 0.46	534,456 1.20	216,000 0.48	21,468 0.05
CENTRAL FIELD	10,976 0.12	58,321 0.82	10,887 0.11	50,557 0.53	131,541 1.38	51,866 0.55	4,011 0.04
C-1	3,755 0.18	21,870 1.03	4,340 0.20	15,494 0.73	45,459 2.13	15,019 0.70	910 0.04
C-2	4,069 0.14	12,473 0.43	3,764 0.13	15,663 0.54	35,969 1.23	12,680 0.43	944 0.03
C-3	2,118 0.09	15,780 0.67	1,881 0.08	13,861 0.58	33,440 1.42	15,186 0.65	866 0.04
C-4	1,034 0.05	9,198 0.44	702 0.03	5,739 0.27	16,673 0.79	8,971 0.43	1,291 0.06
EASTERN FIELD	5,987 0.09	30,706 0.44	3,722 0.05	18,720 0.24	57,135 0.82	19,501 0.28	3,419 0.05
E-1	811 0.05	7,662 0.48	697 0.04	3,712 0.23	12,882 0.81	3,853 0.24	338 0.02
E-2	1,358 0.28	2,149 0.45	568 0.12	1,823 0.38	5,898 1.24	1,443 0.30	29 0.01
E-3	1,505 0.07	8,783 0.43	1,190 0.06	5,337 0.26	16,815 0.83	5,405 0.27	1,246 0.06
E-4	850 0.07	4,375 0.47	191 0.02	2,133 0.23	7,349 0.79	4,109 0.44	980 0.11
E-5	1,663 0.08	7,737 0.39	1,076 0.05	3,715 0.19	14,191 0.72	4,691 0.24	826 0.04
NORTHERN FIELD	4,432 0.05	35,314 0.39	3,766 0.04	31,009 0.34	74,521 0.82	32,222 0.36	6,086 0.07
N-1	1,211 0.05	9,426 0.39	1,020 0.04	7,679 0.32	19,336 0.80	8,277 0.34	1,549 0.06
N-2	1,039 0.06	6,300 0.37	802 0.05	4,922 0.29	13,063 0.78	7,015 0.41	1,239 0.07
N-3	731 0.04	5,300 0.30	583 0.03	4,652 0.27	11,248 0.64	5,342 0.31	1,395 0.08
N-4	1,451 0.05	14,288 0.45	1,381 0.04	13,756 0.44	30,878 0.98	11,588 0.37	1,903 0.06
SOUTHERN FIELD	6,190 0.06	54,946 0.53	6,317 0.06	52,583 0.50	120,038 1.15	50,824 0.49	3,337 0.03
S-1	1,649 0.05	10,130 0.32	1,980 0.06	14,702 0.47	28,481 0.91	9,870 0.31	909 0.03
S-2	1,323 0.05	8,274 0.31	1,267 0.05	8,886 0.34	19,750 0.75	9,054 0.34	484 0.02
S-3	1,842 0.07	28,764 1.04	1,972 0.07	22,102 0.80	54,680 1.97	25,748 0.93	1,554 0.06
S-4	1,376 0.07	7,778 0.41	1,098 0.06	6,893 0.37	17,145 0.91	6,152 0.33	390 0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 35 OF 84

4200 DTW05001 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES BENSON & HEDGES							
	LIGHT 100'S				TOTAL	DELUXE ULTRA LIGHTS 100'S		
	FILTER BOX	SOFT PACK	MENTHOL BOX	MENTHOL SOFT PACK		MENTHOL BOX	ALL	OTHER
WESTERN FIELD	12,679	72,771	10,955	54,818	151,223	51,587	4,615	
	0.15	0.84	0.13	0.63	1.74	0.71	0.05	
W-1	1,336	11,865	819	9,038	23,058	9,392	1,073	
	0.07	0.59	0.04	0.45	1.15	0.47	0.05	
W-2	3,362	22,385	2,793	16,152	44,672	18,018	1,680	
	0.15	1.01	0.13	0.73	2.01	0.81	0.08	
W-3	5,263	21,238	5,154	16,882	48,337	19,915	958	
	0.29	1.16	0.28	0.91	2.65	1.09	0.05	
W-4	2,718	17,303	2,189	12,948	35,156	14,262	904	
	0.10	0.65	0.08	0.49	1.33	0.54	0.03	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	25,902	157,176	21,269	122,855	327,202	135,771	15,005	
	0.10	0.60	0.08	0.47	1.25	0.52	0.06	
CHAIN OVER \$2 MIL	20,787	125,196	16,426	94,324	256,733	109,470	8,369	
	0.11	0.67	0.09	0.51	1.38	0.59	0.04	
IND OVER \$2 MIL	5,115	31,980	4,843	28,531	70,469	26,301	6,636	
	0.07	0.42	0.06	0.37	0.92	0.34	0.09	
CHAIN UNDER \$2 MIL	8,769	48,023	9,006	42,421	108,219	44,368	559	
	0.11	0.57	0.11	0.53	1.32	0.55	0.01	
IND UNDER \$2 MIL	5,593	49,859	5,172	40,411	101,035	35,861	5,904	
	0.05	0.48	0.05	0.39	0.98	0.35	0.06	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 36 OF 84

4200 DTW05001 82808 01 018 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	1,922,382 4.30	558,371 1.25	387,457 0.87	330,446 0.74	288,374 0.65	198,064 0.44	159,850 0.38
CENTRAL FIELD	389,281 4.09	98,289 1.03	80,988 0.96	63,388 0.67	65,770 0.69	41,806 0.44	29,080 0.31
C-1	78,962 3.70	18,552 0.87	19,644 0.92	13,704 0.64	15,173 0.71	7,819 0.37	4,070 0.19
C-2	91,636 3.13	23,781 0.81	19,445 0.66	13,877 0.47	15,191 0.52	11,111 0.38	8,231 0.28
C-3	114,352 4.87	29,485 1.25	28,089 1.19	20,054 0.85	18,989 0.81	10,964 0.47	8,791 0.29
C-4	104,331 4.85	26,471 1.28	23,810 1.13	15,733 0.75	16,417 0.78	11,912 0.57	9,988 0.47
EASTERN FIELD	372,216 5.32	134,163 1.92	61,573 0.88	68,259 0.98	48,962 0.70	33,739 0.48	25,520 0.36
E-1	108,972 8.81	37,860 2.37	20,423 1.28	19,335 1.21	14,844 0.93	8,786 0.55	7,724 0.48
E-2	19,979 4.22	7,058 1.49	3,233 0.68	4,455 0.94	3,076 0.65	1,283 0.27	874 0.18
E-3	79,035 3.91	29,081 1.44	12,084 0.80	14,794 0.73	9,952 0.49	8,081 0.40	5,043 0.25
E-4	61,705 8.88	22,865 2.47	10,022 1.08	10,145 1.10	7,765 0.84	6,213 0.67	4,695 0.51
E-5	102,525 5.19	37,299 1.89	15,811 0.80	19,530 0.99	13,325 0.67	9,376 0.47	7,184 0.36
NORTHERN FIELD	399,911 4.42	105,929 1.17	71,645 0.79	63,444 0.70	56,100 0.62	53,041 0.59	49,752 0.55
N-1	82,076 3.38	24,088 0.99	14,920 0.61	13,070 0.54	9,494 0.39	11,431 0.47	9,093 0.37
N-2	80,170 4.69	17,289 1.01	12,263 0.72	12,719 0.74	10,746 0.63	14,084 0.82	13,089 0.77
N-3	129,874 7.42	33,442 1.91	25,123 1.44	20,828 1.19	20,686 1.18	14,676 0.84	15,141 0.86
N-4	107,791 3.42	31,130 0.99	19,338 0.61	16,829 0.53	15,194 0.48	12,870 0.41	12,429 0.39
SOUTHERN FIELD	404,017 3.87	119,686 1.15	81,441 0.78	73,743 0.71	56,268 0.54	41,271 0.40	31,828 0.30
S-1	96,882 3.08	26,978 0.86	17,322 0.55	16,942 0.54	15,111 0.48	11,019 0.35	9,510 0.30
S-2	85,282 3.24	25,149 0.96	16,511 0.63	16,519 0.63	9,043 0.34	11,020 0.42	6,940 0.26
S-3	108,777 3.84	32,490 1.17	21,413 0.77	20,021 0.72	16,600 0.60	10,514 0.38	5,739 0.21
S-4	115,076 8.10	35,049 1.86	26,095 1.38	20,261 1.07	15,514 0.82	8,718 0.46	9,439 0.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 37 OF 84

4200 DTW05001 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES						
	..... FILTER .....			MERIT		ULTRA LIGHTS	
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL	MENTHOL	ULTRA LIGHTS
				KINGS	100'S	KINGS & 100'S	KINGS & 100'S
WESTERN FIELD	358,937	100,324	81,830	61,632	61,274	28,207	23,670
	4.10	1.18	0.94	0.71	0.70	0.32	0.27
W-1	103,465	25,268	21,882	19,648	20,818	8,332	7,717
	5.15	1.26	1.09	0.98	1.03	0.41	0.38
W-2	85,099	27,176	20,714	14,060	10,780	8,834	3,555
	3.83	1.22	0.93	0.63	0.48	0.40	0.16
W-3	59,140	18,630	16,868	8,598	9,970	2,522	2,552
	3.24	1.02	0.92	0.47	0.55	0.14	0.14
W-4	109,233	29,250	22,366	19,326	19,926	8,519	9,848
	4.12	1.10	0.84	0.73	0.75	0.32	0.37
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	1,116,249	310,259	247,757	184,194	173,075	107,335	93,829
	4.25	1.18	0.94	0.70	0.66	0.41	0.36
CHAIN OVER \$2 MIL	809,296	225,587	185,506	134,671	127,046	74,261	62,225
	4.35	1.21	1.00	0.72	0.68	0.40	0.33
IND OVER \$2 MIL	306,953	84,672	62,251	49,523	48,029	33,074	31,404
	4.01	1.11	0.81	0.65	0.60	0.43	0.41
CHAIN UNDER \$2 MIL	389,323	118,656	62,636	76,639	57,217	43,062	31,113
	4.83	1.47	0.78	0.95	0.71	0.53	0.39
IND UNDER \$2 MIL	416,790	129,456	77,064	69,613	58,082	47,667	34,808
	4.02	1.25	0.74	0.67	0.56	0.46	0.34

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 38 OF 84

4200 DTW05001 82808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S LIGHTS	100'S ULTRA LIGHTS	100 LIGHTS & ULTRA LIGHTS	FILTER 100'S	FILTER 120'S
TOTAL UNITED STATES	1,529,821 3.42	501,498 1.12	282,229 0.59	763,727 1.71	474,570 1.06	291,524 0.65
CENTRAL FIELD	370,896 3.90	120,485 1.27	65,046 0.68	185,531 1.95	99,827 1.05	85,538 0.90
C-1	83,520 3.92	25,670 1.20	14,546 0.68	40,216 1.89	22,382 1.05	20,942 0.98
C-2	142,732 4.88	49,684 1.70	24,850 0.85	74,534 2.55	38,940 1.33	29,258 1.00
C-3	88,790 3.78	27,116 1.15	15,816 0.67	42,932 1.83	24,506 1.04	21,352 0.91
C-4	55,854 2.65	18,015 0.86	9,834 0.47	27,849 1.32	14,019 0.67	13,986 0.66
EASTERN FIELD	200,834 2.87	70,499 1.01	34,733 0.50	105,232 1.50	65,505 0.84	30,097 0.43
E-1	41,821 2.61	15,819 0.99	8,461 0.40	22,280 1.39	14,507 0.91	5,034 0.31
E-2	17,557 3.71	6,112 1.29	3,501 0.74	9,613 2.03	5,405 1.14	2,539 0.54
E-3	68,305 3.38	23,526 1.16	11,655 0.58	35,181 1.74	22,216 1.10	10,908 0.54
E-4	29,919 3.23	11,011 1.19	4,267 0.46	15,278 1.65	9,883 1.07	4,758 0.51
E-5	43,232 2.19	14,031 0.71	8,849 0.45	22,880 1.16	13,494 0.68	6,858 0.35
NORTHERN FIELD	269,317 2.98	85,460 0.95	48,015 0.53	133,475 1.48	81,179 0.90	54,663 0.60
N-1	71,678 2.95	20,675 0.85	11,681 0.48	32,356 1.33	24,012 0.99	15,311 0.63
N-2	58,274 3.29	18,070 1.06	10,334 0.60	28,404 1.66	17,806 1.04	10,064 0.59
N-3	40,647 2.32	11,687 0.67	9,396 0.54	21,083 1.20	9,521 0.54	10,043 0.57
N-4	100,717 3.19	35,028 1.11	16,604 0.53	51,632 1.64	29,840 0.95	19,245 0.61
SOUTHERN FIELD	404,209 3.87	132,186 1.27	62,284 0.60	194,450 1.86	141,430 1.36	68,329 0.65
S-1	125,235 3.98	41,095 1.31	19,936 0.63	61,031 1.84	44,059 1.40	20,145 0.64
S-2	107,353 4.08	36,887 1.40	14,727 0.56	51,824 1.96	41,486 1.58	14,243 0.54
S-3	84,834 3.40	31,149 1.12	13,775 0.50	44,924 1.62	29,208 1.05	20,402 0.73
S-4	77,087 4.09	23,025 1.22	13,846 0.73	36,871 1.96	26,877 1.41	13,538 0.72

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 39 OF 84

4200 DTW05001 B2808 01 020 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS		
WESTERN FIELD	284,565	92,888	52,151	145,038	86,629	52,897
	3.27	1.07	0.60	1.87	1.00	0.61
W-1	53,779	16,004	9,329	25,333	15,245	13,201
	2.68	0.80	0.46	1.26	0.76	0.68
W-2	85,908	29,881	18,559	48,440	26,303	11,185
	3.87	1.34	0.84	2.18	1.18	0.50
W-3	67,732	23,983	10,644	34,627	22,246	10,858
	3.71	1.31	0.58	1.90	1.22	0.60
W-4	77,146	23,020	13,619	36,639	22,835	17,672
	2.91	0.87	0.51	1.38	0.86	0.67
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	902,344	282,622	156,805	439,427	280,249	182,668
	3.43	1.08	0.60	1.67	1.07	0.70
CHAIN OVER \$2 MIL	868,643	213,829	115,045	328,874	210,808	128,981
	3.59	1.15	0.62	1.77	1.13	0.69
IND OVER \$2 MIL	233,701	88,793	41,780	110,553	69,441	53,707
	3.05	0.90	0.55	1.44	0.91	0.70
CHAIN UNDER \$2 MIL	293,655	102,036	52,296	154,332	85,874	53,449
	3.64	1.27	0.65	1.91	1.08	0.66
IND UNDER \$2 MIL	333,822	116,840	53,128	189,988	108,447	55,407
	3.22	1.13	0.51	1.64	1.05	0.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 40 OF 84

4200 DTW05001 82808 01 020 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	360,200 0.81	234,973 0.53	187,735 0.42	47,238 0.11
CENTRAL FIELD	38,332 0.38	49,333 0.52	43,160 0.45	6,173 0.08
C-1	9,480 0.44	9,473 0.44	8,084 0.38	1,389 0.07
C-2	6,705 0.23	10,696 0.37	8,963 0.31	1,733 0.06
C-3	11,223 0.48	13,960 0.59	12,284 0.52	1,676 0.07
C-4	8,924 0.42	15,204 0.72	13,829 0.68	1,375 0.07
EASTERN FIELD	158,489 2.28	31,578 0.45	21,234 0.30	10,344 0.15
E-1	32,270 2.02	6,859 0.43	4,418 0.28	2,441 0.15
E-2	19,354 4.08	864 0.20	857 0.14	307 0.06
E-3	42,481 2.10	8,104 0.40	5,398 0.27	2,708 0.13
E-4	27,036 2.92	4,976 0.54	2,398 0.28	2,580 0.28
E-5	37,358 1.89	10,675 0.54	8,387 0.42	2,308 0.12
NORTHERN FIELD	43,680 0.48	55,784 0.62	49,155 0.54	6,609 0.07
N-1	10,705 0.44	14,443 0.59	12,588 0.52	1,855 0.08
N-2	5,919 0.35	12,570 0.73	11,785 0.69	785 0.06
N-3	9,303 0.53	11,932 0.68	11,037 0.63	895 0.05
N-4	17,753 0.56	16,819 0.53	13,745 0.44	3,074 0.10
SOUTHERN FIELD	31,856 0.50	43,992 0.42	36,822 0.35	7,370 0.07
S-1	9,467 0.30	11,301 0.36	9,756 0.31	1,545 0.05
S-2	7,540 0.29	6,671 0.25	5,787 0.22	874 0.03
S-3	23,559 0.85	17,728 0.64	14,750 0.53	2,986 0.11
S-4	11,290 0.60	8,294 0.44	6,309 0.33	1,985 0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 41 OF 84

4200 DTW05001 B2808 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
WESTERN FIELD	69,833	54,306	37,564	16,742
	0.80	0.62	0.43	0.19
W-1	9,396	18,864	14,604	4,260
	0.47	0.94	0.73	0.21
W-2	19,718	10,874	6,129	4,745
	0.89	0.49	0.28	0.21
W-3	19,392	8,754	4,244	4,510
	1.06	0.48	0.23	0.25
W-4	21,327	15,814	12,587	3,227
	0.81	0.60	0.48	0.12
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	224,984	153,997	133,193	20,804
	0.86	0.59	0.51	0.08
CHAIN OVER \$2 MIL	195,902	93,306	79,718	13,590
	0.88	0.50	0.43	0.07
IND OVER \$2 MIL	59,082	60,691	53,477	7,214
	0.77	0.79	0.70	0.09
CHAIN UNDER \$2 MIL	54,613	37,097	25,949	11,148
	0.88	0.48	0.32	0.14
IND UNDER \$2 MIL	80,603	43,879	28,593	15,286
	0.78	0.42	0.28	0.15

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 42 OF 84

4200 DTW05001 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	CAMBRIDGE					
	REGULAR			FULL FLAVOR		
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
TOTAL UNITED STATES	905,233 2.03	84,722 0.21	127,568 0.29			222,290 0.50
CENTRAL FIELD	247,274 2.80	26,900 0.28	45,773 0.48			72,673 0.76
C-1	28,014 1.31	3,311 0.16	4,714 0.22			8,025 0.38
C-2	89,708 3.07	10,071 0.34	21,136 0.72			31,207 1.07
C-3	59,655 2.54	7,503 0.32	11,140 0.47			18,643 0.79
C-4	69,897 3.32	8,015 0.29	8,783 0.42			14,796 0.70
EASTERN FIELD	79,621 1.14	8,293 0.12	9,712 0.14			18,005 0.26
E-1	19,187 1.20	1,879 0.10	1,469 0.08			3,148 0.20
E-2	2,277 0.48	255 0.05	329 0.07			584 0.12
E-3	27,284 1.35	2,985 0.15	3,530 0.17			6,515 0.32
E-4	3,397 0.37	400 0.04	1,152 0.12			1,552 0.17
E-5	27,486 1.38	2,974 0.15	3,232 0.16			6,206 0.31
NORTHERN FIELD	215,026 2.38	18,485 0.20	23,210 0.26			41,695 0.46
N-1	45,814 1.89	4,182 0.17	5,363 0.22			9,545 0.39
N-2	21,377 1.25	1,321 0.08	1,949 0.11			3,270 0.19
N-3	48,214 2.75	4,262 0.24	4,591 0.26			8,853 0.51
N-4	99,821 3.18	8,720 0.28	11,307 0.36			20,027 0.63
SOUTHERN FIELD	197,445 1.89	21,886 0.21	22,738 0.22			44,824 0.43
S-1	52,659 1.67	5,738 0.18	6,667 0.21			12,405 0.39
S-2	58,284 2.14	7,638 0.29	5,035 0.19			12,673 0.48
S-3	65,680 2.36	5,815 0.20	8,238 0.30			13,853 0.50
S-4	22,822 1.21	2,895 0.15	2,798 0.15			5,693 0.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 43 OF 84

4200 DTW05001 B2808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	CAMBRIDGE					
	FULL FLAVOR					
	REGULAR		MENTHOL			
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
WESTERN FIELD	165,867	19,158	26,135			45,293
	1.91	0.22	0.30			0.52
W-1	35,208	3,857	4,757			8,614
	1.75	0.19	0.24			0.43
W-2	24,268	2,724	4,369			7,093
	1.09	0.12	0.20			0.32
W-3	11,572	1,531	2,108			3,639
	0.63	0.08	0.12			0.20
W-4	94,819	11,046	14,901			25,947
	3.58	0.42	0.56			0.98
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	586,211	55,883	74,593			130,476
	2.23	0.21	0.28			0.50
CHAIN OVER \$2 MIL	344,310	31,389	41,188			72,577
	1.85	0.17	0.22			0.39
IND OVER \$2 MIL	241,901	24,494	33,405			57,899
	3.16	0.32	0.44			0.78
CHAIN UNDER \$2 MIL	89,396	14,108	14,295			28,403
	1.23	0.17	0.18			0.35
IND UNDER \$2 MIL	219,626	24,731	38,680			63,411
	2.12	0.24	0.37			0.61

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 44 OF 84

4200 DTW05001 B2808 01 022 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	CAMBRIDGE				PHILIP MORRIS		
	REGULAR		LIGHTS	MENTHOL	TOTAL	PRIVATE LABEL	ALL OTHER
	KINGS	100'S	KINGS	100'S		/GENERIC	
TOTAL UNITED STATES	163,083 0.36	325,987 0.73	67,021 0.15	126,852 0.28	682,943 1.53	104,772 0.23	168,465 0.38
CENTRAL FIELD	39,734 0.42	88,903 0.93	14,548 0.15	31,415 0.33	174,601 1.83	24,913 0.26	37,350 0.39
C-1	4,473 0.21	9,210 0.43	1,992 0.09	4,314 0.20	19,989 0.94	11,660 0.55	10,237 0.48
C-2	13,842 0.47	28,464 0.97	5,045 0.17	11,150 0.38	58,501 2.00	10,203 0.35	12,349 0.42
C-3	9,359 0.40	21,390 0.91	3,337 0.14	6,926 0.29	41,012 1.75	2,531 0.11	8,122 0.35
C-4	12,080 0.57	29,839 1.42	4,175 0.20	8,025 0.43	55,099 2.62	519 0.02	8,642 0.32
EASTERN FIELD	15,739 0.22	25,970 0.37	7,665 0.11	12,242 0.17	61,616 0.88	4,721 0.07	15,428 0.22
E-1	3,396 0.21	7,982 0.50	1,446 0.09	3,215 0.20	16,039 1.00	157 0.01	3,373 0.21
E-2	534 0.11	909 0.19	129 0.03	121 0.03	1,693 0.36	185 0.04	808 0.17
E-3	5,214 0.26	8,229 0.41	2,921 0.14	4,415 0.22	20,779 1.03	2,944 0.15	5,431 0.27
E-4	517 0.06	920 0.10	190 0.02	218 0.02	1,845 0.20	145 0.02	1,654 0.18
E-5	6,078 0.31	7,930 0.40	2,979 0.15	4,273 0.22	21,260 1.08	1,290 0.07	4,162 0.21
NORTHERN FIELD	41,889 0.46	79,219 0.88	17,468 0.19	34,754 0.38	173,331 1.92	18,987 0.21	35,547 0.39
N-1	8,598 0.35	14,540 0.60	4,469 0.18	8,662 0.36	36,269 1.49	3,436 0.14	9,774 0.40
N-2	3,814 0.22	7,875 0.48	1,977 0.12	4,441 0.26	18,107 1.06	5,721 0.33	5,617 0.39
N-3	9,596 0.55	19,692 1.12	3,788 0.22	6,285 0.36	39,361 2.25	1,188 0.07	7,231 0.41
N-4	19,881 0.63	37,112 1.18	7,235 0.23	15,366 0.49	79,594 2.52	8,642 0.27	12,925 0.41
SOUTHERN FIELD	40,878 0.39	70,329 0.67	17,322 0.17	24,292 0.23	152,821 1.46	13,975 0.13	29,685 0.28
S-1	12,771 0.41	18,122 0.58	3,963 0.13	5,398 0.17	40,254 1.28	1,369 0.04	11,283 0.36
S-2	11,926 0.45	17,889 0.68	6,889 0.26	6,927 0.26	43,611 1.66	5,201 0.20	1,431 0.05
S-3	11,363 0.41	27,481 0.99	4,354 0.16	8,549 0.31	51,827 1.87	5,617 0.20	10,134 0.36
S-4	4,818 0.26	6,877 0.36	2,116 0.11	3,318 0.18	17,129 0.91	1,788 0.09	6,817 0.36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 45 OF 84

4200 DTW05001 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					PHILIP MORRIS	
	CAMBRIDGE		LIGHTS		TOTAL	PRIVATE LABEL /GENERIC	ALL OTHER
	REGULAR	100'S	MENTHOL	100'S			
	KINGS		KINGS				
WESTERN FIELD	24,843	61,566	10,018	24,149	120,574	42,176	50,475
	0.29	0.71	0.12	0.28	1.39	0.48	0.58
W-1	5,639	14,348	1,715	4,892	26,594		9,025
	0.28	0.71	0.09	0.24	1.32		0.45
W-2	2,595	8,754	2,110	3,716	17,175	38,391	12,900
	0.12	0.39	0.09	0.17	0.77	1.73	0.58
W-3	1,871	3,541	957	1,564	7,933	2,738	17,827
	0.10	0.19	0.05	0.09	0.43	0.15	0.98
W-4	14,738	34,923	5,234	13,977	68,872	1,047	10,723
	0.56	1.32	0.20	0.53	2.60	0.04	0.40
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	105,329	221,480	41,895	87,031	455,735	27,794	110,836
	0.40	0.84	0.16	0.33	1.73	0.11	0.42
CHAIN OVER \$2 MIL	80,861	133,059	25,335	52,478	271,733	16,980	72,224
	0.33	0.71	0.14	0.28	1.46	0.09	0.39
IND OVER \$2 MIL	44,468	88,421	16,560	34,553	184,002	10,834	38,612
	0.58	1.15	0.22	0.45	2.40	0.14	0.50
CHAIN UNDER \$2 MIL	19,009	30,720	8,476	12,788	70,993	27,698	17,219
	0.24	0.38	0.11	0.16	0.88	0.34	0.21
IND UNDER \$2 MIL	38,745	73,787	16,850	27,033	156,215	49,282	40,410
	0.37	0.71	0.16	0.26	1.51	0.48	0.39

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 46 OF 84

4200 DTW05001 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
DB Corporation of America

	CIGARETTES							
	WINSTON				FILTER			
	TOTAL							
	R. J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	14,802,888 33.12	4,725,884 10.57	242,239 0.54	1,738,178 3.89	1,980,417 4.43	113,750 0.25	858,309 1.92	972,059 2.17
CENTRAL FIELD	3,253,711 34.19	1,026,079 10.78	35,916 0.38	356,359 3.85	402,275 4.23	18,530 0.19	185,710 1.95	204,240 2.15
C-1	703,128 32.97	241,877 11.34	10,929 0.51	90,351 4.24	101,280 4.75	3,854 0.18	37,880 1.78	41,744 1.96
C-2	1,137,156 38.86	346,919 11.86	9,687 0.33	127,348 4.35	137,035 4.68	8,544 0.29	68,256 2.33	76,800 2.62
C-3	712,778 30.33	235,504 10.02	7,265 0.31	80,327 3.42	87,592 3.73	3,192 0.13	41,443 1.78	44,605 1.90
C-4	700,849 33.26	201,779 9.58	8,035 0.38	68,333 3.24	76,368 3.62	2,960 0.14	38,131 1.81	41,091 1.95
EASTERN FIELD	1,888,962 26.99	654,865 9.50	67,753 0.87	242,298 3.46	310,051 4.43	27,836 0.40	105,451 1.51	133,287 1.90
E-1	457,318 28.59	188,106 11.76	24,412 1.53	66,354 4.15	90,765 5.67	11,517 0.72	27,502 1.72	39,019 2.44
E-2	109,585 23.13	32,977 8.86	3,076 0.65	12,629 2.67	15,705 3.31	1,436 0.30	5,902 1.25	7,338 1.55
E-3	553,295 27.36	177,272 8.77	14,417 0.71	70,511 3.49	84,928 4.20	5,085 0.25	28,610 1.41	33,695 1.67
E-4	221,735 23.94	85,005 9.18	11,169 1.21	29,758 3.21	40,927 4.42	4,328 0.47	12,170 1.31	16,498 1.78
E-5	547,029 27.67	181,505 8.18	14,679 0.74	63,046 3.19	77,725 3.93	5,470 0.28	31,267 1.58	36,737 1.86
NORTHERN FIELD	3,164,787 35.00	994,031 10.99	36,382 0.40	379,831 4.20	416,013 4.60	20,711 0.23	189,146 2.09	209,857 2.32
N-1	961,001 39.58	319,996 13.18	11,071 0.46	134,001 5.52	145,072 5.97	5,728 0.24	54,368 2.24	60,094 2.47
N-2	540,876 31.82	179,168 10.48	6,232 0.36	64,158 3.75	70,388 4.12	3,553 0.21	33,855 1.98	37,408 2.19
N-3	557,525 31.85	153,654 8.78	6,894 0.39	50,665 2.89	57,559 3.28	4,638 0.26	33,381 1.91	38,019 2.17
N-4	1,105,385 35.05	341,213 10.82	12,185 0.39	130,809 4.15	142,994 4.53	6,794 0.22	67,542 2.14	74,336 2.36
SOUTHERN FIELD	3,911,291 37.48	1,351,174 12.95	47,762 0.46	522,030 5.00	569,792 5.46	27,572 0.26	267,938 2.57	295,510 2.83
S-1	1,287,334 40.94	480,710 15.29	10,393 0.33	195,668 6.22	206,061 6.55	7,642 0.24	95,004 3.02	102,646 3.26
S-2	1,111,586 42.28	371,922 14.15	8,128 0.31	148,690 5.66	156,818 5.98	5,017 0.19	88,051 3.27	91,068 3.46
S-3	876,923 31.57	295,044 10.62	19,585 0.71	98,075 3.53	117,660 4.24	10,126 0.36	51,641 1.86	61,767 2.22
S-4	635,448 33.70	203,498 10.79	9,856 0.51	79,597 4.22	89,253 4.73	4,787 0.25	35,242 1.87	40,029 2.12

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 47 OF 84

4200 DTW05001 B2808 01 024 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	WINSTON				FILTER			
	KINGS		LIGHTS		KINGS		LIGHTS	
	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
WESTERN FIELD	2,583,917	589,735	54,426	227,860	282,285	19,101	110,064	129,165
	29.68	7.92	0.63	2.82	3.24	0.22	1.26	1.48
W-1	705,967	186,639	11,897	61,272	73,169	5,450	32,803	38,253
	35.18	9.29	0.59	3.05	3.64	0.27	1.63	1.90
W-2	605,824	178,902	19,617	55,111	74,728	7,242	25,488	32,730
	27.26	8.05	0.88	2.48	3.38	0.33	1.15	1.47
W-3	479,161	130,606	13,010	44,266	57,278	3,111	19,377	22,488
	26.28	7.16	0.71	2.43	3.14	0.17	1.06	1.23
W-4	791,955	193,588	9,902	67,211	77,113	3,298	32,396	35,694
	28.91	7.31	0.37	2.54	2.91	0.12	1.22	1.35
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	9,041,032	2,798,918	138,446	968,224	1,106,670	66,151	481,295	547,446
	34.41	10.65	0.53	3.88	4.21	0.25	1.83	2.08
CHAIN OVER \$2 MIL	6,381,280	1,979,481	101,114	671,452	772,566	47,954	341,476	389,430
	34.27	10.63	0.54	3.61	4.15	0.26	1.83	2.09
IND OVER \$2 MIL	2,659,752	819,437	37,332	296,772	334,104	18,197	139,819	158,016
	34.74	10.70	0.49	3.88	4.36	0.24	1.83	2.06
CHAIN UNDER \$2 MIL	2,366,042	767,220	45,352	291,962	337,314	25,211	153,348	178,557
	29.34	9.51	0.56	3.62	4.18	0.31	1.90	2.21
IND UNDER \$2 MIL	3,395,594	1,159,746	58,441	477,992	536,433	22,388	223,668	246,056
	32.78	11.20	0.56	4.61	5.18	0.22	2.15	2.38

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 48 OF 84

4200 DTW05001 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	FILTER 100'S	KINGS	WINSTON ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	SALEM KINGS	MENTHOL 100'S
TOTAL UNITED STATES	711,843 1.59	146,429 0.33	221,965 0.50	368,394 0.82	693,371 1.55	3,281,135 7.34	1,583,589 3.54	1,697,546 3.80
CENTRAL FIELD	163,755 1.72	33,532 0.35	54,392 0.57	87,924 0.92	167,885 1.76	683,541 6.97	307,579 3.23	355,982 3.74
C-1	41,222 1.93	5,856 0.32	13,282 0.62	20,138 0.94	37,493 1.76	141,084 6.82	68,365 3.21	72,699 3.41
C-2	50,158 1.71	10,460 0.36	12,822 0.44	23,282 0.80	59,644 2.04	229,098 7.83	109,933 3.76	119,165 4.07
C-3	40,690 1.73	7,698 0.33	14,942 0.64	22,640 0.96	39,977 1.70	132,789 5.85	56,041 2.38	76,748 3.27
C-4	31,685 1.50	8,518 0.40	13,346 0.63	21,664 1.04	30,771 1.46	160,590 7.62	73,240 3.48	87,350 4.15
EASTERN FIELD	93,694 1.34	17,493 0.25	26,079 0.37	43,572 0.62	84,261 1.20	512,933 7.33	256,114 3.66	256,819 3.67
E-1	24,601 1.54	4,202 0.26	5,794 0.36	9,996 0.62	23,724 1.48	87,752 5.49	42,096 2.63	45,658 2.85
E-2	4,239 0.89	840 0.18	985 0.21	1,825 0.39	3,870 0.82	36,021 7.60	18,936 3.57	19,085 4.03
E-3	25,715 1.27	3,805 0.19	6,916 0.34	10,721 0.53	22,213 1.10	188,103 9.30	94,144 4.66	93,959 4.65
E-4	11,336 1.22	2,142 0.23	3,507 0.38	5,649 0.81	10,595 1.14	50,695 5.47	25,170 2.72	25,525 2.76
E-5	27,803 1.41	6,504 0.33	8,877 0.45	15,381 0.78	23,859 1.21	150,362 7.61	77,768 3.93	72,594 3.67
NORTHERN FIELD	141,801 1.57	40,016 0.44	54,411 0.60	94,427 1.04	131,933 1.46	763,568 8.44	361,560 4.00	402,008 4.45
N-1	49,253 2.03	11,980 0.49	16,740 0.69	28,720 1.18	36,857 1.52	243,539 10.03	112,294 4.62	131,245 5.41
N-2	25,505 1.49	7,310 0.43	11,386 0.67	18,696 1.09	27,171 1.59	138,584 8.10	64,792 3.79	73,792 4.31
N-3	19,572 1.12	6,629 0.38	9,958 0.57	16,597 0.95	21,907 1.25	137,595 7.86	67,589 3.86	70,006 4.00
N-4	47,471 1.51	14,097 0.45	16,317 0.52	30,414 0.96	45,998 1.46	243,850 7.73	116,825 3.71	126,885 4.03
SOUTHERN FIELD	198,535 1.90	40,766 0.39	51,970 0.50	92,736 0.89	194,601 1.86	919,350 8.81	459,184 4.40	460,166 4.41
S-1	74,829 2.38	13,081 0.42	19,279 0.61	32,360 1.03	64,814 2.06	264,638 8.42	132,014 4.20	132,624 4.22
S-2	49,130 1.87	13,106 0.50	12,171 0.46	25,277 0.98	48,629 1.89	293,325 11.16	156,666 5.96	136,659 5.20
S-3	47,229 1.70	7,220 0.26	12,190 0.44	19,410 0.70	48,978 1.75	178,790 6.44	80,327 2.89	98,463 3.54
S-4	27,347 1.45	7,359 0.39	8,330 0.44	15,689 0.83	31,180 1.65	182,597 9.68	90,177 4.78	92,420 4.80

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 49 OF 84

4200 DTW05001 B2808 01 025 0273,1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL 100'S	
WESTERN FIELD	113,858	14,622	35,113	49,735	114,691	421,743	199,152	222,591
	1.31	0.17	0.40	0.57	1.32	4.84	2.29	2.56
W-1	26,625	6,685	10,892	17,577	31,015	99,110	44,213	54,897
	1.32	0.33	0.54	0.87	1.54	4.93	2.20	2.73
W-2	28,721	3,883	7,798	11,781	30,942	117,369	55,798	61,571
	1.29	0.18	0.35	0.53	1.39	5.28	2.51	2.77
W-3	25,461	546	5,481	6,027	19,354	86,748	42,492	44,256
	1.40	0.03	0.30	0.33	1.06	4.76	2.33	2.43
W-4	33,051	3,408	10,942	14,350	33,380	118,516	56,649	61,867
	1.25	0.13	0.41	0.54	1.26	4.48	2.14	2.34
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	441,412	81,998	156,387	248,385	455,005	1,950,718	878,979	1,073,739
	1.68	0.35	0.60	0.95	1.73	7.42	3.34	4.09
CHAIN OVER \$2 MIL	310,388	64,521	112,754	177,275	329,822	1,404,601	623,461	781,140
	1.67	0.35	0.61	0.95	1.77	7.54	3.35	4.18
IND OVER \$2 MIL	131,024	27,477	43,633	71,110	125,183	548,117	253,518	292,599
	1.71	0.38	0.57	0.93	1.64	7.13	3.31	3.82
CHAIN UNDER \$2 MIL	102,075	25,860	28,738	54,598	94,676	561,005	300,428	280,577
	1.27	0.32	0.36	0.68	1.17	6.88	3.73	3.23
IND UNDER \$2 MIL	168,156	28,571	36,840	65,411	143,690	768,412	406,182	363,230
	1.62	0.28	0.36	0.63	1.39	7.43	3.92	3.51

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 50 OF 84

4200 DTW05001 B2808 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	1,997,956 4.47	624,216 1.40	605,428 1.35	52,338 0.12	857,767 1.47	529,843 1.19	186,130 0.42	715,973 1.60
CENTRAL FIELD	358,132 3.76	109,364 1.15	103,159 1.08	10,018 0.11	113,177 1.19	93,167 0.98	42,424 0.45	135,591 1.42
C-1	90,705 4.25	21,010 0.99	30,714 1.44	2,864 0.13	33,578 1.57	24,041 1.13	12,076 0.57	36,117 1.69
C-2	82,344 2.81	28,004 0.98	26,408 0.80	245 0.01	26,653 0.91	20,098 0.69	7,589 0.26	27,687 0.95
C-3	80,331 3.84	29,253 1.24	24,160 1.03	4,202 0.18	28,362 1.21	21,439 0.91	11,277 0.48	32,716 1.39
C-4	94,752 4.50	31,097 1.48	21,877 1.04	2,707 0.13	24,584 1.17	27,589 1.31	11,482 0.55	39,071 1.85
EASTERN FIELD	233,916 3.34	98,391 1.41	63,908 0.91	60	63,969 0.91	59,496 0.85	12,060 0.17	71,556 1.02
E-1	66,253 4.14	22,589 1.41	20,816 1.30		20,816 1.30	20,257 1.27	2,591 0.18	22,848 1.43
E-2	13,410 2.83	7,685 1.62	2,873 0.61		2,873 0.61	2,055 0.43	797 0.17	2,852 0.60
E-3	55,075 2.72	27,221 1.35	13,218 0.65		13,219 0.65	12,055 0.60	2,580 0.13	14,635 0.72
E-4	29,388 3.17	11,645 1.26	7,461 0.81	80 0.01	7,521 0.81	8,412 0.91	1,810 0.20	10,222 1.10
E-5	69,790 3.53	29,251 1.48	19,540 0.99		19,540 0.99	16,717 0.85	4,282 0.22	20,999 1.06
NORTHERN FIELD	435,985 4.82	147,469 1.63	121,801 1.35	2,380 0.03	124,181 1.37	124,167 1.37	40,188 0.44	164,335 1.82
N-1	126,780 5.18	45,199 1.86	40,506 1.67		40,506 1.67	29,188 1.20	10,917 0.45	40,085 1.65
N-2	76,256 4.46	21,882 1.28	22,395 1.31		22,395 1.31	22,637 1.32	9,342 0.55	31,978 1.87
N-3	85,583 4.89	27,094 1.55	18,158 1.04	2,292 0.13	20,451 1.17	30,213 1.73	7,825 0.45	38,038 2.17
N-4	148,356 4.70	53,284 1.69	40,741 1.29	88	40,829 1.29	42,149 1.34	12,084 0.38	54,233 1.72
SOUTHERN FIELD	295,326 2.83	111,027 1.06	83,953 0.80	22	83,975 0.80	76,120 0.73	24,204 0.23	100,324 0.96
S-1	93,488 2.87	38,984 1.18	28,197 0.80		28,197 0.80	21,584 0.69	6,703 0.21	28,287 0.90
S-2	60,249 2.29	21,290 0.81	15,811 0.60		15,811 0.60	19,119 0.73	4,029 0.15	23,148 0.88
S-3	85,824 3.09	33,091 1.19	25,900 0.93	22	25,922 0.93	17,652 0.64	9,159 0.33	26,811 0.97
S-4	55,785 2.96	19,662 1.04	14,045 0.74		14,045 0.74	17,765 0.94	4,313 0.23	22,078 1.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 51 OF 84

4200 DTW05001 B2808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				CIGARETTES			
	CAMEL				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
WESTERN FIELD	674,597	157,965	232,608	39,859	272,485	176,893	67,274	244,167
	7.75	1.81	2.87	0.45	3.13	2.03	0.77	2.80
W-1	212,859	40,440	77,045	13,603	90,648	55,083	28,688	81,771
	10.59	2.01	3.83	0.68	4.51	2.74	1.33	4.07
W-2	165,608	38,247	59,635	10,530	70,185	43,312	13,884	57,196
	7.45	1.72	2.68	0.47	3.16	1.95	0.82	2.57
W-3	105,811	32,784	34,458	5,268	39,725	23,945	9,377	33,322
	5.80	1.80	1.89	0.29	2.18	1.31	0.51	1.83
W-4	190,319	48,514	61,470	10,457	71,927	54,553	17,325	71,878
	7.19	1.78	2.32	0.39	2.72	2.06	0.85	2.71
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	1,178,655	403,323	320,993	31,950	352,943	298,157	124,232	422,389
	4.49	1.53	1.22	0.12	1.34	1.13	0.47	1.61
CHAIN OVER \$2 MIL	818,256	271,569	221,107	23,417	244,524	213,202	88,961	302,163
	4.39	1.48	1.19	0.13	1.31	1.14	0.48	1.62
IND OVER \$2 MIL	360,399	131,754	99,886	8,533	108,419	84,955	35,271	120,226
	4.71	1.72	1.30	0.11	1.42	1.11	0.46	1.57
CHAIN UNDER \$2 MIL	348,548	74,028	124,848	8,437	134,283	108,724	29,513	138,237
	4.30	0.92	1.85	0.12	1.67	1.35	0.37	1.71
IND UNDER \$2 MIL	472,753	148,865	159,589	10,952	170,541	122,962	32,385	155,347
	4.66	1.42	1.54	0.11	1.85	1.19	0.31	1.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 52 OF 84

4200 DTW05001 B2808 01 026 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	1,487,207 3.33	889,147 1.94	480,221 1.03	157,839 0.35
CENTRAL FIELD	407,695 4.28	228,772 2.40	130,292 1.37	48,631 0.51
C-1	57,051 2.68	30,596 1.43	20,240 0.95	6,215 0.29
C-2	193,718 6.62	109,169 3.73	57,184 1.88	27,365 0.94
C-3	78,363 3.33	48,078 1.96	25,421 1.08	6,854 0.29
C-4	78,563 3.73	42,929 2.04	27,447 1.30	8,187 0.38
EASTERN FIELD	132,688 1.80	79,557 1.14	44,247 0.63	8,882 0.13
E-1	35,280 2.21	20,093 1.26	13,175 0.82	2,012 0.13
E-2	8,486 2.00	5,817 1.25	3,451 0.73	118 0.02
E-3	27,915 1.38	17,511 0.87	8,260 0.41	2,144 0.11
E-4	20,138 2.17	12,045 1.30	5,910 0.84	2,183 0.24
E-5	39,867 2.02	23,991 1.21	13,451 0.68	2,425 0.12
NORTHERN FIELD	268,085 2.98	154,100 1.70	83,907 0.93	30,058 0.33
N-1	67,958 2.80	36,959 1.52	22,098 0.91	8,901 0.37
N-2	34,684 2.03	19,817 1.16	9,710 0.57	5,157 0.30
N-3	50,257 2.87	28,997 1.66	16,578 0.95	4,582 0.26
N-4	115,166 3.85	68,327 2.17	35,421 1.12	11,418 0.36
SOUTHERN FIELD	512,424 4.91	297,330 2.88	153,614 1.47	61,480 0.59
S-1	208,170 6.56	121,708 3.87	59,220 1.88	25,242 0.80
S-2	161,091 6.13	92,498 3.52	46,787 1.78	21,808 0.83
S-3	87,066 3.13	50,834 1.83	27,513 0.99	8,719 0.31
S-4	58,097 3.08	32,280 1.71	20,094 1.07	5,713 0.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 53 OF 84

4200 DTW05001 B2808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE		MENTHOL	
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	
WESTERN FIELD	166,337	109,388	48,161	8,788
	1.91	1.26	0.85	0.10
W-1	46,745	28,285	15,240	3,240
	2.33	1.41	0.76	0.16
W-2	30,706	23,511	5,063	1,132
	1.38	1.06	0.27	0.05
W-3	28,208	19,596	7,890	722
	1.55	1.07	0.43	0.04
W-4	60,678	38,018	18,968	3,894
	2.28	1.44	0.72	0.14
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	936,041	538,351	307,760	89,920
	3.56	2.05	1.17	0.34
CHAIN OVER \$2 MIL	678,425	387,587	227,328	63,530
	3.64	2.08	1.22	0.34
IND OVER \$2 MIL	257,616	150,794	80,432	26,390
	3.36	1.97	1.05	0.34
CHAIN UNDER \$2 MIL	228,818	133,384	65,299	29,955
	2.84	1.65	0.81	0.37
IND UNDER \$2 MIL	322,548	197,422	87,162	37,964
	3.11	1.91	0.84	0.37

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 54 OF 84

4200 DTW05001 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		MENTHOL		
	KING SIZE		KING SIZE		
	100'S	100'S	100'S	100'S	100'S
TOTAL UNITED STATES	1,221,583	272,800	543,043	251,588	154,154
	2.73	0.61	1.21	0.56	0.34
CENTRAL FIELD	332,670	60,925	164,088	72,978	34,681
	3.50	0.64	1.72	0.77	0.36
C-1	65,609	10,304	33,064	14,602	7,639
	3.08	0.48	1.55	0.68	0.36
C-2	137,569	27,038	65,562	31,841	13,128
	4.70	0.92	2.24	1.09	0.45
C-3	68,660	12,235	37,666	12,985	5,774
	2.92	0.52	1.80	0.55	0.25
C-4	60,832	11,348	27,796	13,548	8,140
	2.89	0.54	1.32	0.64	0.39
EASTERN FIELD	98,485	21,999	36,826	22,910	16,750
	1.41	0.31	0.53	0.33	0.24
E-1	21,703	4,658	9,385	5,412	2,248
	1.36	0.29	0.59	0.34	0.14
E-2	2,544	328	995	798	423
	0.54	0.07	0.21	0.17	0.09
E-3	35,835	8,197	12,141	8,338	7,159
	1.77	0.41	0.60	0.41	0.35
E-4	5,335	1,208	1,813	1,425	1,089
	0.58	0.13	0.17	0.15	0.12
E-5	33,088	7,808	12,692	6,937	5,831
	1.67	0.38	0.64	0.35	0.29
NORTHERN FIELD	237,453	59,817	95,600	46,600	35,436
	2.63	0.66	1.06	0.52	0.39
N-1	67,999	19,051	25,654	12,165	11,129
	2.80	0.78	1.06	0.60	0.46
N-2	25,143	4,066	9,800	7,191	4,086
	1.47	0.24	0.57	0.42	0.24
N-3	39,098	8,357	16,500	8,100	6,141
	2.23	0.48	0.94	0.46	0.35
N-4	105,213	28,343	43,646	19,144	14,080
	3.34	0.90	1.38	0.61	0.45
SOUTHERN FIELD	374,089	95,258	154,713	74,651	49,467
	3.58	0.91	1.48	0.72	0.47
S-1	117,196	34,334	49,995	18,976	13,891
	3.73	1.09	1.59	0.60	0.44
S-2	124,427	31,850	49,866	25,345	17,366
	4.73	1.21	1.90	0.96	0.66
S-3	78,100	13,824	35,289	19,270	9,717
	2.81	0.50	1.27	0.69	0.35
S-4	54,386	15,250	19,563	11,060	8,493
	2.88	0.81	1.04	0.59	0.45

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 55 OF 84

4200 DTW05001 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS - 000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES				
	DORAL		LIGHTS		
	FILTER		MENTHOL		
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
WESTERN FIELD	178,888	34,801	91,816	34,449	17,820
	2.08	0.40	1.05	0.40	0.20
W-1	42,452	9,414	20,298	7,866	4,874
	2.11	0.47	1.01	0.39	0.24
W-2	21,959	5,274	9,142	4,649	2,894
	0.99	0.24	0.41	0.21	0.13
W-3	26,923	3,738	13,868	7,258	2,063
	1.48	0.20	0.78	0.40	0.11
W-4	87,552	16,377	48,508	14,878	7,989
	3.31	0.82	1.83	0.55	0.30
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	748,985	160,807	346,757	151,189	90,232
	2.85	0.61	1.32	0.58	0.34
CHAIN OVER \$2 MIL	476,854	103,383	223,085	94,141	56,255
	2.58	0.56	1.20	0.51	0.30
IND OVER \$2 MIL	272,131	57,444	123,682	57,048	33,977
	3.55	0.75	1.62	0.75	0.44
CHAIN UNDER \$2 MIL	187,637	41,587	78,030	41,281	28,739
	2.33	0.52	0.97	0.51	0.33
IND UNDER \$2 MIL	284,961	70,406	118,256	59,116	37,183
	2.75	0.68	1.14	0.57	0.36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 56 OF 84

4200 DTW05001 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	155,607 0.35	214,522 0.48	370,128 0.83	1,591,712 3.56	595,543 1.33
CENTRAL FIELD	42,592 0.45	71,745 0.75	114,337 1.20	447,007 4.70	123,063 1.29
C-1	8,709 0.41	16,152 0.78	24,861 1.17	90,470 4.24	31,926 1.50
C-2	18,457 0.63	32,234 1.10	50,691 1.73	188,260 6.43	35,142 1.20
C-3	9,148 0.39	14,299 0.61	23,447 1.00	92,107 3.92	30,189 1.28
C-4	6,278 0.30	9,060 0.43	15,338 0.73	76,170 3.52	25,806 1.22
EASTERN FIELD	12,851 0.18	13,255 0.19	26,106 0.37	124,591 1.78	69,398 0.99
E-1	2,624 0.16	3,083 0.19	5,707 0.36	27,410 1.71	13,304 0.83
E-2	275 0.06	801 0.13	876 0.18	3,420 0.72	5,761 1.22
E-3	4,503 0.22	4,385 0.22	8,888 0.44	44,723 2.21	22,912 1.13
E-4	700 0.08	720 0.08	1,420 0.15	6,755 0.73	8,117 0.88
E-5	4,749 0.24	4,466 0.23	9,215 0.47	42,283 2.14	19,304 0.98
NORTHERN FIELD	27,851 0.31	33,111 0.37	60,962 0.67	298,415 3.30	109,822 1.21
N-1	8,770 0.40	9,286 0.38	19,056 0.78	87,055 3.59	26,970 1.11
N-2	2,774 0.16	4,722 0.28	7,496 0.44	32,639 1.91	22,799 1.33
N-3	3,420 0.20	4,341 0.25	7,761 0.44	46,859 2.88	18,946 1.08
N-4	11,887 0.38	14,762 0.47	26,649 0.84	131,862 4.18	41,107 1.30
SOUTHERN FIELD	45,529 0.44	55,157 0.53	100,686 0.98	474,775 4.55	107,544 1.03
S-1	15,883 0.51	18,833 0.80	34,716 1.10	151,912 4.83	24,475 0.78
S-2	12,955 0.48	14,173 0.54	27,128 1.03	151,555 5.76	20,128 0.77
S-3	7,952 0.29	15,015 0.54	22,967 0.83	101,067 3.64	42,281 1.52
S-4	8,739 0.46	7,138 0.38	15,875 0.84	70,241 3.73	20,660 1.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 57 OF 84

4200 DTWO5001 82808 01 029 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
WESTERN FIELD	26,784	41,254	68,038	246,924	185,716
	0.31	0.47	0.78	2.84	2.13
W-1	6,115	10,368	16,483	58,935	36,778
	0.30	0.52	0.82	2.93	1.83
W-2	4,991	6,780	11,751	33,710	42,822
	0.22	0.30	0.53	1.52	1.93
W-3	3,285	6,673	9,958	36,881	52,667
	0.18	0.37	0.55	2.02	2.89
W-4	12,393	17,453	29,846	117,398	53,449
	0.47	0.66	1.13	4.43	2.02
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	85,557	114,053	199,610	948,595	418,318
	0.33	0.43	0.76	3.61	1.58
CHAIN OVER \$2 MIL	55,094	69,661	124,755	601,609	307,611
	0.30	0.37	0.67	3.23	1.66
IND OVER \$2 MIL	30,463	44,392	74,855	346,986	108,707
	0.40	0.58	0.98	4.53	1.42
CHAIN UNDER \$2 MIL	28,966	42,059	71,025	258,662	74,470
	0.36	0.52	0.88	3.21	0.92
IND UNDER \$2 MIL	41,084	58,410	99,494	384,455	104,755
	0.40	0.58	0.96	3.71	1.01

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TABLE S5

PAGE 58 OF 84

4200 DTW05001 B2808 01 029 0273 1468

**CIGARETTES - THE AMERICAN TOBACCO COMPANY**  
**THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX**  
**CONSUMER SALES - CIGARETTE BASIS -000-**  
**GROCERY/CONVENIENCE**

01-62600

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	CIGARETTES							CENTURY TOTAL
	NOW			FILTER				
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	
TOTAL UNITED STATES	589,065 1.32	120,737 0.27	45,984 0.10	166,721 0.37	276,654 0.62	145,690 0.33	422,344 0.94	429,096 0.96
CENTRAL FIELD	129,951 1.37	23,652 0.25	10,685 0.11	34,337 0.36	61,704 0.65	33,910 0.36	95,614 1.00	81,778 0.86
C-1	29,031 1.36	4,884 0.23	1,713 0.08	6,597 0.31	14,123 0.66	8,311 0.39	22,434 1.05	18,344 0.72
C-2	36,548 1.25	6,917 0.24	3,253 0.11	10,170 0.35	16,259 0.58	10,119 0.35	26,378 0.90	22,972 0.79
C-3	32,403 1.38	5,997 0.26	2,487 0.11	8,484 0.36	17,325 0.74	6,594 0.28	23,919 1.02	16,192 0.69
C-4	31,989 1.62	5,854 0.28	3,232 0.15	9,086 0.43	13,997 0.66	8,886 0.42	22,883 1.09	27,270 1.29
EASTERN FIELD	89,438 1.28	22,888 0.33	7,608 0.11	30,496 0.44	40,680 0.58	18,262 0.26	58,942 0.84	49,798 0.71
E-1	21,773 1.36	6,217 0.39	1,778 0.11	7,995 0.50	10,497 0.68	3,281 0.21	13,778 0.86	15,086 0.94
E-2	7,443 1.57	1,177 0.25	738 0.16	1,915 0.40	4,518 0.95	1,010 0.21	5,528 1.17	427 0.09
E-3	23,500 1.16	5,934 0.29	2,093 0.10	8,027 0.40	9,797 0.48	5,676 0.28	15,473 0.77	10,460 0.52
E-4	12,609 1.36	3,351 0.36	1,292 0.14	4,643 0.50	5,687 0.61	2,279 0.25	7,966 0.86	6,989 0.75
E-5	24,113 1.22	8,209 0.31	1,707 0.09	7,916 0.40	10,181 0.51	6,016 0.30	16,197 0.82	16,836 0.85
NORTHERN FIELD	129,812 1.44	26,708 0.30	12,725 0.14	39,433 0.44	54,466 0.60	35,913 0.40	90,379 1.00	136,226 1.51
N-1	33,956 1.40	6,768 0.28	3,562 0.15	10,330 0.43	13,908 0.57	9,718 0.40	23,626 0.97	39,671 1.63
N-2	22,885 1.33	3,593 0.21	2,018 0.12	5,611 0.33	10,181 0.60	6,893 0.40	17,074 1.00	31,635 1.85
N-3	28,255 1.61	5,126 0.29	2,662 0.15	7,788 0.44	12,086 0.69	8,381 0.48	20,467 1.17	34,585 1.98
N-4	44,916 1.42	11,221 0.36	4,483 0.14	15,704 0.50	18,291 0.58	10,921 0.35	29,212 0.93	30,335 0.96
SOUTHERN FIELD	129,569 1.24	23,805 0.23	9,455 0.09	33,260 0.32	62,389 0.60	33,920 0.33	96,309 0.92	87,321 0.84
S-1	28,909 0.92	4,654 0.15	1,721 0.05	6,375 0.20	15,589 0.50	8,945 0.22	22,534 0.72	31,423 1.00
S-2	34,546 1.31	7,481 0.28	2,823 0.11	10,284 0.39	14,750 0.55	9,512 0.36	24,262 0.92	16,004 0.61
S-3	37,707 1.36	5,587 0.20	1,616 0.06	7,203 0.26	19,895 0.72	10,609 0.38	30,504 1.10	31,567 1.14
S-4	28,407 1.51	6,103 0.32	3,295 0.17	9,398 0.50	12,155 0.64	6,854 0.36	19,009 1.01	8,327 0.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 59 OF 84

4200 DTW05001 B2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	.....							
	NOW							
	.....							
	KINGS			100'S			CENTURY TOTAL	
	MENTHOL			MENTHOL				
TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL		
WESTERN FIELD	110,295	23,684	5,511	29,185	57,415	23,685	81,100	73,973
	1.27	0.27	0.06	0.34	0.66	0.27	0.93	0.85
W-1	30,842	7,811	1,371	9,282	14,520	7,040	21,560	32,445
	1.53	0.39	0.07	0.46	0.72	0.35	1.07	1.61
W-2	24,200	5,358	2,260	7,618	12,963	3,619	16,582	8,768
	1.09	0.24	0.10	0.34	0.58	0.16	0.75	0.39
W-3	23,420	5,109	1,047	6,158	12,965	4,299	17,264	10,399
	1.28	0.28	0.08	0.34	0.71	0.24	0.95	0.57
W-4	31,833	5,306	833	6,139	16,967	8,727	25,694	22,361
	1.20	0.20	0.03	0.23	0.64	0.33	0.97	0.84
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	432,573	81,884	30,136	112,030	209,281	111,262	320,543	307,528
	1.65	0.31	0.11	0.43	0.80	0.42	1.22	1.17
CHAIN OVER \$2 MIL	315,568	58,931	19,806	78,737	157,745	79,086	236,831	215,038
	1.69	0.32	0.11	0.42	0.85	0.42	1.27	1.15
IND OVER \$2 MIL	117,008	22,963	10,330	33,293	51,536	32,176	83,712	92,490
	1.53	0.30	0.13	0.43	0.67	0.42	1.09	1.21
CHAIN UNDER \$2 MIL	64,243	14,950	5,556	20,506	29,629	14,108	43,737	45,780
	0.80	0.19	0.07	0.25	0.37	0.17	0.54	0.57
IND UNDER \$2 MIL	92,249	23,893	10,292	34,185	37,744	20,320	58,064	75,788
	0.89	0.23	0.10	0.33	0.36	0.20	0.56	0.73

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 60 OF 84

4200 DTW05001 B2808 01 030 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	MAGNA		LIGHTS		ALL OTHER
	TOTAL	FILTER KINGS	BOX	KINGS	R.J. REYNOLDS
		SOFT PACK			
TOTAL UNITED STATES	19,162	7,242	6,526	5,394	85,908
	0.04	0.02	0.01	0.01	0.19
CENTRAL FIELD	2,291	755	766	770	14,174
	0.02	0.01	0.01	0.01	0.15
C-1	270	80	116	74	5,390
	0.01		0.01		0.25
C-2					2,155
					0.07
C-3	660	231	216	213	4,240
	0.03	0.01	0.01	0.01	0.18
C-4	1,361	444	434	483	2,389
	0.06	0.02	0.02	0.02	0.11
EASTERN FIELD	3,632	1,420	1,256	956	7,705
	0.05	0.02	0.02	0.01	0.11
E-1	798	314	224	260	1,858
	0.05	0.02	0.01	0.02	0.10
E-2	51	51			589
	0.01	0.01			0.12
E-3	1,430	558	511	381	1,905
	0.07	0.03	0.03	0.02	0.09
E-4	147	40	39	68	1,892
	0.02			0.01	0.20
E-5	1,206	457	482	267	1,763
	0.06	0.02	0.02	0.01	0.09
NORTHERN FIELD	1,982	828	527	527	28,881
	0.02	0.01	0.01	0.01	0.30
N-1	917	393	288	238	15,149
	0.04	0.02	0.01	0.01	0.62
N-2					2,426
					0.14
N-3					1,791
					0.10
N-4	1,065	435	239	391	7,515
	0.03	0.01	0.01	0.01	0.24
SOUTHERN FIELD	8,925	3,283	3,247	2,395	24,883
	0.09	0.03	0.03	0.02	0.24
S-1					5,629
					0.18
S-2					2,766
					0.11
S-3	8,925	3,283	3,247	2,395	8,652
	0.32	0.12	0.12	0.09	0.31
S-4					7,836
					0.42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 61 OF 84

4200 DTW05001 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	MAGNA				
	..... FILTER KINGS .....		LIGHTS	ALL OTHER	
	TOTAL	SOFT PACK	BOX	KINGS	R. J. REYNOLDS
WESTERN FIELD	2,332	956	730	646	12,285
	0.03	0.01	0.01	0.01	0.14
W-1	279	216	36	27	2,335
	0.01	0.01			0.12
W-2					3,739
					0.17
W-3	84	34	39	11	4,337
					0.24
W-4	1,989	706	655	608	1,854
	0.07	0.03	0.02	0.02	0.07
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	8,459	3,362	2,698	2,401	63,227
	0.03	0.01	0.01	0.01	0.24
CHAIN OVER \$2 MIL	5,441	2,057	1,788	1,586	55,250
	0.03	0.01	0.01	0.01	0.30
IND OVER \$2 MIL	3,018	1,305	898	815	7,977
	0.04	0.02	0.01	0.01	0.10
CHAIN UNDER \$2 MIL	7,069	2,282	2,675	2,112	12,427
	0.09	0.03	0.03	0.03	0.15
IND UNDER \$2 MIL	3,634	1,598	1,155	881	10,254
	0.04	0.02	0.01	0.01	0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 62 OF 84

4200 DTW05001 82808 01 031 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-B2600

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	CIGARETTES			
	TOTAL		MENTHOL	
	BROWN & WILLIAMSON	TOTAL	BOX & SOFT PACK	
			KINGS	100'S
TOTAL UNITED STATES	4,007,579 8.97	2,060,639 4.81	1,469,900 3.29	590,739 1.32
CENTRAL FIELD	938,870 9.87	486,924 5.12	318,535 3.35	168,389 1.77
C-1	174,627 8.19	94,482 4.43	58,253 2.64	38,239 1.79
C-2	353,339 12.07	203,116 6.94	137,879 4.71	65,237 2.23
C-3	208,768 8.88	96,915 4.12	59,792 2.54	37,123 1.58
C-4	202,136 9.59	92,401 4.39	64,511 3.07	27,790 1.32
EASTERN FIELD	526,923 7.53	266,615 3.81	206,699 2.95	59,916 0.86
E-1	105,843 6.62	53,290 3.33	40,751 2.55	12,539 0.78
E-2	37,438 7.90	19,988 4.22	14,904 3.15	5,084 1.07
E-3	170,122 8.41	89,235 4.41	69,258 3.42	19,977 0.99
E-4	65,398 7.06	34,815 3.78	27,150 2.93	7,685 0.83
E-5	148,122 7.49	69,287 3.50	54,836 2.76	14,651 0.74
NORTHERN FIELD	936,807 10.36	479,895 5.31	345,492 3.82	134,403 1.49
N-1	248,439 10.23	119,224 4.91	82,067 3.38	37,157 1.53
N-2	202,422 11.84	112,423 6.57	79,015 4.62	33,408 1.95
N-3	158,495 9.05	71,011 4.06	53,255 3.04	17,756 1.01
N-4	327,451 10.38	177,237 5.62	131,155 4.16	46,082 1.46
SOUTHERN FIELD	932,740 8.94	488,054 4.88	365,373 3.50	122,691 1.18
S-1	321,426 10.22	166,981 5.31	122,764 3.90	44,197 1.41
S-2	202,373 7.70	111,796 4.25	85,459 3.25	26,337 1.00
S-3	234,780 8.45	118,320 4.26	85,711 3.09	32,808 1.17
S-4	174,181 9.24	90,987 4.83	71,439 3.79	19,548 1.04

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 63 DF 84

4200 DTW05001 B2808 01 032 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT PACK KINGS	100'S
WESTERN FIELD	872,239	339,141	233,801	105,340
	7.72	3.90	2.69	1.21
W-1	145,653	51,027	34,833	16,184
	7.25	2.54	1.73	0.81
W-2	178,942	95,833	87,187	28,646
	8.05	4.31	3.02	1.29
W-3	142,945	82,439	57,368	25,071
	7.84	4.52	3.14	1.37
W-4	204,699	109,842	74,413	35,429
	7.73	4.15	2.81	1.34
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	2,236,706	1,049,181	726,626	322,555
	8.51	3.99	2.77	1.23
CHAIN OVER \$2 MIL	1,504,790	721,835	502,516	219,319
	8.08	3.88	2.70	1.18
IND OVER \$2 MIL	731,916	327,346	224,110	103,236
	9.56	4.28	2.93	1.35
CHAIN UNDER \$2 MIL	759,575	441,117	325,993	115,124
	9.42	5.47	4.04	1.43
IND UNDER \$2 MIL	1,011,298	570,341	417,281	153,060
	9.76	5.51	4.03	1.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 84 OF 84

4200 DTW05001 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	853	129			724
CENTRAL FIELD	38	10			28
C-1	10	10			
C-2					
C-3	28				28
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	707	119			588
N-1	0.01 11	11			0.01
N-2					
N-3	888	108			588
N-4	0.04	0.01			0.03
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 65 OF 84

4200 DTW05001 B2808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
WESTERN FIELD	108				108
W-1					
W-2	108				108
W-3					
W-4					
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	717	128			588
CHAIN OVER \$2 MIL	707	119			588
IND OVER \$2 MIL	10	10			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	136				136

NGTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 66 OF 84

4200 DTW05001 82808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	413,684 0.93	222,038 0.50	396,385 0.89	118,693 0.27	277,692 0.62	354,317 0.79	279,891 0.63
CENTRAL FIELD	90,246 0.95	40,939 0.43	105,283 1.11	31,126 0.33	74,157 0.78	85,236 0.90	64,093 0.67
C-1	17,007 0.80	9,441 0.44	17,128 0.80	629 0.03	16,499 0.77	11,899 0.56	10,957 0.51
C-2	28,625 0.91	13,153 0.45	38,069 1.30	18,842 0.84	19,227 0.86	34,279 1.17	17,748 0.61
C-3	21,982 0.94	8,296 0.35	28,189 1.20	7,476 0.32	20,713 0.88	18,276 0.78	14,512 0.62
C-4	24,632 1.17	10,049 0.48	21,897 1.04	4,179 0.20	17,718 0.84	20,782 0.99	20,876 0.99
EASTERN FIELD	61,328 0.88	38,511 0.55	41,369 0.59	6,252 0.09	35,117 0.50	46,516 0.66	48,581 0.67
E-1	12,962 0.81	8,396 0.52	9,961 0.62	158 0.01	9,803 0.61	9,043 0.57	8,820 0.55
E-2	2,905 0.61	2,809 0.55	842 0.14		842 0.14	4,885 1.03	2,728 0.58
E-3	19,802 0.98	9,948 0.49	13,788 0.68	5,696 0.28	8,092 0.40	13,298 0.66	15,354 0.76
E-4	5,842 0.63	6,475 0.70	2,066 0.22	7	2,059 0.22	6,980 0.75	5,014 0.54
E-5	19,817 1.00	11,083 0.56	14,912 0.75	391 0.02	14,521 0.73	12,312 0.62	14,665 0.74
NORTHERN FIELD	99,917 1.10	50,287 0.56	97,680 1.08	39,325 0.43	58,355 0.65	87,376 0.97	79,227 0.88
N-1	30,848 1.27	15,208 0.63	30,721 1.27	17,742 0.73	12,979 0.53	24,172 1.00	19,772 0.81
N-2	13,958 0.82	10,420 0.61	23,256 1.38	5,667 0.33	17,589 1.03	17,599 1.03	14,529 0.85
N-3	27,891 1.59	7,585 0.43	9,924 0.57	1,477 0.08	8,447 0.48	11,733 0.67	25,293 1.44
N-4	27,224 0.86	17,054 0.54	33,959 1.08	14,439 0.46	19,520 0.62	33,872 1.07	19,633 0.62
SOUTHERN FIELD	92,010 0.88	50,312 0.48	98,024 0.92	33,673 0.32	62,351 0.60	85,215 0.82	47,040 0.45
S-1	28,389 0.90	15,941 0.51	41,639 1.32	18,340 0.58	23,299 0.74	36,199 1.15	10,074 0.32
S-2	26,860 1.01	12,231 0.47	16,401 0.62	3,776 0.14	12,625 0.48	13,510 0.51	11,549 0.44
S-3	18,789 0.68	11,916 0.43	22,838 0.82	6,577 0.24	16,261 0.59	20,349 0.73	16,420 0.59
S-4	18,212 0.87	10,224 0.54	15,146 0.80	4,980 0.26	10,166 0.54	15,157 0.80	8,997 0.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 87 OF 84

4200 DTW05001 B2808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
WESTERN FIELD	70,183	42,009	55,849	8,317	47,532	49,974	43,050
	0.81	0.48	0.64	0.10	0.55	0.57	0.48
W-1	28,197	9,095	22,526	2,231	20,295	9,668	12,870
	1.40	0.45	1.12	0.11	1.01	0.48	0.64
W-2	14,498	14,782	9,395	1,993	7,402	12,596	10,539
	0.85	0.67	0.42	0.09	0.33	0.57	0.47
W-3	8,184	6,936	4,988	1,065	3,933	12,387	9,572
	0.45	0.38	0.27	0.06	0.22	0.68	0.52
W-4	19,304	11,196	18,930	3,028	15,902	15,323	10,069
	0.73	0.42	0.71	0.11	0.60	0.58	0.38
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	268,967	138,205	206,601	59,459	147,142	218,421	183,921
	1.02	0.53	0.79	0.23	0.56	0.83	0.70
CHAIN OVER \$2 MIL	174,109	95,923	121,999	24,954	97,045	148,382	120,508
	0.94	0.52	0.66	0.13	0.52	0.79	0.65
IND OVER \$2 MIL	94,858	42,282	84,602	34,505	50,097	72,039	63,413
	1.24	0.55	1.10	0.45	0.65	0.84	0.83
CHAIN UNDER \$2 MIL	44,153	39,071	94,247	29,840	64,607	50,473	35,567
	0.55	0.48	1.17	0.37	0.80	0.63	0.44
IND UNDER \$2 MIL	100,564	44,782	85,537	29,594	55,943	85,423	60,503
	0.97	0.43	0.92	0.28	0.64	0.82	0.58

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TABLE 55

PAGE 68 OF 84

4200 DTW05001 B2808 01 034 0273 1483



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCDN				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	83,117 0.19	24,821 0.06	22,891 0.05	16,437 0.04	18,968 0.04
CENTRAL FIELD	23,788 0.25	7,470 0.08	6,698 0.07	4,955 0.05	4,665 0.05
C-1	2,345 0.11	666 0.03	611 0.03	706 0.03	362 0.02
C-2	6,974 0.24	2,052 0.07	1,743 0.06	1,924 0.07	1,255 0.04
C-3	5,005 0.21	1,798 0.08	1,367 0.06	917 0.04	923 0.04
C-4	9,464 0.45	2,954 0.14	2,977 0.14	1,408 0.07	2,125 0.10
EASTERN FIELD	5,431 0.08	1,637 0.02	1,457 0.02	1,061 0.02	1,278 0.02
E-1	1,249 0.08	328 0.02	351 0.02	318 0.02	252 0.02
E-2	121 0.03	83 0.01	13	32 0.01	13
E-3	1,518 0.08	524 0.03	530 0.03	228 0.01	236 0.01
E-4	278 0.03	93 0.01	63	30	90
E-5	2,267 0.11	628 0.03	500 0.03	453 0.02	685 0.03
NORTHERN FIELD	17,326 0.19	4,970 0.05	5,055 0.06	3,299 0.04	4,002 0.04
N-1	3,653 0.15	1,076 0.04	1,293 0.05	820 0.03	664 0.03
N-2	2,022 0.12	520 0.03	461 0.03	593 0.03	448 0.03
N-3	2,972 0.17	908 0.05	753 0.04	601 0.03	710 0.04
N-4	8,679 0.28	2,466 0.08	2,548 0.08	1,485 0.05	2,180 0.07
SOUTHERN FIELD	20,318 0.19	5,854 0.06	4,730 0.05	4,507 0.04	5,225 0.05
S-1	5,438 0.17	1,742 0.06	1,296 0.04	1,158 0.04	1,242 0.04
S-2	7,031 0.27	1,860 0.07	1,555 0.06	1,882 0.07	1,734 0.07
S-3	4,208 0.15	975 0.04	1,109 0.04	988 0.04	1,135 0.04
S-4	3,639 0.19	1,277 0.07	770 0.04	478 0.03	1,114 0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 89 OF 84

4200 DTW05001 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
WESTERN FIELD	18,258	4,890	4,951	2,615	3,800
	0.19	0.06	0.08	0.03	0.04
W-1	2,849	1,358	739	342	410
	0.14	0.07	0.04	0.02	0.02
W-2	4,512	1,183	1,601	442	1,286
	0.20	0.05	0.07	0.02	0.06
W-3	2,808	520	817	574	897
	0.15	0.03	0.04	0.03	0.05
W-4	8,087	1,829	1,794	1,257	1,207
	0.23	0.07	0.07	0.05	0.05
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	53,258	15,196	16,094	9,715	12,253
	0.20	0.06	0.08	0.04	0.05
CHAIN OVER \$2 MIL	35,671	10,241	11,386	6,330	7,714
	0.19	0.05	0.06	0.03	0.04
IND OVER \$2 MIL	17,587	4,955	4,708	3,385	4,539
	0.23	0.06	0.06	0.04	0.06
CHAIN UNDER \$2 MIL	15,972	4,497	3,499	3,823	4,153
	0.20	0.08	0.04	0.05	0.05
IND UNDER \$2 MIL	13,887	5,128	3,298	2,899	2,562
	0.13	0.05	0.03	0.03	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 70 OF 84

4200 DTW05001 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	TOTAL	REGULAR KINGS	CAPRI TRIM 100'S	MENTHOL KINGS	MENTHOL 100'S	
TOTAL UNITED STATES	153,492 0.34		81,914 0.18		71,578 0.16	43,063 0.10
CENTRAL FIELD	32,188 0.34		16,397 0.17		15,791 0.17	10,135 0.11
C-1	9,939 0.47		5,018 0.24		4,921 0.23	1,409 0.07
C-2	10,301 0.35		5,092 0.17		5,209 0.18	3,074 0.11
C-3	11,948 0.51		6,287 0.27		5,661 0.24	3,617 0.15
C-4						2,035 0.10
EASTERN FIELD	18,460 0.24		9,534 0.14		6,926 0.10	4,112 0.06
E-1	1,596 0.10		686 0.04		910 0.06	526 0.03
E-2	3,337 0.70		2,171 0.46		1,166 0.25	223 0.05
E-3	6,009 0.30		3,608 0.18		2,401 0.12	1,172 0.06
E-4	3,520 0.38		2,016 0.22		1,504 0.16	410 0.04
E-5	1,998 0.10		1,053 0.05		945 0.05	1,781 0.09
NORTHERN FIELD	15,115 0.17		7,508 0.08		7,607 0.08	9,117 0.10
N-1	1,215 0.05		500 0.02		715 0.03	3,617 0.15
N-2	6,698 0.39		3,393 0.20		3,306 0.19	1,518 0.09
N-3	610 0.03		293 0.02		317 0.02	780 0.04
N-4	6,591 0.21		3,322 0.11		3,269 0.10	3,202 0.10
SOUTHERN FIELD	42,387 0.41		21,052 0.20		21,335 0.20	11,372 0.11
S-1	12,516 0.40		5,800 0.18		6,716 0.21	4,289 0.14
S-2	2,108 0.08		867 0.03		1,241 0.05	1,087 0.04
S-3	18,708 0.67		9,774 0.35		8,934 0.32	3,252 0.12
S-4	9,055 0.48		4,811 0.24		4,444 0.24	2,744 0.15

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TABLE 55

PAGE 71 OF 84

4200 DTW05001 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM				MENTHOL		
	TOTAL	KINGS	REGULAR 100'S	KINGS	100'S		
WESTERN FIELD	47,342		27,423		19,919	8,327	
	0.54		0.32		0.23	0.10	
W-1	7,970		4,602		3,368	1,451	
	0.40		0.23		0.17	0.07	
W-2	11,879		7,507		4,372	4,800	
	0.53		0.34		0.20	0.22	
W-3	14,327		8,256		6,071	1,294	
	0.79		0.45		0.33	0.07	
W-4	13,168		7,058		6,108	782	
	0.50		0.27		0.23	0.03	
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	93,539		51,328		42,210	23,896	
	0.36		0.20		0.16	0.09	
CHAIN OVER \$2 MIL	75,178		41,671		33,508	12,477	
	0.40		0.22		0.18	0.07	
IND OVER \$2 MIL	18,380		9,658		8,702	11,419	
	0.24		0.13		0.11	0.15	
CHAIN UNDER \$2 MIL	33,863		17,549		16,314	5,112	
	0.42		0.22		0.20	0.06	
IND UNDER \$2 MIL	26,090		13,036		13,054	14,055	
	0.25		0.13		0.13	0.14	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 72 OF 84

4200 DTW05001 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	NEWPORT			MENTHOL			
	TOTAL LORILLARD	TOTAL	BOX	KINGS SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	3,223,051 7.21	1,162,282 2.60	206,854 0.46	447,717 1.00	237,550 0.53	223,140 0.50	47,021 0.11
CENTRAL FIELD	437,287	62,930	4,023	34,727	18,849	7,211	120
	4.60	0.68	0.04	0.36	0.18	0.08	
C-1	98,009	14,304	1,362	7,159	3,613	2,170	
	4.60	0.67	0.06	0.34	0.17	0.10	
C-2	129,427	30,237	2,245	17,586	7,438	2,970	
	4.42	1.03	0.08	0.60	0.25	0.10	
C-3	93,285	11,498	165	6,262	3,521	1,492	56
	3.97	0.49	0.01	0.27	0.15	0.06	
C-4	116,566	8,893	251	3,720	2,279	579	64
	5.53	0.33	0.01	0.18	0.11	0.03	
EASTERN FIELD	876,974	428,174	137,084	89,725	77,480	112,983	10,902
	12.53	6.12	1.96	1.28	1.11	1.61	0.16
E-1	181,192	87,474	35,042	10,739	15,928	24,041	1,723
	11.33	5.47	2.19	0.67	1.00	1.50	0.11
E-2	79,529	37,945	18,539	3,807	5,518	9,839	242
	16.79	8.01	3.91	0.80	1.16	2.08	0.05
E-3	239,337	112,589	34,460	29,893	19,391	25,970	2,875
	11.83	5.57	1.70	1.48	0.96	1.28	0.14
E-4	126,281	58,777	19,598	8,898	10,970	18,157	1,354
	13.63	6.35	2.12	0.94	1.18	1.96	0.15
E-5	250,835	131,389	29,445	36,588	25,672	34,976	4,708
	12.68	6.65	1.48	1.85	1.30	1.77	0.24
NORTHERN FIELD	657,636	228,925	20,638	88,430	50,504	58,196	11,157
	7.27	2.53	0.23	0.98	0.58	0.64	0.12
N-1	161,524	42,909	2,058	19,542	9,338	9,883	2,088
	6.65	1.77	0.08	0.80	0.38	0.41	0.09
N-2	149,573	71,020	4,133	27,901	17,029	18,830	3,127
	8.75	4.15	0.24	1.63	1.00	1.10	0.18
N-3	171,337	66,867	3,788	26,067	13,359	19,443	4,200
	9.79	3.82	0.22	1.49	0.76	1.11	0.24
N-4	175,202	48,129	10,849	14,920	10,778	10,040	1,742
	5.56	1.53	0.34	0.47	0.34	0.32	0.06
SOUTHERN FIELD	756,271	351,518	28,496	188,355	69,803	40,630	24,234
	7.25	3.37	0.27	1.80	0.67	0.39	0.23
S-1	168,307	58,773	1,957	36,455	13,834	5,142	1,385
	5.35	1.87	0.06	1.16	0.44	0.16	0.04
S-2	234,485	147,546	6,331	84,898	24,656	15,982	15,679
	8.92	5.61	0.24	3.23	0.94	0.61	0.60
S-3	203,066	69,360	13,558	26,231	18,079	9,926	1,586
	7.31	2.50	0.49	0.94	0.65	0.36	0.06
S-4	150,413	75,839	8,650	40,771	13,234	9,580	5,604
	7.98	4.02	0.35	2.16	0.70	0.51	0.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 73 OF 84

4200 DTW05001 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	BOX	KINGS SOFT PACK	MENTHOL 100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
WESTERN FIELD	494,883	90,735	16,613	46,480	22,914	4,120	608
	5.69	1.04	0.19	0.53	0.26	0.05	0.01
W-1	99,545	8,479	599	4,960	2,920		
	4.95	0.42	0.03	0.25	0.15		
W-2	150,502	24,926	7,307	10,909	5,569	1,141	
	8.77	1.12	0.33	0.49	0.25	0.05	
W-3	120,817	32,485	5,663	18,895	8,612	1,295	
	6.62	1.78	0.31	0.93	0.47	0.07	
W-4	124,019	24,885	3,044	13,716	5,813	1,684	608
	4.68	0.94	0.11	0.52	0.22	0.06	0.02
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	1,878,848	510,205	77,958	189,193	112,225	102,327	28,502
	7.15	1.94	0.30	0.72	0.43	0.39	0.11
CHAIN OVER \$2 MIL	1,362,809	363,056	59,168	137,083	81,594	68,844	16,367
	7.32	1.95	0.32	0.74	0.44	0.37	0.09
IND OVER \$2 MIL	518,039	147,149	18,790	52,110	30,631	33,483	12,135
	6.74	1.92	0.25	0.68	0.40	0.44	0.16
CHAIN UNDER \$2 MIL	613,861	331,469	62,155	137,958	64,268	59,050	8,040
	7.61	4.11	0.77	1.71	0.80	0.73	0.10
IND UNDER \$2 MIL	730,242	320,608	66,741	120,566	61,059	61,763	10,479
	7.05	3.10	0.64	1.16	0.59	0.60	0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 74 OF 84

4200 DTW05001 B2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	KINGS	100'S		
TOTAL UNITED STATES	882,460 1.97	408,311 0.92	473,148 1.06	528,652 1.18	283,418 0.63	245,244 0.55	378,289 0.85	271,358 0.61
CENTRAL FIELD	167,480 1.76	83,340 0.88	84,140 0.88	84,422 0.89	42,261 0.44	42,161 0.44	74,833 0.78	47,622 0.50
C-1	42,143 1.88	20,104 0.94	22,039 1.03	19,611 0.92	9,451 0.44	10,160 0.48	18,367 0.77	5,584 0.26
C-2	48,809 1.67	24,806 0.85	24,003 0.82	25,801 0.87	13,118 0.45	12,485 0.43	19,352 0.66	5,428 0.19
C-3	36,762 1.58	17,843 0.78	19,119 0.81	20,371 0.87	10,957 0.47	9,414 0.40	16,678 0.71	7,978 0.34
C-4	38,786 1.89	20,787 0.99	18,979 0.90	18,839 0.89	8,737 0.41	10,102 0.48	22,436 1.06	28,632 1.36
EASTERN FIELD	181,927 2.60	71,955 1.03	109,972 1.57	134,403 1.82	78,166 1.12	56,237 0.80	69,946 1.00	62,524 0.89
E-1	34,568 2.18	15,578 0.87	18,990 1.19	30,031 1.88	17,698 1.11	12,333 0.77	11,712 0.73	17,407 1.09
E-2	18,828 3.55	8,097 1.29	10,731 2.28	12,748 2.69	7,747 1.64	4,999 1.06	7,670 1.62	4,340 0.92
E-3	55,747 2.76	18,841 0.93	36,906 1.82	37,839 1.87	20,959 1.04	16,880 0.83	20,474 1.01	12,688 0.63
E-4	28,358 3.06	11,531 1.24	16,827 1.82	22,868 2.45	13,474 1.45	9,194 0.99	11,421 1.23	5,057 0.55
E-5	48,426 2.35	19,808 1.01	28,518 1.34	31,119 1.57	18,288 0.93	12,831 0.85	18,669 0.94	23,032 1.16
NORTHERN FIELD	176,788 1.95	82,384 0.91	94,404 1.04	98,361 1.09	51,547 0.57	46,814 0.52	77,837 0.86	75,725 0.84
N-1	52,834 2.17	23,536 0.97	29,098 1.20	32,496 1.34	17,176 0.71	15,320 0.63	21,524 0.89	11,861 0.49
N-2	33,358 1.95	14,846 0.87	18,410 1.08	18,555 1.08	10,376 0.61	8,179 0.48	15,110 0.88	11,532 0.67
N-3	33,856 1.93	18,169 1.04	15,687 0.90	18,987 1.08	9,404 0.54	9,583 0.55	15,644 0.89	35,983 2.06
N-4	56,942 1.81	25,733 0.82	31,209 0.99	28,323 0.90	14,591 0.46	13,732 0.44	25,559 0.81	16,249 0.52
SOUTHERN FIELD	180,552 1.73	85,379 0.82	95,173 0.91	102,441 0.98	54,236 0.52	48,205 0.46	76,564 0.73	45,196 0.43
S-1	50,083 1.59	23,046 0.73	27,037 0.86	24,854 0.78	11,481 0.37	13,373 0.43	22,998 0.73	11,599 0.37
S-2	39,933 1.52	21,037 0.80	18,896 0.72	19,120 0.73	10,138 0.39	8,982 0.34	17,820 0.68	10,066 0.38
S-3	58,005 2.09	27,049 0.97	30,956 1.11	36,888 1.33	19,048 0.69	17,940 0.65	24,024 0.86	14,689 0.53
S-4	32,531 1.73	14,247 0.76	18,284 0.97	21,479 1.14	13,569 0.72	7,910 0.42	11,722 0.62	8,842 0.47

NCTI: GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 75 OF 84

4200 DTW05001 B2808 01 038 0273. 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	KINGS	100'S	TOTAL	LORILLARD
WESTERN FIELD	175,713	86,253	89,460	109,035	57,208	51,827	79,109	40,291
W-1	2.02	0.98	1.03	1.25	0.66	0.60	0.91	0.46
W-2	34,082	18,348	15,713	19,617	10,698	8,919	18,494	18,893
W-3	1.89	0.91	0.78	0.98	0.53	0.44	0.92	0.94
W-4	55,953	27,105	28,848	40,892	23,674	17,218	23,891	4,840
	2.52	1.22	1.30	1.84	1.07	0.77	1.07	0.22
W-5	43,647	19,325	24,322	23,899	11,155	12,744	16,065	4,741
	2.39	1.06	1.33	1.31	0.61	0.70	0.88	0.28
W-6	42,081	21,474	20,577	24,627	11,681	12,946	20,659	11,817
	1.58	0.81	0.78	0.93	0.44	0.49	0.78	0.45
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	594,400	285,095	309,305	339,171	176,148	163,023	256,954	178,118
	2.26	1.08	1.18	1.29	0.67	0.62	0.98	0.88
CHAIN OVER \$2 MIL	436,804	212,915	223,889	254,005	132,102	121,903	188,944	120,000
	2.35	1.14	1.20	1.36	0.71	0.65	1.01	0.64
IND OVER \$2 MIL	157,596	72,180	85,416	85,166	44,046	41,120	68,010	58,118
	2.06	0.94	1.12	1.11	0.58	0.54	0.89	0.76
CHAIN UNDER \$2 MIL	113,112	51,021	62,091	85,884	46,827	38,857	49,383	34,313
	1.40	0.83	0.77	1.06	0.58	0.48	0.81	0.43
IND UNDER \$2 MIL	174,948	73,185	101,753	103,807	60,443	43,364	71,952	58,927
	1.69	0.71	0.98	1.00	0.58	0.42	0.69	0.57

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 76 OF 84

4200 DTW05001 B2808 01 038 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	PRIVATE LABEL/GENERIC			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	2,432,639 5.44	1,761,929 3.94	903,776 2.02	466,090 1.04	339,879 0.78	52,184 0.12
CENTRAL FIELD	554,088 5.82	426,089 4.48	204,807 2.15	123,040 1.29	84,509 0.89	13,733 0.14
C-1	63,998 3.00	33,651 1.58	18,152 0.78	9,290 0.44	6,740 0.32	1,469 0.07
C-2	169,764 5.80	137,340 4.69	68,000 2.32	41,880 1.43	23,397 0.80	4,063 0.14
C-3	158,280 6.74	126,212 5.37	55,030 2.34	40,589 1.73	27,546 1.17	3,047 0.13
C-4	162,048 7.69	128,886 6.12	65,625 3.11	31,281 1.48	26,826 1.27	5,154 0.24
EASTERN FIELD	355,577 5.08	210,103 3.00	124,048 1.77	41,631 0.59	35,713 0.51	8,711 0.12
E-1	67,439 4.22	39,838 2.48	24,177 1.51	7,619 0.48	6,467 0.40	1,375 0.09
E-2	13,896 2.87	1,961 0.41	1,550 0.33	155 0.03	256 0.05	
E-3	110,173 5.45	69,280 3.43	40,248 1.99	12,656 0.63	12,313 0.61	4,063 0.20
E-4	25,577 2.78	3,543 0.38	2,441 0.26	481 0.05	621 0.07	
E-5	138,792 7.02	95,681 4.84	55,632 2.81	20,720 1.05	18,056 0.81	3,273 0.17
NORTHERN FIELD	530,187 5.86	377,485 4.17	204,559 2.26	81,396 0.90	75,022 0.83	16,508 0.18
N-1	113,258 4.66	69,428 2.86	36,965 1.52	17,599 0.72	11,561 0.48	3,304 0.14
N-2	81,916 4.79	53,222 3.11	30,779 1.80	12,078 0.71	8,077 0.47	2,288 0.13
N-3	109,711 6.27	77,415 4.42	36,223 2.07	16,952 0.97	21,541 1.23	2,699 0.15
N-4	225,302 7.14	177,419 5.83	100,592 3.19	34,767 1.10	33,843 1.07	8,217 0.26
SOUTHERN FIELD	467,619 4.48	335,865 3.22	179,840 1.72	94,105 0.90	53,832 0.52	8,088 0.08
S-1	154,717 4.92	119,923 3.81	64,774 2.06	33,288 1.06	17,255 0.55	4,606 0.15
S-2	127,745 4.86	102,798 3.91	54,509 2.07	28,308 1.08	18,494 0.70	1,487 0.08
S-3	123,975 4.46	77,578 2.79	38,341 1.38	25,283 0.91	12,940 0.47	1,014 0.04
S-4	61,182 3.25	35,566 1.89	22,218 1.18	7,226 0.38	5,143 0.27	981 0.05

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 77 OF 84

4200 DTW05001 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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CIGARETTES						
TOTAL LIGGETT & MYERS	L & M					
	PRIVATE LABEL/GENERIC					
	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER	
WESTERN FIELD	525,168	412,387	190,522	125,918	90,803	5,144
	6.03	4.74	2.19	1.45	1.04	0.06
W-1	132,416	111,192	54,140	31,328	24,885	839
	6.59	5.53	2.69	1.56	1.24	0.04
W-2	96,575	88,153	29,133	20,081	16,327	2,612
	4.35	3.07	1.31	0.90	0.73	0.12
W-3	89,634	61,163	31,108	17,209	12,756	90
	4.91	3.35	1.71	0.84	0.70	
W-4	206,543	171,879	76,141	57,300	36,835	1,603
	7.80	6.48	2.88	2.16	1.39	0.06
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	1,725,440	1,252,905	636,645	319,740	262,995	33,525
	6.57	4.77	2.42	1.22	1.00	0.13
CHAIN OVER \$2 MIL	1,185,705	855,702	439,678	221,208	180,498	14,320
	6.37	4.60	2.36	1.19	0.97	0.08
IND OVER \$2 MIL	539,735	397,203	196,967	98,534	82,497	19,205
	7.05	5.19	2.57	1.29	1.08	0.25
CHAIN UNDER \$2 MIL	179,084	112,654	59,939	31,909	19,435	1,371
	2.22	1.40	0.74	0.40	0.24	0.02
IND UNDER \$2 MIL	528,115	396,370	207,192	114,441	57,449	17,288
	5.10	3.83	2.00	1.10	0.55	0.17

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TABLE S5

PAGE 78 OF 84

4200 DTW05001 82808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
TOTAL UNITED STATES	121,306 0.27	133,838 0.30	109,908 0.25	23,932 0.05	415,566 0.93
CENTRAL FIELD	13,856 0.15	19,255 0.20	15,138 0.16	4,119 0.04	94,888 1.00
C-1	4,832 0.23	3,755 0.18	2,725 0.13	1,030 0.05	21,758 1.02
C-2	3,352 0.11	4,061 0.14	2,338 0.08	1,722 0.06	25,011 0.85
C-3	2,795 0.12	5,148 0.22	4,319 0.18	829 0.04	24,125 1.03
C-4	2,877 0.14	6,291 0.30	5,753 0.27	538 0.03	23,994 1.14
EASTERN FIELD	41,230 0.59	37,284 0.53	30,912 0.44	6,372 0.09	68,960 0.98
E-1	7,481 0.47	7,718 0.48	6,111 0.38	1,605 0.10	12,604 0.79
E-2	2,905 0.61	3,710 0.78	2,376 0.50	1,334 0.28	5,020 1.06
E-3	9,659 0.48	10,575 0.52	9,953 0.49	622 0.03	20,659 1.02
E-4	5,781 0.62	6,679 0.72	5,062 0.55	1,617 0.17	9,574 1.03
E-5	15,404 0.78	8,604 0.44	7,410 0.37	1,194 0.06	19,103 0.97
NORTHERN FIELD	21,673 0.24	29,577 0.33	25,521 0.28	4,056 0.04	101,452 1.12
N-1	8,418 0.35	10,073 0.41	9,310 0.38	763 0.03	25,338 1.04
N-2	3,554 0.21	5,160 0.30	4,470 0.26	690 0.04	19,980 1.17
N-3	3,901 0.22	5,953 0.34	5,423 0.31	530 0.03	22,442 1.28
N-4	5,800 0.18	8,391 0.27	6,318 0.20	2,073 0.07	33,692 1.07
SOUTHERN FIELD	22,826 0.22	24,609 0.24	21,127 0.20	3,482 0.03	84,319 0.81
S-1	4,234 0.13	5,450 0.17	4,418 0.14	1,034 0.03	25,110 0.80
S-2	4,428 0.17	3,832 0.15	3,455 0.13	376 0.01	18,687 0.83
S-3	8,942 0.32	9,512 0.34	8,545 0.31	967 0.03	27,943 1.01
S-4	5,222 0.28	5,815 0.31	4,710 0.25	1,105 0.06	14,579 0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 79 OF 84

4200 DTW05001 B2808 01 040 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
WESTERN FIELD	21,721	23,113	17,210	5,903	67,947
	0.25	0.27	0.20	0.07	0.78
W-1	4,589	4,814	4,150	464	12,021
	0.23	0.23	0.21	0.02	0.60
W-2	5,912	5,703	3,605	2,098	17,407
	0.24	0.28	0.18	0.09	0.78
W-3	5,773	8,547	4,441	2,106	16,151
	0.32	0.38	0.24	0.12	0.89
W-4	6,047	6,249	5,014	1,235	22,368
	0.23	0.24	0.18	0.05	0.84
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	85,691	89,299	73,580	15,719	297,545
	0.33	0.34	0.28	0.08	1.13
CHAIN OVER \$2 MIL	60,604	59,837	47,918	11,919	209,582
	0.33	0.32	0.28	0.08	1.13
IND OVER \$2 MIL	25,087	29,462	25,862	3,600	87,983
	0.33	0.38	0.34	0.05	1.15
CHAIN UNDER \$2 MIL	11,272	10,837	9,508	1,329	44,321
	0.14	0.13	0.12	0.02	0.55
IND UNDER \$2 MIL	24,343	33,702	26,818	6,884	73,700
	0.24	0.33	0.28	0.07	0.71

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 80 OF 84

4200 DTW05001 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	8,116 0.02	67	7,447 0.02	802	
CENTRAL FIELD	1,128 0.01		1,127 0.01	1	
C-1	177 0.01		177 0.01		
C-2	42		41	1	
C-3	909 0.04		909 0.04		
C-4					
EASTERN FIELD	688 0.01		688 0.01		
E-1	377 0.02		377 0.02		
E-2					
E-3	17		17		
E-4	294 0.03		294 0.03		
E-5					
NORTHERN FIELD	504 0.01		504 0.01		
N-1					
N-2	60		60		
N-3	83		83		
N-4	361 0.01		361 0.01		
SOUTHERN FIELD	1,782 0.02	60	1,709 0.02	13	
S-1	87		74	13	
S-2	60	60			
S-3	1,350 0.05		1,350 0.05		
S-4	285 0.02		285 0.02		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 81 OF 84

4200 DTW05001 B2808 01 041 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL	NON-FILTER	ALL OTHER FULL FLAVOR	LIGHTS	ULTRA LIGHTS
WESTERN FIELD	4,014	7	3,419	588	
W-1	0.05		0.04	0.01	
	724		724		
W-2	0.04		0.04		
	1,330		1,330		
W-3	0.06		0.06		
	1,448	7	1,080	359	
W-4	0.08		0.06	0.02	
	514		285	229	
	0.02		0.01	0.01	
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	5,130	7	4,521	602	
	0.02		0.02		
CHAIN OVER \$2 MIL	4,820		4,261	559	
	0.03		0.02		
IND OVER \$2 MIL	310	7	260	43	
CHAIN UNDER \$2 MIL	1,098		1,096		
	0.01		0.01		
IND UNDER \$2 MIL	1,890	60	1,830		
	0.02		0.02		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 82 OF 84

4200 DTW05001 B2808 01 041 0273 1488

	D-D		
	CIGARETTES		
	AUSTIN		
TOTAL	KINGS	100'S	
TOTAL UNITED STATES			
CENTRAL FIELD			
C-1			
C-2			
C-3			
C-4			
EASTERN FIELD			
E-1			
E-2			
E-3			
E-4			
E-5			
NORTHERN FIELD			
N-1			
N-2			
N-3			
N-4			
SOUTHERN FIELD			
S-1			
S-2			
S-3			
S-4			

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5

PAGE 83 OF 84

4200 DTW05001 B2808 01 042 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S

WESTERN FIELD

W-1

W-2

W-3

W-4

BY STORE TYPE  
SUPERMKT OVER \$2 MIL

CHAIN OVER \$2 MIL

IND OVER \$2 MIL

CHAIN UNDER \$2 MIL

IND UNDER \$2 MIL

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TABLE S5

PAGE 84 OF 84

4200 DTW05001 B2808 01 042 0273 1468



CONSUMER SALES - CLIENT DESIGNATED BASIS

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	26,277,708	2,357,905	2,236,706	1,878,848	1,725,440	9,032,647	9,041,032	5,130
	100.00	8.97	8.51	7.15	6.57	34.37	34.41	0.02
CHAIN OVER \$2 MIL	18,621,277	1,632,644	1,504,780	1,362,809	1,185,705	6,548,229	6,381,280	4,820
	100.00	8.77	8.08	7.32	6.37	35.17	34.27	0.03
IND OVER \$2 MIL	7,656,431	725,261	731,916	516,039	539,735	2,483,418	2,659,752	310
	100.00	9.47	9.56	6.74	7.05	32.44	34.74	
CHAIN UNDER \$2 MIL	8,063,709	393,945	759,575	613,961	178,084	3,750,006	2,366,042	1,096
	100.00	4.89	9.42	7.61	2.22	46.50	29.34	0.01
IND UNDER \$2 MIL	10,357,784	693,451	1,011,298	730,242	528,115	3,997,194	3,395,594	1,890
	100.00	8.69	9.76	7.05	5.10	38.59	32.78	0.02
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	5,467,589	445,781	533,416	274,624	363,302	1,905,586	1,943,960	800
	100.00	8.15	9.76	5.02	6.64	34.65	35.55	0.02
CHAIN OVER \$2 MIL	3,687,582	307,436	338,154	200,821	224,528	1,310,707	1,304,857	879
	100.00	8.34	9.17	5.45	6.08	36.54	35.39	0.02
IND OVER \$2 MIL	1,779,887	138,345	195,262	73,703	138,774	594,879	539,003	21
	100.00	7.77	10.97	4.14	7.80	33.42	35.90	
CHAIN UNDER \$2 MIL	2,030,589	92,507	203,297	86,390	38,335	998,502	611,370	186
	100.00	4.56	10.01	4.25	1.89	49.17	30.11	0.01
IND UNDER \$2 MIL	2,017,271	130,522	202,157	76,273	152,451	757,447	698,381	40
	100.00	6.47	10.02	3.78	7.56	37.55	34.62	
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	3,664,527	343,317	263,688	432,971	247,714	1,290,049	1,086,740	50
	100.00	9.37	7.20	11.82	6.76	35.20	29.66	
CHAIN OVER \$2 MIL	2,420,784	221,068	166,426	297,620	166,751	858,894	710,192	33
	100.00	9.13	6.87	12.29	6.89	35.47	29.34	
IND OVER \$2 MIL	1,243,743	122,249	97,260	135,351	80,963	431,355	376,548	17
	100.00	9.83	7.82	10.88	6.51	34.68	30.28	
CHAIN UNDER \$2 MIL	1,225,048	64,138	84,332	175,558	29,714	596,799	273,888	619
	100.00	5.24	6.88	14.33	2.43	48.72	22.36	0.05
IND UNDER \$2 MIL	2,109,606	149,096	178,905	268,445	78,149	908,658	528,334	19
	100.00	7.07	8.48	12.72	3.70	42.98	25.04	
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	5,916,846	564,448	604,865	434,116	375,878	1,820,655	2,116,789	97
	100.00	9.54	10.22	7.34	6.35	30.77	35.78	
CHAIN OVER \$2 MIL	3,582,508	327,033	368,658	271,001	206,583	1,097,398	1,313,738	97
	100.00	9.13	10.23	7.56	5.77	30.63	36.67	
IND OVER \$2 MIL	2,334,338	237,415	238,207	163,115	169,293	723,257	803,051	
	100.00	10.17	10.20	8.89	7.25	30.98	34.40	
CHAIN UNDER \$2 MIL	1,114,119	53,890	112,205	81,710	33,724	472,982	359,465	143
	100.00	4.84	10.07	7.33	3.03	42.46	32.26	0.01
IND UNDER \$2 MIL	2,011,928	155,241	219,737	141,810	120,587	685,756	688,533	264
	100.00	7.72	10.82	7.05	5.99	34.08	34.22	0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE

1 OF 84

4200 DUW05001 B2808 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	5,538,518	444,135	441,090	406,037	336,304	1,743,485	2,166,161	1,326
	100.00	8.02	7.96	7.33	6.07	31.48	39.11	0.02
CHAIN OVER \$2 MIL	4,346,287	346,863	332,704	325,691	262,218	1,388,225	1,689,304	1,282
	100.00	7.98	7.65	7.49	6.03	31.94	38.87	0.03
IND OVER \$2 MIL	1,192,231	97,272	108,386	80,346	74,086	355,240	476,857	44
	100.00	8.16	9.09	6.74	6.21	29.80	40.00	
CHAIN UNDER \$2 MIL	2,518,166	116,086	246,617	213,414	48,850	1,086,984	806,415	
	100.00	4.61	9.79	8.47	1.93	43.17	32.02	
IND UNDER \$2 MIL	2,380,131	123,388	245,033	136,820	82,665	853,054	938,715	456
	100.00	5.18	10.29	5.75	3.47	35.84	39.44	0.02
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	5,890,248	550,224	393,649	331,100	402,244	2,272,892	1,727,382	2,757
	100.00	9.85	6.92	5.82	7.07	39.94	30.36	0.05
CHAIN OVER \$2 MIL	4,584,116	430,244	300,848	287,576	325,625	1,894,205	1,363,089	2,529
	100.00	9.39	6.56	5.84	7.10	41.32	29.74	0.06
IND OVER \$2 MIL	1,106,132	129,980	92,801	63,524	76,619	378,687	364,293	228
	100.00	11.75	8.39	5.74	6.93	34.24	32.93	0.02
CHAIN UNDER \$2 MIL	1,175,787	57,324	113,124	56,869	28,661	594,739	314,904	146
	100.00	5.73	9.62	4.84	2.44	50.58	26.78	0.01
IND UNDER \$2 MIL	1,838,848	135,204	165,466	106,894	94,263	794,279	541,631	1,111
	100.00	7.35	9.00	5.81	5.13	43.19	29.45	0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE

2 OF

84

4200 DUW05001 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL			REGULAR FILTER		ULTRA
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	LOW TAR
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	1,228,137 4.67	25,048,571 95.33	18,265,071 69.51	5,784,526 22.01	9,088,536 34.58	3,394,009 12.92
CHAIN OVER \$2 MIL	810,655 4.35	17,810,822 95.65	13,035,387 70.00	4,096,934 22.00	6,498,893 34.90	2,439,560 13.10
IND OVER \$2 MIL	417,482 5.45	7,238,949 94.55	5,229,684 68.30	1,687,592 22.04	2,587,643 33.80	954,449 12.47
CHAIN UNDER \$2 MIL	207,519 2.57	7,856,190 97.43	5,613,783 69.62	2,248,082 27.88	2,648,130 32.84	717,571 8.90
IND UNDER \$2 MIL	471,395 4.55	9,886,389 95.45	7,108,876 68.63	2,793,202 26.97	3,350,133 32.34	965,541 9.32
CENTRAL FIELD SUPERMKT OVER \$2 MIL	208,008 3.80	5,259,561 98.20	3,860,623 70.81	1,168,885 21.38	1,935,283 35.40	756,455 13.84
CHAIN OVER \$2 MIL	132,737 3.60	3,554,845 98.40	2,612,109 70.84	773,195 20.97	1,312,230 35.59	526,684 14.28
IND OVER \$2 MIL	75,271 4.23	1,704,716 95.77	1,248,514 70.14	395,690 22.23	623,053 35.00	229,771 12.01
CHAIN UNDER \$2 MIL	39,488 1.94	1,991,123 98.06	1,445,782 71.20	576,682 28.40	679,104 33.44	190,006 9.36
IND UNDER \$2 MIL	72,197 3.58	1,945,074 96.42	1,432,857 71.03	518,325 25.69	701,323 34.77	213,209 10.57
EASTERN FIELD SUPERMKT OVER \$2 MIL	201,763 5.51	3,482,764 94.49	2,523,281 68.86	827,196 22.57	1,240,076 33.84	455,979 12.44
CHAIN OVER \$2 MIL	123,743 5.11	2,297,041 94.89	1,677,925 69.31	543,792 22.46	833,218 34.42	300,915 12.43
IND OVER \$2 MIL	78,020 6.27	1,185,723 93.73	845,326 67.97	283,404 22.79	408,858 32.71	155,084 12.47
CHAIN UNDER \$2 MIL	38,519 3.14	1,186,529 96.86	834,106 68.09	355,951 29.08	376,659 30.75	101,498 8.29
IND UNDER \$2 MIL	105,337 4.99	2,004,269 95.01	1,445,039 68.50	584,001 27.68	665,807 31.56	195,231 9.25
NORTHERN FIELD SUPERMKT OVER \$2 MIL	314,315 5.31	5,602,531 94.69	3,877,237 65.53	1,177,422 18.90	1,978,990 33.45	720,825 12.18
CHAIN OVER \$2 MIL	181,952 5.08	3,400,558 94.92	2,350,101 65.60	710,796 19.84	1,206,635 33.68	432,670 12.08
IND OVER \$2 MIL	132,363 5.67	2,201,975 94.33	1,527,138 65.42	466,626 19.99	772,355 33.09	288,155 12.34
CHAIN UNDER \$2 MIL	35,497 3.19	1,078,822 96.81	758,082 68.04	291,030 25.12	368,835 33.11	98,217 8.82
IND UNDER \$2 MIL	112,915 5.61	1,899,013 94.39	1,289,551 64.10	481,040 23.91	632,857 31.46	175,654 8.73

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 3 OF 84

4200 DUW05001 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	221,819	5,316,899	3,766,956	1,141,751	1,909,643	715,562
	4.00	98.00	68.01	20.81	34.48	12.92
CHAIN OVER \$2 MIL	161,454	4,184,833	2,969,853	887,942	1,514,864	567,047
	3.71	96.29	68.33	20.43	34.85	13.05
IND OVER \$2 MIL	60,165	1,132,066	797,103	253,809	394,779	148,515
	5.05	94.95	68.86	21.29	33.11	12.46
CHAIN UNDER \$2 MIL	59,293	2,458,873	1,680,394	634,864	822,202	223,328
	2.35	97.65	66.73	25.21	32.65	8.87
IND UNDER \$2 MIL	96,932	2,283,198	1,511,066	668,551	747,290	195,225
	4.07	95.93	67.69	28.09	31.40	8.20
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	282,432	5,407,816	4,237,004	1,469,272	2,022,544	745,188
	4.96	95.04	74.46	25.82	35.54	13.10
CHAIN OVER \$2 MIL	210,769	4,373,347	3,425,399	1,181,209	1,631,946	612,244
	4.60	95.40	74.72	25.77	35.60	13.36
IND OVER \$2 MIL	71,863	1,034,468	811,605	288,063	390,598	132,944
	6.48	93.52	73.37	28.04	35.31	12.02
CHAIN UNDER \$2 MIL	34,744	1,141,043	895,439	389,585	401,330	104,524
	2.95	97.05	76.16	33.13	34.13	8.89
IND UNDER \$2 MIL	84,014	1,754,834	1,330,363	541,285	602,856	186,222
	4.57	95.43	72.35	28.44	32.78	10.13

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE

4 OF 84

4200 DUW05001 82808 01 002 0273 1488

	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	6,784,500	1,509,481	4,040,848	1,234,171
	25.82	5.74	15.38	4.70
CHAIN OVER \$2 MIL	4,775,235	1,073,258	2,826,269	875,708
	25.64	5.76	15.18	4.70
IND OVER \$2 MIL	2,008,265	436,223	1,214,579	358,463
	26.24	5.70	15.86	4.88
CHAIN UNDER \$2 MIL	2,242,407	512,538	1,331,419	298,452
	27.81	7.60	16.51	3.70
IND UNDER \$2 MIL	2,777,513	709,180	1,696,979	371,354
	26.82	6.85	16.38	3.59
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	1,398,938	285,346	876,455	257,127
	25.59	4.85	16.03	4.70
CHAIN OVER \$2 MIL	942,736	178,426	582,971	181,339
	25.57	4.84	15.81	4.92
IND OVER \$2 MIL	456,202	86,920	293,494	75,788
	25.63	4.88	16.49	4.28
CHAIN UNDER \$2 MIL	545,381	127,896	345,330	72,135
	26.86	6.30	17.01	3.55
IND UNDER \$2 MIL	512,217	101,468	339,298	71,455
	25.39	5.03	16.82	3.54
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	939,513	252,826	527,227	159,460
	25.64	6.90	14.39	4.35
CHAIN OVER \$2 MIL	619,116	171,924	348,671	98,521
	25.58	7.10	14.40	4.07
IND OVER \$2 MIL	320,397	80,902	178,556	60,939
	25.76	6.50	14.36	4.90
CHAIN UNDER \$2 MIL	352,423	122,267	185,806	44,350
	28.77	9.88	15.17	3.62
IND UNDER \$2 MIL	559,230	173,684	312,454	73,082
	26.51	8.23	14.81	3.46
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	1,725,294	355,303	1,053,473	316,518
	29.16	6.00	17.80	5.35
CHAIN OVER \$2 MIL	1,050,455	218,511	640,221	190,723
	28.32	6.13	17.87	5.32
IND OVER \$2 MIL	674,839	135,792	413,252	125,795
	28.91	5.82	17.70	5.39
CHAIN UNDER \$2 MIL	320,540	73,855	199,515	47,350
	28.77	6.61	17.91	4.25
IND UNDER \$2 MIL	609,482	138,359	381,854	89,249
	30.29	6.88	18.98	4.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 5 OF 84

4200 DUW05001 B2808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
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A Division of The Nielsen Company

CIGARETTES				
MENTHOL FILTER				
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	1,549,943	387,929	897,708	264,306
	27.98	7.00	16.21	4.77
CHAIN OVER \$2 MIL	1,214,980	303,478	699,131	212,371
	27.95	6.98	16.09	4.89
IND OVER \$2 MIL	334,983	84,451	198,577	51,935
	28.10	7.08	16.88	4.36
CHAIN UNDER \$2 MIL	778,479	242,180	446,011	90,288
	30.91	8.62	17.71	3.59
IND UNDER \$2 MIL	672,133	198,100	404,362	69,871
	28.24	8.32	16.99	2.93
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	1,170,812	248,077	685,975	236,780
	20.58	4.36	12.06	4.16
CHAIN OVER \$2 MIL	947,948	199,919	555,275	192,754
	20.88	4.36	12.11	4.20
IND OVER \$2 MIL	222,864	48,158	130,700	44,006
	20.15	4.35	11.82	3.98
CHAIN UNDER \$2 MIL	245,604	46,528	154,757	44,319
	20.89	3.96	13.16	3.77
IND UNDER \$2 MIL	424,471	97,561	259,013	67,897
	23.08	5.31	14.09	3.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE

6 OF

84

4200 DUW05001 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB a subsidiary of  
The Dunlop Corporation

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES						
SUPERMKT OVER \$2 MIL	9,338,175	8,390,254	536,642	2,784,031	3,626,833	363,536
	35.54	31.93	2.04	10.63	13.80	1.38
CHAIN OVER \$2 MIL	8,618,006	8,030,643	386,738	1,933,427	2,579,210	262,598
	35.54	32.39	2.08	10.38	13.85	1.41
IND OVER \$2 MIL	2,720,169	2,359,611	149,904	850,604	1,047,723	100,938
	35.53	30.82	1.86	11.24	13.68	1.32
CHAIN UNDER \$2 MIL	3,503,737	2,018,155	91,891	1,133,484	1,037,271	71,652
	43.45	25.03	1.14	14.06	12.86	0.89
IND UNDER \$2 MIL	4,294,415	2,686,378	128,083	1,416,930	1,264,821	95,762
	41.46	25.94	1.24	13.68	12.21	0.92
CENTRAL FIELD						
SUPERMKT OVER \$2 MIL	1,783,731	1,955,779	121,113	515,676	794,363	88,899
	32.82	35.77	2.22	9.43	14.53	1.63
CHAIN OVER \$2 MIL	1,194,680	1,332,599	84,830	336,987	542,152	63,597
	32.40	36.14	2.30	9.14	14.70	1.72
IND OVER \$2 MIL	589,051	623,180	36,283	178,689	252,211	25,302
	33.09	35.01	2.04	10.04	14.17	1.42
CHAIN UNDER \$2 MIL	805,075	614,119	26,568	241,835	280,125	23,401
	39.65	30.24	1.31	11.81	13.80	1.15
IND UNDER \$2 MIL	757,708	649,693	25,456	223,063	267,080	22,074
	37.56	32.21	1.26	11.06	13.24	1.09
EASTERN FIELD						
SUPERMKT OVER \$2 MIL	1,450,342	1,018,661	54,248	463,437	442,371	33,705
	39.58	27.80	1.48	12.85	12.07	0.92
CHAIN OVER \$2 MIL	959,783	683,387	34,755	307,312	291,007	20,797
	39.65	28.23	1.44	12.89	12.02	0.86
IND OVER \$2 MIL	490,559	335,274	19,493	156,125	151,364	12,908
	39.44	26.96	1.57	12.55	12.17	1.04
CHAIN UNDER \$2 MIL	594,553	229,563	9,990	209,308	138,176	6,939
	48.53	18.74	0.82	17.09	11.12	0.57
IND UNDER \$2 MIL	972,579	451,633	20,827	317,947	225,980	15,303
	46.10	21.41	0.99	15.07	10.71	0.73
NORTHERN FIELD						
SUPERMKT OVER \$2 MIL	2,087,445	1,691,520	98,272	747,404	900,173	77,717
	35.28	28.59	1.66	12.63	15.21	1.31
CHAIN OVER \$2 MIL	1,267,441	1,024,482	58,198	452,516	549,377	48,582
	35.38	28.60	1.62	12.63	15.33	1.36
IND OVER \$2 MIL	820,004	667,038	40,074	294,888	350,796	29,155
	35.13	28.58	1.72	12.63	15.03	1.25
CHAIN UNDER \$2 MIL	512,055	236,096	9,931	167,863	145,197	7,480
	45.86	21.19	0.89	15.07	13.03	0.67
IND UNDER \$2 MIL	822,363	443,077	24,111	313,668	275,438	20,356
	40.87	22.02	1.20	15.59	13.89	1.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 7 OF 84

4200 DUW0001 B2808 01 004 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

Nielsen  
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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	1,976,585	1,698,578	93,793	651,464	829,335	69,144
	35.69	30.63	1.69	11.76	14.97	1.25
CHAIN OVER \$2 MIL	1,583,988	1,334,327	71,538	506,517	658,011	52,452
	35.88	30.70	1.65	11.85	15.09	1.21
IND OVER \$2 MIL	412,597	362,251	22,255	144,947	173,324	16,692
	34.81	30.38	1.87	12.16	14.54	1.40
CHAIN UNDER \$2 MIL	1,052,259	602,057	26,078	399,102	358,432	20,945
	41.79	23.91	1.04	15.85	14.23	0.83
IND UNDER \$2 MIL	1,022,908	568,573	19,585	367,680	288,862	15,591
	42.88	23.89	0.82	15.45	12.14	0.66
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	2,040,072	2,027,716	169,218	416,050	660,691	94,071
	35.85	35.63	2.97	7.31	11.61	1.65
CHAIN OVER \$2 MIL	1,632,114	1,655,868	137,417	330,095	540,683	77,190
	35.60	36.12	3.00	7.20	11.79	1.68
IND OVER \$2 MIL	407,988	371,848	31,799	85,955	120,028	16,881
	36.88	33.62	2.87	7.77	10.85	1.53
CHAIN UNDER \$2 MIL	539,785	336,320	19,324	115,376	117,341	12,887
	45.91	28.60	1.64	9.81	9.98	1.10
IND UNDER \$2 MIL	718,857	573,402	38,104	194,572	207,461	22,438
	39.09	31.18	2.07	10.58	11.28	1.22

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 8 OF 84

4200 DUW05001 82808 01 004 0273 1488

	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	853,408	870,036	2,239,063	3,109,099
	3.25	3.31	8.52	11.83
CHAIN OVER \$2 MIL	564,118	474,177	1,400,953	1,875,130
	3.03	2.55	7.52	10.07
IND OVER \$2 MIL	289,292	395,859	838,110	1,233,969
	3.78	5.17	10.95	16.12
CHAIN UNDER \$2 MIL	201,465	135,889	545,484	681,353
	2.50	1.69	6.76	8.45
IND UNDER \$2 MIL	257,388	393,919	822,877	1,216,796
	2.48	3.80	7.94	11.75
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	180,569	206,980	559,015	765,975
	3.30	3.79	10.22	14.01
CHAIN OVER \$2 MIL	116,886	97,473	323,689	421,162
	3.17	2.64	8.78	11.42
IND OVER \$2 MIL	63,683	109,487	235,326	344,813
	3.58	6.15	13.22	19.37
CHAIN UNDER \$2 MIL	45,082	41,191	169,908	211,099
	2.22	2.03	8.37	10.40
IND UNDER \$2 MIL	44,059	131,882	220,288	352,170
	2.18	6.54	10.92	17.46
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	93,973	110,508	211,622	322,130
	2.56	3.02	5.77	8.79
CHAIN OVER \$2 MIL	50,220	69,504	100,280	169,784
	2.07	2.87	4.14	7.01
IND OVER \$2 MIL	43,753	41,004	111,342	152,346
	3.52	3.30	8.95	12.25
CHAIN UNDER \$2 MIL	17,731	13,131	30,118	43,249
	1.45	1.07	2.46	3.53
IND UNDER \$2 MIL	42,516	37,558	84,630	122,188
	2.02	1.78	4.01	5.79
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	245,953	229,091	570,743	799,834
	4.16	3.87	9.65	13.52
CHAIN OVER \$2 MIL	149,231	100,582	330,314	430,906
	4.17	2.81	9.22	12.03
IND OVER \$2 MIL	96,722	128,499	240,429	368,928
	4.14	5.50	10.30	15.80
CHAIN UNDER \$2 MIL	35,182	27,223	72,896	100,119
	3.16	2.44	6.54	8.99
IND UNDER \$2 MIL	59,838	94,453	172,373	266,826
	2.96	4.69	8.57	13.26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 9 OF 84

4200 DUW05001 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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A Division of  
The Dun & Bradstreet Corporation

	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	150,125 2.71	138,750 2.51	495,179 8.94	633,929 11.45
CHAIN OVER \$2 MIL	102,893 2.37	80,336 1.85	325,419 7.51	406,755 9.36
IND OVER \$2 MIL	47,132 3.95	58,414 4.90	188,760 14.15	227,174 19.05
CHAIN UNDER \$2 MIL	61,421 2.44	33,504 1.33	190,247 7.55	223,751 8.89
IND UNDER \$2 MIL	67,386 2.83	58,446 2.46	233,077 9.79	291,523 12.25
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	182,788 3.21	184,727 3.25	402,504 7.07	587,231 10.32
CHAIN OVER \$2 MIL	144,786 3.16	126,272 2.75	320,251 6.99	446,523 9.74
IND OVER \$2 MIL	38,002 3.44	58,455 5.28	82,253 7.44	140,708 12.72
CHAIN UNDER \$2 MIL	42,069 3.58	20,840 1.77	82,295 7.00	103,135 8.77
IND UNDER \$2 MIL	43,809 2.38	71,580 3.89	112,509 6.12	184,088 10.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 10 OF 84

4200 DUW05001 B2808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
Hearst Corporation

	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	2,357,905	834,314	450,588	50,112	149,995
	8.97	3.17	1.71	0.23	0.57
CHAIN OVER \$2 MIL	1,632,644	569,109	307,044	38,353	107,704
	8.77	3.06	1.65	0.21	0.58
IND OVER \$2 MIL	725,261	265,205	143,524	21,759	42,291
	9.47	3.46	1.87	0.28	0.55
CHAIN UNDER \$2 MIL	393,945	148,477	86,423	4,362	23,202
	4.89	1.84	1.07	0.05	0.28
IND UNDER \$2 MIL	693,451	288,696	181,981	11,910	47,313
	6.69	2.79	1.76	0.11	0.46
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	445,781	145,613	73,188	12,058	29,008
	8.15	2.66	1.34	0.22	0.53
CHAIN OVER \$2 MIL	307,436	95,660	48,392	7,428	18,887
	8.34	2.59	1.31	0.20	0.51
IND OVER \$2 MIL	138,345	49,953	24,796	4,830	10,119
	7.77	2.81	1.39	0.26	0.57
CHAIN UNDER \$2 MIL	92,507	30,924	15,354	501	5,182
	4.58	1.52	0.76	0.02	0.26
IND UNDER \$2 MIL	130,522	52,819	30,825	1,835	9,941
	6.47	2.62	1.53	0.09	0.48
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	343,317	128,286	75,085	7,344	20,539
	9.37	3.50	2.05	0.20	0.56
CHAIN OVER \$2 MIL	221,068	82,469	47,627	3,447	13,955
	9.13	3.41	1.97	0.14	0.58
IND OVER \$2 MIL	122,249	45,827	27,458	3,897	8,584
	9.83	3.68	2.21	0.31	0.53
CHAIN UNDER \$2 MIL	64,138	22,688	15,282	487	2,775
	5.24	1.85	1.25	0.04	0.23
IND UNDER \$2 MIL	149,086	55,852	37,200	1,752	9,052
	7.07	2.65	1.76	0.08	0.43
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	564,448	206,115	109,210	15,789	31,477
	9.54	3.48	1.85	0.27	0.53
CHAIN OVER \$2 MIL	327,033	121,552	63,527	8,388	19,757
	9.13	3.39	1.77	0.23	0.55
IND OVER \$2 MIL	237,415	84,563	45,683	7,381	11,720
	10.17	3.82	1.96	0.32	0.50
CHAIN UNDER \$2 MIL	53,890	23,978	15,477	577	3,417
	4.84	2.15	1.38	0.05	0.31
IND UNDER \$2 MIL	185,241	88,286	43,700	4,041	9,717
	7.72	3.39	2.17	0.20	0.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 11 OF 84

4200 DUM05001 B2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62500

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Marketing Research  
A subsidiary of  
The Nielsen Company

	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	NON-FILTER 25'S	GOLD FILTER 100'S
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	444,135	156,627	91,484	8,238	27,249
	8.02	2.83	1.65	0.15	0.48
CHAIN OVER \$2 MIL	346,883	118,295	68,021	5,396	22,496
	7.98	2.72	1.57	0.12	0.52
IND OVER \$2 MIL	97,272	38,332	23,463	2,842	4,753
	8.16	3.22	1.97	0.24	0.40
CHAIN UNDER \$2 MIL	116,086	44,738	28,169	508	6,944
	4.61	1.78	1.12	0.02	0.28
IND UNDER \$2 MIL	123,388	82,873	42,876	2,805	8,400
	5.18	2.64	1.79	0.11	0.35
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	580,224	197,863	101,601	16,703	41,724
	9.85	3.47	1.79	0.29	0.73
CHAIN OVER \$2 MIL	430,244	151,133	79,477	13,694	32,608
	9.39	3.30	1.73	0.30	0.71
IND OVER \$2 MIL	129,980	46,830	22,124	3,009	9,115
	11.75	4.21	2.00	0.27	0.82
CHAIN UNDER \$2 MIL	67,324	26,169	12,141	2,279	4,884
	5.73	2.23	1.03	0.19	0.42
IND UNDER \$2 MIL	135,204	48,866	27,580	1,677	10,203
	7.35	2.66	1.50	0.09	0.55

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 12 OF 84

4200 DUW05001 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
The Nielsen Company  
A Division of Nielsen Corporation

	CIGARETTES						
	FULL FLAVOR			RED FILTER			
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	TOTAL
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	77,529	74,927	152,456	1,009	287	1,296	153,752
	0.30	0.29	0.58				0.58
CHAIN OVER \$2 MIL	53,233	52,993	106,226	894	287	981	107,207
	0.29	0.28	0.57			0.01	0.58
IND OVER \$2 MIL	24,296	21,934	46,230	315		315	46,545
	0.32	0.29	0.60				0.61
CHAIN UNDER \$2 MIL	20,727	12,222	32,949	339	193	532	33,481
	0.26	0.15	0.41			0.01	0.42
IND UNDER \$2 MIL	26,416	15,885	42,301	847	509	1,156	43,457
	0.26	0.15	0.41	0.01		0.01	0.42
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	13,180	14,111	27,291	92		92	27,383
	0.24	0.26	0.50				0.50
CHAIN OVER \$2 MIL	9,190	9,450	18,640	92		92	18,732
	0.25	0.26	0.51				0.51
IND OVER \$2 MIL	3,990	4,661	8,651				8,651
	0.22	0.26	0.49				0.49
CHAIN UNDER \$2 MIL	6,333	3,498	9,831	22		22	9,853
	0.31	0.17	0.48				0.49
IND UNDER \$2 MIL	5,314	3,979	9,293	4		4	9,297
	0.26	0.20	0.46				0.46
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	12,957	10,773	23,730		78	78	23,808
	0.35	0.29	0.65				0.65
CHAIN OVER \$2 MIL	8,903	8,096	16,999		78	78	17,077
	0.37	0.33	0.70				0.71
IND OVER \$2 MIL	4,054	2,877	6,931				6,731
	0.33	0.22	0.54				0.54
CHAIN UNDER \$2 MIL	2,681	1,372	4,033		2	2	4,035
	0.22	0.11	0.33				0.33
IND UNDER \$2 MIL	4,644	2,801	7,545		52	52	7,597
	0.22	0.14	0.36				0.36
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	20,664	18,514	39,178	917	11	928	40,106
	0.35	0.31	0.66	0.02		0.02	0.68
CHAIN OVER \$2 MIL	13,013	12,044	25,057	602	11	613	25,670
	0.36	0.34	0.70	0.02		0.02	0.72
IND OVER \$2 MIL	7,651	6,470	14,121	315		315	14,436
	0.33	0.28	0.60	0.01		0.01	0.62
CHAIN UNDER \$2 MIL	2,244	1,382	3,606	317	191	508	4,114
	0.20	0.12	0.32	0.03	0.02	0.05	0.37
IND UNDER \$2 MIL	4,442	2,936	7,378	643	457	1,100	8,478
	0.22	0.15	0.37	0.03	0.02	0.05	0.42

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 13 OF 84

4200 DUW05001 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-B2500

Nielsen  
Marketing Research  
DB International Corporation

	CIGARETTES			CIGARETTES		
	FULL FLAVOR			LIGHTS		
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	13,448	12,678	26,126			26,126
	0.24	0.23	0.47			0.47
CHAIN OVER \$2 MIL	11,049	9,875	20,924			20,924
	0.25	0.23	0.48			0.48
IND OVER \$2 MIL	2,399	2,803	5,202			5,202
	0.20	0.24	0.44			0.44
CHAIN UNDER \$2 MIL	5,196	3,877	9,073			9,073
	0.21	0.15	0.36			0.36
IND UNDER \$2 MIL	6,463	2,288	8,759			8,759
	0.27	0.10	0.37			0.37
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	17,280	18,851	36,131	198	198	36,329
	0.30	0.33	0.63			0.64
CHAIN OVER \$2 MIL	11,078	13,528	24,606	198	198	24,804
	0.24	0.30	0.54			0.54
IND OVER \$2 MIL	6,202	5,323	11,525			11,525
	0.56	0.48	1.04			1.04
CHAIN UNDER \$2 MIL	4,293	2,113	6,406			6,406
	0.37	0.18	0.54			0.54
IND UNDER \$2 MIL	5,563	3,773	9,326			9,326
	0.30	0.21	0.51			0.51

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 14 OF 84

4200 DUW05001 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX SOFT PACK	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	101	19,786	674,393	115,538	180,054	295,592
		0.08	2.57	0.44	0.69	1.12
CHAIN OVER \$2 MIL	67	8,734	497,230	89,365	132,007	221,372
		0.05	2.67	0.48	0.71	1.19
IND OVER \$2 MIL	34	11,052	177,163	26,173	48,047	74,220
		0.14	2.31	0.34	0.63	0.97
CHAIN UNDER \$2 MIL	16	993	123,373	13,275	36,674	49,949
		0.01	1.53	0.16	0.45	0.62
IND UNDER \$2 MIL	29	4,006	178,887	22,896	52,598	75,494
		0.04	1.73	0.22	0.51	0.73
CENTRAL FIELD SUPERMKT OVER \$2 MIL		3,978	143,458	28,131	38,381	66,512
		0.07	2.62	0.51	0.70	1.22
CHAIN OVER \$2 MIL		2,221	106,528	20,925	27,763	48,688
		0.06	2.89	0.57	0.75	1.32
IND OVER \$2 MIL		1,757	36,930	7,206	10,618	17,824
		0.10	2.07	0.40	0.60	1.00
CHAIN UNDER \$2 MIL		34	31,571	4,440	10,356	14,796
			1.55	0.22	0.51	0.73
IND UNDER \$2 MIL		921	32,950	4,314	11,197	15,511
		0.05	1.63	0.21	0.56	0.77
EASTERN FIELD SUPERMKT OVER \$2 MIL		1,520	84,978	12,502	28,864	41,366
		0.04	2.59	0.34	0.79	1.13
CHAIN OVER \$2 MIL		363	62,217	8,620	19,270	27,890
		0.01	2.57	0.36	0.80	1.15
IND OVER \$2 MIL		1,157	32,761	3,882	9,594	13,476
		0.09	2.63	0.31	0.77	1.08
CHAIN UNDER \$2 MIL		79	20,933	2,082	6,809	8,871
		0.01	1.71	0.17	0.56	0.72
IND UNDER \$2 MIL		251	41,807	5,000	12,950	17,950
		0.01	1.98	0.24	0.61	0.85
NORTHERN FIELD SUPERMKT OVER \$2 MIL	101	9,452	124,252	16,948	31,430	48,378
		0.16	2.10	0.29	0.53	0.82
CHAIN OVER \$2 MIL	67	4,143	70,812	9,492	18,422	27,914
		0.12	1.98	0.26	0.51	0.78
IND OVER \$2 MIL	34	5,309	53,440	7,456	13,008	20,464
		0.23	2.29	0.32	0.56	0.88
CHAIN UNDER \$2 MIL	16	377	14,353	653	3,884	4,537
		0.03	1.29	0.06	0.35	0.41
IND UNDER \$2 MIL	28	2,321	30,204	2,552	8,271	10,823
		0.12	1.50	0.13	0.41	0.54

NCTI GROCERY/CONV - MAY/JUN 1988

TABLE S5A

PAGE 15 OF 84

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4200 DUW05001 B2808 01 008 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL		3,530	145,382	24,525	35,428	59,951
		0.08	2.62	0.44	0.64	1.08
CHAIN OVER \$2 MIL		1,458	120,006	21,085	28,765	49,850
		0.03	2.76	0.49	0.66	1.15
IND OVER \$2 MIL		2,072	25,376	3,440	6,661	10,101
		0.17	2.13	0.29	0.56	0.85
CHAIN UNDER \$2 MIL		44	35,880	3,603	9,913	13,516
			1.42	0.14	0.39	0.54
IND UNDER \$2 MIL		433	31,297	3,765	8,963	12,728
		0.02	1.31	0.16	0.38	0.53
WESTERN FIELD						
SUPERMKT OVER \$2 MIL		1,308	186,323	33,432	45,953	79,385
		0.02	2.92	0.59	0.81	1.40
CHAIN OVER \$2 MIL		549	137,667	29,243	37,787	67,030
		0.01	3.00	0.64	0.82	1.46
IND OVER \$2 MIL		757	28,656	4,189	8,166	12,355
		0.07	2.59	0.38	0.74	1.12
CHAIN UNDER \$2 MIL		459	20,836	2,517	5,712	8,229
		0.04	1.77	0.21	0.49	0.70
IND UNDER \$2 MIL		80	42,629	7,265	11,217	18,482
			2.32	0.40	0.61	1.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 16 OF 84

4200 DUW05001 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	CARLTON							
	FILTER			KINGS		MENTHOL		
	BOX	SOFT PACK	TOTAL	SOFT PACK	BOX	SOFT PACK	TOTAL	TOTAL
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	1,746	125,209	126,955	53,598	15,312	77,072	92,384	145,982
	0.01	0.48	0.48	0.20	0.06	0.29	0.35	0.56
CHAIN OVER \$2 MIL	1,353	93,614	94,967	37,967	9,871	57,444	67,315	105,282
	0.01	0.50	0.51	0.20	0.05	0.31	0.36	0.57
IND OVER \$2 MIL	393	31,595	31,988	15,631	5,441	19,628	25,069	40,700
	0.01	0.41	0.42	0.20	0.07	0.26	0.33	0.53
CHAIN UNDER \$2 MIL	114	29,259	29,373	10,354	1,587	17,090	18,677	29,031
		0.36	0.38	0.13	0.02	0.21	0.23	0.36
IND UNDER \$2 MIL	1,300	38,813	40,113	14,098	3,754	21,974	25,728	39,826
	0.01	0.37	0.39	0.14	0.04	0.21	0.25	0.38
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	212	22,193	22,405	9,252	1,508	16,465	17,973	27,225
		0.41	0.41	0.17	0.03	0.30	0.33	0.50
CHAIN OVER \$2 MIL	208	16,871	16,877	6,928	847	12,807	13,654	20,582
	0.01	0.45	0.46	0.19	0.02	0.35	0.37	0.56
IND OVER \$2 MIL	6	5,522	5,528	2,324	661	3,658	4,319	6,643
		0.31	0.31	0.13	0.04	0.21	0.24	0.37
CHAIN UNDER \$2 MIL	92	6,064	6,156	1,318	164	4,104	4,268	5,587
		0.30	0.30	0.06	0.01	0.20	0.21	0.28
IND UNDER \$2 MIL	5	4,961	4,966	1,531	862	4,417	5,279	6,810
		0.25	0.25	0.08	0.04	0.22	0.26	0.34
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	955	22,481	23,436	10,026	1,012	10,515	11,527	21,553
	0.03	0.61	0.64	0.27	0.03	0.29	0.31	0.59
CHAIN OVER \$2 MIL	868	14,515	15,181	6,397	594	6,727	7,321	13,718
	0.03	0.60	0.63	0.26	0.02	0.28	0.30	0.57
IND OVER \$2 MIL	289	7,966	8,255	3,629	418	3,788	4,206	7,835
	0.02	0.64	0.66	0.29	0.03	0.30	0.34	0.63
CHAIN UNDER \$2 MIL	14	6,242	6,256	1,950	120	2,615	2,735	4,685
		0.51	0.51	0.16	0.01	0.21	0.22	0.38
IND UNDER \$2 MIL	764	10,229	10,993	3,306	454	4,380	4,814	8,120
	0.04	0.48	0.52	0.16	0.02	0.21	0.23	0.38
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	286	23,564	23,850	10,575	5,736	16,158	21,894	32,469
		0.40	0.40	0.18	0.10	0.27	0.37	0.55
CHAIN OVER \$2 MIL	225	14,975	15,200	5,725	3,138	9,097	12,235	17,960
	0.01	0.42	0.42	0.16	0.09	0.25	0.34	0.50
IND OVER \$2 MIL	61	8,589	8,650	4,850	2,598	7,061	9,859	14,509
		0.37	0.37	0.21	0.11	0.30	0.41	0.62
CHAIN UNDER \$2 MIL	7	3,808	3,815	1,649	109	2,458	2,567	4,216
		0.34	0.34	0.15	0.01	0.22	0.23	0.38
IND UNDER \$2 MIL	13	7,085	7,098	3,264	1,416	4,635	6,051	9,315
		0.35	0.35	0.16	0.07	0.23	0.30	0.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 17 OF 84

4200 DUW05001 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	100'S	
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	258	27,083	27,349	10,048	4,979	17,772	22,751	32,799
		0.49	0.49	0.18	0.09	0.32	0.41	0.59
CHAIN OVER \$2 MIL	256	22,449	22,705	7,941	4,102	15,006	19,108	27,049
	0.01	0.52	0.52	0.18	0.09	0.35	0.44	0.62
IND OVER \$2 MIL		4,844	4,644	2,107	877	2,766	3,643	5,750
		0.39	0.39	0.18	0.07	0.23	0.31	0.48
CHAIN UNDER \$2 MIL		8,578	8,578	3,663	654	5,329	5,983	9,646
		0.34	0.34	0.15	0.03	0.21	0.24	0.38
IND UNDER \$2 MIL		7,678	7,678	2,207	376	4,180	4,556	6,763
		0.32	0.32	0.09	0.02	0.18	0.19	0.28
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	37	29,878	29,915	13,697	2,077	16,162	18,239	31,938
		0.53	0.53	0.24	0.04	0.28	0.32	0.56
CHAIN OVER \$2 MIL		25,004	25,004	10,976	1,190	13,807	14,997	25,973
		0.55	0.55	0.24	0.03	0.30	0.33	0.57
IND OVER \$2 MIL	37	4,874	4,911	2,721	887	2,355	3,242	5,963
		0.44	0.44	0.25	0.08	0.21	0.29	0.54
CHAIN UNDER \$2 MIL	1	4,567	4,568	1,773	540	2,584	3,124	4,897
		0.39	0.39	0.15	0.05	0.22	0.27	0.42
IND UNDER \$2 MIL	518	8,860	9,378	3,790	646	4,382	5,028	8,818
	0.03	0.48	0.51	0.21	0.04	0.24	0.27	0.48

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 18 OF 84

4200 DUW05001 B2808 01 009 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	103,280	2,584	319,373	133,139	40,891	54,641	95,532
	0.39	0.01	1.22	0.51	0.16	0.21	0.38
CHAIN OVER \$2 MIL	73,865	1,744	213,659	92,098	27,633	35,044	62,577
	0.40	0.01	1.15	0.49	0.15	0.19	0.34
IND OVER \$2 MIL	29,415	840	105,714	41,043	13,258	19,597	32,855
	0.38	0.01	1.38	0.54	0.17	0.25	0.43
CHAIN UNDER \$2 MIL	14,101	919	39,564	25,104	3,995	3,743	7,738
	0.17	0.01	0.49	0.31	0.05	0.05	0.10
IND UNDER \$2 MIL	22,495	959	84,406	55,445	6,521	6,450	12,871
	0.22	0.01	0.81	0.54	0.06	0.06	0.13
CENTRAL FIELD SUPERMKT OVER \$2 MIL	27,183	153	50,925	17,208	6,958	11,886	18,844
	0.50		0.93	0.31	0.13	0.22	0.34
CHAIN OVER \$2 MIL	20,307	74	35,100	11,965	4,882	7,675	12,557
	0.55		0.95	0.32	0.13	0.21	0.34
IND OVER \$2 MIL	6,856	79	15,825	5,243	2,076	4,211	6,287
	0.39		0.89	0.29	0.12	0.24	0.35
CHAIN UNDER \$2 MIL	4,911	121	7,903	3,532	1,478	763	2,241
	0.24	0.01	0.39	0.18	0.07	0.04	0.11
IND UNDER \$2 MIL	5,616	47	14,127	7,563	1,722	2,300	4,022
	0.28		0.70	0.37	0.09	0.11	0.20
EASTERN FIELD SUPERMKT OVER \$2 MIL	8,193	430	52,886	29,167	4,732	5,397	10,129
	0.22	0.01	1.44	0.80	0.13	0.15	0.28
CHAIN OVER \$2 MIL	5,044	384	33,604	18,860	2,950	3,149	6,099
	0.21	0.02	1.39	0.78	0.12	0.13	0.25
IND OVER \$2 MIL	3,149	46	19,282	10,307	1,782	2,248	4,030
	0.25		1.55	0.83	0.14	0.18	0.32
CHAIN UNDER \$2 MIL	1,029	92	7,822	7,085	171	48	219
	0.08	0.01	0.64	0.58	0.01		0.02
IND UNDER \$2 MIL	4,446	298	22,407	18,111	886	796	1,882
	0.21	0.01	1.08	0.86	0.04	0.04	0.08
NORTHERN FIELD SUPERMKT OVER \$2 MIL	18,884	671	87,348	34,248	11,784	13,633	25,417
	0.32	0.01	1.48	0.58	0.20	0.23	0.43
CHAIN OVER \$2 MIL	9,835	103	51,088	20,239	6,849	7,851	14,700
	0.27		1.43	0.56	0.19	0.22	0.41
IND OVER \$2 MIL	9,249	568	36,260	14,009	4,935	5,782	10,717
	0.40	0.02	1.55	0.60	0.21	0.25	0.46
CHAIN UNDER \$2 MIL	1,659	126	5,008	3,341	369	262	631
	0.15	0.01	0.45	0.30	0.03	0.02	0.06
IND UNDER \$2 MIL	2,843	125	21,811	14,218	1,875	1,756	3,631
	0.14	0.01	1.08	0.71	0.09	0.09	0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 19 OF 84

4200 DUW05001 B2808 01 010 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	24,490	793	58,051	24,874	7,762	9,945	17,707
	0.44	0.01	1.05	0.45	0.14	0.18	0.32
CHAIN OVER \$2 MIL	19,852	750	44,275	18,032	6,185	7,849	14,034
	0.45	0.02	1.02	0.41	0.14	0.18	0.32
IND OVER \$2 MIL	4,838	43	13,776	8,842	1,577	2,096	3,673
	0.41		1.16	0.57	0.13	0.18	0.31
CHAIN UNDER \$2 MIL	3,690	250	12,727	7,309	1,422	2,067	3,489
	0.15	0.01	0.51	0.29	0.08	0.08	0.14
IND UNDER \$2 MIL	3,912	216	12,768	8,323	974	684	1,858
	0.16	0.01	0.54	0.35	0.04	0.03	0.07
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	24,550	537	70,163	27,842	9,655	13,780	23,435
	0.43	0.01	1.23	0.49	0.17	0.24	0.41
CHAIN OVER \$2 MIL	19,227	433	49,582	23,000	8,787	8,520	15,287
	0.42	0.01	1.08	0.50	0.15	0.19	0.33
IND OVER \$2 MIL	5,323	104	20,571	4,842	2,888	5,260	8,148
	0.48	0.01	1.86	0.42	0.26	0.48	0.74
CHAIN UNDER \$2 MIL	2,812	330	6,108	3,737	555	603	1,158
	0.24	0.03	0.52	0.32	0.05	0.05	0.10
IND UNDER \$2 MIL	5,678	273	13,293	8,230	1,064	914	1,978
	0.31	0.01	0.72	0.45	0.06	0.05	0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 20 OF 84

4200 DUW05001 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER		TOTAL	TOTAL	FILTER & MENTHOL	
	KINGS	LOW TAR 100'S			KINGS & 100'S	TOTAL
TOTAL UNITED STATES						
SUPERMKT OVER \$2 MIL	48,014	38,216	84,230	179,762	6,472	186,234
	0.18	0.14	0.32	0.88	0.02	0.71
CHAIN OVER \$2 MIL	32,513	23,068	55,581	118,258	3,305	121,563
	0.17	0.12	0.30	0.64	0.02	0.85
IND OVER \$2 MIL	15,501	13,148	28,649	61,504	3,167	64,671
	0.20	0.17	0.37	0.80	0.04	0.84
CHAIN UNDER \$2 MIL	2,946	3,152	6,098	13,836	824	14,480
	0.04	0.04	0.08	0.17	0.01	0.18
IND UNDER \$2 MIL	8,750	5,447	14,197	27,168	793	27,961
	0.08	0.05	0.14	0.28	0.01	0.27
CENTRAL FIELD						
SUPERMKT OVER \$2 MIL	6,877	7,287	14,164	33,008	709	33,717
	0.13	0.13	0.26	0.60	0.01	0.62
CHAIN OVER \$2 MIL	4,732	5,566	10,298	22,855	280	23,135
	0.13	0.15	0.28	0.62	0.01	0.63
IND OVER \$2 MIL	2,145	1,721	3,866	10,153	429	10,582
	0.12	0.10	0.22	0.57	0.02	0.59
CHAIN UNDER \$2 MIL	486	1,388	1,874	4,115	156	4,271
	0.02	0.07	0.09	0.20	0.01	0.21
IND UNDER \$2 MIL	1,433	985	2,418	6,440	124	6,564
	0.07	0.05	0.12	0.32	0.01	0.33
EASTERN FIELD						
SUPERMKT OVER \$2 MIL	8,851	4,369	13,020	23,149	570	23,719
	0.24	0.12	0.36	0.63	0.02	0.65
CHAIN OVER \$2 MIL	5,851	2,330	8,181	14,280	464	14,744
	0.24	0.10	0.34	0.59	0.02	0.61
IND OVER \$2 MIL	2,800	2,038	4,838	8,869	106	8,975
	0.23	0.18	0.39	0.71	0.01	0.72
CHAIN UNDER \$2 MIL	378	100	478	697	40	737
	0.03	0.01	0.04	0.08		0.06
IND UNDER \$2 MIL	1,548	849	2,398	4,080	216	4,296
	0.07	0.04	0.11	0.19	0.01	0.20
NORTHERN FIELD						
SUPERMKT OVER \$2 MIL	15,762	9,486	25,228	50,645	2,455	53,100
	0.27	0.16	0.43	0.86	0.04	0.90
CHAIN OVER \$2 MIL	10,366	4,634	15,000	28,700	1,149	30,849
	0.29	0.13	0.42	0.83	0.03	0.88
IND OVER \$2 MIL	5,398	4,832	10,228	20,945	1,306	22,251
	0.23	0.21	0.44	0.90	0.06	0.95
CHAIN UNDER \$2 MIL	722	252	974	1,605	60	1,665
	0.06	0.02	0.09	0.14	0.01	0.15
IND UNDER \$2 MIL	2,185	1,451	3,636	7,267	326	7,593
	0.11	0.07	0.18	0.38	0.02	0.38

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 21 OF 84

4200 DUW05001 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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THE AMERICAN TOBACCO COMPANY

	CIGARETTES					
	LUCKY STRIKE					
	FILTER					
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	FILTER & MENTHOL TOTAL
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	7,753	8,986	14,739	32,446	731	33,177
	0.14	0.13	0.27	0.59	0.01	0.60
CHAIN OVER \$2 MIL	8,171	5,337	11,508	25,542	701	26,243
	0.14	0.12	0.26	0.59	0.02	0.60
IND OVER \$2 MIL	1,582	1,649	3,231	8,904	30	8,934
	0.13	0.14	0.27	0.58		0.58
CHAIN UNDER \$2 MIL	578	1,048	1,626	5,115	303	5,418
	0.02	0.04	0.06	0.20	0.01	0.22
IND UNDER \$2 MIL	1,474	1,186	2,660	4,318	127	4,445
	0.06	0.05	0.11	0.18	0.01	0.19
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	8,971	8,108	17,079	40,514	2,007	42,521
	0.16	0.14	0.30	0.71	0.04	0.75
CHAIN OVER \$2 MIL	5,393	5,201	10,594	25,881	711	26,592
	0.12	0.11	0.23	0.56	0.02	0.58
IND OVER \$2 MIL	3,578	2,907	6,485	14,633	1,296	15,929
	0.32	0.26	0.59	1.32	0.12	1.44
CHAIN UNDER \$2 MIL	782	364	1,146	2,304	65	2,369
	0.07	0.03	0.10	0.20	0.01	0.20
IND UNDER \$2 MIL	2,109	978	3,085	5,063		5,063
	0.11	0.05	0.17	0.28		0.28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 22 OF 84

4200 DUW05001 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			TAREYTON	
	TOTAL	KINGS	FILTER 100'S	TOTAL	LIGHTS KINGS & 100'S
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	282,978	110,372	118,750	229,122	33,854
	1.00	0.42	0.45	0.87	0.13
CHAIN OVER \$2 MIL	182,298	78,041	86,118	164,157	18,141
	0.98	0.42	0.48	0.88	0.10
IND OVER \$2 MIL	80,878	32,331	32,634	64,965	15,713
	1.05	0.42	0.43	0.85	0.21
CHAIN UNDER \$2 MIL	49,769	24,473	21,401	45,874	3,895
	0.62	0.30	0.27	0.57	0.05
IND UNDER \$2 MIL	84,557	40,248	32,147	72,395	12,162
	0.82	0.38	0.31	0.70	0.12
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	45,895	17,447	21,553	39,000	6,895
	0.84	0.32	0.39	0.71	0.12
CHAIN OVER \$2 MIL	30,546	12,048	14,805	26,951	3,595
	0.83	0.33	0.40	0.73	0.10
IND OVER \$2 MIL	15,148	5,401	6,848	12,049	3,100
	0.85	0.30	0.37	0.68	0.17
CHAIN UNDER \$2 MIL	9,479	3,853	4,931	8,784	695
	0.47	0.19	0.24	0.43	0.03
IND UNDER \$2 MIL	11,668	5,112	4,803	9,915	1,753
	0.58	0.25	0.24	0.49	0.09
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	46,555	21,833	19,438	41,271	5,284
	1.27	0.60	0.53	1.13	0.14
CHAIN OVER \$2 MIL	30,025	14,812	13,561	28,373	1,652
	1.24	0.61	0.56	1.17	0.07
IND OVER \$2 MIL	16,530	7,021	5,877	12,898	3,632
	1.33	0.56	0.47	1.04	0.29
CHAIN UNDER \$2 MIL	10,942	5,209	4,224	9,433	1,509
	0.89	0.43	0.34	0.77	0.12
IND UNDER \$2 MIL	22,389	10,811	8,155	18,966	3,423
	1.06	0.51	0.39	0.90	0.16
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	59,137	24,838	24,751	49,699	9,438
	1.00	0.42	0.42	0.84	0.16
CHAIN OVER \$2 MIL	34,280	14,703	14,690	29,393	4,887
	0.96	0.41	0.41	0.82	0.14
IND OVER \$2 MIL	24,857	10,235	10,071	20,306	4,551
	1.06	0.44	0.43	0.87	0.19
CHAIN UNDER \$2 MIL	7,363	3,474	3,218	6,692	671
	0.66	0.31	0.29	0.60	0.06
IND UNDER \$2 MIL	18,437	8,172	7,960	16,132	2,305
	0.92	0.41	0.40	0.80	0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 23 OF 84

4200 DUW05001 B2808 01 012 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES TAREYTON			LIGHTS	
	TOTAL	KINGS	FILTER 100'S	TOTAL	KINGS & 100'S
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	40,445	18,006	18,476	36,482	3,963
	0.73	0.33	0.33	0.66	0.07
CHAIN OVER \$2 MIL	33,488	14,856	15,245	30,101	3,387
	0.77	0.34	0.35	0.69	0.08
IND OVER \$2 MIL	6,957	3,150	3,231	6,381	576
	0.58	0.26	0.27	0.54	0.05
CHAIN UNDER \$2 MIL	13,330	7,170	5,863	12,833	497
	0.53	0.28	0.22	0.51	0.02
IND UNDER \$2 MIL	9,984	5,279	3,136	8,415	1,569
	0.42	0.22	0.13	0.35	0.07
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	71,144	28,148	34,522	62,670	8,474
	1.25	0.49	0.61	1.10	0.15
CHAIN OVER \$2 MIL	53,959	21,624	27,715	49,339	4,620
	1.18	0.47	0.60	1.08	0.10
IND OVER \$2 MIL	17,185	8,524	6,807	13,331	3,854
	1.55	0.59	0.62	1.21	0.35
CHAIN UNDER \$2 MIL	8,655	4,767	3,365	8,132	523
	0.74	0.41	0.29	0.68	0.04
IND UNDER \$2 MIL	22,079	10,874	8,093	16,967	3,112
	1.20	0.59	0.44	1.03	0.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 24 OF 84

4200 DUW05001 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES						
SUPERMKT OVER \$2 MIL	228,888	7,425	221,263	2,211	2,706	2,508
	0.87	0.03	0.84	0.01	0.01	0.01
CHAIN OVER \$2 MIL	147,101	3,154	143,947	969	1,181	1,004
	0.79	0.02	0.77	0.01	0.01	0.01
IND OVER \$2 MIL	81,587	4,271	77,316	1,242	1,525	1,504
	1.07	0.06	1.01	0.02	0.02	0.02
CHAIN UNDER \$2 MIL	30,585	3,859	26,726	1,441	1,255	1,183
	0.38	0.05	0.33	0.02	0.02	0.01
IND UNDER \$2 MIL	48,901	4,824	42,277	2,108	1,213	1,303
	0.45	0.04	0.41	0.02	0.01	0.01
CENTRAL FIELD						
SUPERMKT OVER \$2 MIL	50,391	2,951	47,430	806	1,237	918
	0.92	0.05	0.87	0.01	0.02	0.02
CHAIN OVER \$2 MIL	33,299	1,608	31,690	458	895	458
	0.90	0.04	0.86	0.01	0.02	0.01
IND OVER \$2 MIL	17,092	1,352	15,740	350	542	460
	0.96	0.08	0.88	0.02	0.03	0.03
CHAIN UNDER \$2 MIL	11,493	2,182	9,331	548	941	575
	0.57	0.11	0.48	0.03	0.05	0.03
IND UNDER \$2 MIL	18,059	2,041	16,028	888	642	711
	0.90	0.10	0.79	0.03	0.03	0.04
EASTERN FIELD						
SUPERMKT OVER \$2 MIL	17,352	489	16,863	215	105	159
	0.47	0.01	0.48	0.01		
CHAIN OVER \$2 MIL	11,141	159	10,982	85	48	48
	0.48	0.01	0.45			
IND OVER \$2 MIL	6,211	330	5,881	150	57	123
	0.50	0.03	0.47	0.01		0.01
CHAIN UNDER \$2 MIL	1,542	147	1,395	105	23	19
	0.13	0.01	0.11	0.01		
IND UNDER \$2 MIL	5,401	158	5,243	53	47	58
	0.28	0.01	0.25			
NORTHERN FIELD						
SUPERMKT OVER \$2 MIL	77,346	2,612	74,734	786	921	905
	1.31	0.04	1.28	0.01	0.02	0.02
CHAIN OVER \$2 MIL	43,490	595	42,895	176	183	236
	1.21	0.02	1.20		0.01	0.01
IND OVER \$2 MIL	33,856	2,017	31,839	610	738	669
	1.45	0.09	1.35	0.03	0.03	0.03
CHAIN UNDER \$2 MIL	3,062	192	2,870	37	54	101
	0.27	0.02	0.26			0.01
IND UNDER \$2 MIL	13,188	702	12,486	383	207	112
	0.65	0.03	0.62	0.02	0.01	0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 25 OF 84

4200 DUW05001 B2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	36,616	1,185	35,431	398	368	419
	0.66	0.02	0.64	0.01	0.01	0.01
CHAIN OVER \$2 MIL	25,734	705	25,029	289	224	212
	0.59	0.02	0.58	0.01	0.01	
IND OVER \$2 MIL	10,882	480	10,402	129	144	207
	0.91	0.04	0.87	0.01	0.01	0.02
CHAIN UNDER \$2 MIL	9,088	747	8,338	278	145	324
	0.36	0.03	0.33	0.01	0.01	0.01
IND UNDER \$2 MIL	5,492	601	4,891	393	86	122
	0.23	0.03	0.21	0.02		0.01
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	46,983	178	46,805	6	75	97
	0.83		0.82			
CHAIN OVER \$2 MIL	33,437	86	33,351	3	31	52
	0.73		0.73			
IND OVER \$2 MIL	13,546	92	13,454	3	44	45
	1.22	0.01	1.22			
CHAIN UNDER \$2 MIL	6,403	611	4,792	375	92	144
	0.46	0.05	0.41	0.03	0.01	0.01
IND UNDER \$2 MIL	4,771	1,122	3,649	591	231	300
	0.26	0.06	0.20	0.03	0.01	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 26 OF 84

4200 DUW05001 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				AMERICAN		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	LIGHTS 85'S	FILTER 100'S	
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	57,534	74,838	88,891				38,161
	0.22	0.28	0.34				0.15
CHAIN OVER \$2 MIL	37,188	48,855	57,923				23,247
	0.20	0.26	0.31				0.12
IND OVER \$2 MIL	20,385	25,983	30,968				14,914
	0.27	0.34	0.40				0.19
CHAIN UNDER \$2 MIL	8,216	8,988	9,522				2,177
	0.10	0.11	0.12				0.03
IND UNDER \$2 MIL	13,139	12,208	16,930				10,004
	0.13	0.12	0.16				0.10
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	11,225	16,156	20,048				9,899
	0.21	0.30	0.37				0.18
CHAIN OVER \$2 MIL	7,266	11,053	13,371				6,303
	0.20	0.30	0.38				0.17
IND OVER \$2 MIL	3,959	5,103	6,878				3,396
	0.22	0.29	0.38				0.19
CHAIN UNDER \$2 MIL	2,598	2,824	3,909				1,137
	0.13	0.14	0.19				0.06
IND UNDER \$2 MIL	5,159	3,982	6,907				889
	0.26	0.20	0.34				0.04
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	4,691	5,303	6,869				3,250
	0.13	0.14	0.19				0.09
CHAIN OVER \$2 MIL	2,634	3,565	4,783				1,812
	0.11	0.15	0.20				0.07
IND OVER \$2 MIL	2,057	1,738	2,088				1,838
	0.17	0.14	0.17				0.13
CHAIN UNDER \$2 MIL	886	409	320				231
	0.05	0.03	0.03				0.02
IND UNDER \$2 MIL	1,614	1,540	2,089				1,240
	0.08	0.07	0.10				0.06
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	19,106	28,354	27,274				10,250
	0.32	0.48	0.46				0.17
CHAIN OVER \$2 MIL	11,398	16,189	15,308				5,811
	0.32	0.45	0.43				0.16
IND OVER \$2 MIL	7,708	12,165	11,966				4,439
	0.33	0.52	0.51				0.19
CHAIN UNDER \$2 MIL	925	981	884				128
	0.08	0.09	0.09				0.01
IND UNDER \$2 MIL	3,370	4,199	4,897				3,335
	0.17	0.21	0.24				0.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 27 OF 84

4200 DUW08001 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
				TOTAL	AMERICAN LIGHTS		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S		85'S	FILTER 100'S	
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	9,882	12,017	13,432				7,014
	0.18	0.22	0.24				0.13
CHAIN OVER \$2 MIL	7,038	8,904	9,087				5,065
	0.16	0.20	0.21				0.12
IND OVER \$2 MIL	2,944	3,113	4,345				1,949
	0.25	0.26	0.36				0.16
CHAIN UNDER \$2 MIL	2,282	2,258	2,798				528
	0.09	0.13	0.11				0.02
IND UNDER \$2 MIL	1,754	1,247	1,890				974
	0.07	0.05	0.08				0.04
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	12,530	13,008	21,267				7,948
	0.22	0.23	0.37				0.14
CHAIN OVER \$2 MIL	8,833	9,144	15,374				4,456
	0.19	0.20	0.34				0.10
IND OVER \$2 MIL	3,697	3,864	5,893				3,492
	0.33	0.35	0.53				0.32
CHAIN UNDER \$2 MIL	1,745	1,536	1,511				155
	0.15	0.13	0.13				0.01
IND UNDER \$2 MIL	1,242	1,260	1,147				3,586
	0.07	0.07	0.06				0.19

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 28 OF 84

4200 DUW05001 B2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	MARLBORO		FILTER LIGHTS		
		TOTAL	BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	9,032,647	4,799,352	912,032	1,079,850	404,501	696,523
	34.37	18.26	3.47	4.11	1.54	2.65
CHAIN OVER \$2 MIL	8,549,229	3,507,237	685,181	758,081	316,793	500,544
	35.17	18.83	3.68	4.06	1.70	2.69
IND OVER \$2 MIL	2,483,418	1,292,115	226,851	323,769	87,708	195,979
	32.44	18.88	2.96	4.23	1.15	2.56
CHAIN UNDER \$2 MIL	3,750,006	2,478,594	528,703	582,151	263,426	397,146
	46.50	30.74	6.56	7.22	3.27	4.93
IND UNDER \$2 MIL	3,997,194	2,480,703	556,260	587,696	241,422	362,543
	38.59	23.95	5.37	5.67	2.33	3.50
CENTRAL FIELD SUPERMKT OVER \$2 MIL	1,905,586	999,019	110,118	234,778	85,541	158,658
	34.85	18.27	2.01	4.28	1.20	2.90
CHAIN OVER \$2 MIL	1,310,707	686,711	78,103	156,013	50,493	108,229
	35.54	18.82	2.12	4.23	1.37	2.93
IND OVER \$2 MIL	594,879	312,308	32,013	78,765	15,048	50,429
	33.42	17.55	1.80	4.43	0.85	2.83
CHAIN UNDER \$2 MIL	898,502	639,134	66,083	183,642	44,851	114,807
	49.17	31.48	3.25	9.04	2.21	5.65
IND UNDER \$2 MIL	757,447	452,270	43,138	121,934	32,831	83,041
	37.55	22.42	2.14	6.04	1.83	4.12
EASTERN FIELD SUPERMKT OVER \$2 MIL	1,290,049	711,914	269,543	97,085	97,431	65,429
	35.20	19.43	7.36	2.65	2.66	1.79
CHAIN OVER \$2 MIL	858,694	483,822	188,601	58,771	68,511	44,541
	35.47	19.99	7.79	2.43	2.83	1.84
IND OVER \$2 MIL	431,355	228,092	80,942	38,314	28,920	20,888
	34.68	18.34	6.51	3.08	2.33	1.68
CHAIN UNDER \$2 MIL	596,799	408,887	178,540	45,206	80,946	32,063
	46.72	33.38	14.57	3.69	6.61	2.62
IND UNDER \$2 MIL	906,858	590,058	259,635	63,533	106,680	35,663
	42.98	27.97	12.31	3.01	5.06	1.69
NORTHERN FIELD SUPERMKT OVER \$2 MIL	1,820,655	948,276	122,122	276,798	82,457	175,732
	30.77	16.03	2.06	4.68	1.06	2.97
CHAIN OVER \$2 MIL	1,097,398	570,864	75,883	168,573	39,450	105,868
	30.63	15.93	2.11	4.71	1.10	2.96
IND OVER \$2 MIL	723,257	377,412	46,439	108,225	23,007	69,864
	30.98	16.17	1.89	4.64	0.99	2.99
CHAIN UNDER \$2 MIL	472,982	318,289	41,070	104,760	23,482	72,291
	42.45	28.57	3.69	8.40	2.11	6.49
IND UNDER \$2 MIL	685,756	425,113	50,375	149,138	25,084	89,445
	34.08	21.13	2.50	7.41	1.25	4.45

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 29 OF 84

4200 DUW05001 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES					
	TOTAL	MARLBORO				
	PHILIP MORRIS	TOTAL	BOX	FILTER	SOFT PACK	FILTER LIGHTS
				BOX	SOFT PACK	
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	1,743,465	875,707	141,021	242,024	87,504	155,181
	31.48	15.81	2.55	4.37	1.22	2.80
CHAIN OVER \$2 MIL	1,388,225	709,697	117,012	189,578	59,054	125,449
	31.84	16.33	2.69	4.36	1.36	2.89
IND OVER \$2 MIL	355,240	166,010	24,009	52,446	8,450	29,732
	29.80	13.92	2.01	4.40	0.71	2.49
CHAIN UNDER \$2 MIL	1,086,984	701,086	141,912	168,641	70,643	133,369
	43.17	27.84	5.64	6.70	2.81	5.30
IND UNDER \$2 MIL	853,054	560,172	76,711	187,296	30,846	114,427
	35.84	23.54	3.22	7.87	1.30	4.81
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	2,272,892	1,264,436	269,230	229,165	111,568	141,523
	39.94	22.22	4.73	4.03	1.96	2.49
CHAIN OVER \$2 MIL	1,894,206	1,056,143	225,782	183,126	99,285	116,457
	41.32	23.04	4.93	3.99	2.17	2.54
IND OVER \$2 MIL	378,667	208,293	43,448	46,039	12,283	25,066
	34.24	18.83	3.93	4.16	1.11	2.27
CHAIN UNDER \$2 MIL	594,739	411,218	101,098	79,902	43,504	44,618
	50.58	34.97	8.80	6.80	3.70	3.79
IND UNDER \$2 MIL	794,279	453,090	126,401	65,795	45,881	39,967
	43.19	24.64	6.87	3.58	2.50	2.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 30 OF 84

4200 DUN05001 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	686,968	705,632	176,787	158,049
	2.53	2.69	0.67	0.60
CHAIN OVER \$2 MIL	497,653	532,261	117,565	101,179
	2.67	2.86	0.63	0.54
IND OVER \$2 MIL	188,315	173,371	59,232	56,870
	2.20	2.26	0.77	0.74
CHAIN UNDER \$2 MIL	280,645	274,126	52,633	99,764
	3.48	3.40	0.85	1.24
IND UNDER \$2 MIL	307,576	277,549	64,220	83,437
	2.97	2.88	0.62	0.81
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	172,828	183,730	33,704	39,664
	3.16	3.36	0.62	0.73
CHAIN OVER \$2 MIL	119,239	130,448	19,691	24,495
	3.23	3.54	0.53	0.66
IND OVER \$2 MIL	53,589	53,282	14,013	15,169
	3.01	2.99	0.79	0.85
CHAIN UNDER \$2 MIL	100,225	91,156	12,412	25,958
	4.94	4.49	0.61	1.28
IND UNDER \$2 MIL	74,252	71,595	9,965	15,514
	3.68	3.55	0.49	0.77
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	71,087	78,794	14,703	17,842
	1.94	2.15	0.40	0.49
CHAIN OVER \$2 MIL	49,905	55,986	7,344	10,163
	2.06	2.31	0.30	0.42
IND OVER \$2 MIL	21,182	22,808	7,359	7,879
	1.70	1.83	0.59	0.82
CHAIN UNDER \$2 MIL	28,573	27,172	3,592	11,795
	2.41	2.22	0.29	0.96
IND UNDER \$2 MIL	55,122	44,941	9,281	15,203
	2.61	2.13	0.44	0.72
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	93,985	127,819	43,313	46,050
	1.59	2.16	0.73	0.78
CHAIN OVER \$2 MIL	54,821	79,246	23,447	23,976
	1.52	2.21	0.65	0.67
IND OVER \$2 MIL	39,364	48,573	19,866	22,074
	1.69	2.08	0.85	0.95
CHAIN UNDER \$2 MIL	23,269	29,357	8,540	15,500
	2.09	2.63	0.77	1.39
IND UNDER \$2 MIL	31,084	48,258	13,460	20,299
	1.54	2.30	0.67	1.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 31 OF 84

4200 DUW05001 B2808 01 016 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	98,885	120,807	23,068	27,137
	1.79	2.18	0.42	0.49
CHAIN OVER \$2 MIL	81,638	99,902	15,164	21,902
	1.88	2.30	0.35	0.50
IND OVER \$2 MIL	17,329	20,905	7,904	5,235
	1.45	1.75	0.66	0.44
CHAIN UNDER \$2 MIL	87,447	75,185	13,253	30,836
	2.68	2.99	0.53	1.22
IND UNDER \$2 MIL	80,588	53,550	20,092	16,662
	2.55	2.25	0.84	0.70
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	229,103	194,482	62,009	27,356
	4.03	3.42	1.09	0.48
CHAIN OVER \$2 MIL	192,252	168,679	51,919	20,643
	4.19	3.64	1.13	0.45
IND OVER \$2 MIL	36,851	27,803	10,090	6,713
	3.33	2.51	0.91	0.61
CHAIN UNDER \$2 MIL	60,131	51,256	14,836	15,875
	5.11	4.36	1.26	1.35
IND UNDER \$2 MIL	86,560	61,205	11,422	15,759
	4.71	3.33	0.82	0.86

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 32 OF 84

4200 DUW05001 B2808 01 016 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							DELUXE ULTRA LIGHTS 100'S BOX
	BENSON & HEDGES							
	100'S		MENTHOL					
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL		
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	1,110,880	37,987	200,450	20,720	162,385	421,522	211,380	
	4.23	0.14	0.76	0.08	0.62	1.60	0.80	
CHAIN OVER \$2 MIL	871,351	30,759	154,189	17,358	123,413	325,709	171,070	
	4.68	0.17	0.83	0.09	0.66	1.75	0.92	
IND OVER \$2 MIL	239,529	7,208	48,281	3,352	38,972	95,813	40,310	
	3.13	0.09	0.60	0.04	0.51	1.25	0.53	
CHAIN UNDER \$2 MIL	352,413	7,645	57,870	7,189	68,332	141,036	60,231	
	4.37	0.09	0.72	0.09	0.85	1.75	0.75	
IND UNDER \$2 MIL	332,079	10,454	61,458	6,631	64,255	142,798	46,481	
	3.21	0.10	0.59	0.06	0.62	1.38	0.45	
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	227,815	3,548	39,170	2,792	39,205	84,715	40,088	
	4.17	0.06	0.72	0.05	0.72	1.55	0.73	
CHAIN OVER \$2 MIL	176,358	3,032	29,208	2,324	28,534	63,096	32,773	
	4.78	0.08	0.79	0.08	0.77	1.71	0.89	
IND OVER \$2 MIL	51,457	516	9,984	468	10,671	21,619	7,313	
	2.89	0.03	0.56	0.03	0.60	1.21	0.41	
CHAIN UNDER \$2 MIL	122,101	651	18,069	2,113	26,802	47,635	20,897	
	6.01	0.03	0.89	0.10	1.32	2.35	1.02	
IND UNDER \$2 MIL	65,817	1,178	10,403	541	14,857	26,979	8,203	
	3.26	0.06	0.52	0.03	0.74	1.34	0.41	
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	128,429	12,233	29,561	2,983	13,559	58,336	24,659	
	3.50	0.33	0.81	0.08	0.37	1.59	0.67	
CHAIN OVER \$2 MIL	89,450	8,751	21,371	2,123	9,559	41,804	17,154	
	3.70	0.36	0.88	0.09	0.39	1.73	0.71	
IND OVER \$2 MIL	38,979	3,482	8,190	860	4,000	16,532	7,505	
	3.13	0.28	0.66	0.07	0.32	1.33	0.60	
CHAIN UNDER \$2 MIL	32,778	1,188	7,334	467	4,636	13,625	6,820	
	2.68	0.10	0.60	0.04	0.38	1.11	0.56	
IND UNDER \$2 MIL	56,543	3,123	14,821	1,210	6,284	25,438	10,817	
	2.78	0.15	0.70	0.06	0.30	1.21	0.51	
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	171,015	3,989	32,062	2,262	28,158	66,468	28,773	
	2.89	0.07	0.54	0.04	0.48	1.12	0.49	
CHAIN OVER \$2 MIL	106,434	2,764	19,212	1,413	17,686	41,075	19,557	
	2.97	0.08	0.54	0.04	0.49	1.15	0.55	
IND OVER \$2 MIL	64,581	1,225	12,850	849	10,470	25,394	9,216	
	2.77	0.05	0.55	0.04	0.45	1.09	0.39	
CHAIN UNDER \$2 MIL	30,063	103	5,912	21	5,352	11,388	5,300	
	2.70	0.01	0.53		0.48	1.02	0.48	
IND UNDER \$2 MIL	48,425	324	7,366	387	10,316	18,393	6,351	
	2.41	0.02	0.37	0.02	0.51	0.91	0.32	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 33 OF 84

4200 DUW05001 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES						
	BENSON & HEDGES						DELUXE ULTRA LIGHTS 100'S BOX
	100'S		100'S		TOTAL		
	FILTER	MENTHOL	FILTER	MENTHOL			
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	223,518	4,041	39,313	3,550	35,574	82,478	39,530
	4.04	0.07	0.71	0.06	0.84	1.49	0.71
CHAIN OVER \$2 MIL	189,133	3,416	33,064	2,839	29,282	68,581	33,532
	4.35	0.08	0.78	0.07	0.87	1.58	0.77
IND OVER \$2 MIL	34,385	625	6,249	711	6,312	13,897	5,988
	2.88	0.05	0.52	0.06	0.53	1.17	0.50
CHAIN UNDER \$2 MIL	116,928	3,508	18,011	3,527	24,987	50,033	18,178
	4.84	0.14	0.72	0.14	0.99	1.99	0.72
IND UNDER \$2 MIL	60,833	131	10,639	916	18,449	30,135	6,828
	2.56	0.01	0.45	0.04	0.78	1.27	0.29
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	360,103	14,156	60,344	9,133	45,891	129,524	78,332
	6.33	0.25	1.06	0.16	0.81	2.28	1.38
CHAIN OVER \$2 MIL	309,976	12,796	51,316	8,689	38,372	111,153	68,054
	6.76	0.28	1.12	0.19	0.84	2.42	1.48
IND OVER \$2 MIL	50,127	1,360	9,028	464	7,519	18,371	10,278
	4.53	0.12	0.82	0.04	0.68	1.66	0.93
CHAIN UNDER \$2 MIL	50,543	2,195	8,544	1,061	6,555	18,355	9,236
	4.30	0.19	0.73	0.09	0.56	1.56	0.79
IND UNDER \$2 MIL	98,361	5,698	18,229	3,577	14,349	41,853	14,282
	5.35	0.31	0.89	0.19	0.78	2.28	0.78

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 34 OF 84

4200 DUW05001 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-B2600

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S						
	FILTER		MENTHOL			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX	ALL OTHER
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	25,902	157,176	21,289	122,855	327,202	135,771	15,005
	0.10	0.60	0.08	0.47	1.25	0.52	0.06
CHAIN OVER \$2 MIL	20,787	125,196	16,426	94,324	256,733	109,470	8,369
	0.11	0.67	0.09	0.51	1.38	0.59	0.04
IND OVER \$2 MIL	5,115	31,980	4,843	28,531	70,469	26,301	6,636
	0.07	0.42	0.06	0.37	0.92	0.34	0.09
CHAIN UNDER \$2 MIL	8,769	46,023	9,006	42,421	106,219	44,368	559
	0.11	0.67	0.11	0.53	1.32	0.55	0.01
IND UNDER \$2 MIL	5,593	49,859	5,172	40,411	101,035	35,861	5,904
	0.05	0.48	0.05	0.39	0.98	0.35	0.06
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	5,907	30,351	7,002	27,526	70,786	29,455	2,773
	0.11	0.56	0.13	0.50	1.29	0.54	0.05
CHAIN OVER \$2 MIL	4,252	23,950	5,397	20,935	54,534	24,509	1,446
	0.12	0.65	0.15	0.57	1.48	0.66	0.04
IND OVER \$2 MIL	1,655	8,401	1,605	6,591	16,252	4,946	1,327
	0.09	0.36	0.09	0.37	0.91	0.28	0.07
CHAIN UNDER \$2 MIL	3,215	16,273	2,991	16,091	38,570	14,873	326
	0.16	0.80	0.15	0.79	1.90	0.73	0.02
IND UNDER \$2 MIL	1,854	12,897	894	6,940	22,185	7,538	912
	0.09	0.63	0.03	0.34	1.10	0.37	0.05
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	4,266	18,331	2,274	7,882	32,753	11,012	1,689
	0.12	0.50	0.06	0.22	0.89	0.30	0.05
CHAIN OVER \$2 MIL	3,362	12,835	1,813	5,505	23,115	6,787	590
	0.14	0.52	0.07	0.23	0.95	0.28	0.02
IND OVER \$2 MIL	904	5,596	561	2,377	9,638	4,225	1,079
	0.07	0.46	0.05	0.19	0.77	0.34	0.09
CHAIN UNDER \$2 MIL	618	4,864	421	3,269	8,972	3,162	199
	0.05	0.38	0.03	0.27	0.73	0.26	0.02
IND UNDER \$2 MIL	1,103	7,711	1,027	5,569	15,410	5,327	1,551
	0.05	0.37	0.05	0.26	0.73	0.25	0.07
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	3,093	22,561	2,322	21,004	48,980	22,009	4,784
	0.05	0.38	0.04	0.35	0.83	0.37	0.08
CHAIN OVER \$2 MIL	1,869	14,752	1,320	11,804	29,745	13,910	2,147
	0.05	0.41	0.04	0.33	0.83	0.39	0.06
IND OVER \$2 MIL	1,224	7,809	1,002	9,200	19,235	8,099	2,637
	0.05	0.33	0.04	0.39	0.82	0.35	0.11
CHAIN UNDER \$2 MIL	643	4,528	594	3,243	9,008	4,382	5
	0.05	0.41	0.05	0.29	0.81	0.39	
IND UNDER \$2 MIL	696	8,225	850	6,762	16,533	5,851	1,297
	0.03	0.41	0.04	0.34	0.82	0.29	0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 35 OF 84

4200 DUW05001 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	BENSON & HEDGES							
	LIGHT 100'S					DELUXE ULTRA		
	FILTER		MENTHOL			LIGHTS 100'S		
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX		ALL OTHER
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	3,452	34,555	2,528	29,053	69,588	29,350		2,572
	0.06	0.82	0.05	0.52	1.28	0.53		0.05
CHAIN OVER \$2 MIL	2,814	30,523	2,122	24,586	60,045	25,016		1,959
	0.06	0.70	0.05	0.57	1.38	0.58		0.05
IND OVER \$2 MIL	838	4,032	406	4,467	9,543	4,334		613
	0.05	0.34	0.03	0.37	0.80	0.36		0.05
CHAIN UNDER \$2 MIL	2,038	13,993	2,708	14,407	33,148	15,555		16
	0.08	0.58	0.11	0.57	1.32	0.82		
IND UNDER \$2 MIL	700	6,398	1,081	9,123	17,302	5,919		749
	0.03	0.27	0.05	0.38	0.73	0.25		0.03
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	9,184	51,378	7,143	37,390	105,095	43,945		3,207
	0.16	0.90	0.13	0.66	1.85	0.77		0.06
CHAIN OVER \$2 MIL	8,490	43,338	5,974	31,494	89,294	39,248		2,227
	0.19	0.95	0.13	0.69	1.95	0.86		0.05
IND OVER \$2 MIL	894	8,042	1,189	5,896	15,801	4,697		980
	0.06	0.73	0.11	0.53	1.43	0.42		0.09
CHAIN UNDER \$2 MIL	2,255	6,565	2,292	5,411	16,523	6,416		13
	0.19	0.58	0.19	0.46	1.41	0.55		
IND UNDER \$2 MIL	1,240	14,828	1,520	12,017	29,605	11,226		1,395
	0.07	0.81	0.08	0.65	1.61	0.81		0.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 36 OF 84

4200 DUW05001 82808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB a subsidiary of  
The Dunlop Corporation

	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	1,116,249	310,258	247,757	184,184	173,075	107,335	93,628
	4.25	1.18	0.94	0.70	0.66	0.41	0.36
CHAIN OVER \$2 MIL	809,296	225,587	185,506	134,871	127,046	74,261	62,225
	4.35	1.21	1.00	0.72	0.68	0.40	0.33
IND OVER \$2 MIL	306,953	84,672	62,251	49,523	46,029	33,074	31,404
	4.01	1.11	0.81	0.65	0.60	0.43	0.41
CHAIN UNDER \$2 MIL	389,323	118,658	62,836	78,839	57,217	43,062	31,113
	4.83	1.47	0.78	0.95	0.71	0.53	0.39
IND UNDER \$2 MIL	416,790	129,456	77,064	69,613	58,082	47,687	34,908
	4.02	1.25	0.74	0.87	0.56	0.46	0.34
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	229,036	55,977	56,936	35,378	38,467	23,290	17,988
	4.19	1.02	1.04	0.65	0.72	0.43	0.33
CHAIN OVER \$2 MIL	164,159	37,822	41,060	25,170	29,458	17,660	12,991
	4.45	1.03	1.11	0.68	0.80	0.48	0.35
IND OVER \$2 MIL	64,877	18,155	15,876	10,208	10,011	5,630	4,997
	3.64	1.02	0.88	0.57	0.56	0.32	0.28
CHAIN UNDER \$2 MIL	87,531	24,219	17,241	16,537	15,350	9,810	4,374
	4.31	1.19	0.85	0.81	0.76	0.48	0.22
IND UNDER \$2 MIL	72,714	18,093	16,791	11,453	10,953	8,706	6,718
	3.60	0.90	0.83	0.57	0.54	0.43	0.33
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	179,762	63,200	31,947	33,651	25,779	14,300	10,885
	4.91	1.72	0.87	0.92	0.70	0.39	0.30
CHAIN OVER \$2 MIL	120,305	42,355	21,829	22,320	18,086	9,386	8,329
	4.97	1.75	0.90	0.92	0.75	0.39	0.26
IND OVER \$2 MIL	59,457	20,845	10,118	11,331	7,693	4,914	4,556
	4.78	1.68	0.81	0.81	0.62	0.40	0.37
CHAIN UNDER \$2 MIL	80,867	27,748	10,917	16,889	10,077	7,880	7,378
	6.60	2.26	0.89	1.38	0.82	0.64	0.60
IND UNDER \$2 MIL	111,587	43,217	18,709	17,739	13,106	11,559	7,257
	5.29	2.05	0.89	0.84	0.62	0.55	0.34
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	258,453	66,058	49,424	37,743	37,116	34,290	33,822
	4.37	1.12	0.84	0.84	0.63	0.58	0.57
CHAIN OVER \$2 MIL	157,448	41,141	31,653	22,283	22,485	20,005	19,891
	4.39	1.15	0.88	0.82	0.63	0.56	0.56
IND OVER \$2 MIL	101,005	24,917	17,761	15,480	14,631	14,285	13,931
	4.33	1.07	0.78	0.66	0.63	0.61	0.60
CHAIN UNDER \$2 MIL	59,484	18,612	8,900	11,765	7,481	8,304	6,422
	5.34	1.49	0.80	1.06	0.67	0.75	0.58
IND UNDER \$2 MIL	81,974	23,259	13,321	13,936	11,503	10,447	9,508
	4.07	1.16	0.66	0.69	0.57	0.52	0.47

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 37 OF 84

4200 DUW05001 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
				KINGS	100'S		
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	219,776	62,762	51,873	38,947	27,878	21,987	16,349
	3.97	1.13	0.94	0.70	0.50	0.40	0.30
CHAIN OVER \$2 MIL	183,203	53,741	43,382	33,252	22,174	17,652	13,002
	4.22	1.24	1.00	0.77	0.51	0.41	0.30
IND OVER \$2 MIL	36,573	9,021	8,491	5,695	5,704	4,315	3,347
	3.07	0.78	0.71	0.48	0.48	0.36	0.28
CHAIN UNDER \$2 MIL	106,758	33,597	15,922	21,349	15,999	11,609	8,282
	4.24	1.33	0.63	0.85	0.64	0.46	0.33
IND UNDER \$2 MIL	77,483	23,307	13,646	13,447	12,391	7,695	6,987
	3.26	0.98	0.57	0.56	0.52	0.32	0.29
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	229,222	82,282	57,577	38,475	42,835	13,488	14,583
	4.03	1.09	1.01	0.68	0.75	0.24	0.26
CHAIN OVER \$2 MIL	184,181	50,528	47,572	31,666	34,845	9,558	10,012
	4.02	1.10	1.04	0.69	0.76	0.21	0.22
IND OVER \$2 MIL	45,041	11,734	10,005	8,809	7,990	3,930	4,573
	4.07	1.08	0.90	0.82	0.72	0.36	0.41
CHAIN UNDER \$2 MIL	54,683	16,482	9,656	10,119	8,310	5,459	4,637
	4.65	1.40	0.82	0.86	0.71	0.46	0.40
IND UNDER \$2 MIL	73,032	21,580	14,597	13,038	10,129	9,260	4,428
	3.97	1.17	0.79	0.71	0.55	0.50	0.24

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 38 OF 84

4200 DUW05001 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Data & Research Corporation

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S LIGHTS	100 LIGHTS & ULTRA LIGHTS	100'S ULTRA LIGHTS	FILTER 100'S	FILTER 120'S
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	902,344	282,622	156,805	439,427	280,249	182,668
	3.43	1.08	0.60	1.67	1.07	0.70
CHAIN OVER \$2 MIL	668,843	213,829	115,045	328,874	210,808	128,981
	3.59	1.15	0.62	1.77	1.13	0.69
IND OVER \$2 MIL	233,701	68,793	41,760	110,553	69,441	53,707
	3.05	0.90	0.55	1.44	0.91	0.70
CHAIN UNDER \$2 MIL	293,655	102,036	52,296	154,332	85,874	53,449
	3.64	1.27	0.66	1.91	1.06	0.66
IND UNDER \$2 MIL	333,822	116,840	53,128	169,968	108,447	55,407
	3.22	1.13	0.51	1.84	1.05	0.53
CENTRAL FIELD SUPERMKT OVER \$2 MIL	214,227	64,352	40,009	104,361	56,578	53,288
	3.92	1.18	0.73	1.91	1.03	0.97
CHAIN OVER \$2 MIL	150,821	46,088	28,418	74,484	39,224	37,113
	4.09	1.25	0.77	2.02	1.06	1.01
IND OVER \$2 MIL	63,406	18,284	11,593	29,877	17,354	16,175
	3.56	1.03	0.65	1.88	0.97	0.91
CHAIN UNDER \$2 MIL	81,887	28,893	14,216	43,108	21,878	17,200
	4.04	1.42	0.70	2.12	1.07	0.85
IND UNDER \$2 MIL	74,682	27,240	10,821	38,081	21,571	15,050
	3.70	1.35	0.54	1.89	1.07	0.75
EASTERN FIELD SUPERMKT OVER \$2 MIL	103,432	33,707	18,353	52,080	35,472	15,800
	2.82	0.92	0.50	1.42	0.97	0.43
CHAIN OVER \$2 MIL	70,515	24,777	11,469	36,248	24,897	9,572
	2.91	1.02	0.47	1.50	1.02	0.40
IND OVER \$2 MIL	32,917	8,930	5,884	15,814	10,775	6,328
	2.65	0.72	0.55	1.27	0.87	0.51
CHAIN UNDER \$2 MIL	36,324	14,734	5,828	20,562	10,936	4,826
	2.97	1.20	0.48	1.68	0.89	0.39
IND UNDER \$2 MIL	61,078	22,058	10,552	32,610	18,097	9,371
	2.90	1.05	0.50	1.55	0.91	0.44
NORTHERN FIELD SUPERMKT OVER \$2 MIL	172,741	53,165	30,568	83,733	51,475	37,533
	2.92	0.90	0.52	1.42	0.87	0.63
CHAIN OVER \$2 MIL	107,725	33,495	18,348	51,843	34,084	21,818
	3.01	0.93	0.51	1.45	0.95	0.61
IND OVER \$2 MIL	65,016	19,670	12,220	31,890	17,411	15,715
	2.79	0.84	0.52	1.37	0.75	0.67
CHAIN UNDER \$2 MIL	39,864	14,023	8,419	22,442	11,535	5,887
	3.58	1.26	0.76	2.01	1.04	0.53
IND UNDER \$2 MIL	58,712	18,272	9,028	27,300	18,169	11,243
	2.82	0.91	0.45	1.36	0.90	0.56

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 39 OF 84

4200 DUW05001 B2808 01 020 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100'S	100 LIGHTS &	FILTER	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	222,158	72,191	33,345	105,536	78,078	38,544
	4.01	1.30	0.60	1.91	1.41	0.70
CHAIN OVER \$2 MIL	176,953	58,642	26,471	85,113	62,917	28,923
	4.07	1.35	0.61	1.96	1.45	0.67
IND OVER \$2 MIL	45,205	13,549	6,874	20,423	15,161	9,621
	3.79	1.14	0.58	1.71	1.27	0.81
CHAIN UNDER \$2 MIL	99,785	32,911	16,264	49,175	32,593	18,017
	3.96	1.31	0.65	1.95	1.29	0.72
IND UNDER \$2 MIL	82,266	27,064	12,675	39,739	30,759	11,788
	3.48	1.14	0.53	1.67	1.29	0.49
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	189,786	59,207	34,530	93,737	58,646	37,403
	3.34	1.04	0.61	1.65	1.03	0.66
CHAIN OVER \$2 MIL	162,829	50,847	30,341	81,188	49,906	31,535
	3.55	1.11	0.66	1.77	1.09	0.69
IND OVER \$2 MIL	27,157	8,360	4,189	12,549	8,740	5,868
	2.46	0.76	0.38	1.13	0.79	0.53
CHAIN UNDER \$2 MIL	35,695	11,475	7,569	19,044	9,132	7,519
	3.04	0.98	0.64	1.62	0.78	0.64
IND UNDER \$2 MIL	59,084	22,206	10,052	32,258	18,851	7,975
	3.21	1.21	0.55	1.75	1.03	0.43

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 40 OF 84

4200 DUW05001 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	224,884	153,987	133,193	20,804
	0.88	0.59	0.51	0.08
CHAIN OVER \$2 MIL	165,902	93,306	79,716	13,590
	0.89	0.50	0.43	0.07
IND OVER \$2 MIL	59,082	60,681	53,477	7,214
	0.77	0.79	0.70	0.09
CHAIN UNDER \$2 MIL	54,613	37,097	25,949	11,148
	0.68	0.48	0.32	0.14
IND UNDER \$2 MIL	80,803	43,879	28,593	15,286
	0.78	0.42	0.28	0.15
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	26,044	37,450	34,323	3,127
	0.48	0.68	0.63	0.06
CHAIN OVER \$2 MIL	17,974	21,002	19,337	1,665
	0.49	0.57	0.52	0.05
IND OVER \$2 MIL	8,070	16,448	14,988	1,462
	0.45	0.92	0.84	0.08
CHAIN UNDER \$2 MIL	8,082	5,908	4,348	1,560
	0.30	0.29	0.21	0.08
IND UNDER \$2 MIL	4,226	5,877	4,491	1,486
	0.21	0.30	0.22	0.07
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	83,505	16,713	13,294	3,419
	2.28	0.48	0.36	0.09
CHAIN OVER \$2 MIL	59,923	7,920	6,402	1,518
	2.48	0.33	0.26	0.06
IND OVER \$2 MIL	23,582	8,793	6,892	1,901
	1.90	0.71	0.55	0.15
CHAIN UNDER \$2 MIL	26,818	4,754	2,250	2,494
	2.19	0.39	0.18	0.20
IND UNDER \$2 MIL	48,178	10,111	5,680	4,431
	2.28	0.48	0.27	0.21
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	31,375	44,689	41,011	3,678
	0.53	0.78	0.69	0.06
CHAIN OVER \$2 MIL	17,828	25,687	22,952	2,735
	0.50	0.72	0.64	0.08
IND OVER \$2 MIL	13,547	19,002	18,059	943
	0.58	0.81	0.77	0.04
CHAIN UNDER \$2 MIL	4,689	4,930	3,605	1,325
	0.42	0.44	0.32	0.12
IND UNDER \$2 MIL	7,616	6,145	4,539	1,606
	0.38	0.31	0.23	0.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 41 OF 84

4200 DUW05001 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DS a subsidiary of the Nielsen Company

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	34,248	25,135	20,901	4,234
	0.62	0.45	0.38	0.08
CHAIN OVER \$2 MIL	28,949	14,701	11,181	3,520
	0.67	0.34	0.26	0.08
IND OVER \$2 MIL	5,299	10,434	9,720	714
	0.44	0.88	0.82	0.08
CHAIN UNDER \$2 MIL	11,072	11,883	9,822	2,061
	0.44	0.47	0.39	0.08
IND UNDER \$2 MIL	6,536	6,974	5,899	1,075
	0.27	0.29	0.25	0.05
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	49,812	30,010	23,664	6,346
	0.88	0.53	0.42	0.11
CHAIN OVER \$2 MIL	41,228	23,996	19,844	4,152
	0.90	0.52	0.43	0.09
IND OVER \$2 MIL	8,584	8,014	3,820	2,194
	0.78	0.54	0.35	0.20
CHAIN UNDER \$2 MIL	5,974	9,624	5,918	3,706
	0.51	0.82	0.50	0.32
IND UNDER \$2 MIL	14,047	14,672	7,984	6,688
	0.76	0.80	0.43	0.36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 42 OF 84

4200 DUW05001 82808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
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The Nielsen Company

	CIGARETTES						TOTAL
	CAMBRIDGE						
	FULL FLAVOR						
	REGULAR	MENTHOL					
TOTAL	KINGS	100'S	KINGS	100'S			
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	586,211	55,883	74,593			130,476	
	2.23	0.21	0.28			0.50	
CHAIN OVER \$2 MIL	344,310	31,389	41,188			72,577	
	1.85	0.17	0.22			0.39	
IND OVER \$2 MIL	241,901	24,494	33,405			57,899	
	3.16	0.32	0.44			0.76	
CHAIN UNDER \$2 MIL	99,395	14,108	14,295			28,403	
	1.23	0.17	0.18			0.35	
IND UNDER \$2 MIL	219,628	24,731	38,880			63,411	
	2.12	0.24	0.37			0.61	
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	145,948	15,520	22,814			38,334	
	2.67	0.28	0.42			0.70	
CHAIN OVER \$2 MIL	77,330	7,459	11,149			18,608	
	2.10	0.20	0.30			0.50	
IND OVER \$2 MIL	68,618	8,061	11,665			19,726	
	3.85	0.45	0.66			1.11	
CHAIN UNDER \$2 MIL	32,812	4,328	5,606			9,934	
	1.62	0.21	0.28			0.49	
IND UNDER \$2 MIL	68,514	7,052	17,353			24,405	
	3.40	0.35	0.86			1.21	
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	53,604	5,148	6,218			11,366	
	1.46	0.14	0.17			0.31	
CHAIN OVER \$2 MIL	19,200	1,978	2,645			4,623	
	0.79	0.08	0.11			0.19	
IND OVER \$2 MIL	34,404	3,170	3,573			6,743	
	2.77	0.25	0.29			0.54	
CHAIN UNDER \$2 MIL	4,131	385	472			837	
	0.34	0.03	0.04			0.07	
IND UNDER \$2 MIL	21,886	2,780	3,022			5,802	
	1.04	0.13	0.14			0.28	
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	157,930	13,056	17,244			30,300	
	2.67	0.22	0.29			0.51	
CHAIN OVER \$2 MIL	91,991	7,047	9,715			18,782	
	2.57	0.20	0.27			0.47	
IND OVER \$2 MIL	65,939	6,009	7,529			13,538	
	2.82	0.26	0.32			0.58	
CHAIN UNDER \$2 MIL	11,619	1,023	1,121			2,144	
	1.04	0.09	0.10			0.19	
IND UNDER \$2 MIL	45,477	4,406	4,845			9,251	
	2.28	0.22	0.24			0.46	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 43 OF 84

4200 DUW05001 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

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CIGARETTES						
CAMBRIDGE						
FULL FLAVOR						
REGULAR						
MENTHOL						
TOTAL	KINGS	100'S	KINGS	100'S	TOTAL	
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	113,986	11,494	11,777		23,271	
	2.06	0.21	0.21		0.42	
CHAIN OVER \$2 MIL	65,804	6,764	5,809		12,573	
	1.51	0.16	0.13		0.28	
IND OVER \$2 MIL	48,182	4,730	5,968		10,698	
	4.04	0.40	0.50		0.90	
CHAIN UNDER \$2 MIL	31,854	4,510	3,618		8,126	
	1.28	0.18	0.14		0.32	
IND UNDER \$2 MIL	51,605	5,882	7,345		13,227	
	2.17	0.25	0.31		0.56	
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	114,743	10,885	18,540		27,205	
	2.02	0.19	0.29		0.48	
CHAIN OVER \$2 MIL	89,985	8,141	11,870		20,011	
	1.98	0.18	0.26		0.44	
IND OVER \$2 MIL	24,758	2,524	4,670		7,184	
	2.24	0.23	0.42		0.65	
CHAIN UNDER \$2 MIL	18,980	3,882	3,480		7,362	
	1.61	0.33	0.30		0.63	
IND UNDER \$2 MIL	32,144	4,611	6,115		10,726	
	1.75	0.25	0.33		0.58	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 44 OF 84

4200 DUW05001 82808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	CAMBRIDGE				PHILIP MORRIS		
	REGULAR		LIGHTS		PRIVATE LABEL		ALL OTHER
	KINGS	100'S	KINGS	100'S	TOTAL	/GENERIC	
TOTAL UNITED STATES							
SUPERMKT OVER \$2 MIL	105,329	221,480	41,895	87,031	455,735	27,784	110,836
	0.40	0.84	0.16	0.33	1.73	0.11	0.42
CHAIN OVER \$2 MIL	80,861	133,059	25,335	52,478	271,733	18,980	72,224
	0.33	0.71	0.14	0.28	1.46	0.09	0.39
IND OVER \$2 MIL	44,468	88,421	16,560	34,553	184,002	10,834	38,612
	0.58	1.15	0.22	0.45	2.40	0.14	0.50
CHAIN UNDER \$2 MIL	19,008	30,720	8,476	12,788	70,893	27,686	17,219
	0.24	0.38	0.11	0.18	0.88	0.34	0.21
IND UNDER \$2 MIL	38,745	73,787	16,650	27,033	156,215	49,282	40,410
	0.37	0.71	0.18	0.28	1.51	0.48	0.39
CENTRAL FIELD							
SUPERMKT OVER \$2 MIL	24,357	55,121	8,350	19,788	107,614	1,242	24,805
	0.45	1.01	0.15	0.36	1.87	0.02	0.45
CHAIN OVER \$2 MIL	12,318	31,426	4,582	10,398	58,722	349	18,003
	0.33	0.85	0.12	0.28	1.59	0.01	0.43
IND OVER \$2 MIL	12,039	23,895	3,788	9,390	48,892	893	8,802
	0.68	1.33	0.21	0.53	2.75	0.05	0.49
CHAIN UNDER \$2 MIL	5,887	9,967	2,993	4,231	22,878	16,631	6,338
	0.28	0.49	0.15	0.21	1.13	0.82	0.31
IND UNDER \$2 MIL	9,690	23,815	3,206	7,398	44,109	7,040	6,207
	0.48	1.18	0.18	0.37	2.19	0.35	0.31
EASTERN FIELD							
SUPERMKT OVER \$2 MIL	10,558	17,849	4,883	8,968	42,238	4,143	8,547
	0.28	0.49	0.13	0.24	1.15	0.11	0.23
CHAIN OVER \$2 MIL	4,149	6,680	1,464	2,284	14,577	3,229	4,330
	0.17	0.28	0.06	0.09	0.60	0.13	0.18
IND OVER \$2 MIL	8,408	11,169	3,399	6,684	27,661	914	4,217
	0.52	0.90	0.27	0.54	2.22	0.07	0.34
CHAIN UNDER \$2 MIL	766	1,140	389	999	3,294	38	2,204
	0.06	0.09	0.03	0.08	0.27		0.18
IND UNDER \$2 MIL	4,415	6,981	2,419	2,275	16,084	540	4,677
	0.21	0.33	0.11	0.11	0.76	0.03	0.22
NORTHERN FIELD							
SUPERMKT OVER \$2 MIL	29,831	59,481	13,152	25,186	127,630	10,758	25,418
	0.50	1.00	0.22	0.43	2.16	0.18	0.43
CHAIN OVER \$2 MIL	17,411	34,220	8,014	15,584	75,229	6,131	13,290
	0.49	0.86	0.22	0.44	2.10	0.17	0.37
IND OVER \$2 MIL	12,420	25,241	5,138	9,602	52,401	4,627	12,128
	0.53	1.08	0.22	0.41	2.24	0.20	0.52
CHAIN UNDER \$2 MIL	2,182	4,467	874	1,962	9,475	2,924	1,140
	0.20	0.40	0.08	0.18	0.85	0.26	0.10
IND UNDER \$2 MIL	9,876	15,301	3,443	7,606	36,228	5,305	8,989
	0.49	0.76	0.17	0.38	1.80	0.26	0.45

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 45 OF 84

4200 DUW05001 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					PHILIP MORRIS	
	CAMBRIDGE		LIGHTS		TOTAL	PRIVATE LABEL /GENERIC	ALL OTHER
	REGULAR KINGS	100'S	MENTHOL KINGS	100'S			
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	23,178	42,987	9,803	14,787	90,715	9,638	19,299
	0.42	0.78	0.18	0.27	1.84	0.17	0.35
CHAIN OVER \$2 MIL	13,050	24,653	6,446	9,082	53,231	5,238	14,547
	0.30	0.57	0.15	0.21	1.22	0.12	0.33
IND OVER \$2 MIL	10,128	18,314	3,357	5,685	37,484	4,400	4,782
	0.85	1.54	0.28	0.48	3.14	0.37	0.40
CHAIN UNDER \$2 MIL	7,212	9,987	2,724	3,805	23,728	4,227	3,391
	0.29	0.40	0.11	0.15	0.94	0.17	0.13
IND UNDER \$2 MIL	10,488	17,375	4,795	5,720	38,378	110	6,975
	0.44	0.73	0.20	0.24	1.61		0.29
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	17,405	46,082	5,727	18,324	87,538	2,013	32,767
	0.31	0.81	0.10	0.32	1.54	0.04	0.58
CHAIN OVER \$2 MIL	13,933	36,080	4,829	15,132	69,974	2,013	24,054
	0.30	0.79	0.11	0.33	1.53	0.04	0.52
IND OVER \$2 MIL	3,472	10,002	898	3,192	17,564		8,713
	0.31	0.90	0.08	0.29	1.59		0.79
CHAIN UNDER \$2 MIL	3,162	5,189	1,496	1,791	11,618	3,876	4,146
	0.27	0.44	0.13	0.15	0.99	0.33	0.35
IND UNDER \$2 MIL	4,278	10,315	2,793	4,034	21,418	36,287	13,562
	0.23	0.58	0.15	0.22	1.16	1.97	0.74

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 46 OF 84

4200 DUW05001 82808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	TOTAL	KINGS		TOTAL	LIGHTS		TOTAL
R.J. REYNOLDS			BOX	SOFT PACK		BOX	SOFT PACK	
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	9,041,032	2,798,918	138,446	868,224	1,106,670	66,151	481,295	547,446
	34.41	10.65	0.53	3.68	4.21	0.25	1.83	2.08
CHAIN OVER \$2 MIL	6,381,280	1,979,481	101,114	671,452	772,566	47,954	341,476	389,430
	34.27	10.63	0.54	3.61	4.15	0.26	1.83	2.09
IND OVER \$2 MIL	2,659,752	819,437	37,332	296,772	334,104	18,197	139,819	158,016
	34.74	10.70	0.49	3.88	4.36	0.24	1.83	2.06
CHAIN UNDER \$2 MIL	2,386,042	767,220	45,352	291,962	337,314	25,211	153,346	178,557
	29.34	9.51	0.56	3.62	4.18	0.31	1.90	2.21
IND UNDER \$2 MIL	3,395,594	1,159,746	58,441	477,992	536,433	22,388	223,668	246,056
	32.78	11.20	0.56	4.61	5.18	0.22	2.16	2.38
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	1,943,960	604,497	22,899	200,238	223,135	11,172	103,255	114,427
	35.55	11.06	0.42	3.66	4.08	0.20	1.89	2.09
CHAIN OVER \$2 MIL	1,304,957	406,479	16,255	130,948	147,203	8,297	69,153	77,450
	35.39	11.02	0.44	3.55	3.99	0.22	1.88	2.10
IND OVER \$2 MIL	639,003	198,018	6,644	69,288	75,932	2,875	34,102	36,977
	35.90	11.12	0.37	3.89	4.27	0.16	1.92	2.08
CHAIN UNDER \$2 MIL	611,370	190,929	6,672	74,448	81,120	4,637	36,473	41,110
	30.11	9.40	0.33	3.67	3.99	0.23	1.80	2.02
IND UNDER \$2 MIL	698,381	230,653	6,345	91,675	98,020	2,721	45,982	48,703
	34.62	11.43	0.31	4.54	4.86	0.13	2.28	2.41
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	1,086,740	369,870	33,567	124,669	158,436	14,337	57,253	71,590
	29.66	10.09	0.82	3.41	4.32	0.39	1.56	1.95
CHAIN OVER \$2 MIL	710,192	245,198	21,902	80,640	102,542	9,928	38,145	48,073
	29.34	10.13	0.90	3.33	4.24	0.41	1.58	1.89
IND OVER \$2 MIL	376,548	124,672	11,665	44,229	55,894	4,409	19,108	23,517
	30.28	10.02	0.84	3.56	4.49	0.35	1.54	1.89
CHAIN UNDER \$2 MIL	273,888	98,237	12,359	37,523	49,882	5,817	15,223	21,040
	22.36	8.02	1.01	3.06	4.07	0.47	1.24	1.72
IND UNDER \$2 MIL	528,334	186,758	21,827	79,906	101,733	7,682	32,975	40,657
	25.04	9.33	1.03	3.79	4.82	0.36	1.56	1.93
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	2,116,789	650,297	25,544	232,727	258,271	15,442	115,335	130,777
	35.78	10.99	0.43	3.83	4.37	0.26	1.95	2.21
CHAIN OVER \$2 MIL	1,313,738	402,770	16,596	144,271	160,867	9,639	69,788	79,427
	36.67	11.24	0.46	4.03	4.49	0.27	1.95	2.22
IND OVER \$2 MIL	803,051	247,527	8,948	88,456	97,404	5,803	45,547	51,350
	34.40	10.60	0.38	3.79	4.17	0.25	1.95	2.20
CHAIN UNDER \$2 MIL	359,465	116,907	4,168	47,123	51,292	2,475	27,508	29,983
	32.26	10.49	0.37	4.23	4.60	0.22	2.47	2.69
IND UNDER \$2 MIL	688,533	226,827	6,668	99,781	106,450	2,794	46,303	49,097
	34.22	11.27	0.33	4.96	5.29	0.14	2.30	2.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 47 OF 84

4200 DUW05001 B2808 01 024 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
	R.J. REYNOLDS							
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	2,166,161	719,077	26,886	254,858	281,744	15,181	133,332	148,513
	39.11	12.98	0.49	4.50	5.09	0.27	2.41	2.88
CHAIN OVER \$2 MIL	1,689,304	565,096	22,154	193,045	215,199	12,371	105,948	118,319
	38.87	13.00	0.51	4.44	4.95	0.28	2.44	2.72
IND OVER \$2 MIL	476,857	153,981	4,732	81,813	86,545	2,810	27,384	30,194
	40.00	12.92	0.40	5.18	5.58	0.24	2.30	2.53
CHAIN UNDER \$2 MIL	808,415	275,804	13,899	104,759	118,658	8,648	60,374	69,023
	32.02	10.94	0.55	4.16	4.71	0.34	2.40	2.74
IND UNDER \$2 MIL	938,715	356,493	6,977	162,413	169,390	3,742	74,232	77,974
	39.44	14.98	0.29	6.82	7.12	0.16	3.12	3.28
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	1,727,382	455,177	28,550	155,534	185,084	10,019	72,120	82,139
	30.38	8.00	0.52	2.73	3.25	0.18	1.27	1.44
CHAIN OVER \$2 MIL	1,383,089	359,938	24,207	122,548	146,765	7,719	58,442	66,161
	29.74	7.85	0.53	2.67	3.20	0.17	1.27	1.44
IND OVER \$2 MIL	364,293	95,239	5,343	32,986	38,329	2,300	13,678	15,978
	32.93	8.61	0.48	2.98	3.47	0.21	1.24	1.44
CHAIN UNDER \$2 MIL	314,904	85,543	8,253	28,109	36,362	3,633	13,768	17,401
	26.78	7.28	0.70	2.39	3.09	0.31	1.17	1.48
IND UNDER \$2 MIL	541,631	149,015	16,623	44,217	60,840	5,449	24,176	29,625
	29.45	8.10	0.80	2.40	3.31	0.30	1.31	1.61

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 48 OF 84

4200 DUW05001 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS	MENTHOL 100'S
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	441,412	91,998	156,387	248,385	455,005	1,950,718	876,979	1,073,739
	1.68	0.35	0.60	0.95	1.73	7.42	3.34	4.09
CHAIN OVER \$2 MIL	310,388	64,521	112,754	177,275	329,822	1,404,601	623,451	781,140
	1.67	0.35	0.61	0.95	1.77	7.54	3.35	4.19
IND OVER \$2 MIL	131,024	27,477	43,633	71,110	125,183	546,117	253,518	292,599
	1.71	0.36	0.57	0.93	1.64	7.13	3.31	3.82
CHAIN UNDER \$2 MIL	102,075	25,880	28,738	54,598	94,878	581,005	300,428	280,577
	1.27	0.32	0.36	0.68	1.17	6.98	3.73	3.23
IND UNDER \$2 MIL	188,156	28,571	38,840	65,411	143,690	789,412	408,182	383,230
	1.62	0.28	0.36	0.63	1.39	7.43	3.92	3.51
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	100,392	21,014	37,811	58,825	107,718	381,773	163,851	217,922
	1.84	0.38	0.89	1.08	1.97	6.98	3.00	3.99
CHAIN OVER \$2 MIL	66,823	15,049	27,466	42,515	72,488	250,771	110,781	149,890
	1.81	0.41	0.74	1.15	1.97	7.07	3.00	4.07
IND OVER \$2 MIL	33,569	5,965	10,345	16,310	35,230	121,002	53,070	67,932
	1.89	0.34	0.58	0.92	1.98	6.80	2.98	3.82
CHAIN UNDER \$2 MIL	28,576	7,295	9,311	18,606	23,517	135,076	72,096	62,880
	1.41	0.36	0.46	0.82	1.16	6.65	3.55	3.10
IND UNDER \$2 MIL	34,787	5,223	7,270	12,493	36,850	146,892	71,632	75,060
	1.72	0.26	0.36	0.62	1.82	7.27	3.55	3.72
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	56,881	10,391	18,330	28,721	54,242	285,997	135,754	150,243
	1.55	0.28	0.50	0.78	1.48	7.80	3.70	4.10
CHAIN OVER \$2 MIL	38,031	6,136	12,228	18,364	38,188	198,157	92,182	105,975
	1.57	0.25	0.51	0.76	1.58	8.19	3.81	4.38
IND OVER \$2 MIL	18,850	4,255	6,102	10,357	16,054	87,840	43,572	44,268
	1.52	0.34	0.49	0.83	1.29	7.06	3.50	3.56
CHAIN UNDER \$2 MIL	12,525	2,879	2,838	5,515	9,275	81,792	45,188	36,604
	1.02	0.22	0.23	0.45	0.76	6.68	3.89	2.99
IND UNDER \$2 MIL	24,288	4,423	4,913	9,338	20,744	145,144	75,172	69,972
	1.15	0.21	0.23	0.44	0.98	6.88	3.56	3.32
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	99,389	26,810	40,933	67,743	94,137	501,838	224,768	277,070
	1.68	0.45	0.68	1.14	1.59	8.48	3.80	4.68
CHAIN OVER \$2 MIL	62,495	18,587	24,151	40,738	59,243	318,332	140,557	177,775
	1.74	0.48	0.87	1.14	1.65	8.89	3.92	4.96
IND OVER \$2 MIL	36,874	10,223	16,782	27,005	34,894	183,506	84,211	99,295
	1.58	0.44	0.72	1.16	1.49	7.86	3.61	4.25
CHAIN UNDER \$2 MIL	13,105	4,934	5,427	10,361	12,166	91,249	48,106	43,143
	1.18	0.44	0.49	0.93	1.09	8.19	4.32	3.87
IND UNDER \$2 MIL	29,327	8,272	8,051	16,323	25,630	170,481	88,686	81,795
	1.46	0.41	0.40	0.81	1.27	8.47	4.41	4.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 49 OF 84

4200 DUW05001 B2808 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	107,113	25,245	33,996	59,241	122,466	499,083	227,666	271,417
	1.93	0.46	0.61	1.07	2.21	9.01	4.11	4.90
CHAIN OVER \$2 MIL	83,524	21,733	28,887	50,620	97,434	400,188	180,074	220,114
	1.92	0.50	0.66	1.16	2.24	9.21	4.14	5.06
IND OVER \$2 MIL	23,589	3,512	5,109	8,621	25,032	98,895	47,592	51,303
	1.98	0.29	0.43	0.72	2.10	8.29	3.99	4.30
CHAIN UNDER \$2 MIL	35,958	8,144	7,785	15,929	36,036	204,934	110,296	94,638
	1.43	0.32	0.31	0.63	1.43	8.14	4.38	3.76
IND UNDER \$2 MIL	55,464	7,377	10,189	17,566	36,099	215,333	121,222	94,111
	2.33	0.31	0.43	0.74	1.52	9.05	5.09	3.95
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	77,857	8,538	25,317	33,855	76,442	282,027	124,940	157,087
	1.36	0.15	0.44	0.59	1.34	4.96	2.20	2.76
CHAIN OVER \$2 MIL	59,515	5,016	20,022	25,038	62,469	227,153	99,867	127,286
	1.30	0.11	0.44	0.55	1.36	4.96	2.18	2.78
IND OVER \$2 MIL	18,142	3,522	5,295	8,817	13,873	54,874	25,073	29,801
	1.64	0.32	0.48	0.80	1.26	4.96	2.27	2.89
CHAIN UNDER \$2 MIL	11,911	2,808	3,379	6,187	13,682	47,954	24,742	23,212
	1.01	0.24	0.29	0.53	1.16	4.08	2.10	1.97
IND UNDER \$2 MIL	24,280	3,276	6,417	9,693	24,567	91,762	49,470	42,292
	1.32	0.18	0.35	0.53	1.34	4.99	2.69	2.30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 50 OF 84

4200 DUW05001 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CAMEL				LIGHTS			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	100'S	TOTAL
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	1,178,655	403,323	320,993	31,950	352,943	298,187	124,232	422,389
	4.49	1.53	1.22	0.12	1.34	1.13	0.47	1.51
CHAIN OVER \$2 MIL	818,256	271,589	221,107	23,417	244,524	213,202	88,961	302,163
	4.39	1.48	1.19	0.13	1.31	1.14	0.48	1.52
IND OVER \$2 MIL	360,399	131,754	99,886	8,533	108,419	84,955	35,271	120,226
	4.71	1.72	1.30	0.11	1.42	1.11	0.46	1.57
CHAIN UNDER \$2 MIL	348,548	74,028	124,848	9,437	134,283	108,724	29,513	138,237
	4.30	0.92	1.55	0.12	1.57	1.35	0.37	1.71
IND UNDER \$2 MIL	472,753	148,865	159,589	10,952	170,541	122,962	32,385	155,347
	4.58	1.42	1.54	0.11	1.65	1.19	0.31	1.50
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	205,284	69,787	50,809	8,147	56,956	52,087	26,454	78,541
	3.75	1.28	0.93	0.11	1.04	0.95	0.48	1.44
CHAIN OVER \$2 MIL	138,959	44,516	33,078	3,935	37,011	37,478	19,954	57,432
	3.77	1.21	0.90	0.11	1.00	1.02	0.54	1.58
IND OVER \$2 MIL	66,325	25,271	17,733	2,212	19,945	14,609	6,500	21,109
	3.73	1.42	1.00	0.12	1.12	0.82	0.37	1.19
CHAIN UNDER \$2 MIL	81,314	18,930	28,041	2,582	30,823	24,482	9,298	33,761
	4.00	0.83	1.38	0.13	1.51	1.20	0.46	1.66
IND UNDER \$2 MIL	71,534	22,647	24,309	1,289	25,598	16,618	6,871	23,289
	3.55	1.12	1.21	0.06	1.27	0.82	0.33	1.15
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	125,231	57,688	31,126		31,126	29,048	7,369	36,417
	3.42	1.57	0.85		0.85	0.79	0.20	0.99
CHAIN OVER \$2 MIL	78,685	36,906	19,121		19,121	18,321	4,337	22,658
	3.25	1.52	0.79		0.79	0.76	0.18	0.94
IND OVER \$2 MIL	46,546	20,782	12,005		12,005	10,727	3,032	13,759
	3.74	1.57	0.97		0.87	0.86	0.24	1.11
CHAIN UNDER \$2 MIL	38,311	11,237	12,737	80	12,787	12,803	1,474	14,277
	3.13	0.92	1.04		1.04	1.05	0.12	1.17
IND UNDER \$2 MIL	70,374	28,466	20,046		20,046	17,645	3,217	20,862
	3.34	1.40	0.95		0.95	0.84	0.15	0.99
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	273,873	100,394	68,517	1,856	70,373	73,535	28,571	103,106
	4.63	1.70	1.18	0.03	1.19	1.24	0.50	1.74
CHAIN OVER \$2 MIL	167,000	59,902	42,388	1,026	43,424	44,893	18,781	63,674
	4.66	1.87	1.18	0.03	1.21	1.25	0.52	1.78
IND OVER \$2 MIL	106,873	40,492	26,119	830	26,949	28,642	10,790	39,432
	4.58	1.73	1.12	0.04	1.15	1.23	0.46	1.69
CHAIN UNDER \$2 MIL	58,714	12,649	20,080	352	20,432	21,502	4,131	25,633
	5.27	1.14	1.80	0.03	1.83	1.93	0.37	2.30
IND UNDER \$2 MIL	103,398	34,426	33,204	172	33,376	29,130	5,466	35,596
	5.14	1.71	1.65	0.01	1.66	1.45	0.32	1.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 51 OF 84

4200 DUW05001 B2808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				CIGARETTES			
	CAMEL				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	157,563	65,966	41,221	22	41,243	37,138	13,216	50,354
	2.84	1.19	0.74		0.74	0.67	0.24	0.91
CHAIN OVER \$2 MIL	123,348	50,184	31,852	22	31,874	30,968	10,322	41,290
	2.84	1.15	0.73		0.73	0.71	0.24	0.95
IND OVER \$2 MIL	34,215	15,782	9,369		9,369	8,170	2,894	9,084
	2.87	1.32	0.79		0.79	0.52	0.24	0.76
CHAIN UNDER \$2 MIL	69,076	18,670	22,309		22,309	20,958	7,139	28,097
	2.74	0.74	0.89		0.89	0.83	0.28	1.12
IND UNDER \$2 MIL	68,687	26,391	20,423		20,423	18,024	3,849	21,873
	2.89	1.11	0.86		0.86	0.76	0.16	0.92
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	416,704	109,488	129,320	23,925	153,245	106,349	47,622	153,971
	7.32	1.92	2.27	0.42	2.69	1.87	0.84	2.71
CHAIN OVER \$2 MIL	310,264	80,081	94,680	18,434	113,094	81,542	35,567	117,109
	6.77	1.75	2.06	0.40	2.47	1.78	0.78	2.55
IND OVER \$2 MIL	106,440	28,427	34,880	5,491	40,151	24,807	12,055	36,862
	9.62	2.66	3.13	0.50	3.63	2.24	1.09	3.33
CHAIN UNDER \$2 MIL	99,133	14,542	41,679	6,443	48,122	28,999	7,470	36,469
	8.43	1.24	3.54	0.55	4.09	2.47	0.64	3.10
IND UNDER \$2 MIL	158,760	33,935	61,607	9,491	71,098	41,545	12,182	53,727
	8.63	1.85	3.35	0.52	3.87	2.26	0.66	2.92

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 52 OF 84

4200 DUW05001 B2808 01 026 0273 1468

	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	938,041	538,361	307,760	88,920
	3.56	2.05	1.17	0.34
CHAIN OVER \$2 MIL	678,425	387,567	227,328	63,530
	3.64	2.08	1.22	0.34
IND OVER \$2 MIL	257,618	150,794	80,432	26,380
	3.36	1.87	1.05	0.34
CHAIN UNDER \$2 MIL	228,818	133,364	65,299	29,855
	2.84	1.65	0.81	0.37
IND UNDER \$2 MIL	322,548	197,422	87,162	37,964
	3.11	1.91	0.84	0.37
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	256,847	141,222	88,617	29,008
	4.70	2.58	1.58	0.53
CHAIN OVER \$2 MIL	173,247	93,232	61,572	18,443
	4.70	2.53	1.67	0.50
IND OVER \$2 MIL	83,600	47,980	25,045	10,565
	4.70	2.70	1.41	0.59
CHAIN UNDER \$2 MIL	82,589	36,345	18,297	7,827
	3.08	1.79	0.90	0.39
IND UNDER \$2 MIL	88,279	51,205	25,378	11,695
	4.38	2.54	1.25	0.58
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	79,341	47,550	27,980	3,811
	2.17	1.30	0.76	0.10
CHAIN OVER \$2 MIL	55,885	32,925	20,944	2,016
	2.31	1.36	0.87	0.08
IND OVER \$2 MIL	23,456	14,625	7,036	1,795
	1.89	1.18	0.57	0.14
CHAIN UNDER \$2 MIL	18,320	11,353	4,764	2,203
	1.50	0.93	0.39	0.18
IND UNDER \$2 MIL	35,025	20,654	11,503	2,868
	1.86	0.98	0.55	0.14
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	193,080	108,051	64,628	20,401
	3.28	1.83	1.09	0.34
CHAIN OVER \$2 MIL	122,034	68,215	40,374	13,445
	3.41	1.90	1.13	0.38
IND OVER \$2 MIL	71,046	39,836	24,254	8,956
	3.04	1.71	1.04	0.30
CHAIN UNDER \$2 MIL	30,578	17,854	9,241	3,483
	2.74	1.60	0.83	0.31
IND UNDER \$2 MIL	44,407	28,195	10,038	6,174
	2.21	1.40	0.50	0.31

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 53 OF 84

4200 DUM05001 82808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	292,081	165,530	84,314	32,237
	5.27	2.99	1.70	0.58
CHAIN OVER \$2 MIL	235,128	131,771	76,642	28,715
	5.41	3.03	1.76	0.61
IND OVER \$2 MIL	58,953	33,759	17,672	5,522
	4.78	2.83	1.48	0.46
CHAIN UNDER \$2 MIL	98,083	56,665	27,590	13,838
	3.90	2.25	1.10	0.55
IND UNDER \$2 MIL	122,250	75,135	31,710	15,405
	5.14	3.16	1.33	0.65
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	114,692	76,008	34,221	4,483
	2.02	1.34	0.60	0.08
CHAIN OVER \$2 MIL	92,131	61,424	27,796	2,911
	2.01	1.34	0.61	0.06
IND OVER \$2 MIL	22,561	14,584	6,425	1,552
	2.04	1.32	0.58	0.14
CHAIN UNDER \$2 MIL	19,058	11,147	5,407	2,504
	1.62	0.95	0.46	0.21
IND UNDER \$2 MIL	32,587	22,233	8,533	1,821
	1.77	1.21	0.46	0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 54 OF 84

4200 DUW05001 B2808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES				
	DORAL LIGHTS FILTER				
	TOTAL	KING SIZE	100'S	MENTHOL 100'S	KING SIZE
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	748,985	160,807	346,757	151,189	90,232
	2.85	0.61	1.32	0.58	0.34
CHAIN OVER \$2 MIL	478,854	103,383	223,095	94,141	58,255
	2.56	0.56	1.20	0.51	0.30
IND OVER \$2 MIL	272,131	57,444	123,662	57,048	33,977
	3.55	0.75	1.62	0.75	0.44
CHAIN UNDER \$2 MIL	187,637	41,557	78,030	41,281	28,739
	2.33	0.52	0.97	0.51	0.33
IND UNDER \$2 MIL	284,961	70,406	118,256	59,116	37,183
	2.75	0.68	1.14	0.57	0.36
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	186,247	30,894	98,172	39,173	18,008
	3.41	0.57	1.80	0.72	0.33
CHAIN OVER \$2 MIL	111,321	17,956	57,494	23,787	12,084
	3.02	0.49	1.56	0.65	0.33
IND OVER \$2 MIL	74,926	12,938	40,678	15,386	5,924
	4.21	0.73	2.29	0.86	0.33
CHAIN UNDER \$2 MIL	68,317	13,591	30,074	15,700	8,952
	3.36	0.67	1.48	0.77	0.44
IND UNDER \$2 MIL	78,106	16,440	35,842	18,103	7,721
	3.87	0.81	1.78	0.90	0.38
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	67,343	14,933	25,423	15,311	11,676
	1.84	0.41	0.69	0.42	0.32
CHAIN OVER \$2 MIL	31,777	7,103	12,363	6,963	5,348
	1.31	0.29	0.51	0.29	0.22
IND OVER \$2 MIL	35,566	7,830	13,060	8,348	8,328
	2.86	0.63	1.05	0.67	0.51
CHAIN UNDER \$2 MIL	8,728	1,829	3,250	1,792	1,857
	0.71	0.15	0.27	0.15	0.15
IND UNDER \$2 MIL	22,414	5,237	8,153	5,807	3,217
	1.08	0.25	0.39	0.28	0.15
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	157,780	35,561	67,467	31,918	21,844
	2.67	0.62	1.14	0.54	0.37
CHAIN OVER \$2 MIL	85,813	20,057	38,329	18,635	10,792
	2.40	0.56	1.07	0.46	0.30
IND OVER \$2 MIL	71,977	16,504	29,138	15,283	11,052
	3.08	0.71	1.25	0.65	0.47
CHAIN UNDER \$2 MIL	19,821	5,109	7,223	4,405	3,084
	1.78	0.46	0.65	0.40	0.28
IND UNDER \$2 MIL	59,842	18,147	20,910	10,277	10,508
	2.97	0.90	1.04	0.51	0.52

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 55 OF 84

4200 DUW05001 B2808 01 028 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL		LIGHTS		
	FILTER		MENTHOL		
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	208,307	53,111	86,209	42,029	26,958
	3.78	0.98	1.56	0.78	0.49
CHAIN OVER \$2 MIL	139,748	37,093	55,891	27,819	18,945
	3.22	0.85	1.29	0.64	0.44
IND OVER \$2 MIL	68,559	18,018	30,318	14,210	8,013
	5.75	1.34	2.54	1.19	0.67
CHAIN UNDER \$2 MIL	70,198	16,608	27,846	15,629	10,115
	2.79	0.66	1.11	0.62	0.40
IND UNDER \$2 MIL	95,584	25,539	40,658	18,993	12,394
	4.02	1.07	1.71	0.71	0.52
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	129,298	25,308	69,486	22,758	11,746
	2.27	0.44	1.22	0.40	0.21
CHAIN OVER \$2 MIL	108,195	21,154	59,018	18,937	9,086
	2.36	0.46	1.29	0.41	0.20
IND OVER \$2 MIL	21,103	4,154	10,468	3,821	2,660
	1.91	0.38	0.95	0.35	0.24
CHAIN UNDER \$2 MIL	20,573	4,450	9,637	3,755	2,731
	1.75	0.38	0.82	0.32	0.23
IND UNDER \$2 MIL	29,015	5,043	12,893	7,936	3,343
	1.58	0.27	0.69	0.43	0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 58 OF 84

4200 DUW05001 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62500

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	85,557	114,053	199,610	948,595	416,318
	0.33	0.43	0.76	3.81	1.58
CHAIN OVER \$2 MIL	55,094	69,681	124,755	801,808	307,611
	0.30	0.37	0.67	3.23	1.65
IND OVER \$2 MIL	30,463	44,392	74,855	346,986	108,707
	0.40	0.58	0.98	4.53	1.42
CHAIN UNDER \$2 MIL	28,986	42,059	71,025	258,682	74,470
	0.38	0.52	0.88	3.21	0.92
IND UNDER \$2 MIL	41,084	58,410	99,494	384,455	104,755
	0.40	0.56	0.96	3.71	1.01
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	21,547	36,379	57,926	244,173	84,845
	0.39	0.67	1.06	4.47	1.55
CHAIN OVER \$2 MIL	12,339	19,031	31,370	142,691	61,243
	0.33	0.52	0.85	3.87	1.66
IND OVER \$2 MIL	9,208	17,348	26,556	101,482	23,402
	0.52	0.97	1.49	5.70	1.31
CHAIN UNDER \$2 MIL	9,658	17,958	27,616	95,933	19,537
	0.48	0.88	1.36	4.72	0.96
IND UNDER \$2 MIL	11,387	17,408	28,795	106,901	18,881
	0.56	0.86	1.43	5.30	0.94
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	8,011	7,373	15,384	82,727	43,183
	0.22	0.20	0.42	2.26	1.18
CHAIN OVER \$2 MIL	4,586	3,758	8,324	40,101	27,850
	0.19	0.18	0.34	1.66	1.15
IND OVER \$2 MIL	3,445	3,615	7,060	42,626	15,333
	0.28	0.29	0.57	3.43	1.23
CHAIN UNDER \$2 MIL	1,443	2,017	3,460	12,188	8,590
	0.12	0.16	0.28	0.99	0.70
IND UNDER \$2 MIL	3,397	3,865	7,262	29,676	17,625
	0.16	0.18	0.34	1.41	0.84
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	15,705	20,863	36,568	194,358	79,655
	0.27	0.35	0.62	3.28	1.35
CHAIN OVER \$2 MIL	7,966	9,594	17,560	103,373	51,789
	0.22	0.27	0.49	2.89	1.45
IND OVER \$2 MIL	7,739	11,269	19,008	90,985	27,856
	0.33	0.48	0.81	3.90	1.19
CHAIN UNDER \$2 MIL	3,885	3,688	7,573	27,394	8,601
	0.35	0.33	0.68	2.46	0.77
IND UNDER \$2 MIL	8,261	8,560	16,821	76,663	21,566
	0.41	0.43	0.84	3.81	1.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 57 OF 84

4200 DUW05001 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	22,801	24,323	47,124	255,431	70,341
	0.41	0.44	0.85	4.81	1.27
CHAIN OVER \$2 MIL	16,395	16,917	33,312	173,080	53,845
	0.38	0.39	0.77	3.98	1.24
IND OVER \$2 MIL	6,406	7,406	13,812	82,371	16,496
	0.54	0.62	1.16	6.91	1.38
CHAIN UNDER \$2 MIL	10,014	12,982	23,006	93,204	22,545
	0.40	0.52	0.91	3.70	0.80
IND UNDER \$2 MIL	12,714	17,842	30,556	128,140	14,658
	0.53	0.75	1.28	5.30	0.82
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	17,493	25,115	42,608	171,906	138,494
	0.31	0.44	0.75	3.02	2.43
CHAIN OVER \$2 MIL	13,828	20,361	34,189	142,384	112,874
	0.30	0.44	0.75	3.11	2.46
IND OVER \$2 MIL	3,685	4,754	8,419	29,522	25,620
	0.33	0.43	0.76	2.67	2.32
CHAIN UNDER \$2 MIL	3,968	5,404	9,370	29,943	15,197
	0.34	0.46	0.80	2.55	1.29
IND UNDER \$2 MIL	5,325	10,735	16,060	45,075	32,025
	0.29	0.58	0.87	2.45	1.74

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 58 OF 84

4200 DUW05001 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	NOW							
	KINGS		FILTER		100'S		CENTURY	
	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	TOTAL
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	432,573	81,894	30,136	112,030	209,281	111,262	320,543	307,528
	1.65	0.31	0.11	0.43	0.80	0.42	1.22	1.17
CHAIN OVER \$2 MIL	315,568	58,831	19,806	78,737	157,745	79,086	236,831	215,038
	1.69	0.32	0.11	0.42	0.85	0.42	1.27	1.15
IND OVER \$2 MIL	117,005	22,963	10,330	33,293	51,536	32,176	83,712	92,490
	1.53	0.30	0.13	0.43	0.67	0.42	1.09	1.21
CHAIN UNDER \$2 MIL	64,243	14,950	5,566	20,506	29,629	14,108	43,737	45,780
	0.80	0.19	0.07	0.25	0.37	0.17	0.54	0.57
IND UNDER \$2 MIL	92,249	23,893	10,292	34,185	37,744	20,320	58,064	75,788
	0.89	0.23	0.10	0.33	0.36	0.20	0.56	0.73
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	96,878	15,989	7,959	23,948	46,318	26,612	72,930	58,078
	1.77	0.29	0.15	0.44	0.85	0.49	1.33	1.06
CHAIN OVER \$2 MIL	70,254	10,921	5,375	16,296	35,548	18,410	53,958	41,828
	1.91	0.30	0.15	0.44	0.96	0.50	1.46	1.13
IND OVER \$2 MIL	26,624	5,068	2,584	7,652	10,770	8,202	18,972	18,250
	1.50	0.28	0.15	0.43	0.61	0.46	1.07	0.91
CHAIN UNDER \$2 MIL	13,144	2,889	873	3,562	5,886	2,696	9,582	9,527
	0.65	0.13	0.04	0.18	0.34	0.13	0.47	0.47
IND UNDER \$2 MIL	19,929	4,974	1,853	8,827	8,500	4,602	13,102	14,173
	0.99	0.25	0.09	0.34	0.42	0.23	0.65	0.70
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	57,318	13,343	3,695	17,038	28,035	12,245	40,280	36,869
	1.56	0.36	0.10	0.46	0.77	0.33	1.10	1.01
CHAIN OVER \$2 MIL	38,041	8,407	1,955	10,382	19,563	8,116	27,679	21,937
	1.57	0.35	0.08	0.43	0.81	0.34	1.14	0.91
IND OVER \$2 MIL	19,277	4,936	1,740	6,676	8,472	4,129	12,601	14,932
	1.55	0.40	0.14	0.54	0.68	0.33	1.01	1.20
CHAIN UNDER \$2 MIL	10,307	2,806	1,312	4,118	3,934	2,255	6,189	3,983
	0.84	0.23	0.11	0.34	0.32	0.18	0.51	0.33
IND UNDER \$2 MIL	21,813	6,739	2,601	9,340	8,711	3,782	12,473	8,946
	1.03	0.32	0.12	0.44	0.41	0.18	0.59	0.42
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	99,456	19,444	9,194	28,638	43,305	27,513	70,818	99,682
	1.68	0.33	0.16	0.48	0.73	0.46	1.20	1.68
CHAIN OVER \$2 MIL	61,110	12,738	5,730	18,468	26,120	16,522	42,642	64,818
	1.71	0.38	0.16	0.52	0.73	0.46	1.19	1.81
IND OVER \$2 MIL	38,346	6,706	3,464	10,170	17,185	10,991	28,176	34,863
	1.64	0.29	0.15	0.44	0.74	0.47	1.21	1.49
CHAIN UNDER \$2 MIL	11,291	2,720	826	3,546	4,944	2,801	7,745	13,265
	1.01	0.24	0.07	0.32	0.44	0.25	0.70	1.19
IND UNDER \$2 MIL	19,065	4,544	2,705	7,249	6,217	5,599	11,816	23,279
	0.95	0.23	0.13	0.36	0.31	0.28	0.59	1.16

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 59 OF 84

4200 DUW05001 B2808 01 030 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							CENTURY TOTAL
	NOW							
	KINGS			FILTER				
	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	95,225	16,693	6,676	23,369	45,396	26,480	71,856	56,430
	1.72	0.30	0.12	0.42	0.82	0.48	1.30	1.02
CHAIN OVER \$2 MIL	77,977	13,896	5,473	19,369	37,079	21,529	58,608	42,773
	1.79	0.32	0.13	0.45	0.85	0.50	1.35	0.98
IND OVER \$2 MIL	17,248	2,797	1,203	4,000	8,317	4,931	13,248	13,657
	1.48	0.23	0.10	0.34	0.70	0.41	1.11	1.15
CHAIN UNDER \$2 MIL	19,772	3,989	1,679	5,668	9,548	4,556	14,104	13,809
	0.79	0.16	0.07	0.23	0.38	0.18	0.56	0.54
IND UNDER \$2 MIL	14,572	3,123	1,100	4,223	7,445	2,804	10,349	17,282
	0.61	0.13	0.05	0.18	0.31	0.12	0.43	0.73
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	83,698	16,425	2,612	19,037	46,227	18,432	64,659	56,469
	1.47	0.29	0.05	0.33	0.81	0.32	1.14	0.99
CHAIN OVER \$2 MIL	68,188	12,969	1,273	14,242	39,435	14,509	53,944	43,681
	1.49	0.28	0.03	0.31	0.86	0.32	1.18	0.95
IND OVER \$2 MIL	15,510	3,456	1,339	4,795	6,792	3,923	10,715	12,788
	1.40	0.31	0.12	0.43	0.61	0.35	0.97	1.16
CHAIN UNDER \$2 MIL	9,729	2,746	866	3,612	4,317	1,800	6,117	5,396
	0.83	0.23	0.07	0.31	0.37	0.15	0.52	0.46
IND UNDER \$2 MIL	16,870	4,513	2,033	8,546	6,871	3,453	10,324	12,108
	0.92	0.25	0.11	0.36	0.37	0.19	0.56	0.66

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 60 OF 84

4200 DUW05001 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KING SOFT PACK	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	8,459	3,362	2,696	2,401	53,227
	0.03	0.01	0.01	0.01	0.24
CHAIN OVER \$2 MIL	5,441	2,057	1,798	1,586	55,250
	0.03	0.01	0.01	0.01	0.30
IND OVER \$2 MIL	3,018	1,305	898	815	7,977
	0.04	0.02	0.01	0.01	0.10
CHAIN UNDER \$2 MIL	7,089	2,282	2,675	2,112	12,427
	0.09	0.03	0.03	0.03	0.15
IND UNDER \$2 MIL	3,634	1,598	1,155	881	10,254
	0.04	0.02	0.01	0.01	0.10
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	2,023	680	678	685	9,762
	0.04	0.01	0.01	0.01	0.18
CHAIN OVER \$2 MIL	1,254	354	455	445	8,231
	0.03	0.01	0.01	0.01	0.22
IND OVER \$2 MIL	769	306	223	240	1,531
	0.04	0.02	0.01	0.01	0.09
CHAIN UNDER \$2 MIL	214	76	70	68	3,127
	0.01				0.15
IND UNDER \$2 MIL	54	19	18	17	1,285
					0.06
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	2,287	976	892	599	3,937
	0.06	0.03	0.02	0.02	0.11
CHAIN OVER \$2 MIL	1,605	889	489	427	2,733
	0.07	0.03	0.02	0.02	0.11
IND OVER \$2 MIL	662	287	203	172	1,204
	0.05	0.02	0.02	0.01	0.10
CHAIN UNDER \$2 MIL	541	240	179	122	1,619
	0.04	0.02	0.01	0.01	0.13
IND UNDER \$2 MIL	824	204	385	235	2,149
	0.04	0.01	0.02	0.01	0.10
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	1,201	478	348	375	23,349
	0.02	0.01	0.01	0.01	0.39
CHAIN OVER \$2 MIL	1,165	467	329	369	21,336
	0.03	0.01	0.01	0.01	0.60
IND OVER \$2 MIL	36	11	19	6	2,013
					0.08
CHAIN UNDER \$2 MIL	331	129	93	109	1,135
	0.03	0.01	0.01	0.01	0.10
IND UNDER \$2 MIL	450	221	86	143	2,397
	0.02	0.01		0.01	0.12

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 61 OF 84

4200 DUW05001 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	MAGNA				
	TOTAL	..... FILTER KINGS .....	LIGHTS	ALL OTHER	
		SOFT PACK	BOX	KINGS	R.J. REYNOLDS
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	1,740	742	588	410	19,190
	0.03	0.01	0.01	0.01	0.35
CHAIN OVER \$2 MIL	316	77	182	57	17,573
	0.01				0.40
IND OVER \$2 MIL	1,424	665	406	353	1,617
	0.12	0.08	0.03	0.03	0.14
CHAIN UNDER \$2 MIL	5,078	1,458	2,065	1,557	4,500
	0.20	0.08	0.08	0.06	0.18
IND UNDER \$2 MIL	2,107	1,085	594	428	1,193
	0.09	0.05	0.02	0.02	0.05
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	1,228	506	390	332	6,989
	0.02	0.01	0.01	0.01	0.12
CHAIN OVER \$2 MIL	1,101	470	343	288	5,377
	0.02	0.01	0.01	0.01	0.12
IND OVER \$2 MIL	127	36	47	44	1,612
	0.01				0.15
CHAIN UNDER \$2 MIL	905	381	268	256	2,046
	0.08	0.03	0.02	0.02	0.17
IND UNDER \$2 MIL	199	69	72	58	3,230
	0.01				0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 62 OF 84

4200 DUW05001 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT KINGS PACK	100'S
TOTAL UNITED STATES				
SUPERMKT OVER \$2 MIL	2,236,706	1,049,181	726,826	322,555
	8.51	3.99	2.77	1.23
CHAIN OVER \$2 MIL	1,504,790	721,835	502,516	219,319
	8.08	3.88	2.70	1.18
IND OVER \$2 MIL	731,916	327,346	224,110	103,236
	8.58	4.28	2.93	1.35
CHAIN UNDER \$2 MIL	759,575	441,117	325,993	115,124
	9.42	5.47	4.04	1.43
IND UNDER \$2 MIL	1,011,298	570,341	417,281	153,060
	9.76	5.51	4.03	1.48
CENTRAL FIELD				
SUPERMKT OVER \$2 MIL	533,418	249,682	156,231	93,451
	9.76	4.57	2.86	1.71
CHAIN OVER \$2 MIL	338,154	161,079	101,601	59,478
	9.17	4.37	2.76	1.61
IND OVER \$2 MIL	195,262	88,603	54,630	33,973
	10.97	4.98	3.07	1.81
CHAIN UNDER \$2 MIL	203,297	124,278	85,774	38,504
	10.01	6.12	4.22	1.90
IND UNDER \$2 MIL	202,157	112,984	76,530	36,434
	10.02	5.60	3.79	1.81
EASTERN FIELD				
SUPERMKT OVER \$2 MIL	263,686	124,283	84,999	29,264
	7.20	3.39	2.59	0.80
CHAIN OVER \$2 MIL	166,426	82,034	63,260	18,774
	6.87	3.39	2.61	0.78
IND OVER \$2 MIL	87,260	42,229	31,739	10,490
	7.82	3.40	2.55	0.84
CHAIN UNDER \$2 MIL	84,332	49,144	39,155	9,989
	6.88	4.01	3.20	0.82
IND UNDER \$2 MIL	178,905	93,208	72,545	20,663
	8.48	4.42	3.44	0.98
NORTHERN FIELD				
SUPERMKT OVER \$2 MIL	604,865	287,259	202,316	84,943
	10.22	4.85	3.42	1.44
CHAIN OVER \$2 MIL	366,658	175,614	123,027	52,587
	10.23	4.90	3.43	1.47
IND OVER \$2 MIL	238,207	111,645	79,289	32,356
	10.20	4.78	3.40	1.39
CHAIN UNDER \$2 MIL	112,205	67,979	52,080	15,919
	10.07	6.10	4.67	1.43
IND UNDER \$2 MIL	219,737	124,657	91,116	33,541
	10.92	6.20	4.53	1.67

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 63 OF 84

4200 DLW05001 B2808 01 032 0273 1458



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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CIGARETTES				
TOTAL BROWN & WILLIAMSON	TOTAL	KOOL		
		MENTHOL	BOX & SOFT PACK	100'S
		KINGS		
SOUTHERN FIELD				
SUPERMKT OVER \$2 MIL	441,090	202,980	146,780	56,200
	7.96	3.66	2.65	1.01
CHAIN OVER \$2 MIL	332,704	154,828	112,741	42,087
	7.85	3.56	2.59	0.97
IND OVER \$2 MIL	108,386	48,152	34,039	14,113
	9.09	4.04	2.86	1.18
CHAIN UNDER \$2 MIL	246,617	139,783	107,541	32,242
	9.79	5.55	4.27	1.28
IND UNDER \$2 MIL	245,033	145,301	111,052	34,249
	10.29	6.10	4.67	1.44
WESTERN FIELD				
SUPERMKT OVER \$2 MIL	393,649	184,997	126,300	58,697
	6.92	3.25	2.22	1.03
CHAIN OVER \$2 MIL	300,848	146,280	101,887	46,393
	6.56	3.23	2.22	1.01
IND OVER \$2 MIL	92,801	36,717	24,413	12,304
	8.39	3.32	2.21	1.11
CHAIN UNDER \$2 MIL	113,124	59,933	41,463	18,470
	9.62	5.10	3.53	1.57
IND UNDER \$2 MIL	165,466	94,211	66,038	28,173
	9.00	5.12	3.59	1.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 64 OF 84

4200 DUW05001 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	717	129			588
CHAIN OVER \$2 MIL	707	119			588
IND OVER \$2 MIL	10	10			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	136				136
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	10	10			
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL	10	10			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	28				28
EASTERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL					
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	707	119			588
CHAIN OVER \$2 MIL	0.01				0.01
IND OVER \$2 MIL	707	119			588
CHAIN UNDER \$2 MIL	0.02				0.02
IND UNDER \$2 MIL					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 65 OF 84

4200 DUW05001 B2808 01 033 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL					
WESTERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	108 0.01				108 0.01

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SBA

PAGE 66 OF 84

4200 DUW05001 B2808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	288,967	138,205	208,801	59,459	147,142	218,421	183,921
	1.02	0.53	0.79	0.23	0.56	0.83	0.70
CHAIN OVER \$2 MIL	174,109	95,923	121,999	24,854	97,045	146,382	120,508
	0.94	0.52	0.66	0.13	0.52	0.79	0.65
IND OVER \$2 MIL	84,888	42,282	84,802	34,505	50,097	72,039	63,413
	1.24	0.55	1.10	0.45	0.65	0.94	0.83
CHAIN UNDER \$2 MIL	44,153	39,071	94,247	28,640	64,607	50,473	35,567
	0.55	0.48	1.17	0.37	0.80	0.83	0.44
IND UNDER \$2 MIL	100,564	44,782	95,597	28,594	65,943	85,423	60,503
	0.97	0.43	0.92	0.29	0.64	0.82	0.58
CENTRAL FIELD SUPERMKT OVER \$2 MIL	60,721	27,194	60,802	18,398	42,406	51,250	43,749
	1.11	0.50	1.11	0.34	0.78	0.94	0.80
CHAIN OVER \$2 MIL	37,296	19,687	32,048	3,447	28,602	32,843	29,314
	1.01	0.53	0.87	0.09	0.78	0.89	0.79
IND OVER \$2 MIL	23,425	7,507	28,753	14,948	13,804	18,407	14,435
	1.32	0.42	1.82	0.84	0.78	1.03	0.81
CHAIN UNDER \$2 MIL	10,601	8,080	24,294	6,095	18,199	13,185	6,977
	0.52	0.40	1.20	0.30	0.90	0.65	0.34
IND UNDER \$2 MIL	18,924	5,865	20,187	6,835	13,552	20,801	13,367
	0.84	0.28	1.00	0.33	0.87	1.03	0.68
EASTERN FIELD SUPERMKT OVER \$2 MIL	34,712	20,299	18,256	2,310	15,946	25,217	26,625
	0.95	0.55	0.50	0.08	0.44	0.89	0.73
CHAIN OVER \$2 MIL	19,914	13,381	8,786	971	7,795	15,928	15,969
	0.82	0.55	0.36	0.04	0.32	0.66	0.66
IND OVER \$2 MIL	14,788	6,938	9,490	1,339	8,151	9,289	10,658
	1.18	0.56	0.78	0.11	0.86	0.75	0.86
CHAIN UNDER \$2 MIL	6,319	5,841	6,571	849	5,722	7,052	5,346
	0.52	0.48	0.54	0.07	0.47	0.58	0.44
IND UNDER \$2 MIL	20,297	12,371	18,542	3,093	13,449	14,247	14,610
	0.96	0.59	0.78	0.15	0.64	0.68	0.69
NORTHERN FIELD SUPERMKT OVER \$2 MIL	69,195	35,181	64,071	24,701	39,370	62,938	55,953
	1.17	0.59	1.08	0.42	0.67	1.06	0.95
CHAIN OVER \$2 MIL	43,223	21,374	38,818	12,702	26,116	36,674	33,758
	1.21	0.60	1.08	0.35	0.73	1.02	0.94
IND OVER \$2 MIL	25,972	13,807	25,253	11,999	13,254	26,264	22,195
	1.11	0.59	1.08	0.51	0.57	1.13	0.95
CHAIN UNDER \$2 MIL	6,425	5,530	15,235	7,183	8,052	8,995	6,624
	0.88	0.50	1.37	0.64	0.72	0.63	0.59
IND UNDER \$2 MIL	24,297	9,558	18,554	7,441	11,113	17,443	16,650
	1.21	0.47	0.92	0.37	0.55	0.87	0.83

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 87 OF 84

4200 DUW05001 B2808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	55,139	30,424	37,414	11,937	25,477	45,832	27,891
	1.00	0.55	0.68	0.22	0.48	0.83	0.51
CHAIN OVER \$2 MIL	40,460	22,780	25,909	7,025	18,884	35,300	20,384
	0.93	0.52	0.60	0.16	0.43	0.81	0.47
IND OVER \$2 MIL	14,679	7,644	11,505	4,912	6,593	10,532	7,627
	1.23	0.64	0.96	0.41	0.55	0.88	0.64
CHAIN UNDER \$2 MIL	13,786	13,770	31,134	11,534	19,600	16,607	12,178
	0.55	0.55	1.24	0.46	0.78	0.66	0.48
IND UNDER \$2 MIL	23,075	6,118	27,476	10,202	17,274	22,778	6,873
	0.97	0.26	1.15	0.43	0.73	0.96	0.29
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	49,200	25,107	26,058	2,115	23,943	33,184	29,603
	0.88	0.44	0.48	0.04	0.42	0.58	0.52
CHAIN OVER \$2 MIL	33,218	18,721	18,457	809	15,648	25,637	21,103
	0.72	0.41	0.36	0.02	0.34	0.58	0.46
IND OVER \$2 MIL	15,984	6,386	9,601	1,306	8,295	7,547	8,500
	1.45	0.58	0.87	0.12	0.75	0.68	0.77
CHAIN UNDER \$2 MIL	7,012	5,850	17,013	3,979	13,034	8,634	4,444
	0.60	0.50	1.45	0.34	1.11	0.56	0.38
IND UNDER \$2 MIL	13,971	11,052	12,778	2,223	10,555	10,156	9,003
	0.76	0.60	0.69	0.12	0.57	0.55	0.49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 68 OF 84

4200 DUW05001 82808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	53,258	15,198	16,094	9,715	12,253
	0.20	0.06	0.06	0.04	0.05
CHAIN OVER \$2 MIL	35,871	10,241	11,386	6,330	7,714
	0.19	0.05	0.06	0.03	0.04
IND OVER \$2 MIL	17,587	4,955	4,708	3,385	4,539
	0.23	0.06	0.06	0.04	0.06
CHAIN UNDER \$2 MIL	15,972	4,497	3,499	3,823	4,153
	0.20	0.06	0.04	0.05	0.05
IND UNDER \$2 MIL	13,887	5,128	3,298	2,899	2,562
	0.13	0.05	0.03	0.03	0.02
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	15,880	5,060	4,793	2,715	3,312
	0.29	0.09	0.09	0.05	0.06
CHAIN OVER \$2 MIL	8,985	2,939	2,998	1,239	1,809
	0.24	0.08	0.08	0.03	0.05
IND OVER \$2 MIL	6,895	2,121	1,795	1,478	1,503
	0.39	0.12	0.10	0.08	0.08
CHAIN UNDER \$2 MIL	3,287	726	840	964	757
	0.16	0.04	0.04	0.05	0.04
IND UNDER \$2 MIL	4,621	1,684	1,065	1,276	596
	0.23	0.08	0.05	0.06	0.03
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	4,052	1,245	1,153	711	943
	0.11	0.03	0.03	0.02	0.03
CHAIN OVER \$2 MIL	2,569	790	797	428	554
	0.11	0.03	0.03	0.02	0.02
IND OVER \$2 MIL	1,483	455	356	283	389
	0.12	0.04	0.03	0.02	0.03
CHAIN UNDER \$2 MIL	442	144	89	99	110
	0.04	0.01	0.01	0.01	0.01
IND UNDER \$2 MIL	937	248	215	251	223
	0.04	0.01	0.01	0.01	0.01
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	13,031	4,033	3,628	2,354	3,016
	0.22	0.07	0.06	0.04	0.05
CHAIN OVER \$2 MIL	7,504	2,390	2,206	1,315	1,593
	0.21	0.07	0.06	0.04	0.04
IND OVER \$2 MIL	5,527	1,643	1,422	1,039	1,423
	0.24	0.07	0.06	0.04	0.06
CHAIN UNDER \$2 MIL	1,334	285	420	295	334
	0.12	0.03	0.04	0.03	0.03
IND UNDER \$2 MIL	2,961	852	1,007	650	652
	0.15	0.03	0.05	0.03	0.03

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 68 OF 84

4200 DUW05001 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	10,757	2,814	2,933	2,328	2,682
	0.19	0.05	0.05	0.04	0.05
CHAIN OVER \$2 MIL	8,758	2,478	2,327	2,016	1,937
	0.20	0.06	0.05	0.05	0.04
IND OVER \$2 MIL	2,001	338	606	312	745
	0.17	0.03	0.05	0.03	0.06
CHAIN UNDER \$2 MIL	6,477	1,756	1,262	1,615	1,844
	0.26	0.07	0.05	0.06	0.07
IND UNDER \$2 MIL	3,082	1,284	535	584	699
	0.13	0.05	0.02	0.02	0.03
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	9,538	2,044	3,587	1,807	2,300
	0.17	0.04	0.06	0.03	0.04
CHAIN OVER \$2 MIL	7,857	1,848	3,058	1,332	1,821
	0.17	0.04	0.07	0.03	0.04
IND OVER \$2 MIL	1,681	398	529	275	479
	0.15	0.04	0.05	0.02	0.04
CHAIN UNDER \$2 MIL	4,432	1,586	888	850	1,108
	0.38	0.13	0.08	0.07	0.09
IND UNDER \$2 MIL	2,288	1,280	476	158	392
	0.12	0.07	0.03	0.01	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 70 OF 84

4200 DUW05001 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM		MENTHOL			
	TOTAL	REGULAR KINGS	100'S KINGS	100'S		
TOTAL UNITED STATES						
SUPERMKT OVER \$2 MIL	93,539		51,329	42,210	23,898	
	0.36		0.20	0.16	0.09	
CHAIN OVER \$2 MIL	75,179		41,671	33,508	12,477	
	0.40		0.22	0.18	0.07	
IND OVER \$2 MIL	18,360		9,658	8,702	11,419	
	0.24		0.13	0.11	0.15	
CHAIN UNDER \$2 MIL	33,863		17,549	16,314	5,112	
	0.42		0.22	0.20	0.08	
IND UNDER \$2 MIL	28,090		13,038	13,054	14,055	
	0.25		0.13	0.13	0.14	
CENTRAL FIELD						
SUPERMKT OVER \$2 MIL	17,998		9,082	8,914	5,132	
	0.33		0.17	0.16	0.11	
CHAIN OVER \$2 MIL	13,451		6,677	6,774	3,450	
	0.36		0.18	0.18	0.09	
IND OVER \$2 MIL	4,545		2,405	2,140	2,882	
	0.26		0.14	0.12	0.15	
CHAIN UNDER \$2 MIL	9,826		5,258	4,568	2,789	
	0.48		0.26	0.22	0.14	
IND UNDER \$2 MIL	4,366		2,057	2,309	1,234	
	0.22		0.10	0.11	0.06	
EASTERN FIELD						
SUPERMKT OVER \$2 MIL	8,752		4,841	3,911	1,510	
	0.24		0.13	0.11	0.04	
CHAIN OVER \$2 MIL	7,223		4,000	3,223	662	
	0.30		0.17	0.13	0.03	
IND OVER \$2 MIL	1,529		841	688	848	
	0.12		0.07	0.06	0.07	
CHAIN UNDER \$2 MIL	3,037		1,626	1,411	580	
	0.25		0.13	0.12	0.08	
IND UNDER \$2 MIL	4,671		3,067	1,604	2,022	
	0.22		0.15	0.08	0.10	
NORTHERN FIELD						
SUPERMKT OVER \$2 MIL	9,844		5,086	4,758	6,686	
	0.17		0.09	0.08	0.11	
CHAIN OVER \$2 MIL	5,625		3,117	2,508	3,361	
	0.16		0.09	0.07	0.09	
IND OVER \$2 MIL	4,219		1,969	2,250	3,325	
	0.18		0.08	0.10	0.14	
CHAIN UNDER \$2 MIL	1,925		882	1,043	158	
	0.17		0.08	0.09	0.01	
IND UNDER \$2 MIL	3,346		1,540	1,806	2,273	
	0.17		0.08	0.08	0.11	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 71 OF 84

4200 DUW05001 B2808 01 036 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM					
	TOTAL	KINGS	REGULAR 100'S	KINGS MENTHOL 100'S		
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	23,567		12,419		11,148	6,986
	0.43		0.22		0.20	0.13
CHAIN OVER \$2 MIL	19,913		10,522		9,391	4,394
	0.48		0.24		0.22	0.10
IND OVER \$2 MIL	3,654		1,897		1,757	2,582
	0.31		0.16		0.15	0.22
CHAIN UNDER \$2 MIL	12,204		6,025		6,179	670
	0.48		0.24		0.25	0.03
IND UNDER \$2 MIL	6,618		2,608		4,008	3,718
	0.28		0.11		0.17	0.18
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	33,380		19,901		13,479	2,582
	0.59		0.35		0.24	0.05
CHAIN OVER \$2 MIL	28,967		17,355		11,612	810
	0.63		0.38		0.25	0.01
IND OVER \$2 MIL	4,413		2,546		1,867	1,972
	0.40		0.23		0.17	0.18
CHAIN UNDER \$2 MIL	6,871		3,758		3,113	935
	0.58		0.32		0.26	0.08
IND UNDER \$2 MIL	7,091		3,764		3,327	4,810
	0.39		0.20		0.18	0.28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 72 OF 84

4200 DUW05001 B2808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	1,878,848	510,205	77,958	189,193	112,225	102,327	28,502
	7.15	1.84	0.30	0.72	0.43	0.39	0.11
CHAIN OVER \$2 MIL	1,362,809	363,056	59,188	137,083	81,594	68,844	18,367
	7.32	1.95	0.32	0.74	0.44	0.37	0.09
IND OVER \$2 MIL	516,039	147,149	18,780	52,110	30,631	33,483	12,135
	6.74	1.92	0.25	0.68	0.40	0.44	0.16
CHAIN UNDER \$2 MIL	613,981	331,489	62,155	137,958	64,266	59,050	8,040
	7.61	4.11	0.77	1.71	0.80	0.73	0.10
IND UNDER \$2 MIL	730,242	320,608	68,741	120,566	61,059	61,763	10,479
	7.05	3.10	0.64	1.16	0.59	0.60	0.10
CENTRAL FIELD SUPERMKT OVER \$2 MIL	274,624	25,992	1,464	13,834	7,728	2,988	
	5.02	0.48	0.03	0.25	0.14	0.05	
CHAIN OVER \$2 MIL	200,921	17,478	1,017	9,312	5,217	1,932	
	5.45	0.47	0.03	0.25	0.14	0.05	
IND OVER \$2 MIL	73,703	8,514	447	4,522	2,509	1,036	
	4.14	0.48	0.03	0.25	0.14	0.06	
CHAIN UNDER \$2 MIL	86,390	29,261	2,224	16,211	7,155	3,594	77
	4.25	1.44	0.11	0.80	0.35	0.18	
IND UNDER \$2 MIL	76,273	7,677	335	4,682	1,968	649	43
	3.78	0.38	0.02	0.23	0.10	0.03	
EASTERN FIELD SUPERMKT OVER \$2 MIL	432,971	167,511	44,453	39,231	33,082	44,928	5,817
	11.82	4.57	1.21	1.07	0.90	1.23	0.16
CHAIN OVER \$2 MIL	297,620	115,977	31,819	27,158	23,170	30,535	3,295
	12.29	4.79	1.31	1.12	0.96	1.26	0.14
IND OVER \$2 MIL	135,351	51,534	12,634	12,073	9,912	14,393	2,522
	10.88	4.14	1.02	0.97	0.80	1.16	0.20
CHAIN UNDER \$2 MIL	175,558	118,044	43,565	22,762	19,921	30,119	1,677
	14.33	9.84	3.56	1.88	1.63	2.46	0.14
IND UNDER \$2 MIL	268,445	142,619	49,068	27,732	24,477	37,936	3,408
	12.72	6.76	2.33	1.31	1.16	1.80	0.16
NORTHERN FIELD SUPERMKT OVER \$2 MIL	434,116	126,907	9,795	46,940	28,611	34,753	6,808
	7.34	2.14	0.17	0.79	0.48	0.59	0.12
CHAIN OVER \$2 MIL	271,001	79,306	7,080	29,460	19,442	19,815	3,509
	7.56	2.21	0.20	0.82	0.54	0.55	0.10
IND OVER \$2 MIL	163,115	47,601	2,715	17,480	9,169	14,938	3,299
	6.99	2.04	0.12	0.75	0.39	0.64	0.14
CHAIN UNDER \$2 MIL	81,710	38,933	2,689	17,197	8,823	9,101	1,143
	7.33	3.49	0.24	1.54	0.79	0.82	0.10
IND UNDER \$2 MIL	141,810	83,085	8,174	24,293	13,070	14,342	3,206
	7.05	3.14	0.41	1.21	0.65	0.71	0.16

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TABLE 55A

PAGE 73 OF 84

4200 DUW05001 B2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	TOTAL	KINGS		MENTHOL		LIGHTS	
	LORILLARD	TOTAL	BOX	SOFT PACK	100'S BOX & SOFT PACK	KINGS & 100'S	25'S
SOUTHERN FIELD							
SUPERMKT OVER \$2 MIL	406,037	138,944	12,786	53,666	28,464	18,171	15,877
	7.33	2.51	0.23	1.15	0.51	0.33	0.29
CHAIN OVER \$2 MIL	325,681	107,103	11,002	48,719	22,187	15,632	9,563
	7.49	2.48	0.25	1.12	0.51	0.36	0.22
IND OVER \$2 MIL	80,348	31,841	1,764	14,947	6,277	2,539	6,314
	6.74	2.67	0.15	1.25	0.53	0.21	0.53
CHAIN UNDER \$2 MIL	213,414	131,689	11,039	75,885	25,389	14,841	4,535
	8.47	5.23	0.44	3.01	1.01	0.59	0.18
IND UNDER \$2 MIL	136,820	80,885	4,691	48,804	15,950	7,618	3,822
	5.75	3.40	0.20	2.05	0.67	0.32	0.16
WESTERN FIELD							
SUPERMKT OVER \$2 MIL	331,100	50,851	9,480	25,522	14,342	1,507	
	5.82	0.89	0.17	0.45	0.25	0.03	
CHAIN OVER \$2 MIL	287,576	43,192	8,250	22,434	11,578	930	
	5.84	0.94	0.18	0.49	0.25	0.02	
IND OVER \$2 MIL	63,524	7,659	1,230	3,088	2,764	577	
	5.74	0.69	0.11	0.28	0.25	0.05	
CHAIN UNDER \$2 MIL	56,889	13,542	2,858	5,903	2,978	1,395	608
	4.84	1.15	0.23	0.50	0.25	0.12	0.05
IND UNDER \$2 MIL	106,894	26,342	4,475	15,055	5,594	1,218	
	5.81	1.43	0.24	0.82	0.30	0.07	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 74 OF 84

4200 DUW05001 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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DBB Company of  
The Dun & Bradstreet Corporation

	CIGARETTES							
	TRUE				GOLDEN LIGHTS			
	REGULAR & MENTHOL		FILTER		100'S		ALL OTHER	
	TOTAL	KENT III	ALL OTHER	TOTAL	KINGS	100'S	TOTAL	LORILLARD
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	594,400	285,095	309,305	339,171	176,148	163,023	256,954	178,118
	2.28	1.08	1.18	1.29	0.67	0.82	0.98	0.68
CHAIN OVER \$2 MIL	438,804	212,915	223,889	254,005	132,102	121,903	188,944	120,000
	2.35	1.14	1.20	1.38	0.71	0.65	1.01	0.64
IND OVER \$2 MIL	157,596	72,180	85,416	85,168	44,046	41,120	68,010	58,118
	2.06	0.94	1.12	1.11	0.58	0.54	0.89	0.76
CHAIN UNDER \$2 MIL	113,112	51,021	62,091	85,684	46,827	38,857	49,383	34,313
	1.40	0.63	0.77	1.08	0.58	0.48	0.61	0.43
IND UNDER \$2 MIL	174,948	73,195	101,753	103,807	60,443	43,364	71,952	58,927
	1.69	0.71	0.98	1.00	0.58	0.42	0.69	0.57
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	108,925	55,950	52,975	56,188	27,127	29,062	53,209	30,309
	1.99	1.02	0.97	1.03	0.50	0.53	0.97	0.55
CHAIN OVER \$2 MIL	78,741	40,769	37,972	41,457	20,684	20,773	41,367	21,878
	2.14	1.11	1.03	1.12	0.56	0.56	1.12	0.59
IND OVER \$2 MIL	30,184	15,181	15,003	14,732	6,443	8,289	11,842	8,431
	1.70	0.85	0.84	0.83	0.36	0.47	0.67	0.47
CHAIN UNDER \$2 MIL	26,499	11,829	14,670	15,701	8,039	7,662	9,757	5,172
	1.30	0.58	0.72	0.77	0.40	0.38	0.48	0.25
IND UNDER \$2 MIL	32,056	15,561	16,495	12,532	7,095	5,437	11,867	12,141
	1.58	0.77	0.82	0.62	0.35	0.27	0.59	0.60
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	111,646	46,261	65,385	78,722	43,143	35,579	42,699	32,393
	3.05	1.26	1.78	2.15	1.18	0.97	1.17	0.88
CHAIN OVER \$2 MIL	78,914	32,622	44,292	56,604	30,766	25,838	28,229	19,896
	3.18	1.35	1.83	2.34	1.27	1.07	1.17	0.82
IND OVER \$2 MIL	34,732	13,639	21,093	22,118	12,377	9,741	14,470	12,497
	2.79	1.10	1.70	1.78	1.00	0.78	1.16	1.00
CHAIN UNDER \$2 MIL	19,817	7,835	11,982	18,962	11,122	7,840	7,985	10,750
	1.62	0.64	0.98	1.55	0.91	0.64	0.65	0.88
IND UNDER \$2 MIL	50,464	17,859	32,605	36,719	23,901	12,818	19,262	19,381
	2.39	0.85	1.55	1.74	1.13	0.61	0.91	0.92
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	131,383	62,149	69,234	66,265	34,004	32,261	55,175	54,386
	2.22	1.05	1.17	1.12	0.57	0.55	0.93	0.92
CHAIN OVER \$2 MIL	83,288	38,684	44,604	40,825	20,307	20,518	34,751	32,831
	2.32	1.08	1.25	1.14	0.57	0.57	0.97	0.92
IND OVER \$2 MIL	48,085	23,465	24,620	25,440	13,697	11,743	20,424	21,555
	2.08	1.01	1.06	1.09	0.59	0.50	0.87	0.92
CHAIN UNDER \$2 MIL	15,717	6,421	9,296	11,042	6,013	5,029	8,634	7,384
	1.41	0.58	0.83	0.99	0.54	0.45	0.77	0.66
IND UNDER \$2 MIL	29,688	13,814	15,874	21,054	11,530	9,524	14,028	13,955
	1.48	0.69	0.79	1.05	0.57	0.47	0.70	0.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 75 OF 84

4200 DUW05001 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	REGULAR & MENTHOL KINGS	FILTER 100'S		
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	120,732	59,858	60,878	65,802	34,993	30,809	49,533	31,026
	2.18	1.08	1.10	1.19	0.63	0.56	0.89	0.56
CHAIN OVER \$2 MIL	99,161	50,494	48,687	54,322	29,280	25,042	39,869	25,236
	2.28	1.16	1.12	1.25	0.67	0.58	0.92	0.58
IND OVER \$2 MIL	21,571	9,362	12,209	11,480	5,713	5,767	9,664	5,780
	1.81	0.79	1.02	0.96	0.48	0.48	0.81	0.49
CHAIN UNDER \$2 MIL	33,792	15,969	17,823	25,803	13,578	12,227	15,276	6,854
	1.34	0.63	0.71	1.02	0.54	0.49	0.81	0.27
IND UNDER \$2 MIL	26,028	9,554	16,474	10,836	5,667	5,169	11,755	7,316
	1.09	0.40	0.69	0.46	0.24	0.22	0.49	0.31
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	121,714	60,879	60,835	72,193	36,881	35,312	58,338	30,004
	2.14	1.07	1.07	1.27	0.65	0.62	0.99	0.53
CHAIN OVER \$2 MIL	98,700	50,346	48,354	60,797	31,065	29,732	44,728	20,159
	2.15	1.10	1.05	1.33	0.68	0.65	0.98	0.44
IND OVER \$2 MIL	23,014	10,533	12,481	11,396	5,816	5,580	11,610	9,845
	2.08	0.95	1.13	1.03	0.53	0.50	1.05	0.89
CHAIN UNDER \$2 MIL	17,287	8,967	8,320	14,176	8,077	6,099	7,731	4,153
	1.47	0.76	0.71	1.21	0.69	0.52	0.66	0.35
IND UNDER \$2 MIL	36,712	16,407	20,305	22,666	12,250	10,416	15,040	6,134
	2.00	0.89	1.10	1.23	0.67	0.57	0.82	0.33

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 76 OF 84

4200 DUW05001 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	L & M					
	PRIVATE LABEL/GENERIC					
	KINGS & 100'S					
TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER	
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	1,725,440	1,252,905	636,645	319,740	262,995	33,525
	6.57	4.77	2.42	1.22	1.00	0.13
CHAIN OVER \$2 MIL	1,185,705	855,702	439,678	221,206	180,498	14,320
	6.37	4.60	2.38	1.18	0.97	0.08
IND OVER \$2 MIL	539,735	397,203	196,967	98,534	82,497	19,205
	7.05	5.18	2.57	1.29	1.08	0.25
CHAIN UNDER \$2 MIL	179,084	112,654	59,939	31,909	19,435	1,371
	2.22	1.40	0.74	0.40	0.24	0.02
IND UNDER \$2 MIL	528,115	398,370	207,192	114,441	57,449	17,288
	5.10	3.83	2.00	1.10	0.55	0.17
CENTRAL FIELD SUPERMKT OVER \$2 MIL	363,302	269,510	124,836	75,392	60,213	9,069
	6.64	4.83	2.28	1.38	1.10	0.17
CHAIN OVER \$2 MIL	224,528	160,109	74,063	45,153	36,881	4,032
	6.09	4.34	2.01	1.22	1.00	0.11
IND OVER \$2 MIL	138,774	109,401	50,773	30,239	23,352	5,037
	7.80	6.15	2.85	1.70	1.31	0.28
CHAIN UNDER \$2 MIL	38,335	24,587	11,935	8,142	4,342	188
	1.89	1.21	0.59	0.40	0.21	0.01
IND UNDER \$2 MIL	152,451	131,992	68,038	39,508	19,954	4,498
	7.56	6.54	3.37	1.98	0.89	0.22
EASTERN FIELD SUPERMKT OVER \$2 MIL	247,714	157,909	94,522	29,123	29,165	5,099
	6.78	4.31	2.58	0.79	0.80	0.14
CHAIN OVER \$2 MIL	166,751	110,911	73,469	16,657	20,002	783
	6.89	4.58	3.03	0.69	0.83	0.03
IND OVER \$2 MIL	80,963	48,998	21,053	12,466	9,153	4,316
	6.51	3.78	1.69	1.00	0.74	0.35
CHAIN UNDER \$2 MIL	29,714	14,275	8,634	3,494	1,920	227
	2.43	1.17	0.70	0.29	0.16	0.02
IND UNDER \$2 MIL	78,149	37,819	20,892	9,014	4,628	3,385
	3.70	1.80	0.99	0.43	0.22	0.15
NORTHERN FIELD SUPERMKT OVER \$2 MIL	375,878	258,808	135,607	53,445	55,805	11,951
	6.35	4.34	2.29	0.90	0.94	0.20
CHAIN OVER \$2 MIL	206,583	129,519	67,939	25,545	29,978	6,057
	5.77	3.62	1.80	0.71	0.84	0.17
IND OVER \$2 MIL	169,293	127,089	67,668	27,900	25,627	5,894
	7.25	5.44	2.90	1.20	1.10	0.25
CHAIN UNDER \$2 MIL	33,724	24,523	12,855	6,181	4,593	894
	3.03	2.20	1.15	0.55	0.41	0.08
IND UNDER \$2 MIL	120,587	96,354	56,097	21,770	14,824	3,663
	5.99	4.79	2.79	1.08	0.74	0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 77 OF 84

4200 DUW05001 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M PRIVATE LABEL/GENERIC KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
SOUTHERN FIELD						
SUPERMKT OVER \$2 MIL	336,304 6.07	248,068 4.48	130,592 2.36	69,803 1.26	42,050 0.76	5,623 0.10
CHAIN OVER \$2 MIL	262,218 6.03	192,808 4.44	101,468 2.33	57,485 1.32	30,951 0.71	2,906 0.07
IND OVER \$2 MIL	74,086 6.21	55,260 4.64	29,126 2.44	12,318 1.03	11,099 0.93	2,717 0.23
CHAIN UNDER \$2 MIL	48,650 1.93	29,277 1.16	17,360 0.69	6,068 0.24	5,767 0.23	82 0.00
IND UNDER \$2 MIL	82,665 3.47	58,520 2.46	31,888 1.34	18,234 0.77	8,015 0.25	2,383 0.10
WESTERN FIELD						
SUPERMKT OVER \$2 MIL	402,244 7.07	320,810 5.64	151,088 2.68	91,977 1.62	75,962 1.33	1,783 0.03
CHAIN OVER \$2 MIL	325,825 7.10	282,355 5.72	122,741 2.68	76,368 1.67	62,706 1.37	542 0.01
IND OVER \$2 MIL	78,619 6.93	58,455 5.28	28,347 2.56	15,611 1.41	13,256 1.20	1,241 0.11
CHAIN UNDER \$2 MIL	28,861 2.44	19,992 1.70	9,155 0.78	8,024 0.68	2,813 0.24	0.00
IND UNDER \$2 MIL	84,263 5.13	71,585 3.89	30,279 1.65	25,917 1.41	12,028 0.65	3,361 0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 78 OF 84

4200 DUW05001 B2808 01 038 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	CHESTERFIELD FILTER	ALL OTHER LIGGETT & MYERS
TOTAL UNITED STATES SUPERMKT OVER \$2 MIL	85,691	89,299	73,580	15,719	297,545
	0.33	0.34	0.28	0.06	1.13
CHAIN OVER \$2 MIL	60,604	59,837	47,918	11,919	209,582
	0.33	0.32	0.28	0.06	1.13
IND OVER \$2 MIL	25,087	29,462	25,662	3,800	87,963
	0.33	0.38	0.34	0.05	1.15
CHAIN UNDER \$2 MIL	11,272	10,837	9,508	1,329	44,321
	0.14	0.13	0.12	0.02	0.55
IND UNDER \$2 MIL	24,343	33,702	26,818	6,884	73,700
	0.24	0.33	0.26	0.07	0.71
CENTRAL FIELD SUPERMKT OVER \$2 MIL	11,257	14,888	12,124	2,764	67,847
	0.21	0.27	0.22	0.05	1.24
CHAIN OVER \$2 MIL	8,430	10,290	8,824	1,466	45,699
	0.23	0.28	0.24	0.04	1.24
IND OVER \$2 MIL	2,827	4,598	3,300	1,298	21,848
	0.16	0.26	0.19	0.07	1.23
CHAIN UNDER \$2 MIL	567	974	745	229	12,207
	0.03	0.05	0.04	0.01	0.60
IND UNDER \$2 MIL	2,032	3,393	2,267	1,126	15,034
	0.10	0.17	0.11	0.06	0.75
EASTERN FIELD SUPERMKT OVER \$2 MIL	23,045	22,980	18,934	4,046	43,780
	0.53	0.63	0.52	0.11	1.19
CHAIN OVER \$2 MIL	12,274	15,403	12,633	2,770	28,163
	0.51	0.64	0.52	0.11	1.16
IND OVER \$2 MIL	10,771	7,577	6,301	1,276	15,617
	0.87	0.61	0.51	0.10	1.26
CHAIN UNDER \$2 MIL	5,585	2,901	2,614	287	6,973
	0.45	0.24	0.21	0.02	0.57
IND UNDER \$2 MIL	12,820	11,403	9,364	2,039	16,207
	0.60	0.54	0.44	0.10	0.77
NORTHERN FIELD SUPERMKT OVER \$2 MIL	16,684	21,775	19,113	2,662	80,799
	0.28	0.37	0.32	0.04	1.37
CHAIN OVER \$2 MIL	11,234	12,861	10,236	2,325	53,269
	0.31	0.35	0.29	0.06	1.49
IND OVER \$2 MIL	5,480	9,214	8,877	337	27,530
	0.23	0.39	0.38	0.01	1.18
CHAIN UNDER \$2 MIL	1,248	1,859	1,685	174	6,094
	0.11	0.17	0.15	0.02	0.55
IND UNDER \$2 MIL	3,731	5,943	4,723	1,220	14,559
	0.19	0.30	0.23	0.06	0.72

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 79 OF 84

4200 DUW05001 B2808 01 040 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	18,749	13,508	10,613	2,895	55,979
	0.34	0.24	0.19	0.05	1.01
CHAIN OVER \$2 MIL	16,437	9,899	7,323	2,576	43,074
	0.38	0.23	0.17	0.06	0.99
IND OVER \$2 MIL	2,312	3,609	3,290	319	12,905
	0.19	0.30	0.28	0.03	1.08
CHAIN UNDER \$2 MIL	2,264	3,967	3,615	352	13,142
	0.09	0.16	0.14	0.01	0.52
IND UNDER \$2 MIL	1,813	7,134	6,899	235	15,198
	0.08	0.30	0.29	0.01	0.64
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	15,946	16,148	12,796	3,352	49,340
	0.28	0.28	0.22	0.06	0.87
CHAIN OVER \$2 MIL	12,229	11,684	8,902	2,782	39,357
	0.27	0.25	0.19	0.06	0.86
IND OVER \$2 MIL	3,717	4,464	3,894	570	9,983
	0.34	0.40	0.35	0.05	0.90
CHAIN UNDER \$2 MIL	1,628	1,136	849	287	5,905
	0.14	0.10	0.07	0.02	0.50
IND UNDER \$2 MIL	4,147	5,829	3,565	2,264	12,702
	0.23	0.32	0.19	0.12	0.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SSA

PAGE 80 OF 84

4200 DUW05001 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	5,130	7	4,521	602	
	0.02		0.02		
CHAIN OVER \$2 MIL	4,820		4,261	559	
	0.03		0.02		
IND OVER \$2 MIL	310	7	260	43	
CHAIN UNDER \$2 MIL	1,096		1,096		
	0.01		0.01		
IND UNDER \$2 MIL	1,890	60	1,830		
	0.02		0.02		
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	900		899	1	
	0.02		0.02		
CHAIN OVER \$2 MIL	879		878	1	
	0.02		0.02		
IND OVER \$2 MIL	21		21		
CHAIN UNDER \$2 MIL	188		188		
	0.01		0.01		
IND UNDER \$2 MIL	40		40		
EASTERN FIELD					
SUPERMKT OVER \$2 MIL	50		50		
CHAIN OVER \$2 MIL	33		33		
IND OVER \$2 MIL	17		17		
CHAIN UNDER \$2 MIL	819		819		
	0.05		0.05		
IND UNDER \$2 MIL	19		19		
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	97		97		
CHAIN OVER \$2 MIL	97		97		
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL	143		143		
	0.01		0.01		
IND UNDER \$2 MIL	264		264		
	0.01		0.01		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 81 OF 84

4200 DUW05001 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	TOTAL	NON-FILTER	ALL OTHER FULL FLAVOR	LIGHTS	ULTRA LIGHTS
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL	1,326		1,313	13	
	0.02		0.02		
CHAIN OVER \$2 MIL	1,282		1,282		
	0.03		0.03		
IND OVER \$2 MIL	44		31	13	
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	456	60	398		
	0.02		0.02		
WESTERN FIELD					
SUPERMKT OVER \$2 MIL	2,757	7	2,162	588	
	0.05		0.04	0.01	
CHAIN OVER \$2 MIL	2,529		1,971	558	
	0.06		0.04	0.01	
IND OVER \$2 MIL	228	7	191	30	
	0.02		0.02		
CHAIN UNDER \$2 MIL	146		146		
	0.01		0.01		
IND UNDER \$2 MIL	1,111		1,111		
	0.06		0.06		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55A

PAGE 82 OF 84

4200 DUW05001 B2808 01 041 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER SALES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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Marketing Research  
a company of  
The Nielsen Company

	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S
TOTAL UNITED STATES		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		
CENTRAL FIELD		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		
EASTERN FIELD		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		
NORTHERN FIELD		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 83 OF 84

4200 DUW05001 B2808 01 042 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER SALES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	D-D CIGARETTES AUSTIN	100'S
TOTAL		
SOUTHERN FIELD SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		
WESTERN FIELD SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE S5A

PAGE 84 OF 84

4200 DUW05001 B2808 01 042 0273 1488

**DISTRIBUTION MODIFIED FORMATTED ALL COMMODITY VOLUME**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	TOTAL CIGARETTES	CIGARETTES TOTAL						
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
TOTAL UNITED STATES	51,273,315	51,273,315	51,273,315	51,273,315	50,750,118	51,273,315	51,273,315	4,708,774
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	9,816,952	9,717,791	9,816,952	9,816,952	1,090,772
C-1	2,554,783	2,529,235	2,554,783	2,529,235	2,503,687	2,554,783	2,554,783	459,861
C-2	2,593,315	2,587,382	2,593,315	2,593,315	2,515,516	2,593,315	2,587,382	363,084
C-3	2,455,153	2,430,601	2,430,601	2,430,601	2,430,601	2,430,601	2,430,601	270,067
C-4	2,289,733	2,289,733	2,289,733	2,266,605	2,266,605	2,289,733	2,289,733	
EASTERN FIELD	9,930,821	9,824,038	9,930,821	9,930,821	9,717,255	9,930,821	9,930,821	106,783
E-1	2,078,708	2,057,921	2,078,708	2,078,708	2,057,921	2,078,708	2,078,708	62,361
E-2	733,939	733,939	733,939	733,939	733,939	733,939	733,939	
E-3	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382	28,054
E-4	1,885,282	1,844,298	1,885,282	1,885,282	1,803,314	1,885,282	1,885,282	40,984
E-5	2,570,272	2,570,272	2,570,272	2,570,272	2,542,929	2,570,272	2,570,272	
NORTHERN FIELD	10,129,151	10,129,151	10,129,151	10,129,151	10,028,837	10,129,151	10,129,151	102,315
N-1	2,598,928	2,598,928	2,598,928	2,598,928	2,598,928	2,598,928	2,598,928	
N-2	2,097,832	2,097,832	2,097,832	2,097,832	2,076,854	2,097,832	2,097,832	#
N-3	1,931,689	1,931,689	1,931,689	1,912,372	1,931,689	1,931,689	1,931,689	#
N-4	3,433,694	3,433,694	3,433,694	3,433,694	3,326,391	3,433,694	3,433,694	71,535
SOUTHERN FIELD	10,190,113	10,190,113	10,190,113	10,190,113	10,087,182	10,190,113	10,190,113	1,955,678
S-1	2,762,333	2,762,333	2,762,333	2,762,333	2,734,710	2,762,333	2,762,333	303,857
S-2	2,151,230	2,151,230	2,151,230	2,151,230	2,151,230	2,151,230	2,151,230	44,355
S-3	2,893,382	2,893,382	2,893,382	2,864,448	2,864,448	2,893,382	2,893,382	925,882
S-4	2,371,174	2,371,174	2,371,174	2,371,174	2,346,978	2,371,174	2,371,174	750,065

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S6

PAGE

1 OF 84

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4200 DTW08100 B2808 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

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	TOTAL CIGARETTES	CIGARETTES						
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R. J. REYNOLDS	ALL OTHER
WESTERN FIELD	11,088,777	11,088,777	11,088,777	11,088,777	10,978,769	11,088,777	11,088,777	1,568,110
W-1	2,221,126	2,221,126	2,221,126	2,221,126	2,176,703	2,221,126	2,221,126	222,113
W-2	2,625,247	2,625,247	2,625,247	2,625,247	2,572,212	2,625,247	2,625,247	159,106
W-3	3,408,161	3,408,161	3,408,161	3,408,161	3,338,606	3,408,161	3,408,161	973,760
W-4	2,850,179	2,850,179	2,850,179	2,850,179	2,821,877	2,850,179	2,850,179	228,014

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S5

PAGE

2 OF

84

4200 DTW06100 B2808 01 001 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES					
	TOTAL		REGULAR FILTER			
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	51,273,315	51,273,315	51,273,315	51,273,315	51,273,315	51,273,315
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	9,816,952	9,816,952	9,816,952
C-1	2,529,235	2,554,783	2,554,783	2,554,783	2,554,783	2,554,783
C-2	2,567,382	2,593,315	2,567,382	2,567,382	2,567,382	2,567,382
C-3	2,430,601	2,455,153	2,455,153	2,455,153	2,455,153	2,430,601
C-4	2,289,733	2,289,733	2,289,733	2,289,733	2,289,733	2,266,605
EASTERN FIELD	9,824,038	9,930,821	9,930,821	9,930,821	9,930,821	9,824,038
E-1	2,078,708	2,078,708	2,078,708	2,078,708	2,078,708	2,078,708
E-2	733,939	733,939	733,939	733,939	733,939	733,939
E-3	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382
E-4	1,803,314	1,885,282	1,885,282	1,885,282	1,885,282	1,844,296
E-5	2,570,272	2,570,272	2,570,272	2,570,272	2,570,272	2,570,272
NORTHERN FIELD	10,129,151	10,129,151	10,129,151	10,129,151	10,129,151	10,026,837
N-1	2,598,928	2,598,928	2,598,928	2,598,928	2,598,928	2,598,928
N-2	2,097,832	2,097,832	2,097,832	2,097,832	2,097,832	2,097,832
N-3	1,931,689	1,931,689	1,931,689	1,931,689	1,931,689	1,912,372
N-4	3,433,694	3,433,694	3,433,694	3,433,694	3,433,694	3,397,927
SOUTHERN FIELD	10,190,113	10,190,113	10,190,113	10,190,113	10,190,113	10,087,182
S-1	2,762,333	2,762,333	2,762,333	2,762,333	2,762,333	2,762,333
S-2	2,151,230	2,151,230	2,151,230	2,151,230	2,151,230	2,151,230
S-3	2,893,382	2,893,382	2,893,382	2,893,382	2,893,382	2,864,448
S-4	2,371,174	2,371,174	2,371,174	2,371,174	2,371,174	2,322,782

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 5B

PAGE 3 OF 84

4200 DTW06100 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL		REGULAR FILTER			
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	11,088,777	11,088,777	11,088,777	11,088,777	11,088,777	11,088,777
W-1	2,221,126	2,221,126	2,221,126	2,221,126	2,221,126	2,221,126
W-2	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,408,161	3,408,161	3,408,161	3,408,161	3,408,161
W-4	2,850,179	2,850,179	2,850,179	2,850,179	2,850,179	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 4 OF 84

4200 DTW05100 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	51,273,315	51,273,315	51,273,315	50,750,118
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	9,816,952
C-1	2,554,783	2,554,783	2,554,783	2,529,235
C-2	2,593,315	2,593,315	2,593,315	2,567,382
C-3	2,455,153	2,430,601	2,455,153	2,406,050
C-4	2,289,733	2,289,733	2,289,733	2,266,805
EASTERN FIELD	9,930,821	9,930,821	9,930,821	9,717,255
E-1	2,078,708	2,078,708	2,078,708	2,057,921
E-2	733,939	733,939	733,939	707,727
E-3	2,480,382	2,480,382	2,480,382	2,480,382
E-4	1,885,282	1,885,282	1,885,282	1,823,806
E-5	2,570,272	2,570,272	2,570,272	2,542,929
NORTHERN FIELD	10,129,151	10,129,151	10,129,151	9,822,207
N-1	2,598,928	2,598,928	2,598,928	2,598,928
N-2	2,097,832	2,097,832	2,097,832	1,888,049
N-3	1,931,689	1,931,689	1,931,689	1,812,372
N-4	3,433,694	3,433,694	3,433,694	3,397,927
SOUTHERN FIELD	10,190,113	10,190,113	10,190,113	10,190,113
S-1	2,762,333	2,762,333	2,762,333	2,734,710
S-2	2,151,230	2,151,230	2,151,230	2,151,230
S-3	2,893,382	2,893,382	2,893,382	2,864,448
S-4	2,371,174	2,371,174	2,371,174	2,371,174

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SB

PAGE 5 OF 84

4200 DTW06100 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

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 The Nielsen Company

	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	11,088,777	11,088,777	11,088,777	11,088,777
W-1	2,221,126	2,221,126	2,221,126	2,221,126
W-2	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,408,161	3,408,161	3,408,161
W-4	2,850,179	2,850,179	2,850,179	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 6 OF 84

4200 DTW06100 B2808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-82600

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The Nielsen Company

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	51,273,315	51,273,315	50,228,921	51,273,315	51,273,315	50,228,921
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	9,816,952	9,816,952	9,717,791
C-1	2,554,783	2,554,783	2,529,235	2,554,783	2,554,783	2,529,235
C-2	2,567,382	2,567,382	2,567,382	2,593,315	2,593,315	2,541,449
C-3	2,455,153	2,455,153	2,430,601	2,430,601	2,455,153	2,406,050
C-4	2,289,733	2,289,733	2,266,605	2,289,733	2,289,733	2,220,348
EASTERN FIELD	9,930,821	9,930,821	9,183,340	9,930,821	9,930,821	9,076,587
E-1	2,078,708	2,078,708	2,057,921	2,078,708	2,078,708	2,037,134
E-2	733,939	733,939	733,939	733,939	733,939	733,939
E-3	2,480,382	2,480,382	2,480,382	2,480,382	2,480,382	2,455,327
E-4	1,885,282	1,885,282	1,495,931	1,885,282	1,885,282	1,372,977
E-5	2,570,272	2,570,272	2,378,869	2,570,272	2,570,272	2,378,869
NORTHERN FIELD	10,129,151	10,129,151	10,026,837	10,129,151	10,129,151	10,028,837
N-1	2,598,928	2,598,928	2,572,676	2,598,928	2,598,928	2,572,676
N-2	2,097,832	2,097,832	2,076,854	2,097,832	2,097,832	2,076,854
N-3	1,931,689	1,931,689	1,912,372	1,931,689	1,912,372	1,912,372
N-4	3,433,694	3,433,694	3,433,694	3,433,694	3,433,694	3,433,694
SOUTHERN FIELD	10,190,113	10,190,113	10,087,182	10,190,113	10,190,113	10,087,182
S-1	2,762,333	2,762,333	2,734,710	2,762,333	2,762,333	2,707,086
S-2	2,151,230	2,151,230	2,129,052	2,151,230	2,151,230	2,129,052
S-3	2,893,382	2,893,382	2,864,448	2,893,382	2,893,382	2,864,448
S-4	2,371,174	2,371,174	2,346,978	2,371,174	2,371,174	2,346,978

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 7 OF 84

4200 DTW08100 B2808 01 004 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
The Nielsen Company

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
WESTERN FIELD	11,088,777	11,088,777	11,088,777	11,088,777	11,088,777	11,088,777
W-1	2,221,126	2,221,126	2,221,126	2,221,126	2,221,126	2,221,126
W-2	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,408,161	3,408,161	3,408,161	3,408,161	3,408,161
W-4	2,850,179	2,850,179	2,821,677	2,850,179	2,850,179	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 8 OF 84

4200 DTW06100 B2808 01 004 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-82800

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The Nielsen Company

	CIGARETTES			
	25'S	GENERIC'S	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	46,564,541	30,345,431	49,180,526	49,703,724
CENTRAL FIELD	9,519,468	6,941,279	9,816,952	9,816,952
C-1	2,452,592	1,737,252	2,529,235	2,529,235
C-2	2,411,783	1,685,655	2,567,382	2,567,382
C-3	2,381,498	1,595,849	2,430,801	2,430,801
C-4	2,197,219	1,989,061	2,243,476	2,266,605
EASTERN FIELD	7,581,594	4,912,019	8,649,425	8,649,425
E-1	1,933,198	1,184,864	1,995,560	1,995,560
E-2	314,545	117,955	694,621	694,621
E-3	1,778,860	1,403,044	2,204,784	2,204,784
E-4	1,108,579	481,813	1,291,009	1,291,009
E-5	2,242,152	1,531,226	2,378,869	2,378,869
NORTHERN FIELD	9,515,263	6,950,453	9,924,522	9,924,522
N-1	2,572,676	1,653,863	2,598,928	2,598,928
N-2	1,888,049	1,531,417	2,076,854	2,076,854
N-3	1,912,372	1,506,717	1,912,372	1,912,372
N-4	3,111,786	1,788,383	3,254,856	3,254,856
SOUTHERN FIELD	9,881,321	5,661,174	10,087,182	10,087,182
S-1	2,679,463	1,878,386	2,707,086	2,707,086
S-2	2,151,230	1,485,901	2,151,230	2,151,230
S-3	2,806,581	810,147	2,864,448	2,864,448
S-4	2,250,195	1,379,152	2,298,587	2,298,587

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 9 OF 84

4200 DTW06100 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
WESTERN FIELD	9,968,699	6,272,440	10,864,761	10,976,769
W-1	2,221,126	1,910,168	2,221,126	2,221,126
W-2	1,829,718	1,113,741	2,572,212	2,572,212
W-3	3,095,168	1,182,423	3,303,829	3,373,384
W-4	2,783,175	1,995,125	2,821,677	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 10 OF 84

4200 DTW08100 82808 01 005 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	51,273,315	51,273,315	50,750,118	22,497,475	49,703,724
CENTRAL FIELD	9,816,952	9,816,952	9,618,630	4,462,251	8,618,630
C-1	2,529,235	2,529,235	2,503,687	998,365	2,503,687
C-2	2,567,382	2,567,382	2,567,382	1,192,925	2,463,649
C-3	2,430,601	2,430,601	2,406,050	1,350,334	2,430,601
C-4	2,289,733	2,289,733	2,197,219	809,502	2,243,476
EASTERN FIELD	9,824,038	9,824,038	9,610,472	4,057,755	8,503,689
E-1	2,057,921	2,057,921	2,057,921	997,780	1,974,773
E-2	733,939	720,833	720,833	65,530	681,515
E-3	2,480,382	2,480,382	2,480,382	1,002,174	2,480,382
E-4	1,844,298	1,803,314	1,618,884	635,258	1,762,329
E-5	2,570,272	2,570,272	2,570,272	1,175,783	2,515,585
NORTHERN FIELD	10,129,151	10,129,151	10,026,837	5,627,306	9,822,207
N-1	2,598,928	2,598,928	2,598,928	1,496,353	2,572,676
N-2	2,097,832	2,097,832	2,097,832	713,263	1,971,962
N-3	1,931,689	1,931,689	1,931,689	1,410,133	1,893,055
N-4	3,433,694	3,433,694	3,397,927	2,074,524	3,362,159
SOUTHERN FIELD	10,190,113	10,190,113	10,087,182	3,911,356	9,778,391
S-1	2,762,333	2,762,333	2,762,333	1,298,297	2,624,216
S-2	2,151,230	2,151,230	2,151,230	1,241,947	2,084,697
S-3	2,893,382	2,893,382	2,893,382	144,669	2,806,581
S-4	2,371,174	2,371,174	2,298,587	1,185,587	2,298,587

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 11 OF 84

4200 DTW06100 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	TOTAL AMERICAN TOBACCO	CIGARETTES			
		TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
WESTERN FIELD	11,088,777	11,088,777	11,088,777	4,592,322	10,976,769
W-1	2,221,126	2,221,126	2,221,126	1,843,535	2,176,703
W-2	2,625,247	2,625,247	2,625,247	662,941	2,598,730
W-3	3,408,161	3,408,161	3,408,161	278,217	3,408,161
W-4	2,850,179	2,850,179	2,821,677	1,710,107	2,793,175

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 12 OF 84

4200 DTW08100 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	FULL FLAVOR			CIGARETTES PALL MALL RED FILTER			TOTAL
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	
TOTAL UNITED STATES	43,425,358	42,902,181	46,041,344	1,569,591	1,046,394	2,092,788	46,041,344
CENTRAL FIELD	8,627,018	8,230,374	9,023,663	99,161		99,161	9,023,663
C-1	2,248,209	2,248,209	2,401,496	102,191		102,191	2,401,496
C-2	2,152,451	1,841,254	2,230,251				2,230,251
C-3	2,258,741	2,086,880	2,307,844				2,307,844
C-4	1,842,804	1,842,804	2,035,319	23,129		23,129	2,035,319
EASTERN FIELD	7,795,180	7,261,245	8,329,076		106,783	106,783	8,329,076
E-1	1,496,670	1,101,715	1,621,392		62,361	62,361	1,621,392
E-2	471,818	459,712	471,818		39,318	39,318	471,818
E-3	2,079,512	1,954,240	2,204,784				2,204,784
E-4	1,475,438	1,495,931	1,659,868		20,492	20,492	1,659,868
E-5	2,160,122	2,105,436	2,269,496				2,269,496
NORTHERN FIELD	8,799,061	8,594,431	9,106,005	1,534,720	409,259	1,534,720	9,106,005
N-1	2,415,166	2,388,914	2,493,921	1,575,108	420,029	1,575,108	2,520,173
N-2	1,783,157	1,804,136	1,825,114	#	#	#	1,825,114
N-3	1,680,569	1,680,569	1,699,886				1,699,886
N-4	2,861,412	2,682,574	3,004,483		35,768	35,768	3,004,483
SOUTHERN FIELD	8,028,574	8,337,365	8,954,947		102,930	102,930	8,954,947
S-1	2,285,113	2,099,373	2,320,360				2,320,360
S-2	1,951,831	1,973,809	2,062,520				2,062,520
S-3	1,591,360	2,025,367	2,256,838		115,735	115,735	2,256,838
S-4	2,201,804	2,226,000	2,274,391				2,274,391

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S6

PAGE 13 OF 84

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4200 DTW08100 82808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	FULL FLAVOR			LIGHTS		
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL
WESTERN FIELD	9,968,699	10,416,730	10,864,761		224,016	10,864,761
W-1	2,132,281	2,065,647	2,154,492			2,154,492
W-2	2,200,865	2,360,071	2,545,694			2,545,694
W-3	2,921,281	3,303,829	3,373,384	173,888	173,888	3,373,384
W-4	2,707,670	2,650,666	2,793,175			2,793,175

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S6

PAGE 14 OF 84

4200 DTW06100 82808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
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01-62600

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	CIGARETTES					
	PALL MALL NON-FILTER KINGS LIGHT	REMAINING	TOTAL	CARLTON BDX	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES	523,197	15,172,716	50,226,921	40,286,176	49,180,526	49,703,724
CENTRAL FIELD		3,569,801	9,717,791	8,527,857	9,519,468	9,519,468
C-1		996,365	2,529,235	2,324,853	2,503,687	2,529,235
C-2		1,063,259	2,515,516	2,022,786	2,333,984	2,333,984
C-3		613,788	2,430,601	2,307,844	2,406,050	2,406,050
C-4		971,402	2,243,476	1,804,032	2,220,348	2,220,348
EASTERN FIELD		1,494,962	9,824,038	8,300,198	9,503,689	9,503,689
E-1		436,529	2,057,921	1,538,244	2,057,921	2,057,921
E-2			733,939	589,773	707,727	707,727
E-3		701,522	2,480,382	1,728,751	2,380,164	2,408,219
E-4		143,445	1,844,298	1,004,118	1,782,821	1,803,314
E-5		246,090	2,570,272	1,503,883	2,460,899	2,460,899
NORTHERN FIELD	511,573	4,911,104	9,822,207	7,264,341	9,719,893	9,719,893
N-1	498,784	1,837,626	2,546,425	1,811,374	2,520,173	2,520,173
N-2		650,328	2,076,854	1,873,374	2,076,854	2,076,854
N-3		830,626	1,912,372	1,699,886	1,912,372	1,912,372
N-4		1,609,544	3,219,089	1,967,221	3,147,553	3,147,553
SOUTHERN FIELD		3,499,635	9,881,321	8,131,504	9,675,460	9,778,391
S-1		1,215,427	2,651,840	2,154,620	2,568,970	2,568,970
S-2		665,329	2,106,875	1,907,276	2,084,697	2,084,697
S-3		520,809	2,835,514	2,054,301	2,806,581	2,835,514
S-4		1,088,804	2,298,587	1,984,043	2,274,391	2,274,391

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S6

PAGE 15 OF 84

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4200 DTW08100 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX SOFT PACK	FILTER 100'S TOTAL	
WESTERN FIELD		1,344,084	10,976,769	10,304,722	10,864,761	10,976,769
W-1		355,380	2,221,126	2,087,858	2,176,703	2,176,703
W-2		285,177	2,625,247	2,386,589	2,625,247	2,625,247
W-3		139,109	3,338,606	3,129,944	3,338,606	3,338,606
W-4		541,534	2,764,674	2,707,670	2,764,674	2,764,674

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S6

PAGE 16 OF 84

4200 DTW06100 B2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER KINGS		TOTAL	KINGS		MENTHOL 100'S		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
TOTAL UNITED STATES	3,862,380	49,180,526	49,180,526	42,378,964	16,219,110	45,518,147	46,041,344	48,134,132
CENTRAL FIELD	594,967	9,420,307	9,420,307	7,139,601	1,289,095	9,221,985	9,221,985	9,420,307
C-1	102,191	2,503,687	2,503,687	1,788,348	434,313	2,478,140	2,478,140	2,478,140
C-2	77,799	2,333,984	2,333,984	2,074,852	207,465	2,333,984	2,333,984	2,359,917
C-3	49,103	2,332,395	2,332,395	1,423,989	245,515	2,258,741	2,258,741	2,358,947
C-4	393,187	2,197,219	2,197,219	1,989,061	416,315	2,127,833	2,127,833	2,220,348
EASTERN FIELD	1,494,962	9,610,472	9,610,472	8,329,076	1,815,311	8,222,283	8,329,076	8,862,991
E-1	582,038	2,057,921	2,057,921	1,455,096	270,232	1,704,541	1,766,902	1,850,050
E-2	52,424	733,939	733,939	629,091	314,545	629,091	629,091	629,091
E-3	350,761	2,355,110	2,380,164	2,405,219	676,468	2,330,055	2,330,055	2,430,273
E-4	184,430	1,803,314	1,803,314	1,413,962	368,860	1,291,009	1,311,501	1,475,438
E-5	300,777	2,488,242	2,488,242	2,296,839	273,433	2,214,809	2,242,152	2,351,526
NORTHERN FIELD	818,517	9,515,263	9,515,263	8,901,375	5,115,733	9,208,319	9,310,634	9,310,634
N-1	78,755	2,546,425	2,546,425	2,493,921	1,260,086	2,546,425	2,546,425	2,546,425
N-2	20,978	1,825,114	1,825,114	1,636,309	881,089	1,762,179	1,804,136	1,804,136
N-3	115,901	1,912,372	1,912,372	1,815,788	1,159,013	1,893,055	1,893,055	1,912,372
N-4	715,353	3,183,321	3,183,321	2,897,180	1,788,383	3,004,483	3,004,483	3,040,250
SOUTHERN FIELD	720,513	9,675,480	9,675,480	8,646,156	5,764,104	9,469,600	9,572,520	9,675,480
S-1	331,480	2,588,970	2,588,970	2,375,806	1,546,908	2,347,983	2,430,853	2,541,348
S-2	86,533	2,084,697	2,084,697	2,018,164	1,330,658	2,062,520	2,062,520	2,084,697
S-3	144,689	2,835,514	2,835,514	2,141,103	1,330,956	2,806,581	2,806,581	2,835,514
S-4	145,174	2,226,000	2,226,000	2,153,413	1,524,326	2,226,000	2,226,000	2,226,000

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 17 OF 84

4200 DTW06100 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
WESTERN FIELD	224,016	10,864,761	10,864,761	9,296,652	2,240,157	9,408,659	9,408,659	10,640,746
W-1	22,211	2,198,915	2,198,915	2,110,070	732,972	2,065,647	2,065,647	2,110,070
W-2	106,071	2,625,247	2,625,247	2,439,624	318,212	1,803,200	1,803,200	2,545,694
W-3	104,331	3,338,606	3,338,606	2,364,846	452,103	3,060,389	3,060,389	3,303,829
W-4	57,004	2,738,172	2,738,172	2,394,150	655,541	2,479,656	2,479,656	2,738,172

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 18 OF 84

4200 DTW08100 B2808 01 009 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	40,808,373	8,884,351	50,226,921	49,180,526	35,577,402	36,100,589	39,239,782
CENTRAL FIELD	8,527,857	1,685,739	9,519,468	9,122,824	7,139,601	7,139,601	8,032,052
C-1	2,401,496	153,287	2,478,140	2,401,496	1,967,183	1,839,444	2,043,826
C-2	2,126,518	388,997	2,411,783	2,204,318	1,555,989	1,815,321	2,022,786
C-3	2,185,086	638,340	2,356,947	2,258,741	1,890,468	1,865,916	2,180,535
C-4	1,850,290	418,315	2,243,476	2,220,348	1,642,132	1,619,003	1,711,518
EASTERN FIELD	5,659,500	1,601,745	9,717,255	9,810,472	6,300,198	5,979,849	8,620,547
E-1	1,122,502	353,380	2,057,921	2,057,921	1,122,502	997,780	1,205,651
E-2	458,712		707,727	707,727	380,076	406,288	419,394
E-3	1,904,131	551,198	2,480,382	2,480,382	1,854,023	1,778,860	1,929,186
E-4	963,133	204,922	1,782,821	1,639,376	901,657	1,004,118	1,024,610
E-5	1,257,793	437,493	2,542,929	2,542,929	1,886,689	1,695,286	1,941,376
NORTHERN FIELD	7,775,914	2,250,923	9,924,522	9,924,522	8,082,858	7,878,229	8,492,117
N-1	2,178,899	551,288	2,598,928	2,598,928	2,152,648	2,231,403	2,310,158
N-2	1,405,547	524,458	2,076,854	2,076,854	1,657,287	1,552,396	1,741,201
N-3	1,661,253	444,288	1,912,372	1,893,055	1,777,154	1,719,203	1,777,154
N-4	2,467,968	751,121	3,326,391	3,254,856	2,324,897	2,324,897	2,539,503
SOUTHERN FIELD	8,749,087	1,955,878	9,984,252	9,984,252	6,999,269	7,513,921	7,822,713
S-1	2,403,230	414,350	2,679,463	2,651,840	2,099,373	2,071,750	2,154,620
S-2	1,862,921	421,375	2,151,230	2,129,052	1,907,276	2,018,164	2,082,520
S-3	2,804,044	347,206	2,835,514	2,835,514	838,081	1,475,625	1,533,492
S-4	1,887,261	798,456	2,346,978	2,346,978	2,056,630	1,911,456	2,056,630

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 19 OF 84

4200 DTW08100 82808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	CARLTON		CIGARETTES		LUCKY STRIKE	FILTER	TOTAL
	120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	LIGHTS 100'S	
WESTERN FIELD	9,744,683	1,120,079	11,088,777	10,884,761	7,056,495	7,280,510	8,176,573
W-1	2,110,070	268,535	2,198,915	2,198,915	1,999,013	2,065,647	2,087,858
W-2	1,829,718	26,518	2,625,247	2,598,730	981,153	1,352,400	1,484,988
W-3	3,184,721	486,880	3,408,161	3,373,384	1,599,749	1,460,640	1,947,520
W-4	2,622,185	370,523	2,793,175	2,707,870	2,451,154	2,337,147	2,593,663

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 20 OF 84

4200 DTW06100 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER					
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	FILTER & MENTHOL TOTAL
TOTAL UNITED STATES	35,877,402	35,577,402	39,239,782	41,855,767	13,603,124	41,855,767
CENTRAL FIELD	8,544,835	7,040,440	7,932,890	8,527,857	2,578,189	8,527,018
C-1	1,558,418	1,813,898	2,043,826	2,120,470	434,313	2,120,470
C-2	1,659,722	1,555,989	1,893,120	2,178,385	466,797	2,178,385
C-3	1,669,504	2,135,983	2,160,535	2,283,292	957,510	2,283,292
C-4	1,595,875	1,387,717	1,734,647	1,873,418	531,958	1,989,061
EASTERN FIELD	8,940,896	5,873,066	7,047,679	7,368,028	2,242,443	7,368,028
E-1	1,268,012	1,101,715	1,371,947	1,392,734	394,955	1,392,734
E-2	408,288	393,182	408,288	419,394	104,848	419,394
E-3	1,954,240	1,828,533	1,954,240	2,029,403	876,903	2,054,458
E-4	1,209,040	799,196	1,209,040	1,291,009	286,891	1,291,009
E-5	1,941,376	1,832,002	1,968,719	2,105,436	546,866	2,105,436
NORTHERN FIELD	8,389,802	8,082,858	8,698,746	8,799,061	4,399,530	8,901,375
N-1	2,415,166	2,178,899	2,441,417	2,467,669	1,102,576	2,467,669
N-2	1,638,309	1,594,352	1,741,201	1,804,136	1,195,764	1,804,136
N-3	1,788,471	1,777,154	1,835,105	1,835,105	1,082,429	1,835,105
N-4	2,432,200	2,398,433	2,575,271	2,575,271	858,424	2,682,574
SOUTHERN FIELD	6,999,269	6,896,339	7,719,782	8,337,365	2,367,400	8,337,365
S-1	2,154,820	2,016,503	2,292,736	2,458,476	1,187,803	2,458,476
S-2	1,929,454	1,907,276	2,018,164	2,082,520	532,263	2,082,520
S-3	839,081	1,070,551	1,302,022	1,678,162	173,603	1,678,162
S-4	2,032,435	1,887,261	2,056,830	2,105,022	411,326	2,105,022

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 21 OF 84

4200 DTW08100 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			MENTHOL		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & 100'S	FILTER & MENTHOL TOTAL
WESTERN FIELD	6,608,463	7,280,510	7,840,550	8,738,612	1,680,118	8,738,612
W-1	1,976,802	2,021,225	2,087,858	2,110,070	288,746	2,110,070
W-2	875,082	1,246,330	1,352,400	1,564,541	185,624	1,564,541
W-3	1,321,532	1,425,863	1,669,303	2,260,515	1,078,092	2,295,292
W-4	2,394,150	2,622,165	2,707,670	2,738,172	114,007	2,738,172

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 22 OF 84

4200 DTW08100 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	TAREYTON			LIGHTS	
	TOTAL	KINGS	FILTER 100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	49,703,724	49,703,724	48,657,329	49,703,724	25,113,480
CENTRAL FIELD	9,519,468	8,420,307	9,221,985	9,519,468	4,858,895
C-1	2,503,687	2,503,687	2,478,140	2,503,687	1,302,939
C-2	2,359,917	2,308,050	2,230,251	2,359,917	1,089,192
C-3	2,381,498	2,358,947	2,358,947	2,381,498	957,510
C-4	2,197,219	2,174,090	2,104,704	2,197,219	1,526,489
EASTERN FIELD	9,717,255	9,610,472	9,398,906	9,717,255	4,912,019
E-1	2,057,921	2,057,921	2,057,921	2,057,921	1,413,521
E-2	694,621	694,621	694,621	694,621	366,970
E-3	2,405,219	2,405,219	2,380,164	2,405,219	1,177,555
E-4	1,823,806	1,721,345	1,659,868	1,823,806	655,750
E-5	2,542,929	2,542,929	2,542,929	2,542,929	1,285,136
NORTHERN FIELD	9,924,522	9,924,522	9,822,207	9,924,522	6,138,880
N-1	2,598,928	2,572,876	2,546,425	2,598,928	1,338,842
N-2	2,076,854	2,076,854	2,076,854	2,076,854	1,006,959
N-3	1,812,372	1,893,055	1,893,055	1,893,055	1,506,717
N-4	3,362,159	3,328,391	3,254,856	3,362,159	2,217,594
SOUTHERN FIELD	9,675,460	9,572,530	9,263,739	9,675,460	4,117,217
S-1	2,458,476	2,430,853	2,347,983	2,458,476	1,022,063
S-2	2,106,875	2,084,697	1,895,987	2,084,697	842,750
S-3	2,864,448	2,835,514	2,777,647	2,864,448	1,244,154
S-4	2,274,391	2,250,185	2,177,609	2,274,391	1,040,413

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 23 OF 84

4200 DTW06100 B2808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	TAREYTON				
	FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
WESTERN FIELD	11,088,777	11,088,777	10,976,789	11,088,777	5,264,389
W-1	2,221,126	2,221,126	2,221,126	2,221,126	1,954,591
W-2	2,825,247	2,625,247	2,625,247	2,625,247	769,012
W-3	3,408,181	3,408,181	3,373,384	3,408,181	1,182,423
W-4	2,821,677	2,793,175	2,707,670	2,793,175	1,282,581

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 24 OF 84

4200 DTW05100 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	38,716,585	13,079,927	38,716,585	11,510,336	11,510,336	12,033,533
CENTRAL FIELD	8,230,374	3,569,801	8,230,374	3,272,317	3,272,317	3,272,317
C-1	2,171,566	613,148	2,146,018	587,600	485,409	510,957
C-2	1,896,853	1,815,321	1,996,853	1,530,056	1,789,387	1,763,454
C-3	2,185,086	662,891	2,185,086	638,340	564,685	613,788
C-4	1,780,904	740,116	1,757,775	624,473	647,601	555,087
EASTERN FIELD	6,513,764	1,922,094	6,513,764	1,388,179	1,801,745	1,708,528
E-1	1,060,141	457,316	1,018,567	415,742	374,167	415,742
E-2	432,500	13,106	432,500	13,106	13,106	13,106
E-3	1,703,696	275,598	1,703,696	200,435	200,435	275,598
E-4	1,188,548	266,399	1,188,548	266,399	184,430	266,399
E-5	1,996,062	820,300	1,996,062	410,150	710,926	628,886
NORTHERN FIELD	7,878,229	3,274,069	7,878,229	3,069,440	2,967,125	3,069,440
N-1	2,152,648	551,288	2,152,848	525,036	420,029	446,281
N-2	1,531,417	755,220	1,531,417	629,350	671,306	692,285
N-3	1,796,471	907,894	1,738,520	869,260	888,577	907,894
N-4	2,360,665	929,959	2,360,665	894,191	894,191	929,959
SOUTHERN FIELD	7,410,991	2,676,191	7,308,061	2,470,330	2,161,539	2,470,330
S-1	2,154,620	886,323	2,044,126	745,830	773,453	745,830
S-2	1,929,454	842,750	1,928,454	820,572	842,750	754,039
S-3	1,186,287	144,669	1,186,287	86,801	144,669	144,669
S-4	2,153,413	774,261	2,153,413	774,261	338,739	774,261

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 25 OF 84

4200 DTW06100 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62800

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
WESTERN FIELD	8,512,597	1,344,094	8,512,597	1,008,071	1,120,079	1,344,094
W-1	1,976,802	422,014	1,976,802	288,746	333,169	422,014
W-2	1,776,683	199,108	1,776,683	159,106	132,588	132,588
W-3	2,121,406	486,880	2,121,406	452,103	452,103	486,880
W-4	2,622,165	256,516	2,622,165	28,502	171,011	228,014

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 58

PAGE 26 OF 84

4200 DTW06100 82808 01 013 0273 1488



CIGARETTES  
AMERICAN  
LIGHTS  
FILLER  
100'S  
ALL OTHER  
AMERICAN  
TOBACCO

20,404,887

5,954,701

1,277,392

1,428,323

1,203,025

1,480,232

2,348,226

561,251

183,485

851,848

307,383

519,523

4,706,474

1,286,338

1,132,828

618,140

1,716,847

4,014,287

1,325,920

532,263

1,533,492

677,478

TOTAL UNITED STATES

CENTRAL FIELD

C-1

C-2

C-3

C-4

EASTERN FIELD

E-1

E-2

E-3

E-4

E-5

NORTHERN FIELD

N-1

N-2

N-3

N-4

SOUTHERN FIELD

S-1

S-2

S-3

S-4

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PAGE 27 OF 84

4200 DTW06100 B2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES				AMERICAN		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	85'S	FILTER 100'S	
WESTERN FIELD	7,840,550	7,504,526	8,064,565				3,808,267
W-1	1,954,591	1,821,323	1,954,591				1,154,986
W-2	1,405,435	1,113,741	1,484,988				789,012
W-3	1,843,188	1,982,298	2,051,852				695,543
W-4	2,593,683	2,536,659	2,479,656				1,168,573

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 28 OF 84

4200 DTW05100 B2808 01 014 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	BOX	MARLBORO FILTER SOFT PACK	BOX	FILTER LIGHTS SOFT PACK
TOTAL UNITED STATES	51,273,315	51,273,315	50,226,921	50,750,118	47,087,738	50,750,118
CENTRAL FIELD	9,816,952	9,816,952	9,816,630	9,816,952	9,122,824	9,816,952
C-1	2,554,783	2,554,783	2,554,783	2,529,235	2,452,592	2,529,235
C-2	2,593,315	2,567,382	2,489,582	2,567,382	2,359,917	2,567,382
C-3	2,430,601	2,430,601	2,406,050	2,430,601	2,209,638	2,430,601
C-4	2,289,733	2,289,733	2,150,952	2,289,733	2,058,447	2,266,605
EASTERN FIELD	9,930,821	9,824,038	9,824,038	9,717,255	9,503,689	9,396,906
E-1	2,078,708	2,078,708	2,078,708	2,057,921	2,037,134	1,995,550
E-2	733,939	733,939	733,939	642,197	733,939	642,197
E-3	2,480,382	2,480,382	2,480,382	2,480,382	2,405,219	2,380,164
E-4	1,885,282	1,844,298	1,803,314	1,782,821	1,762,329	1,659,868
E-5	2,570,272	2,570,272	2,570,272	2,570,272	2,488,242	2,570,272
NORTHERN FIELD	10,129,151	10,129,151	9,822,207	9,924,522	8,799,061	10,026,837
N-1	2,598,928	2,598,928	2,493,921	2,598,928	2,047,640	2,598,928
N-2	2,097,832	2,097,832	2,055,875	2,097,832	1,867,070	2,076,854
N-3	1,931,689	1,931,689	1,893,055	1,912,372	1,835,105	1,931,689
N-4	3,433,684	3,433,684	3,397,927	3,280,624	3,040,250	3,326,391
SOUTHERN FIELD	10,190,113	10,190,113	9,984,252	10,190,113	8,543,226	10,087,182
S-1	2,762,333	2,762,333	2,624,216	2,762,333	2,209,866	2,762,333
S-2	2,151,230	2,151,230	2,128,052	2,151,230	1,596,789	2,151,230
S-3	2,893,382	2,893,382	2,835,514	2,835,514	2,719,779	2,864,448
S-4	2,371,174	2,371,174	2,371,174	2,371,174	2,056,630	2,322,782

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 29 OF 84

4200 DTW06100 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	TOTAL PHILIP MORRIS	MARLBORO		FILTER LIGHTS		
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	
WESTERN FIELD	11,088,777	11,088,777	11,088,777	11,088,777	10,976,769	11,088,777
W-1	2,221,126	2,221,126	2,198,915	2,221,126	2,176,703	2,221,126
W-2	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,181	3,408,181	3,408,181	3,408,181	3,408,181	3,408,181
W-4	2,850,179	2,850,179	2,821,677	2,850,179	2,736,172	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 30 OF 84

4200 DTW06100 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES MARLBOR			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	50,750,118	50,750,118	30,888,628	48,134,132
CENTRAL FIELD	9,816,952	9,816,952	6,346,312	9,717,791
C-1	2,554,783	2,554,783	1,788,348	2,529,235
C-2	2,567,382	2,567,382	1,478,180	2,541,449
C-3	2,430,601	2,430,601	1,816,813	2,430,601
C-4	2,243,476	2,266,605	1,110,174	2,220,348
EASTERN FIELD	9,824,038	9,717,255	5,232,388	8,435,859
E-1	2,078,708	2,078,708	1,496,670	2,037,134
E-2	733,939	733,939	235,909	655,303
E-3	2,455,327	2,430,273	1,077,337	2,405,219
E-4	1,823,806	1,782,821	553,289	1,208,040
E-5	2,570,272	2,570,272	1,722,628	2,132,778
NORTHERN FIELD	10,026,837	10,026,837	6,850,453	10,026,837
N-1	2,598,928	2,598,928	1,916,381	2,546,425
N-2	2,097,832	2,097,832	881,089	2,078,854
N-3	1,931,689	1,912,372	1,545,351	1,912,372
N-4	3,326,391	3,326,391	2,324,897	3,397,927
SOUTHERN FIELD	10,087,182	10,087,182	6,793,408	9,778,391
S-1	2,762,333	2,762,333	1,988,880	2,651,840
S-2	2,151,230	2,151,230	1,508,079	2,084,697
S-3	2,893,382	2,893,382	1,591,360	2,835,514
S-4	2,322,782	2,322,782	1,766,282	2,250,195

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SB

PAGE 31 OF 84

4200 DTW06100 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
WESTERN FIELD	11,088,777	11,088,777	5,712,400	10,080,707
W-1	2,221,126	2,221,126	1,976,802	2,176,703
W-2	2,625,247	2,625,247	1,060,706	2,307,036
W-3	3,408,181	3,408,181	521,657	2,747,395
W-4	2,850,179	2,850,179	2,080,631	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE . 32 OF 84

4200 DTW06100 B2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES BENSON & HEDGES 100'S						DELUXE ULTRA LIGHTS 100'S BOX
	TOTAL	BOX	FILTER	BOX	MENTHOL	TOTAL	
			SOFT PACK		SOFT PACK		
TOTAL UNITED STATES	50,750,118	20,927,884	50,750,118	15,895,913	50,228,921	50,750,118	48,657,329
CENTRAL FIELD	9,818,952	2,974,834	9,717,791	2,479,028	9,618,630	9,717,791	9,618,630
C-1	2,554,783	1,073,009	2,529,235	845,270	2,529,235	2,554,783	2,503,687
C-2	2,567,382	881,727	2,541,449	752,061	2,541,449	2,567,382	2,463,649
C-3	2,430,601	486,479	2,430,601	466,479	2,406,050	2,430,601	2,406,050
C-4	2,243,476	601,344	2,197,219	323,801	2,104,704	2,220,348	2,197,219
EASTERN FIELD	9,824,038	5,979,849	9,717,255	3,417,057	9,396,906	9,824,038	9,183,340
E-1	2,057,921	1,309,586	2,037,134	519,677	1,995,560	2,057,921	1,974,773
E-2	733,939	589,773	733,939	498,030	707,727	733,939	707,727
E-3	2,480,382	1,428,099	2,455,327	1,102,392	2,430,273	2,480,382	2,430,273
E-4	1,844,298	1,331,993	1,803,314	553,289	1,762,329	1,844,298	1,577,899
E-5	2,570,272	1,257,793	2,570,272	792,956	2,378,869	2,570,272	2,351,526
NORTHERN FIELD	10,026,837	2,864,810	9,924,522	2,557,867	9,924,522	10,026,837	9,412,849
N-1	2,546,425	472,532	2,546,425	420,029	2,546,425	2,546,425	2,467,669
N-2	2,076,854	104,892	2,076,854	188,805	2,076,854	2,076,854	1,867,070
N-3	1,912,372	888,577	1,912,372	734,042	1,893,055	1,912,372	1,893,055
N-4	3,433,694	1,486,474	3,433,694	1,251,868	3,433,694	3,433,694	3,183,321
SOUTHERN FIELD	10,190,113	2,367,400	10,087,182	2,470,330	10,087,182	10,190,113	9,675,460
S-1	2,762,333	193,383	2,734,710	441,973	2,707,086	2,734,710	2,568,970
S-2	2,151,230	199,599	2,129,052	133,066	2,129,052	2,151,230	2,018,164
S-3	2,864,448	1,475,625	2,864,448	1,764,963	2,864,448	2,864,448	2,835,514
S-4	2,371,174	604,891	2,346,978	241,957	2,346,978	2,371,174	2,274,391

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 33 OF 84

4200 DTW08100 B2808 01 017 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	TOTAL	FILTER BOX	SOFT PACK	MENTHOL BOX	SOFT PACK	TOTAL	DELUXE ULTRA LIGHTS 100'S BOX
WESTERN FIELD	11,088,777	6,832,479	11,088,777	5,040,353	10,976,769	11,088,777	11,088,777
W-1	2,221,126	688,549	2,221,126	555,282	2,198,915	2,221,126	2,198,915
W-2	2,625,247	1,378,918	2,625,247	928,118	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,164,721	3,408,161	2,330,089	3,408,161	3,408,161	3,408,161
W-4	2,821,677	1,587,598	2,821,677	1,197,075	2,764,674	2,821,677	2,764,674

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 34 OF 84

4200 DTW06100 B2808 01 017 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S		MENTHOL		TOTAL	DELUXE ULTRA	ALL OTHER
	FILTER BOX	SOFT PACK	BOX	SOFT PACK		LIGHTS 100'S MENTHOL BOX	
TOTAL UNITED STATES	23,020,672	49,703,724	20,927,884	48,657,329	50,228,921	48,134,132	15,172,716
CENTRAL FIELD	5,553,023	9,618,630	4,958,057	9,519,468	9,816,952	9,519,468	2,677,351
C-1	1,686,157	2,529,235	1,711,705	2,478,140	2,554,783	2,503,687	459,861
C-2	1,815,321	2,463,648	1,374,457	2,515,516	2,567,382	2,463,649	544,596
C-3	1,301,231	2,408,050	1,031,164	2,406,050	2,430,601	2,356,947	810,200
C-4	878,888	2,197,219	878,888	2,058,447	2,243,476	2,174,090	832,630
EASTERN FIELD	4,271,321	9,396,906	3,844,189	8,542,642	9,395,906	8,542,642	2,028,877
E-1	873,057	2,057,921	685,974	1,891,624	2,057,921	1,829,263	582,038
E-2	314,545	694,621	235,909	707,727	707,727	642,197	104,848
E-3	1,277,772	2,405,219	1,252,718	2,179,729	2,430,273	2,204,784	576,250
E-4	676,243	1,782,329	409,844	1,454,946	1,782,821	1,434,454	122,953
E-5	1,121,076	2,324,182	1,230,449	2,214,809	2,351,526	2,269,496	628,896
NORTHERN FIELD	3,887,957	9,824,522	3,785,642	9,617,578	9,924,522	9,412,949	4,194,901
N-1	1,233,835	2,546,425	1,207,583	2,520,173	2,546,425	2,441,417	1,680,115
N-2	566,415	2,076,854	734,241	1,846,092	2,076,854	1,846,092	272,718
N-3	618,140	1,893,055	818,140	1,893,055	1,893,055	1,893,055	965,845
N-4	1,809,544	3,326,391	1,216,100	3,397,927	3,397,927	3,183,321	1,323,403
SOUTHERN FIELD	4,323,078	9,778,391	3,705,485	9,881,321	10,087,182	9,675,460	2,882,052
S-1	1,408,790	2,596,593	1,132,557	2,651,840	2,679,463	2,568,970	828,700
S-2	887,105	2,062,520	864,928	2,129,052	2,129,052	2,018,164	266,132
S-3	1,070,551	2,864,448	723,346	2,864,448	2,864,448	2,835,514	1,070,551
S-4	967,826	2,274,391	967,826	2,226,000	2,346,878	2,274,391	750,065

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 35 OF 84

4200 DTW06100 B2808 01 018 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S		MENTHOL		TOTAL	DELUXE ULTRA	ALL OTHER
	FILTER BOX	SOFT PACK	BOX	SOFT PACK		LIGHTS 100'S MENTHOL BOX	
WESTERN FIELD	4,592,322	11,088,777	4,592,322	11,088,777	11,088,777	11,088,777	3,472,243
W-1	621,915	2,221,126	555,282	2,198,915	2,221,126	2,198,915	799,605
W-2	901,600	2,625,247	795,530	2,625,247	2,625,247	2,625,247	742,494
W-3	1,704,080	3,408,161	1,982,298	3,373,384	3,408,161	3,408,161	765,097
W-4	1,425,090	2,821,677	1,254,079	2,821,677	2,821,677	2,764,674	1,111,570

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 36 OF 84

4200 DTW08100 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	FILTER			MERIT			
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL	ULTRA LIGHTS	MENTHOL
				KINGS	100'S	KINGS & 100'S	KINGS & 100'S
TOTAL UNITED STATES	50,750,118	50,750,118	49,703,724	48,657,329	48,134,132	44,471,753	38,716,585
CENTRAL FIELD	9,816,952	9,816,952	9,717,791	9,618,630	9,618,630	9,618,630	8,329,535
C-1	2,554,783	2,529,235	2,529,235	2,478,140	2,529,235	2,529,235	1,864,992
C-2	2,567,382	2,567,382	2,541,449	2,541,449	2,463,649	2,541,449	2,178,385
C-3	2,430,601	2,430,601	2,430,601	2,381,498	2,381,498	2,332,395	2,086,880
C-4	2,266,605	2,266,605	2,243,476	2,243,476	2,220,348	2,197,219	2,197,219
EASTERN FIELD	9,717,255	9,717,255	9,503,689	9,503,689	8,969,774	8,222,293	8,513,764
E-1	2,078,708	2,078,708	2,078,708	2,057,921	2,057,921	1,787,689	1,787,689
E-2	733,939	733,939	733,939	733,939	707,727	288,333	209,697
E-3	2,405,219	2,405,219	2,405,219	2,405,219	2,305,001	2,054,458	1,352,935
E-4	1,782,821	1,782,821	1,741,837	1,639,376	1,516,423	1,393,470	840,180
E-5	2,570,272	2,570,272	2,406,212	2,542,829	2,269,496	2,460,899	2,078,092
NORTHERN FIELD	10,026,837	10,026,837	9,515,283	9,617,578	9,310,634	9,617,578	9,003,690
N-1	2,598,928	2,598,928	2,572,676	2,546,425	2,467,669	2,598,928	2,310,158
N-2	2,097,832	2,097,832	1,783,157	1,741,201	1,741,201	1,867,070	1,594,352
N-3	1,931,689	1,812,372	1,912,372	1,912,372	1,912,372	1,912,372	1,893,055
N-4	3,397,927	3,326,391	3,219,089	3,397,927	3,219,089	3,290,624	3,147,553
SOUTHERN FIELD	10,087,182	10,087,182	10,087,182	9,778,391	9,469,600	9,469,600	7,822,713
S-1	2,734,710	2,734,710	2,734,710	2,596,593	2,541,346	2,651,840	2,320,360
S-2	2,151,230	2,151,230	2,129,052	2,129,052	1,973,809	1,973,809	1,264,125
S-3	2,864,448	2,864,448	2,864,448	2,777,647	2,690,845	2,632,978	2,141,103
S-4	2,322,782	2,322,782	2,298,587	2,298,587	2,274,391	2,201,804	2,056,630

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 37 OF 84

4200 DTW08100 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S	ULTRA LIGHTS MENTHOL KINGS & 100'S
WESTERN FIELD	11,088,777	11,088,777	11,088,777	10,304,722	10,640,746	7,168,502	5,832,479
W-1	2,221,126	2,221,126	2,221,126	2,221,126	2,198,915	2,176,703	1,976,802
W-2	2,625,247	2,625,247	2,625,247	2,439,624	2,200,965	1,670,612	1,378,918
W-3	3,408,161	3,338,606	3,338,606	2,866,503	3,408,161	869,429	1,043,315
W-4	2,850,179	2,850,179	2,850,179	2,793,175	2,821,677	2,479,656	2,394,150

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 38 OF 84

4200 DTW08100 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S LIGHTS	100 LIGHTS & ULTRA LIGHTS	100 LIGHTS & ULTRA LIGHTS	FILTER 100'S	FILTER 120'S
TOTAL UNITED STATES	50,750,118	50,226,921	44,471,753	50,226,921	50,750,118	44,894,950
CENTRAL FIELD	9,818,952	9,818,952	9,221,985	9,818,952	9,818,952	9,321,148
C-1	2,554,783	2,529,235	2,503,887	2,529,235	2,529,235	2,478,140
C-2	2,567,382	2,567,382	2,515,516	2,567,382	2,567,382	2,385,850
C-3	2,430,601	2,430,601	2,307,844	2,430,601	2,430,601	2,381,498
C-4	2,268,605	2,243,476	1,919,875	2,243,476	2,243,476	2,058,447
EASTERN FIELD	9,717,255	9,290,123	8,008,727	9,398,906	9,610,472	7,047,679
E-1	2,078,708	2,057,921	1,766,802	2,057,921	2,057,921	1,488,670
E-2	707,727	707,727	707,727	707,727	707,727	668,409
E-3	2,405,219	2,355,110	2,154,675	2,405,219	2,405,219	2,054,458
E-4	1,741,837	1,639,376	1,250,024	1,639,376	1,741,837	901,857
E-5	2,570,272	2,406,212	2,105,438	2,406,212	2,570,272	1,914,032
NORTHERN FIELD	10,026,837	10,026,837	8,698,748	10,026,837	10,026,837	8,799,061
N-1	2,598,928	2,572,676	2,441,417	2,572,676	2,598,928	2,388,914
N-2	2,097,832	2,097,832	1,720,222	2,097,832	2,076,854	1,782,179
N-3	1,912,372	1,912,372	1,719,203	1,912,372	1,912,372	1,777,154
N-4	3,433,694	3,397,927	2,789,877	3,397,927	3,433,694	2,881,412
SOUTHERN FIELD	10,087,182	10,087,182	8,852,017	10,087,182	10,087,182	9,366,669
S-1	2,734,710	2,734,710	2,430,853	2,734,710	2,734,710	2,707,086
S-2	2,151,230	2,151,230	1,885,099	2,151,230	2,129,052	1,951,831
S-3	2,864,448	2,864,448	2,430,441	2,864,448	2,864,448	2,632,978
S-4	2,322,782	2,298,587	2,105,022	2,298,587	2,322,782	2,105,022

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 39 OF 84

4200 DTW08100 B2808 01 020 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	100'S	100 LIGHTS &	100'S	100'S	FILTER	120'S
TOTAL	LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	FILTER	120'S
WESTERN FIELD	11,088,777	10,976,769	9,744,683	11,088,777	11,088,777	10,304,722
W-1	2,221,126	2,221,126	1,910,168	2,221,126	2,221,126	2,176,703
W-2	2,625,247	2,625,247	2,572,212	2,625,247	2,625,247	2,015,341
W-3	3,408,161	3,303,829	2,886,503	3,408,161	3,408,161	3,303,829
W-4	2,850,179	2,821,677	2,451,154	2,821,677	2,793,175	2,764,674

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 40 OF 84

4200 DTW08100 B2808 01 020 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	47,610,935	40,286,176	36,100,599	20,404,687
CENTRAL FIELD	8,924,502	8,527,857	8,131,213	3,470,640
C-1	2,427,044	2,146,018	2,069,374	1,047,461
C-2	2,126,518	2,074,652	1,970,919	1,011,393
C-3	2,307,844	2,135,983	2,135,983	834,752
C-4	2,012,190	2,127,833	1,919,875	601,344
EASTERN FIELD	9,824,038	6,727,330	5,339,151	3,844,189
E-1	2,057,921	1,725,328	1,371,947	852,270
E-2	733,939	406,288	235,909	353,864
E-3	2,455,327	1,578,425	1,227,864	851,848
E-4	1,885,282	922,149	594,274	737,719
E-5	2,570,272	1,968,719	1,748,972	1,011,703
NORTHERN FIELD	8,901,375	8,696,746	8,287,487	4,092,586
N-1	2,310,158	2,283,907	2,257,655	1,155,079
N-2	1,531,417	1,594,352	1,428,526	545,436
N-3	1,854,421	1,854,421	1,635,105	869,280
N-4	3,219,089	2,897,180	2,682,574	1,573,777
SOUTHERN FIELD	8,748,087	8,028,574	7,205,130	4,014,287
S-1	2,320,360	2,375,606	2,126,996	1,160,180
S-2	1,752,033	1,463,724	1,308,480	532,263
S-3	2,575,110	2,372,573	1,851,784	1,504,559
S-4	2,153,413	1,887,261	1,863,065	846,848

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 41 OF 84

4200 DTW08100 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
WESTERN FIELD	10,978,769	8,288,581	6,944,487	5,264,369
W-1	2,132,281	2,198,915	2,065,647	932,873
W-2	2,625,247	1,723,647	1,352,400	1,193,294
W-3	3,338,606	2,156,183	1,391,086	2,086,629
W-4	2,821,677	2,137,634	2,109,132	1,028,064

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 42 OF 84

4200 DTW06100 B2808 01 021 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					TOTAL
	CAMBRIDGE					
	REGULAR		FULL FLAVOR		MENTHOL	
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
TOTAL UNITED STATES	42,378,964	33,484,614	32,961,417			36,100,599
CENTRAL FIELD	9,420,307	8,428,696	7,932,890			8,627,018
C-1	2,427,044	2,094,922	1,992,731			2,094,922
C-2	2,515,516	2,359,917	2,256,184			2,411,783
C-3	2,356,947	2,135,983	1,988,674			2,258,741
C-4	2,127,833	1,873,418	1,665,261			1,896,547
EASTERN FIELD	7,261,245	5,232,368	5,125,585			5,978,848
E-1	1,850,050	1,288,798	1,080,928			1,538,244
E-2	563,561	406,288	419,394			432,500
E-3	1,828,968	1,403,044	1,453,153			1,528,316
E-4	1,086,087	696,735	635,258			840,180
E-5	1,886,689	1,421,853	1,531,226			1,585,913
NORTHERN FIELD	8,901,375	7,162,026	7,059,712			7,571,285
N-1	2,520,173	2,021,389	2,073,892			2,178,899
N-2	1,363,591	1,090,873	1,027,938			1,153,806
N-3	1,893,055	1,545,351	1,545,351			1,603,302
N-4	3,111,786	2,467,868	2,432,200			2,682,574
SOUTHERN FIELD	7,822,713	6,072,895	5,969,965			6,381,687
S-1	2,541,346	2,154,620	2,237,490			2,347,983
S-2	1,485,901	1,308,480	1,219,770			1,352,835
S-3	1,678,162	1,128,419	1,157,353			1,186,287
S-4	2,105,022	1,403,348	1,354,956			1,403,348

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 43 OF 84

4200 DTW06100 B2808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	CAMBRIDGE					
	REGULAR			FULL FLAVOR		
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
WESTERN FIELD	8,980,628	6,496,455	6,496,455			7,168,502
W-1	2,043,436	1,754,690	1,754,690			1,976,802
W-2	1,988,824	1,113,741	1,193,294			1,193,294
W-3	2,399,623	1,495,417	1,425,863			1,738,858
W-4	2,593,663	2,137,634	2,109,132			2,194,638

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 44 OF 84

4200 DTW06100 82808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	CAMBRIDGE				PHILIP MORRIS		
	LIGHTS		MENTHOL		TOTAL	PRIVATE LABEL /GENERIC	ALL OTHER
	REGULAR KINGS	100'S	KINGS	100'S			
TOTAL UNITED STATES	37,148,993	38,193,388	31,391,825	33,484,614	41,332,570	5,231,971	40,809,373
CENTRAL FIELD	8,825,341	8,726,179	7,734,568	8,131,213	9,420,307	694,128	8,825,341
C-1	2,248,209	2,197,113	1,762,800	2,094,922	2,427,044	102,191	2,452,592
C-2	2,437,716	2,437,716	2,204,318	2,333,984	2,463,649	648,329	2,385,850
C-3	2,160,535	2,086,880	2,013,225	1,816,813	2,356,947	24,552	2,135,983
C-4	2,012,190	2,081,576	1,757,775	2,012,190	2,127,833	69,386	1,919,675
EASTERN FIELD	5,552,717	5,979,849	4,591,670	4,698,453	6,940,896	1,067,830	5,873,066
E-1	1,205,651	1,475,883	1,143,289	1,288,798	1,829,263	83,148	1,018,567
E-2	432,500	550,455	353,864	327,652	563,561	104,848	393,182
E-3	1,403,044	1,703,696	1,127,446	1,102,392	1,753,805	576,250	2,004,349
E-4	635,258	635,258	512,305	594,274	881,165	40,984	471,321
E-5	1,777,316	1,640,599	1,421,853	1,285,136	1,859,346	246,090	1,859,346
NORTHERN FIELD	8,287,487	8,287,487	7,162,026	7,673,600	8,594,431	1,330,091	8,492,117
N-1	2,388,914	2,493,921	1,995,137	2,415,166	2,520,173	262,518	2,283,907
N-2	1,195,764	1,174,786	1,153,808	1,132,828	1,237,721	188,805	1,678,266
N-3	1,873,738	1,815,788	1,528,034	1,487,401	1,893,055	135,218	1,796,471
N-4	2,932,947	2,861,412	2,432,200	2,718,341	3,004,483	894,191	2,682,574
SOUTHERN FIELD	7,102,200	7,205,130	6,690,478	6,690,478	7,616,852	1,543,956	7,308,061
S-1	2,071,750	2,320,360	1,906,010	1,933,633	2,403,230	331,480	2,292,736
S-2	1,463,724	1,463,724	1,441,546	1,419,388	1,463,724	377,020	731,862
S-3	1,475,625	1,504,559	1,388,823	1,388,823	1,562,426	723,346	2,401,507
S-4	2,080,826	1,935,652	1,959,848	1,911,456	2,105,022	120,978	1,911,456

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 45 OF 84

4200 DTW06100 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						PHILIP MORRIS	
	REGULAR		CAMBRIDGE LIGHTS		MENTHOL	TOTAL	PRIVATE LABEL /GENERIC	ALL OTHER
	KINGS	100'S	KINGS	100'S				
WESTERN FIELD	7,058,485	7,728,542	5,152,361	6,180,432		8,624,604	560,039	10,418,730
W-1	1,754,690	1,999,013	1,199,408	1,710,267		2,043,436		2,176,703
W-2	1,193,294	1,844,094	822,047	1,325,883		1,909,271	503,835	2,174,447
W-3	1,773,635	1,599,749	938,983	1,008,537		2,121,406	89,554	3,338,606
W-4	2,251,641	2,508,158	2,137,634	2,194,838		2,565,161	28,502	2,679,168

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 46 OF 84

4200 DTW06100 B2808 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	51,273,315	51,273,315	47,810,935	51,273,315	51,273,315	41,332,570	50,750,118	50,750,118
CENTRAL FIELD	9,816,952	9,816,952	9,122,824	9,816,952	9,816,952	8,329,535	9,816,952	9,816,952
C-1	2,554,783	2,554,783	2,452,592	2,554,783	2,554,783	2,248,209	2,529,235	2,554,783
C-2	2,567,382	2,567,382	2,230,251	2,567,382	2,567,382	2,359,917	2,567,382	2,567,382
C-3	2,430,801	2,430,801	2,332,395	2,430,801	2,430,801	2,013,225	2,430,801	2,430,801
C-4	2,289,733	2,289,733	2,058,447	2,289,733	2,289,733	1,688,389	2,266,605	2,266,605
EASTERN FIELD	9,930,821	9,824,038	9,183,340	9,824,038	9,824,038	8,115,510	9,610,472	9,610,472
E-1	2,078,708	2,078,708	2,057,921	2,078,708	2,078,708	1,912,411	2,057,921	2,057,921
E-2	733,939	733,939	655,303	733,939	733,939	681,515	733,939	733,939
E-3	2,480,382	2,480,382	2,305,001	2,480,382	2,480,382	2,004,348	2,405,219	2,455,327
E-4	1,885,282	1,844,288	1,659,868	1,844,298	1,844,298	1,291,009	1,700,853	1,700,853
E-5	2,570,272	2,570,272	2,433,555	2,570,272	2,570,272	2,160,122	2,570,272	2,570,272
NORTHERN FIELD	10,129,151	10,129,151	9,106,005	10,129,151	10,129,151	8,799,061	10,129,151	10,129,151
N-1	2,598,928	2,598,928	2,441,417	2,598,928	2,598,928	2,441,417	2,598,928	2,598,928
N-2	2,097,832	2,097,832	1,741,201	2,097,832	2,097,832	1,594,352	2,097,832	2,097,832
N-3	1,931,689	1,931,689	1,815,788	1,931,689	1,931,689	1,854,421	1,931,689	1,931,689
N-4	3,433,694	3,433,694	3,076,018	3,433,694	3,433,694	2,825,644	3,433,694	3,433,694
SOUTHERN FIELD	10,190,113	10,190,113	9,489,800	10,190,113	10,190,113	9,057,878	10,190,113	10,190,113
S-1	2,762,333	2,762,333	2,513,723	2,762,333	2,762,333	2,430,853	2,762,333	2,762,333
S-2	2,151,230	2,151,230	1,951,631	2,151,230	2,151,230	1,818,566	2,151,230	2,151,230
S-3	2,893,382	2,893,382	2,835,514	2,893,382	2,893,382	2,777,647	2,864,448	2,864,448
S-4	2,371,174	2,371,174	2,153,413	2,371,174	2,371,174	2,032,435	2,371,174	2,371,174

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE 5B

PAGE 47 OF 84

4200 DTW06100 B2808 01 024 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	KINGS		LIGHTS		KINGS		LIGHTS	
	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX
	R. J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
WESTERN FIELD	11,088,777	11,088,777	10,864,761	11,088,777	11,088,777	7,056,495	11,088,777	11,088,777
W-1	2,221,126	2,221,126	2,176,703	2,221,126	2,221,126	2,087,858	2,221,126	2,221,126
W-2	2,625,247	2,625,247	2,519,177	2,625,247	2,625,247	1,829,718	2,625,247	2,625,247
W-3	3,408,181	3,408,181	3,338,606	3,408,181	3,408,181	1,947,520	3,338,606	3,338,606
W-4	2,850,179	2,850,179	2,784,874	2,850,179	2,850,179	1,083,068	2,821,677	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 48 OF 84

4200 DTW08100 B2808 01 024 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

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	CIGARETTES							
	FILTER 100'S	KINGS	WINSTON ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	SALEM KINGS	MENTHOL 100'S
TOTAL UNITED STATES	50,750,118	41,855,767	47,087,738	48,134,132	50,750,118	51,273,315	51,273,315	51,273,315
CENTRAL FIELD	9,816,952	9,519,488	9,519,488	9,618,830	9,816,952	9,816,952	9,816,952	9,816,952
C-1	2,529,235	2,478,140	2,478,140	2,503,687	2,529,235	2,554,783	2,554,783	2,554,783
C-2	2,567,382	2,489,582	2,483,849	2,489,582	2,567,382	2,567,382	2,567,382	2,567,382
C-3	2,430,601	2,381,498	2,381,498	2,406,050	2,430,601	2,430,601	2,430,601	2,430,601
C-4	2,268,605	2,150,962	2,197,219	2,220,348	2,268,605	2,289,733	2,289,733	2,268,605
EASTERN FIELD	9,717,255	7,261,245	8,329,076	8,649,425	9,610,472	9,930,821	9,824,038	9,930,821
E-1	2,078,708	1,787,688	1,995,580	2,016,347	2,057,921	2,078,708	2,078,708	2,078,708
E-2	707,727	511,136	511,136	511,136	707,727	733,939	733,939	733,939
E-3	2,430,273	1,678,642	2,179,729	2,229,838	2,405,219	2,480,382	2,480,382	2,480,382
E-4	1,782,821	1,168,055	1,331,993	1,393,470	1,700,853	1,885,282	1,844,298	1,885,282
E-5	2,570,272	1,968,719	2,214,809	2,378,869	2,570,272	2,570,272	2,570,272	2,570,272
NORTHERN FIELD	10,129,151	9,617,578	9,515,283	9,617,578	10,026,837	10,129,151	10,129,151	10,129,151
N-1	2,598,928	2,546,425	2,546,425	2,572,676	2,598,928	2,598,928	2,598,928	2,598,928
N-2	2,097,832	1,867,070	1,867,070	1,867,070	2,076,854	2,097,832	2,097,832	2,097,832
N-3	1,912,372	1,873,738	1,893,055	1,912,372	1,912,372	1,931,689	1,931,689	1,912,372
N-4	3,433,694	3,254,858	3,111,786	3,290,824	3,397,927	3,433,694	3,433,694	3,433,694
SOUTHERN FIELD	10,190,113	9,572,530	9,675,460	9,881,321	10,190,113	10,190,113	10,190,113	10,190,113
S-1	2,762,333	2,651,840	2,679,463	2,707,086	2,762,333	2,762,333	2,762,333	2,762,333
S-2	2,151,230	2,106,875	2,106,875	2,106,875	2,151,230	2,151,230	2,151,230	2,151,230
S-3	2,864,448	2,546,176	2,632,878	2,777,847	2,864,448	2,893,382	2,893,382	2,893,382
S-4	2,371,174	2,274,391	2,250,195	2,274,391	2,371,174	2,371,174	2,371,174	2,371,174

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 49 OF 84

4200 DTW06100 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
WESTERN FIELD	11,088,777	5,800,393	9,888,698	10,080,707	11,088,777	11,088,777	11,088,777	11,088,777
W-1	2,221,126	2,198,915	2,198,915	2,221,126	2,221,126	2,221,126	2,221,126	2,221,126
W-2	2,625,247	1,113,741	1,935,788	1,935,788	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	765,097	3,095,166	3,129,944	3,408,161	3,408,161	3,408,161	3,408,161
W-4	2,850,179	1,398,588	2,736,172	2,821,677	2,821,677	2,850,179	2,850,179	2,850,179

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 50 OF 84

4200 DTW06100 B2808 01 025 0273 1468



**CIGARETTES - THE AMERICAN TOBACCO COMPANY**  
**THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX**  
**ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)**  
**GROCERY/CONVENIENCE**

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	CIGARETTES				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	51,273,315	50,750,118	50,750,118	16,219,110	50,750,118	50,226,921	46,041,344	50,226,921
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	3,668,962	9,816,952	9,816,952	9,420,307	9,816,952
C-1	2,554,783	2,529,235	2,529,235	889,781	2,529,235	2,529,235	2,478,140	2,529,235
C-2	2,567,382	2,567,382	2,567,382	25,933	2,567,382	2,567,382	2,308,050	2,567,382
C-3	2,430,601	2,430,601	2,430,601	1,448,540	2,430,601	2,430,601	2,406,050	2,430,601
C-4	2,289,733	2,266,605	2,266,605	1,133,302	2,266,605	2,266,605	2,220,348	2,266,605
EASTERN FIELD	9,824,038	9,717,255	9,503,689	#	9,503,689	9,290,123	6,620,547	9,396,906
E-1	2,078,708	2,078,708	2,057,921		2,057,921	1,995,580	1,746,115	2,037,134
E-2	707,727	707,727	642,197		642,197	655,303	196,591	668,409
E-3	2,480,382	2,455,327	2,430,273		2,430,273	2,480,382	1,503,262	2,480,382
E-4	1,782,821	1,741,837	1,700,853	20,492	1,700,853	1,618,884	1,086,087	1,618,884
E-5	2,570,272	2,570,272	2,542,929		2,542,929	2,460,899	1,914,032	2,460,899
NORTHERN FIELD	10,129,151	10,129,151	10,026,837	1,943,979	10,026,837	10,026,837	9,412,949	10,026,837
N-1	2,598,928	2,598,928	2,598,928		2,598,928	2,598,928	2,572,676	2,598,928
N-2	2,097,832	2,097,832	2,097,832		2,097,832	2,097,832	1,846,092	2,097,832
N-3	1,931,689	1,931,689	1,931,689	1,622,619	1,931,689	1,931,689	1,854,421	1,931,689
N-4	3,433,694	3,433,694	3,328,391	#	3,328,391	3,328,391	3,111,786	3,328,391
SOUTHERN FIELD	10,190,113	10,087,182	10,087,182	205,861	10,087,182	9,984,252	9,675,460	10,087,182
S-1	2,782,333	2,782,333	2,707,086		2,707,086	2,679,463	2,679,463	2,734,710
S-2	2,151,230	2,084,897	2,129,052		2,129,052	2,151,230	2,040,342	2,151,230
S-3	2,893,382	2,864,448	2,864,448	173,603	2,864,448	2,864,448	2,835,514	2,864,448
S-4	2,371,174	2,346,978	2,298,587		2,298,587	2,274,391	2,105,022	2,298,587

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE 56

PAGE

51 OF 84

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4200 DTW06100 B2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CAMEL							
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
WESTERN FIELD	11,088,777	11,088,777	11,088,777	10,864,781	11,088,777	11,088,777	11,088,777	11,088,777
W-1	2,221,126	2,221,126	2,221,126	2,198,915	2,221,126	2,221,126	2,221,126	2,221,126
W-2	2,625,247	2,625,247	2,625,247	2,519,177	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,408,161	3,338,606	3,303,829	3,338,606	3,338,606	3,338,606	3,338,606
W-4	2,850,179	2,850,179	2,850,179	2,793,175	2,850,179	2,850,179	2,821,677	2,850,179

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S6

PAGE 52 OF 84

4200 DTW08100 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	50,750,118	50,750,118	48,657,329	37,146,993
CENTRAL FIELD	9,816,952	9,816,952	9,717,791	9,321,146
C-1	2,554,783	2,529,235	2,503,687	2,299,305
C-2	2,567,382	2,567,382	2,567,382	2,515,516
C-3	2,430,601	2,430,601	2,408,050	2,332,395
C-4	2,266,605	2,266,605	2,220,348	2,174,090
EASTERN FIELD	9,610,472	9,610,472	9,290,123	5,445,934
E-1	2,057,921	2,057,921	2,057,921	1,413,521
E-2	733,939	733,939	681,515	131,061
E-3	2,430,273	2,405,219	2,380,164	1,277,772
E-4	1,741,837	1,741,837	1,618,884	1,004,118
E-5	2,542,929	2,542,929	2,378,869	1,421,853
NORTHERN FIELD	9,924,522	9,924,522	9,412,849	8,696,746
N-1	2,598,928	2,598,928	2,546,425	2,205,151
N-2	2,097,832	2,097,832	1,825,114	1,804,136
N-3	1,931,689	1,931,689	1,873,738	1,873,738
N-4	3,254,856	3,254,856	3,147,553	2,754,109
SOUTHERN FIELD	10,190,113	10,190,113	10,087,182	9,675,460
S-1	2,762,333	2,762,333	2,762,333	2,762,333
S-2	2,151,230	2,151,230	2,151,230	2,151,230
S-3	2,883,382	2,884,448	2,884,448	2,517,242
S-4	2,346,978	2,346,978	2,250,195	2,177,609

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 53 OF 84

4200 DTW06100 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
WESTERN FIELD	11,088,777	11,088,777	9,968,699	3,808,267
W-1	2,221,126	2,221,126	2,221,126	1,510,366
W-2	2,625,247	2,625,247	1,617,577	450,800
W-3	3,338,606	3,338,606	3,234,275	452,103
W-4	2,850,179	2,850,179	2,821,677	1,311,082

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 54 OF 84

4200 DTW06100 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		FILTER		MENTHOL
			100'S		KING SIZE
TOTAL UNITED STATES	45,518,147	43,948,556	44,471,753	43,425,358	41,332,570
CENTRAL FIELD	9,618,630	9,519,468	9,519,468	9,420,307	9,420,307
C-1	2,529,235	2,529,235	2,529,235	2,478,140	2,478,140
C-2	2,567,382	2,515,516	2,515,516	2,489,582	2,515,516
C-3	2,381,498	2,381,498	2,381,498	2,381,498	2,332,395
C-4	2,104,704	2,081,578	2,081,578	2,081,578	2,081,578
EASTERN FIELD	7,368,028	6,940,896	6,940,896	6,834,113	6,406,981
E-1	1,642,179	1,600,605	1,621,392	1,579,818	1,268,012
E-2	894,821	602,879	642,197	642,197	406,288
E-3	1,803,914	1,778,860	1,728,751	1,728,751	1,778,860
E-4	922,149	819,688	881,185	758,211	778,704
E-5	2,214,809	2,050,749	2,050,749	2,078,092	2,023,408
NORTHERN FIELD	9,310,834	9,003,690	9,003,690	9,003,690	8,696,746
N-1	2,572,676	2,572,676	2,546,425	2,546,425	2,546,425
N-2	1,783,157	1,573,374	1,782,179	1,741,201	1,510,439
N-3	1,854,421	1,835,105	1,796,471	1,798,471	1,796,471
N-4	3,040,250	2,968,715	2,897,180	2,861,412	2,897,180
SOUTHERN FIELD	9,366,669	9,263,739	9,366,669	9,366,669	9,160,808
S-1	2,596,593	2,596,593	2,596,593	2,596,593	2,596,593
S-2	2,151,230	2,129,052	2,151,230	2,151,230	2,129,052
S-3	2,430,441	2,401,507	2,401,507	2,401,507	2,198,970
S-4	2,201,804	2,105,022	2,201,804	2,177,609	2,177,609

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SB

PAGE 55 OF 84

4200 DTW06100 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		FILTER		MENTHOL
	KING SIZE		100'S		KING SIZE
WESTERN FIELD	9,744,683	9,184,844	9,520,667	8,848,620	7,504,526
W-1	2,154,492	2,154,492	2,132,281	2,132,281	1,932,380
W-2	2,307,036	2,307,036	2,280,518	1,723,647	1,829,718
W-3	2,712,618	2,156,183	2,573,509	2,538,732	1,460,640
W-4	2,585,161	2,585,161	2,565,161	2,451,154	2,280,143

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 56 OF 84

4200 DTW06100 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	40,809,373	41,855,787	42,802,181	45,518,147	49,703,724
CENTRAL FIELD	9,420,307	9,321,146	9,420,307	9,618,630	9,717,791
C-1	2,503,687	2,503,687	2,503,687	2,529,235	2,503,687
C-2	2,515,516	2,489,582	2,515,516	2,567,382	2,541,449
C-3	2,358,947	2,356,947	2,356,947	2,381,498	2,381,498
C-4	2,035,319	1,942,804	2,035,319	2,104,704	2,243,478
EASTERN FIELD	6,193,416	6,193,416	6,406,881	7,368,028	8,969,774
E-1	1,392,734	1,392,734	1,413,521	1,642,179	2,057,921
E-2	589,773	642,197	642,197	684,621	733,939
E-3	1,428,099	1,528,316	1,528,316	1,803,914	2,455,327
E-4	758,211	635,258	799,196	922,149	1,311,501
E-5	1,941,376	1,914,032	1,941,376	2,214,809	2,378,869
NORTHERN FIELD	8,287,487	8,185,173	8,492,117	9,310,834	10,028,837
N-1	2,520,173	2,388,914	2,520,173	2,572,676	2,572,676
N-2	1,468,482	1,468,482	1,468,482	1,783,157	2,055,875
N-3	1,622,619	1,583,985	1,641,938	1,854,421	1,912,372
N-4	2,611,038	2,789,877	2,825,644	3,040,250	3,433,694
SOUTHERN FIELD	8,440,295	8,852,017	8,852,017	9,366,669	10,087,182
S-1	2,430,853	2,430,853	2,430,853	2,596,593	2,707,086
S-2	1,907,276	1,885,089	1,929,454	2,151,230	2,129,052
S-3	2,054,301	2,343,639	2,343,639	2,430,441	2,864,448
S-4	2,080,826	2,177,609	2,177,609	2,201,804	2,322,782

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 57 OF 84

4200 DTW06100 B2808 01 029 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES				
	DORAL				MORE TOTAL
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	
WESTERN FIELD	8,176,573	9,184,844	9,632,675	9,856,691	11,088,777
W-1	2,110,070	2,132,281	2,132,281	2,154,492	2,221,126
W-2	1,856,236	2,094,894	2,174,447	2,386,589	2,825,247
W-3	1,843,189	2,538,732	2,677,841	2,712,618	3,408,161
W-4	2,365,849	2,479,858	2,822,165	2,622,165	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 58 OF 84

4200 DTW06100 B2808 01 029 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

01-62600

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Data Services Corporation

	CIGARETTES							CENTURY TOTAL
	NOW							
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	
TOTAL UNITED STATES	49,180,526	43,425,358	31,391,825	43,948,556	48,657,329	43,425,358	49,180,526	43,948,556
CENTRAL FIELD	9,519,468	8,527,857	7,337,924	8,627,018	9,420,307	8,924,502	9,519,468	9,221,985
C-1	2,478,140	2,273,757	1,890,539	2,299,305	2,478,140	2,273,757	2,478,140	2,375,948
C-2	2,437,716	2,308,050	2,022,788	2,333,984	2,437,716	2,230,261	2,437,716	2,359,917
C-3	2,381,498	1,915,019	1,497,643	1,915,019	2,358,947	2,234,189	2,381,498	2,283,292
C-4	2,197,219	2,150,962	2,012,190	2,150,962	2,197,219	2,174,090	2,197,219	2,174,090
EASTERN FIELD	9,290,123	8,862,981	5,552,717	8,969,774	9,076,557	7,047,679	9,076,557	6,513,764
E-1	2,057,921	1,870,837	1,288,799	1,912,411	2,037,134	1,559,031	2,057,921	1,870,837
E-2	707,727	681,515	576,667	681,515	707,727	629,091	707,727	131,061
E-3	2,330,055	2,229,838	1,352,935	2,254,892	2,229,838	1,778,860	2,254,892	1,603,479
E-4	1,618,884	1,577,899	1,147,563	1,618,884	1,536,915	1,188,548	1,536,915	881,165
E-5	2,460,899	2,406,212	1,230,448	2,433,555	2,433,555	1,886,689	2,433,555	1,886,689
NORTHERN FIELD	9,822,207	8,901,375	8,185,173	9,003,690	9,719,893	9,208,319	9,822,207	9,412,949
N-1	2,546,425	2,415,166	2,231,403	2,467,669	2,546,425	2,520,173	2,546,425	2,493,921
N-2	2,076,854	1,678,266	1,510,439	1,678,266	2,076,854	1,741,201	2,076,854	1,867,070
N-3	1,912,372	1,757,837	1,641,936	1,815,788	1,873,738	1,873,738	1,912,372	1,893,055
N-4	3,290,624	3,040,250	2,789,877	3,076,018	3,183,321	3,040,250	3,183,321	3,076,018
SOUTHERN FIELD	9,778,391	8,749,087	6,690,478	8,749,087	9,675,460	9,469,600	9,778,391	9,572,530
S-1	2,598,593	2,265,113	1,988,880	2,292,736	2,541,348	2,568,970	2,598,593	2,851,840
S-2	2,106,875	1,929,454	1,219,770	1,929,454	2,106,875	2,018,164	2,106,875	2,018,164
S-3	2,806,581	2,256,838	1,707,095	2,285,772	2,806,581	2,777,647	2,806,581	2,777,647
S-4	2,274,391	2,274,391	1,742,087	2,274,391	2,177,609	2,177,609	2,250,195	2,080,826

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 59 OF 84

4200 DTW08100 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							CENTURY TOTAL
	NOW			FILTER				
	TOTAL	REGULAR	KINGS	TOTAL	REGULAR	100'S		
			MENTHOL			MENTHOL		
WESTERN FIELD	10,864,761	8,176,573	3,248,228	8,400,589	10,864,761	8,512,597	10,864,761	9,296,652
W-1	2,198,915	2,176,703	910,662	2,176,703	2,176,703	2,132,281	2,176,703	2,176,703
W-2	2,598,730	1,405,435	1,458,471	1,897,130	2,545,694	1,484,988	2,572,212	1,511,506
W-3	3,303,829	2,434,401	417,326	2,434,401	3,303,829	2,121,406	3,303,829	2,886,503
W-4	2,764,674	2,023,627	541,534	2,080,631	2,764,674	2,764,674	2,764,674	2,622,165

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 60 OF 84

4200 DTW06100 B2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES				
	MAGNA				
	TOTAL	SOFT PACK	FILTER BOX	LIGHTS	ALL OTHER
				KINGS	R.J. REYNOLDS
TOTAL UNITED STATES	5,231,971	4,708,774	4,708,774	4,708,774	36,623,796
CENTRAL FIELD	991,611	991,611	892,450	991,611	7,337,924
C-1	255,478	255,478	229,930	229,930	2,299,305
C-2					1,789,387
C-3	294,618	270,067	270,067	294,618	1,964,122
C-4	370,058	370,058	370,058	370,058	1,156,431
EASTERN FIELD	1,708,528	1,601,745	1,494,962	1,801,745	5,979,849
E-1	311,808	311,808	291,019	311,808	1,268,012
E-2	26,212	26,212			380,076
E-3	551,196	501,087	501,087	526,142	1,578,428
E-4	163,938	143,445	102,461	122,953	881,165
E-5	856,240	601,553	519,523	546,866	1,749,972
NORTHERN FIELD	920,832	818,517	818,517	920,832	7,673,600
N-1	603,791	498,784	472,532	577,540	2,257,655
N-2					1,426,526
N-3					1,448,767
N-4	464,979	393,444	393,444	393,444	2,611,038
SOUTHERN FIELD	411,722	411,722	411,722	308,791	8,543,226
S-1					1,988,880
S-2					1,840,743
S-3	376,140	376,140	376,140	376,140	2,575,110
S-4	72,587		72,587		2,177,609

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 55

PAGE 51 OF 84

4200 DTW06100 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
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The Nielsen Company

	CIGARETTES				
	MAGNA			LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
	TOTAL	FILTER KINGS SOFT PACK	BOX		
WESTERN FIELD	1,008,071	1,008,071	896,063	896,063	6,720,471
W-1	111,056	111,056	66,634	66,634	1,199,408
W-2					1,352,400
W-3	208,663	208,663	208,663	208,663	3,095,166
W-4	741,047	741,047	684,043	684,043	1,054,568

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 62 OF 84

4200 DTW08100 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	MENTHOL BOX & SOFT PACK KINGS 100'S	
TOTAL UNITED STATES	51,273,315	51,273,315	51,273,315	50,750,118
CENTRAL FIELD	9,816,952	9,816,952	9,816,952	9,816,952
C-1	2,554,783	2,554,783	2,554,783	2,529,235
C-2	2,593,315	2,593,315	2,593,315	2,593,315
C-3	2,430,801	2,430,801	2,430,801	2,430,801
C-4	2,289,733	2,289,733	2,266,805	2,266,805
EASTERN FIELD	9,930,821	9,930,821	9,930,821	9,717,255
E-1	2,078,708	2,078,708	2,078,708	2,057,921
E-2	733,939	733,939	733,939	733,939
E-3	2,480,382	2,480,382	2,480,382	2,480,382
E-4	1,885,282	1,885,282	1,885,282	1,823,806
E-5	2,570,272	2,570,272	2,570,272	2,460,899
NORTHERN FIELD	10,129,151	10,129,151	10,129,151	10,129,151
N-1	2,598,928	2,598,928	2,598,928	2,598,928
N-2	2,097,832	2,097,832	2,097,832	2,076,854
N-3	1,931,689	1,931,689	1,931,689	1,912,372
N-4	3,433,694	3,433,694	3,433,694	3,433,694
SOUTHERN FIELD	10,190,113	10,190,113	10,190,113	10,190,113
S-1	2,782,333	2,782,333	2,782,333	2,782,333
S-2	2,151,230	2,151,230	2,151,230	2,151,230
S-3	2,893,382	2,893,382	2,893,382	2,864,448
S-4	2,371,174	2,371,174	2,371,174	2,346,978

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 63 OF 84

4200 DTW06100 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL KINGS	MENTHOL BOX & SOFT PACK 100'S
WESTERN FIELD	11,088,777	11,088,777	11,088,777	10,976,769
W-1	2,221,126	2,221,126	2,221,126	2,198,915
W-2	2,625,247	2,625,247	2,625,247	2,625,247
W-3	3,408,161	3,408,161	3,408,161	3,269,052
W-4	2,850,179	2,850,179	2,850,179	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 64 OF 84

4200 DTW08100 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	523,197	523,197			523,197
CENTRAL FIELD	99,161	#			#
C-1	25,548	25,548			
C-2					
C-3	24,552				24,552
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	306,944	306,944			306,944
N-1	78,755	78,755			78,755
N-2					
N-3	193,169	193,169			193,169
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S8

PAGE 65 OF 84

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4200 DTW06100 B2808 01 033 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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 Marketing Research  
DB International  
 Nielsen Marketing Research Corporation

		CIGARETTES				
		BROWN & WILLIAMSON				
		PRIVATE LABEL/GENERIC				
		KINGS & 100'S				
		TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
WESTERN FIELD	#					#
W-1						
W-2		53,035				53,035
W-3						
W-4						

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S6

PAGE 66 OF 84

4200 DTW06100 82808 01 033 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

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	RALEIGH TOTAL	BARCLAY TOTAL	CIGARETTES			VICEROY TOTAL	BELAIR TOTAL
			TOTAL	RICHLAND 20'S	25'S		
TOTAL UNITED STATES	49,180,528	48,857,329	41,855,787	16,742,307	40,808,373	50,750,118	48,657,329
CENTRAL FIELD	9,717,791	9,221,985	9,221,985	4,164,767	9,023,663	9,717,791	9,519,468
C-1	2,503,687	2,401,496	2,452,592	715,339	2,350,400	2,529,235	2,478,140
C-2	2,541,449	2,308,050	2,308,050	1,063,259	2,256,184	2,567,382	2,437,716
C-3	2,406,050	2,332,395	2,283,292	1,252,128	2,258,741	2,406,050	2,356,947
C-4	2,266,605	2,150,982	2,127,833	1,110,174	2,127,833	2,243,478	2,243,476
EASTERN FIELD	9,183,340	9,078,557	6,193,415	1,067,830	6,193,415	9,610,472	9,078,557
E-1	1,850,050	2,037,134	1,662,968	124,722	1,662,968	2,016,347	1,974,773
E-2	720,833	602,879	104,848		104,848	733,939	602,879
E-3	2,430,273	2,279,947	1,352,935	701,522	1,352,935	2,455,327	2,405,219
E-4	1,516,423	1,598,392	799,196	102,461	799,196	1,782,821	1,413,962
E-5	2,515,585	2,378,889	2,050,748	138,717	2,023,406	2,542,929	2,515,585
NORTHERN FIELD	9,208,318	9,617,578	9,106,005	5,627,306	8,799,061	10,026,837	9,617,578
N-1	2,572,676	2,493,921	2,520,173	1,968,885	2,283,907	2,598,928	2,572,676
N-2	1,887,070	2,078,854	1,867,070	1,279,678	1,867,070	2,078,854	2,076,854
N-3	1,893,055	1,854,421	1,777,154	888,577	1,757,837	1,912,372	1,912,372
N-4	2,825,644	3,076,018	2,897,180	1,430,706	2,789,877	3,433,894	2,968,715
SOUTHERN FIELD	9,984,252	9,675,460	9,263,739	3,911,356	8,852,017	10,190,113	9,778,391
S-1	2,734,710	2,651,840	2,651,840	1,685,023	2,541,348	2,734,710	2,486,100
S-2	2,151,230	2,129,052	1,885,098	798,395	1,840,743	2,151,230	2,129,052
S-3	2,808,581	2,661,911	2,546,176	636,544	2,401,507	2,864,448	2,864,448
S-4	2,346,978	2,274,391	2,153,413	701,674	2,105,022	2,346,978	2,346,978

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 67 OF 84

4200 DTW06100 B2808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
WESTERN FIELD	10,884,781	10,884,781	7,616,534	1,904,133	7,504,526	11,088,777	10,640,746
W-1	2,221,126	2,154,492	2,132,281	333,169	2,132,281	2,221,126	2,176,703
W-2	2,572,212	2,572,212	1,538,024	636,424	1,538,024	2,625,247	2,439,624
W-3	3,234,275	3,303,829	1,704,080	312,994	1,599,749	3,408,161	3,234,275
W-4	2,821,677	2,784,674	2,223,140	712,545	2,166,136	2,821,677	2,736,172

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 68 OF 84

4200 DTW08100 B2808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES				
	FALCON				
	TOTAL	REGULAR FILTER	MENTHOL FILTER		
		KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	26,683,052	23,543,869	23,020,672	22,497,475	21,974,278
CENTRAL FIELD	6,147,990	5,354,701	5,156,379	5,553,023	4,858,885
C-1	1,456,226	1,379,583	1,379,583	1,456,226	1,124,105
C-2	1,555,989	1,452,258	1,478,190	1,400,390	1,478,190
C-3	1,497,643	1,227,577	1,104,819	1,252,128	1,031,164
C-4	1,688,389	1,341,480	1,272,074	1,480,232	1,364,589
EASTERN FIELD	3,630,623	2,883,142	2,776,359	2,989,925	2,989,925
E-1	844,399	602,825	561,251	540,464	519,677
E-2	78,636	78,636	78,636	78,636	78,636
E-3	1,052,283	977,120	878,903	977,120	826,794
E-4	635,258	512,305	430,336	409,844	389,352
E-5	1,093,733	656,240	738,270	902,330	1,011,703
NORTHERN FIELD	5,934,250	5,627,306	5,320,362	5,422,677	5,218,048
N-1	2,047,640	1,890,130	1,732,619	1,758,871	1,706,367
N-2	838,133	776,198	650,328	734,241	650,328
N-3	1,410,133	1,332,865	1,352,182	1,390,816	1,371,499
N-4	1,609,544	1,538,009	1,502,241	1,466,474	1,394,938
SOUTHERN FIELD	4,940,661	4,426,008	4,528,939	4,426,008	4,828,939
S-1	1,325,920	1,077,310	1,077,310	1,215,427	1,215,427
S-2	1,264,125	1,197,592	1,219,770	1,241,947	1,175,414
S-3	636,544	607,610	491,875	462,941	607,610
S-4	1,742,087	1,572,717	1,669,500	1,475,935	1,475,935

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 69 OF 84

4200 DTW06100 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
WESTERN FIELD	5,712,400	5,040,353	5,264,369	4,144,290	4,388,308
W-1	1,288,253	1,068,140	1,132,774	577,493	866,239
W-2	1,458,471	1,060,706	1,325,883	769,012	742,494
W-3	1,704,080	1,669,303	1,669,303	1,704,080	1,669,303
W-4	1,197,075	1,197,075	1,111,570	1,140,072	997,563

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 70 OF 84

4200 DTW06100 82808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES ('000)  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	TOTAL	CAPRI TRIM		MENTHOL		
		KINGS	REGULAR 100'S	KINGS	100'S	
TOTAL UNITED STATES	35,054,205		34,531,008		33,484,614	20,404,687
CENTRAL FIELD	6,147,990		6,048,829		6,147,990	5,057,218
C-1	2,350,400		2,273,757		2,350,400	1,507,322
C-2	1,581,922		1,581,922		1,581,922	1,115,125
C-3	1,988,674		1,964,122		1,964,122	859,304
C-4						1,665,251
EASTERN FIELD	5,873,066		5,873,066		5,552,717	2,242,443
E-1	1,164,076		1,164,076		1,143,289	374,167
E-2	602,879		589,773		602,879	52,424
E-3	1,879,077		1,854,023		1,703,696	1,077,337
E-4	1,372,977		1,331,993		1,291,009	122,953
E-5	957,016		957,016		929,673	574,210
NORTHERN FIELD	4,808,789		4,706,474		4,706,474	5,013,418
N-1	1,128,827		997,568		1,128,827	2,047,840
N-2	1,594,352		1,573,374		1,573,374	944,024
N-3	154,535		154,535		115,901	753,359
N-4	2,074,524		2,074,524		2,002,988	1,323,403
SOUTHERN FIELD	8,131,504		8,131,504		7,925,843	5,969,965
S-1	2,488,100		2,458,476		2,403,230	1,823,140
S-2	709,684		709,684		709,684	909,283
S-3	2,835,514		2,835,514		2,777,647	1,764,983
S-4	2,177,609		2,177,609		2,177,609	1,524,328

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 71 OF 84

4200 DTW06100 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM						
	TOTAL	KINGS	REGULAR 100'S	KINGS	MENTHOL 100'S		
WESTERN FIELD	10,192,714		10,080,707		9,832,675	2,016,141	
W-1	2,043,436		2,043,436		2,021,225	555,282	
W-2	2,413,106		2,360,071		1,829,718	450,800	
W-3	3,025,612		3,025,612		3,025,612	452,103	
W-4	2,707,670		2,707,670		2,707,670	570,036	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 72 OF 84

4200 DTW06100 82808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	51,273,315	50,750,118	38,823,798	49,703,724	48,857,329	38,100,599	12,558,730
CENTRAL FIELD	9,816,952	9,519,468	3,768,123	9,321,146	9,122,824	4,958,057	#
C-1	2,529,235	2,503,687	1,251,844	2,503,687	2,401,496	2,043,826	
C-2	2,593,315	2,515,516	2,074,652	2,515,516	2,385,850	1,555,989	
C-3	2,430,601	2,332,395	343,721	2,209,638	2,234,189	761,097	#
C-4	2,266,605	2,150,982	439,444	2,104,704	2,058,447	783,244	23,129
EASTERN FIELD	9,930,821	9,930,821	9,810,472	9,396,908	9,717,255	9,503,889	4,378,104
E-1	2,078,708	2,078,708	2,037,134	1,995,560	2,016,347	2,057,921	789,909
E-2	733,939	733,939	733,939	629,091	707,727	707,727	222,803
E-3	2,480,382	2,480,382	2,430,273	2,480,382	2,480,382	2,430,273	901,957
E-4	1,885,282	1,885,282	1,803,314	1,557,407	1,782,821	1,680,360	614,766
E-5	2,570,272	2,570,272	2,542,929	2,570,272	2,570,272	2,542,929	1,667,843
NORTHERN FIELD	10,129,151	10,026,837	7,775,914	9,924,522	9,822,207	9,412,949	3,478,698
N-1	2,588,928	2,572,676	1,811,374	2,572,676	2,520,173	2,231,403	781,302
N-2	2,097,832	2,076,854	1,531,417	2,076,854	2,055,875	2,076,854	778,198
N-3	1,912,372	1,912,372	1,603,302	1,912,372	1,873,738	1,757,837	734,042
N-4	3,433,694	3,433,694	2,825,644	3,326,391	3,397,927	3,254,856	1,251,868
SOUTHERN FIELD	10,190,113	10,087,182	8,646,156	10,087,182	9,984,252	9,875,480	4,734,800
S-1	2,762,333	2,707,086	2,016,503	2,707,086	2,651,840	2,403,230	911,570
S-2	2,151,230	2,151,230	1,973,809	2,151,230	2,151,230	2,151,230	1,485,901
S-3	2,864,448	2,864,448	2,546,176	2,864,448	2,864,448	2,835,514	638,544
S-4	2,371,174	2,371,174	2,080,826	2,346,978	2,346,978	2,346,978	1,693,696

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S8

PAGE 73 OF 84

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4200 DTW08100 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	BOX	KINGS SOFT PACK	MENTHOL 100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
WESTERN FIELD	11,088,777	10,976,769	6,944,487	10,976,769	9,744,683	2,016,141	#
W-1	2,221,126	2,154,492	621,915	2,154,492	1,954,591		
W-2	2,625,247	2,625,247	2,254,000	2,572,212	1,988,824	503,835	
W-3	3,408,161	3,408,161	2,538,732	3,408,161	3,269,052	765,097	
W-4	2,850,179	2,764,674	1,596,100	2,764,674	2,479,656	798,050	28,502

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE 56

PAGE 74 OF 84

4200 DTW06100 82808 01 037 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

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	CIGARETTES							
	TRUE			REGULAR & MENTHOL			GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
	TOTAL	KENT III	ALL OTHER	TOTAL	FILTER KINGS	100'S		
TOTAL UNITED STATES	50,750,118	49,703,724	50,750,118	50,226,921	49,703,724	49,180,526	50,226,921	43,948,556
CENTRAL FIELD	9,816,952	9,816,630	9,816,952	9,816,630	9,519,468	9,519,468	9,816,630	7,932,890
C-1	2,529,235	2,529,235	2,529,235	2,503,687	2,503,687	2,478,140	2,529,235	1,941,635
C-2	2,567,382	2,463,649	2,567,382	2,437,716	2,437,716	2,385,850	2,515,516	1,789,387
C-3	2,406,050	2,356,947	2,406,050	2,381,498	2,381,498	2,381,498	2,381,498	1,988,674
C-4	2,266,605	2,220,348	2,266,605	2,220,348	2,197,219	2,197,219	2,243,476	2,150,962
EASTERN FIELD	9,824,038	9,610,472	9,824,038	9,717,255	9,717,255	9,396,906	9,610,472	8,649,425
E-1	2,057,921	2,057,921	2,057,921	2,057,921	2,057,921	2,057,921	2,016,347	2,016,347
E-2	733,939	733,939	733,939	733,939	733,939	733,939	733,939	802,879
E-3	2,480,382	2,405,219	2,480,382	2,455,327	2,455,327	2,380,164	2,405,219	2,405,219
E-4	1,844,298	1,803,314	1,844,298	1,803,314	1,803,314	1,741,837	1,844,298	1,311,801
E-5	2,570,272	2,542,929	2,570,272	2,570,272	2,570,272	2,378,869	2,542,929	2,269,496
NORTHERN FIELD	10,026,837	9,822,207	10,026,837	9,924,522	9,822,207	9,515,263	9,924,522	9,822,207
N-1	2,598,928	2,546,425	2,598,928	2,572,676	2,546,425	2,546,425	2,598,928	2,493,921
N-2	2,097,832	2,055,875	2,097,832	2,097,832	2,097,832	1,867,070	2,076,854	2,076,854
N-3	1,912,372	1,912,372	1,912,372	1,912,372	1,873,738	1,912,372	1,893,055	1,912,372
N-4	3,433,694	3,183,321	3,433,694	3,290,624	3,254,856	3,219,088	3,326,391	3,254,856
SOUTHERN FIELD	10,087,182	9,881,321	10,087,182	9,881,321	9,778,391	9,778,391	9,881,321	9,386,669
S-1	2,734,710	2,679,463	2,734,710	2,624,216	2,596,593	2,568,970	2,651,840	2,375,606
S-2	2,151,230	2,106,875	2,151,230	2,084,697	2,084,697	2,084,697	2,062,520	2,106,875
S-3	2,864,448	2,835,514	2,864,448	2,864,448	2,835,514	2,806,581	2,864,448	2,690,845
S-4	2,298,587	2,274,391	2,298,587	2,298,587	2,298,587	2,274,391	2,274,391	2,201,804

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 75 OF 84

4200 DTW06100 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	TOTAL	KENT III	ALL OTHER	TOTAL	TRUE KINGS	REGULAR & MENTHOL FILTER 100'S	GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
WESTERN FIELD	11,088,777	10,976,769	11,088,777	10,976,769	10,976,769	10,864,761	10,976,769	7,840,550
W-1	2,198,915	2,198,915	2,198,915	2,221,126	2,198,915	2,198,915	2,198,915	2,176,703
W-2	2,625,247	2,625,247	2,625,247	2,625,247	2,625,247	2,598,730	2,625,247	1,140,259
W-3	3,408,161	3,338,606	3,408,161	3,338,606	3,338,606	3,338,606	3,338,606	2,017,075
W-4	2,850,179	2,821,677	2,793,175	2,764,674	2,764,674	2,764,674	2,821,677	2,451,154

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE SB

PAGE 76 OF 84

4200 DTW06100 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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A Division of  
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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	L & M PRIVATE LABEL/GENERIC KINGS & 100'S		
				FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	50,750,118	40,809,373	38,193,388	35,054,205	38,823,786	9,840,745
CENTRAL FIELD	9,717,791	8,924,502	8,230,374	7,734,568	8,230,374	2,677,351
C-1	2,503,687	2,273,757	1,992,731	1,864,992	1,941,635	510,957
C-2	2,515,516	2,022,788	1,944,986	1,970,919	1,815,321	259,332
C-3	2,430,601	2,358,947	2,086,880	2,062,329	2,283,292	883,855
C-4	2,266,605	2,220,348	2,127,833	1,804,032	2,035,319	902,016
EASTERN FIELD	9,717,255	6,406,981	6,193,415	5,018,802	4,912,019	1,281,396
E-1	2,057,921	1,559,031	1,434,309	1,101,715	1,247,225	436,529
E-2	733,939	353,864	353,864	157,273	196,591	
E-3	2,480,382	1,879,077	1,803,914	1,628,533	1,428,099	450,978
E-4	1,803,314	635,258	594,274	225,414	450,828	
E-5	2,542,929	1,859,346	1,858,346	1,749,972	1,476,539	355,483
NORTHERN FIELD	10,026,837	7,878,229	6,855,082	5,934,250	6,957,397	3,274,069
N-1	2,598,928	2,231,403	1,601,360	1,233,835	2,047,640	813,806
N-2	2,076,854	1,678,266	1,510,439	1,426,526	1,279,678	713,263
N-3	1,931,689	1,603,302	1,603,302	1,526,034	1,564,668	714,725
N-4	3,326,391	2,217,594	1,987,221	1,573,777	1,967,221	1,037,262
SOUTHERN FIELD	10,087,182	7,822,713	7,513,921	6,690,478	7,205,130	1,338,096
S-1	2,734,710	2,320,360	2,126,996	2,154,820	2,126,996	524,843
S-2	2,151,230	1,885,089	1,885,099	1,707,678	1,796,388	487,908
S-3	2,864,448	1,649,228	1,820,294	1,417,757	1,562,428	115,735
S-4	2,346,878	1,911,456	1,863,065	1,403,348	1,645,304	193,565

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 77 OF 84

4200 DTW06100 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
WESTERN FIELD	10,976,769	9,632,675	9,520,667	9,520,667	9,298,652	1,232,086
W-1	2,176,703	2,085,647	2,043,436	2,043,436	2,021,225	599,704
W-2	2,572,212	2,088,377	2,041,859	2,068,377	1,982,306	212,141
W-3	3,338,606	2,851,726	2,816,949	2,851,726	2,747,395	69,554
W-4	2,821,677	2,622,165	2,593,663	2,536,659	2,508,158	342,021

NCTI GROCERY/CDNV - MAY/JUN 1988

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TABLE S6

PAGE 78 OF 84

4200 DTW06100 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	41,855,767	48,564,541	41,332,570	12,033,533	49,703,724
CENTRAL FIELD	7,139,601	8,627,018	7,040,440	2,379,867	9,618,630
C-1	1,992,731	2,222,681	1,583,965	791,983	2,478,140
C-2	1,885,855	2,048,719	1,478,190	881,727	2,489,582
C-3	1,841,385	2,209,838	1,890,468	343,721	2,406,050
C-4	1,549,618	2,081,578	2,035,319	531,958	2,243,476
EASTERN FIELD	9,078,557	9,398,908	8,969,774	2,562,792	9,503,689
E-1	1,995,560	2,037,134	1,933,198	561,251	2,016,347
E-2	629,091	707,727	668,409	419,384	720,833
E-3	2,355,110	2,355,110	2,355,110	225,489	2,455,327
E-4	1,516,423	1,782,821	1,721,345	635,258	1,741,837
E-5	2,460,899	2,433,555	2,187,466	683,583	2,515,585
NORTHERN FIELD	8,082,858	9,515,263	8,901,375	1,843,979	9,924,522
N-1	2,338,410	2,493,921	2,441,417	393,777	2,598,928
N-2	1,552,396	1,992,940	1,825,114	293,698	2,076,854
N-3	1,661,253	1,873,738	1,815,788	482,922	1,912,372
N-4	2,467,988	3,040,250	2,754,109	751,121	3,290,624
SOUTHERN FIELD	8,234,434	9,263,739	7,925,643	2,264,469	9,881,321
S-1	2,044,126	2,403,230	1,878,388	966,817	2,879,463
S-2	1,796,388	1,951,631	1,685,500	310,487	2,151,230
S-3	2,372,573	2,690,845	2,430,441	376,140	2,806,581
S-4	2,032,435	2,201,804	1,959,848	604,891	2,274,391

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 78 OF 84

4200 DTW08100 B2808 01 040 0273 1498

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
WESTERN FIELD	9,408,659	9,968,699	8,288,581	2,688,188	10,640,746
W-1	1,976,802	2,087,858	1,843,535	577,493	2,154,492
W-2	1,750,165	1,935,788	1,591,059	715,977	2,439,824
W-3	3,184,721	3,234,275	2,782,172	799,874	3,234,275
W-4	2,422,652	2,650,666	2,052,129	627,039	2,821,677

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 56

PAGE 80 OF 84

4200 DTW06100 82808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62800

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The Nielsen Brandmark Corporation

	CIGARETTES				
	TOTAL	NON-FILTER	ALL OTHER FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	4,708,774	#	4,708,774	1,046,394	
CENTRAL FIELD	1,090,772	99,161	1,090,772	99,161	
C-1	459,861		459,861		
C-2	363,064	77,799	311,198	103,733	
C-3	270,087		270,087		
C-4					
EASTERN FIELD	106,783		106,783		
E-1	62,381		62,381		
E-2					
E-3	25,054		25,054		
E-4	40,984		40,984		
E-5					
NORTHERN FIELD	102,315		102,315		
N-1					
N-2	#		#		
N-3	#		#		
N-4	71,535		71,535		
SOUTHERN FIELD	1,955,678	#	1,955,678	#	
S-1	303,857		248,610	27,623	
S-2	44,355	#	44,355		
S-3	925,882		925,882		
S-4	750,065		750,065		

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S6

PAGE 81 OF 84

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4200 DTW08100 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
 GROCERY/CONVENIENCE

01-82800

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
WESTERN FIELD	1,588,110	#	1,588,110	672,047	
W-1	222,113		222,113		
W-2	159,106		159,106		
W-3	973,760	34,777	973,760	591,212	
W-4	228,014		228,014	85,505	

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S6

PAGE 82 OF 84

4200 DTW06100 82808 01 041 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-82800

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Marketing Research  
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The Nielsen Business Corporation

	D-D		
	CIGARETTES		
	AUSTIN		
	TOTAL	KINGS	100'S
TOTAL UNITED STATES			
CENTRAL FIELD			
C-1			
C-2			
C-3			
C-4			
EASTERN FIELD			
E-1			
E-2			
E-3			
E-4			
E-5			
NORTHERN FIELD			
N-1			
N-2			
N-3			
N-4			
SOUTHERN FIELD			
S-1			
S-2			
S-3			
S-4			

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 83 OF 84

4200 DTWOB100 B2808 01 042 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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..... D-D .....

..... CIGARETTES .....

..... AUSTIN .....

TOTAL           KINGS           100'S

WESTERN FIELD

W-1

W-2

W-3

W-4

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TABLE SB

PAGE 84 OF 84

4200 DTW06100 B2808 01 042 0273 1468

**ESTIMATED ALL COMMODITY VOLUME**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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	ESTIMATED BIMONTHLY ACV (000)
TOTAL UNITED STATES	52,319,709
CENTRAL FIELD	8,918,113
C-1	2,554,783
C-2	2,593,315
C-3	2,455,153
C-4	2,312,862
EASTERN FIELD	10,678,302
E-1	2,078,708
E-2	1,310,606
E-3	2,505,436
E-4	2,049,220
E-5	2,734,332
NORTHERN FIELD	10,231,488
N-1	2,825,180
N-2	2,097,832
N-3	1,931,689
N-4	3,576,785
SOUTHERN FIELD	10,293,043
S-1	2,782,333
S-2	2,217,763
S-3	2,893,382
S-4	2,419,565

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TABLE S6

PAGE 1 OF 2

4200 8TW06000 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
ESTIMATED BIMONTHLY ALL-COMMODITY SALES VOLUMES (000)  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	ESTIMATED BIMONTHLY ACV (000)
WESTERN FIELD	11,200,785
W-1	2,221,126
W-2	2,851,765
W-3	3,477,715
W-4	2,850,179

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S6

PAGE 2 OF 2

4200 6TNO6000 82808 01 001 0273 1488

# Nielsen Marketing Research

*Retail Inventory &  
Sales Relationships*

## Inventories - Tables 9 and 10

### Table 9, 9V or 9AV

Inventories are reported in Table 9 on the same physical basis as sales, and are shown for all Nielsen market divisions or client sales areas.

Nielsen inventory data covers stocks anywhere in the store, including basement, back rooms, lofts, refrigerators, etc. *Chain warehouse stocks are not included.*

Inventory tables, by client areas, are preceded by an "S", e.g. S-9. Retail stocks, just in the forward part of the store, are also measured and reported for all stores or chain and large independents only. These tables are labeled as 9V or 9AV, respectively.

Visual inventories include all merchandise in the selling area of stores that is *available to consumers*. Regular shelf stocks would be included, as well as display merchandise.

Visual inventories would exclude any merchandise located under or behind shelves or check-out counters, etc., even though it may be in the selling area of the store. Also excluded would be all backroom or reserve stock.

### Table 10 or 10S - Inventory and Sales Relationships

Information in this section helps focus attention on:

How fast an item is turning at retail (stockturns).

Inventories so excessive or low as to impede the desired response to new merchandising work.

Sales and inventory expressed on a per store handling basis.

Data types in this section include one or more of the following:

Number of months or days supply of retail inventory at current rate of sale.

Average in-stock inventory in those stores handling product.

Average sales per store of an item in stores handling and expressed as a monthly figure.

\*Client Reports May Contain Some or All of the Above Information

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\*Client Reports May Contain Some or All of the Above Information

INVENTORIES - CLIENT DESIGNATED BASIS



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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Marketing Research  
a subsidiary of  
The Nielsen Company

	TOTAL CIGARETTES	CIGARETTES TOTAL						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES	14,973,713 100.00	1,283,418 8.57	1,801,645 12.03	1,320,980 8.82	1,005,948 6.72	4,677,650 31.24	4,879,267 32.59	4,805 0.03
CENTRAL FIELD	3,684,839 100.00	290,790 7.93	448,778 12.25	243,756 6.65	253,028 6.90	1,199,270 32.72	1,228,299 33.52	918 0.03
C-1	835,183 100.00	88,716 8.23	90,875 10.88	56,013 6.71	39,363 4.71	306,361 36.68	273,768 32.78	87 0.01
C-2	1,227,719 100.00	88,244 7.19	155,943 12.70	70,805 5.75	85,454 6.98	399,990 32.58	427,434 34.82	49
C-3	889,209 100.00	71,171 8.00	105,782 11.90	59,765 6.72	69,677 7.84	287,400 32.32	294,622 33.13	782 0.09
C-4	712,728 100.00	82,659 8.79	96,168 13.49	57,373 8.05	58,534 8.21	205,519 28.84	232,475 32.62	
EASTERN FIELD	1,942,128 100.00	175,232 9.02	211,579 10.89	260,385 13.41	128,217 6.60	614,021 31.62	552,546 28.45	148 0.01
E-1	520,790 100.00	46,178 8.87	55,221 10.60	64,738 12.43	31,797 6.11	185,010 31.68	157,703 30.28	142 0.03
E-2	133,528 100.00	13,415 10.05	15,105 11.31	20,311 15.21	6,865 5.14	45,069 33.75	32,761 24.54	
E-3	492,601 100.00	45,483 9.23	59,938 12.17	63,275 12.85	32,490 6.50	153,992 31.26	137,423 27.90	
E-4	255,003 100.00	23,825 9.34	26,585 10.43	36,497 14.31	11,021 4.32	84,164 33.01	72,907 28.59	4
E-5	540,208 100.00	46,330 8.58	54,730 10.13	75,564 13.99	46,044 8.52	165,786 30.69	151,752 28.09	
NORTHERN FIELD	2,736,571 100.00	251,648 9.20	363,176 13.27	258,005 9.43	193,483 7.07	760,523 27.79	909,587 33.24	149 0.01
N-1	744,410 100.00	69,699 9.36	100,912 13.56	65,759 8.83	41,583 5.59	198,759 26.70	287,698 35.96	
N-2	563,200 100.00	53,706 9.54	80,021 14.21	62,453 11.09	36,091 6.41	149,585 26.56	181,318 32.19	28
N-3	487,303 100.00	45,663 9.37	60,323 12.38	53,892 11.06	35,461 7.28	139,884 28.71	152,003 31.19	77 0.02
N-4	941,858 100.00	82,580 8.77	121,920 12.95	75,901 8.06	80,348 8.53	272,295 28.82	308,570 32.77	44
SOUTHERN FIELD	3,866,991 100.00	308,368 7.97	465,172 12.03	337,131 8.72	259,189 6.70	1,150,059 29.74	1,345,762 34.80	1,290 0.03
S-1	1,194,272 100.00	84,657 7.09	154,040 12.90	89,626 7.50	82,756 6.93	332,973 27.88	449,839 37.67	381 0.03
S-2	1,104,467 100.00	91,718 8.30	124,082 11.23	102,269 9.26	94,089 8.52	295,026 26.71	397,253 35.97	40
S-3	924,374 100.00	75,248 8.14	108,740 11.76	85,227 9.22	53,913 5.83	310,478 33.59	280,277 31.40	493 0.05
S-4	643,878 100.00	56,765 8.82	78,310 12.16	60,018 9.32	28,431 4.42	211,584 32.86	208,393 32.37	376 0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE

1 OF 84

4200 DTW08001 B2808 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
WESTERN FIELD	2,783,186	257,360	312,940	221,703	172,031	953,777	843,073	2,302
W-1	100.00	9.31	11.33	8.02	6.23	34.52	30.51	0.08
	643,323	83,024	86,743	48,543	46,191	185,644	233,015	163
W-2	100.00	9.80	10.37	7.55	7.18	28.86	36.22	0.03
	733,381	86,994	87,593	65,893	35,862	279,053	197,430	556
W-3	100.00	9.13	11.94	8.98	4.89	38.05	26.92	0.08
	623,255	59,133	63,077	55,002	33,679	237,829	173,478	1,257
W-4	100.00	9.49	10.12	8.82	5.40	38.13	27.83	0.20
	763,227	88,209	95,527	52,265	56,299	251,451	239,150	326
	100.00	8.94	12.52	6.85	7.38	32.95	31.33	0.04
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	7,805,488	750,407	877,616	716,199	629,408	2,169,036	2,659,318	3,504
	100.00	9.61	11.24	9.18	8.06	27.79	34.07	0.04
CHAIN OVER \$2 MIL	5,351,661	506,383	580,780	498,248	438,920	1,485,509	1,838,779	3,042
	100.00	9.46	10.85	9.31	8.20	27.76	34.36	0.06
IND OVER \$2 MIL	2,453,827	244,024	296,836	217,951	180,488	883,527	820,539	482
	100.00	9.94	12.10	8.88	7.76	27.86	33.44	0.02
CHAIN UNDER \$2 MIL	3,127,301	210,678	423,697	289,099	130,113	1,187,072	906,208	434
	100.00	6.74	13.55	8.80	4.16	37.96	28.98	0.01
IND UNDER \$2 MIL	4,040,924	322,333	500,332	335,682	246,427	1,321,542	1,313,741	867
	100.00	7.88	12.38	8.31	6.10	32.70	32.51	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 2 OF 84

4200 DTW08001 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	TOTAL		REGULAR FILTER			
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	537,897 3.88	14,435,816 96.41	9,785,384 65.42	2,875,054 17.87	5,238,475 34.98	1,881,835 12.57
CENTRAL FIELD	110,372 3.01	3,554,467 96.99	2,468,917 67.37	693,959 18.94	1,306,278 35.64	468,680 12.79
C-1	23,515 2.82	811,668 97.18	565,657 67.73	175,139 20.97	288,198 34.51	102,320 12.25
C-2	31,743 2.59	1,195,976 97.41	824,119 67.13	224,935 18.32	439,035 35.78	160,149 13.04
C-3	28,778 3.24	860,431 96.76	610,271 68.63	172,088 19.35	323,672 36.40	114,511 12.88
C-4	26,336 3.70	686,392 98.30	468,870 65.79	121,797 17.09	255,373 35.83	91,700 12.67
EASTERN FIELD	89,666 4.82	1,852,461 95.38	1,243,077 64.01	342,086 17.61	657,664 33.86	243,327 12.53
E-1	23,075 4.43	497,715 95.57	346,955 66.62	100,094 19.22	178,775 34.33	68,086 13.07
E-2	6,441 4.82	127,085 95.18	85,801 84.26	20,107 15.08	47,281 35.41	18,413 13.79
E-3	24,776 5.03	487,825 94.97	300,803 61.06	79,417 16.12	161,793 32.84	59,593 12.10
E-4	10,683 4.18	244,340 95.82	166,498 65.29	46,007 18.04	89,052 34.92	31,439 12.33
E-5	24,710 4.57	515,496 95.43	343,020 63.50	96,461 17.86	180,763 33.46	65,796 12.18
NORTHERN FIELD	111,919 4.09	2,624,652 95.91	1,700,983 62.16	424,851 15.52	936,876 34.24	339,456 12.40
N-1	35,460 4.76	708,950 95.24	459,735 61.76	116,960 15.71	253,132 34.00	89,643 12.04
N-2	22,861 4.06	540,339 95.94	335,261 59.53	83,194 14.77	188,066 33.39	64,001 11.36
N-3	18,202 3.74	469,101 96.26	311,097 63.84	76,516 15.70	170,413 34.97	64,168 13.17
N-4	35,396 3.76	906,262 96.24	594,890 63.17	147,681 15.71	325,265 34.54	121,644 12.92
SOUTHERN FIELD	121,903 3.15	3,745,088 96.85	2,475,867 64.03	654,150 16.82	1,345,931 34.81	475,786 12.30
S-1	40,507 3.39	1,153,765 96.61	769,689 64.45	197,954 16.58	423,371 35.45	148,364 12.42
S-2	31,095 2.82	1,073,372 97.18	699,190 63.31	176,800 16.18	382,170 34.60	138,220 12.51
S-3	29,036 3.14	895,338 96.86	603,262 65.26	173,241 18.74	317,958 34.40	112,063 12.12
S-4	21,265 3.30	622,613 96.70	403,726 62.70	104,155 16.18	222,432 34.55	77,139 11.98

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 3 OF 84

4200 DTW09001 B2808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
WESTERN FIELD	104,038	2,659,148	1,908,520	560,208	991,726	354,586
	3.77	96.23	69.00	20.27	35.89	12.83
W-1	24,907	618,416	456,763	130,432	240,191	86,140
	3.87	96.13	71.00	20.27	37.34	13.39
W-2	28,598	704,783	504,185	148,755	262,191	93,239
	3.90	96.10	68.75	20.28	35.75	12.71
W-3	25,297	597,958	427,143	132,595	218,214	78,334
	4.06	95.94	68.53	21.27	35.01	12.25
W-4	25,236	737,991	518,429	148,426	271,130	98,873
	3.31	96.69	87.93	19.45	35.52	12.95
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	302,316	7,503,172	5,129,207	1,344,985	2,774,150	1,010,072
	3.87	96.13	65.71	17.23	35.54	12.94
CHAIN OVER \$2 MIL	196,167	5,155,494	3,538,150	928,529	1,909,625	699,996
	3.67	96.33	66.11	17.35	35.68	13.08
IND OVER \$2 MIL	106,149	2,347,678	1,591,057	416,456	864,525	310,076
	4.33	95.67	64.84	18.97	35.23	12.64
CHAIN UNDER \$2 MIL	74,444	3,052,857	2,026,206	582,003	1,068,939	375,264
	2.38	97.62	64.78	18.61	34.18	12.00
IND UNDER \$2 MIL	161,137	3,879,787	2,639,951	748,066	1,395,386	496,489
	3.99	96.01	65.33	18.51	34.53	12.29

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE

4 OF 84

4200 DTW09001 B2808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	4,640,452 30.99	951,782 6.36	2,818,008 18.81	872,661 5.83
CENTRAL FIELD	1,085,550	202,057	679,814	203,679
	29.62	5.51	18.55	5.56
C-1	246,011	48,240	151,025	46,746
	29.46	5.78	18.08	5.60
C-2	371,857	70,981	234,576	66,320
	30.29	5.78	19.11	5.40
C-3	250,160	46,053	156,437	47,670
	28.13	5.18	17.59	5.36
C-4	217,522	38,803	137,776	42,943
	30.52	5.16	19.33	6.03
EASTERN FIELD	809,384	143,112	354,610	111,662
	31.38	7.37	18.26	5.75
E-1	150,760	32,852	89,583	28,325
	28.95	6.31	17.20	5.44
E-2	41,284	10,093	23,291	7,900
	30.92	7.56	17.44	5.92
E-3	167,022	37,705	97,503	31,814
	33.91	7.65	19.79	6.46
E-4	77,842	19,129	43,850	15,063
	30.53	7.50	17.12	5.81
E-5	172,476	43,333	100,583	28,560
	31.83	8.02	18.62	5.28
NORTHERN FIELD	923,669	166,616	566,441	190,612
	33.75	6.09	20.70	6.97
N-1	249,215	43,930	152,766	52,519
	33.48	5.90	20.52	7.06
N-2	206,078	40,044	126,356	38,678
	36.41	7.11	22.44	6.57
N-3	158,004	28,378	98,233	33,393
	32.42	5.82	19.75	6.85
N-4	311,372	54,264	191,086	66,022
	33.07	5.76	20.29	7.01
SOUTHERN FIELD	1,269,221	288,859	762,204	218,358
	32.82	7.48	19.71	5.65
S-1	384,078	82,476	235,396	66,204
	32.16	6.91	19.71	5.54
S-2	374,182	92,639	221,990	59,553
	33.88	8.38	20.10	5.39
S-3	292,076	62,987	176,201	52,888
	31.60	6.81	19.06	5.72
S-4	218,887	50,337	128,617	38,713
	34.00	7.85	19.98	6.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 5 OF 84

4200 DTW09001 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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CIGARETTES				
MENTHOL FILTER				
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	752,628	151,338	452,940	148,350
	27.24	5.48	16.39	5.37
W-1	181,853	27,866	99,724	33,963
	25.13	4.35	15.50	5.28
W-2	200,598	40,093	119,840	40,665
	27.35	5.47	16.34	5.54
W-3	170,815	43,713	98,358	28,744
	27.41	7.01	15.78	4.61
W-4	219,562	39,566	135,018	44,978
	28.77	5.18	17.69	5.89
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	2,373,965	484,034	1,424,972	464,959
	30.41	6.20	18.26	5.96
CHAIN OVER \$2 MIL	1,817,344	336,506	968,304	312,534
	30.22	6.29	18.09	5.84
IND OVER \$2 MIL	786,621	147,528	456,668	152,425
	30.83	6.01	18.61	6.21
CHAIN UNDER \$2 MIL	1,028,651	207,994	630,756	187,901
	32.83	6.65	20.17	6.01
IND UNDER \$2 MIL	1,239,836	259,754	760,281	219,801
	30.68	6.43	18.81	5.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE

6 OF

84

4200 DTW09001 B2808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	4,995,672 33.36	4,523,897 30.21	275,795 1.84	2,043,909 13.65	2,349,678 15.69	246,865 1.65
CENTRAL FIELD	1,202,336 32.81	1,197,203 32.67	69,378 1.89	458,739 12.52	563,706 15.38	63,105 1.72
C-1	277,205 33.19	272,232 32.60	16,220 1.94	97,789 11.71	132,614 15.88	15,608 1.87
C-2	402,155 32.78	399,371 32.53	22,593 1.84	159,588 13.00	191,956 15.64	20,313 1.65
C-3	284,387 31.98	307,868 34.62	18,016 2.03	103,385 11.83	131,024 14.73	15,751 1.77
C-4	238,589 33.48	217,732 30.55	12,549 1.76	97,977 13.75	108,112 15.17	11,433 1.60
EASTERN FIELD	690,184 35.54	522,400 26.90	30,483 1.57	292,141 15.04	292,452 15.06	24,791 1.28
E-1	192,987 37.06	145,886 28.01	8,082 1.55	71,544 13.74	73,316 14.08	5,900 1.13
E-2	44,451 33.29	38,236 28.64	3,114 2.33	19,107 14.31	20,101 15.05	2,076 1.55
E-3	164,089 33.31	128,486 26.08	8,248 1.67	79,520 16.14	80,238 16.29	7,264 1.47
E-4	94,183 36.93	68,748 26.96	3,587 1.41	37,369 14.65	37,534 14.72	2,939 1.15
E-5	194,504 36.01	141,084 26.11	7,452 1.38	84,601 15.66	81,263 15.04	6,612 1.22
NORTHERN FIELD	886,187 32.38	769,632 28.12	45,164 1.65	414,073 15.13	465,732 17.02	43,884 1.60
N-1	240,951 32.37	206,725 27.77	12,059 1.62	111,506 14.98	126,518 17.00	11,191 1.50
N-2	170,376 30.25	154,983 27.52	9,802 1.76	81,534 16.25	103,690 18.41	9,854 1.75
N-3	161,649 33.17	141,784 29.10	7,664 1.57	71,129 14.60	79,700 16.36	7,175 1.47
N-4	313,211 33.26	266,140 28.26	15,539 1.65	139,904 14.86	155,824 16.55	15,644 1.66
SOUTHERN FIELD	1,284,533 33.22	1,133,327 29.31	58,007 1.50	572,300 14.80	641,692 16.59	55,229 1.43
S-1	399,527 33.45	352,170 29.49	17,992 1.51	173,754 14.55	193,009 16.18	17,313 1.46
S-2	378,287 34.25	308,670 27.95	12,233 1.11	181,813 16.47	179,570 16.26	12,699 1.15
S-3	290,182 31.39	295,257 31.94	17,813 1.93	115,318 12.48	160,819 17.40	15,939 1.72
S-4	216,527 33.63	177,230 27.53	9,969 1.55	101,315 15.74	108,294 16.82	9,278 1.44

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 7 OF 84

4200 DTW09001 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
WESTERN FIELD	932,422	901,335	72,763	306,856	386,096	59,876
	33.74	32.62	2.63	11.10	13.97	2.17
W-1	228,870	210,733	17,180	65,283	81,835	14,525
	35.58	32.76	2.87	10.15	12.72	2.28
W-2	248,574	238,499	17,112	86,708	99,919	13,971
	33.89	32.52	2.33	11.82	13.82	1.91
W-3	200,375	208,109	18,659	64,909	90,989	14,917
	32.15	33.39	2.99	10.41	14.60	2.39
W-4	254,603	243,984	19,832	89,746	113,353	16,463
	33.36	31.97	2.60	11.76	14.85	2.16
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	2,554,613	2,414,441	160,153	1,010,446	1,219,045	144,474
	32.73	30.93	2.05	12.95	15.62	1.85
CHAIN OVER \$2 MIL	1,752,443	1,675,359	110,348	684,247	834,400	98,697
	32.75	31.31	2.06	12.79	15.59	1.84
IND OVER \$2 MIL	802,170	739,082	49,805	326,199	384,645	45,777
	32.69	30.12	2.03	13.29	15.68	1.87
CHAIN UNDER \$2 MIL	1,057,545	921,314	47,347	461,065	523,802	41,784
	33.82	29.46	1.51	14.74	16.75	1.34
IND UNDER \$2 MIL	1,383,514	1,188,142	68,295	572,398	606,831	60,607
	34.24	29.40	1.69	14.17	15.02	1.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 8 OF 84

4200 DTW09001 B2808 01 004 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	851,188 4.35	508,524 3.40	1,749,487 11.68	2,258,011 15.08
CENTRAL FIELD	159,642 4.36	140,603 3.84	494,881 13.50	635,484 17.34
C-1	31,424 3.76	22,112 2.65	93,936 11.25	116,048 13.89
C-2	46,867 3.82	48,823 3.98	196,178 15.98	245,001 19.96
C-3	40,167 4.52	29,543 3.32	108,313 12.18	137,856 15.50
C-4	41,184 5.78	40,125 5.63	96,454 13.53	136,579 19.18
EASTERN FIELD	77,483 3.99	54,593 2.81	159,470 8.21	214,063 11.02
E-1	22,485 4.32	13,244 2.54	44,760 8.59	58,004 11.14
E-2	2,211 1.68	587 0.44	6,636 4.97	7,223 5.41
E-3	18,598 3.78	14,085 2.86	47,808 9.71	61,873 12.56
E-4	9,183 3.59	1,413 0.55	15,098 5.82	16,509 6.47
E-5	25,028 4.63	25,284 4.68	48,170 8.36	70,454 13.04
NORTHERN FIELD	152,523 5.57	112,774 4.12	338,616 12.37	451,390 16.49
N-1	37,751 5.07	17,386 2.34	96,932 13.02	114,318 15.38
N-2	35,336 6.27	18,770 3.33	82,323 11.07	81,093 14.40
N-3	32,838 6.74	18,430 3.78	82,896 12.91	81,326 16.69
N-4	46,598 4.95	58,188 6.18	118,465 12.37	174,653 18.55
SOUTHERN FIELD	154,402 3.99	123,533 3.19	482,298 12.47	605,831 15.87
S-1	49,685 4.16	50,538 4.23	159,624 13.37	210,162 17.60
S-2	45,230 4.10	47,831 4.33	152,263 13.78	200,094 18.12
S-3	34,755 3.76	14,221 1.54	107,884 11.67	122,105 13.21
S-4	24,732 3.84	10,943 1.70	62,527 9.71	73,470 11.41

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 9 OF 84

4200 DTW09001 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52600

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
WESTERN FIELD	107,116	77,021	274,222	351,243
	3.88	2.79	9.92	12.71
W-1	38,759	27,524	81,849	109,373
	6.02	4.28	12.72	17.00
W-2	18,810	13,517	48,065	61,582
	2.56	1.84	6.55	8.40
W-3	14,428	7,774	42,336	50,110
	2.31	1.25	6.79	8.04
W-4	35,121	28,206	101,972	130,178
	4.60	3.70	13.36	17.06
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	371,691	263,821	939,895	1,203,716
	4.76	3.38	12.04	15.42
CHAIN OVER \$2 MIL	237,592	144,101	608,821	752,922
	4.44	2.89	11.38	14.07
IND OVER \$2 MIL	134,099	119,720	331,074	450,794
	5.46	4.88	13.49	18.37
CHAIN UNDER \$2 MIL	131,921	90,683	376,074	486,757
	4.22	2.90	12.03	14.93
IND UNDER \$2 MIL	147,554	154,020	433,518	587,538
	3.65	3.81	10.73	14.54

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TABLE S9

PAGE 10 OF 84

4200 DTW09001 82808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	1,283,418 8.57	349,299 2.33	141,222 0.94	22,139 0.15	76,840 0.51
CENTRAL FIELD	290,790 7.93	79,431 2.17	29,094 0.79	5,443 0.15	18,228 0.50
C-1	68,716 8.23	19,829 2.37	6,641 0.80	1,034 0.12	4,726 0.57
C-2	88,244 7.19	22,597 1.84	8,785 0.72	1,178 0.10	5,807 0.47
C-3	71,171 8.00	19,435 2.19	7,235 0.81	1,655 0.19	4,496 0.51
C-4	62,659 8.79	17,570 2.47	6,433 0.90	1,576 0.22	3,199 0.45
EASTERN FIELD	175,232 9.02	46,984 2.42	23,024 1.19	2,789 0.14	10,342 0.53
E-1	46,179 8.87	11,628 2.23	5,400 1.04	970 0.18	2,886 0.51
E-2	13,415 10.05	3,410 2.55	1,812 1.21	2 0.70	934 0.70
E-3	45,483 9.23	12,733 2.58	6,470 1.31	811 0.16	2,618 0.53
E-4	23,825 9.34	6,463 2.53	2,960 1.16	440 0.17	1,374 0.54
E-5	46,330 8.58	12,750 2.36	6,582 1.22	556 0.10	2,750 0.51
NORTHERN FIELD	251,648 9.20	69,273 2.53	27,317 1.00	5,320 0.19	12,446 0.45
N-1	69,699 9.36	21,281 2.86	7,838 1.05	1,383 0.19	3,455 0.48
N-2	53,706 9.54	13,759 2.44	5,851 1.04	787 0.14	2,812 0.50
N-3	45,663 9.37	11,660 2.39	4,845 0.99	1,169 0.24	2,283 0.47
N-4	82,580 8.77	22,573 2.40	8,783 0.93	1,981 0.21	3,896 0.41
SOUTHERN FIELD	308,388 7.97	82,121 2.12	33,376 0.86	3,873 0.10	18,301 0.47
S-1	84,657 7.09	24,740 2.07	10,934 0.92	1,365 0.11	5,395 0.45
S-2	91,718 8.30	24,115 2.18	8,855 0.81	1,837 0.15	5,583 0.51
S-3	75,248 8.14	18,563 2.01	7,940 0.86	260 0.03	4,830 0.50
S-4	56,765 8.82	14,703 2.28	5,547 0.86	611 0.09	2,693 0.42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 11 OF 84

4200 DTW09001 B2808 01 006 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
WESTERN FIELD	257,360	71,490	28,411	4,714	17,523
	9.31	2.59	1.03	0.17	0.63
W-1	63,024	16,491	6,259	1,812	3,653
	9.80	2.56	0.97	0.28	0.57
W-2	66,994	18,293	8,742	653	4,115
	9.13	2.49	1.19	0.09	0.56
W-3	59,133	18,951	8,029	209	5,808
	9.49	3.04	1.29	0.03	0.93
W-4	68,209	17,755	5,381	2,040	3,947
	8.94	2.33	0.71	0.27	0.52
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	750,407	196,778	72,998	15,037	41,414
	9.61	2.52	0.94	0.18	0.53
CHAIN OVER \$2 MIL	506,383	133,349	47,709	9,477	29,450
	9.46	2.49	0.89	0.18	0.55
IND OVER \$2 MIL	244,024	63,429	25,289	5,560	11,964
	9.94	2.58	1.03	0.23	0.49
CHAIN UNDER \$2 MIL	210,678	57,104	22,314	2,739	12,636
	6.74	1.83	0.71	0.09	0.40
IND UNDER \$2 MIL	322,333	95,417	45,910	4,363	22,790
	7.98	2.36	1.14	0.11	0.56

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 12 OF 84

4200 DTW09001 82808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	FULL FLAVOR			PALL MALL			
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	TOTAL
TOTAL UNITED STATES	52,806 0.35	40,137 0.27	92,943 0.62	1,211 0.01	979 0.01	2,190 0.01	95,133 0.64
CENTRAL FIELD	12,712 0.35	9,542 0.26	22,254 0.61	149		149	22,403 0.61
C-1	3,604 0.43	2,444 0.29	6,048 0.72	131 0.02		131 0.02	6,179 0.74
C-2	3,287 0.27	2,207 0.18	5,504 0.45				5,504 0.45
C-3	2,917 0.33	2,292 0.26	5,209 0.59				5,209 0.59
C-4	2,894 0.41	2,599 0.36	5,493 0.77	18		18	5,511 0.77
EASTERN FIELD	6,265 0.32	3,525 0.18	9,790 0.50		87	87	9,877 0.51
E-1	1,182 0.23	885 0.17	2,077 0.40		87 0.02	87 0.02	2,164 0.42
E-2	559 0.42	303 0.23	862 0.65				862 0.65
E-3	1,614 0.33	773 0.16	2,387 0.48				2,387 0.48
E-4	1,055 0.41	593 0.23	1,648 0.65				1,648 0.65
E-5	1,855 0.34	961 0.18	2,816 0.52				2,816 0.52
NORTHERN FIELD	10,018 0.37	7,142 0.26	17,160 0.63	1,062 0.04	573 0.02	1,635 0.06	18,795 0.69
N-1	3,074 0.41	1,863 0.25	4,937 0.66	1,062 0.14	570 0.08	1,632 0.22	6,569 0.88
N-2	1,961 0.35	1,532 0.27	3,493 0.62				3,493 0.62
N-3	1,384 0.28	1,271 0.26	2,655 0.54				2,655 0.54
N-4	3,619 0.38	2,476 0.26	6,095 0.65		3	3	6,098 0.65
SOUTHERN FIELD	12,969 0.34	11,233 0.29	24,202 0.63		263 0.01	263 0.01	24,465 0.63
S-1	3,983 0.33	2,375 0.20	6,359 0.53				6,359 0.53
S-2	3,588 0.32	3,775 0.34	7,343 0.66				7,343 0.66
S-3	2,714 0.29	2,269 0.25	4,983 0.54		263 0.03	263 0.03	5,246 0.57
S-4	2,704 0.42	2,813 0.44	5,517 0.86				5,517 0.86

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 13 OF 84

4200 DTW09001 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	FULL FLAVOR			LIGHTS		
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL
WESTERN FIELD	10,842	8,695	19,537		56	56
	0.39	0.31	0.71			
W-1	2,520	1,922	4,442			
	0.39	0.30	0.69			
W-2	2,399	2,191	4,590			
	0.33	0.30	0.63			
W-3	2,181	2,305	4,486		56	56
	0.35	0.37	0.72			
W-4	3,742	2,277	6,019		0.01	0.01
	0.49	0.30	0.79			
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	31,887	24,799	56,686	613	337	950
	0.41	0.32	0.73	0.01		0.01
CHAIN OVER \$2 MIL	22,968	17,568	40,536	458	337	793
	0.43	0.33	0.76	0.01	0.01	0.01
IND OVER \$2 MIL	8,919	7,231	16,150	157		157
	0.38	0.29	0.66	0.01		0.01
CHAIN UNDER \$2 MIL	9,796	8,243	18,039	226	344	570
	0.31	0.26	0.58	0.01	0.01	0.02
IND UNDER \$2 MIL	11,123	7,095	18,218	372	298	670
	0.28	0.18	0.45	0.01	0.01	0.02

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TABLE S9

PAGE 14 OF 84

4200 DTW09001 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX SOFT PACK	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES	129	13,838 0.09	352,779 2.42	40,264 0.27	75,272 0.50	115,536 0.77
CENTRAL FIELD		4,263 0.12	81,236 2.22	10,473 0.29	16,492 0.45	26,965 0.74
C-1		1,249 0.15	19,894 2.38	2,796 0.33	4,095 0.49	6,891 0.83
C-2		1,323 0.11	24,917 2.03	2,601 0.21	4,851 0.38	7,252 0.59
C-3		840 0.09	21,445 2.41	3,576 0.40	4,397 0.49	7,973 0.90
C-4		851 0.12	14,980 2.10	1,500 0.21	3,349 0.47	4,849 0.68
EASTERN FIELD		852 0.05	49,590 2.55	4,717 0.24	11,788 0.61	16,503 0.85
E-1		428 0.08	12,968 2.49	1,635 0.31	3,085 0.59	4,720 0.91
E-2			4,547 3.41	491 0.37	1,012 0.76	1,503 1.13
E-3		447 0.09	12,869 2.61	885 0.18	2,639 0.54	3,524 0.72
E-4		41 0.02	7,303 2.86	518 0.20	2,081 0.82	2,599 1.02
E-5		36 0.01	11,903 2.20	1,188 0.22	2,969 0.55	4,157 0.77
NORTHERN FIELD	129	5,266 0.19	64,814 2.37	4,920 0.18	13,420 0.49	18,340 0.67
N-1	129 0.02	1,907 0.26	17,805 2.39	918 0.12	3,327 0.45	4,245 0.57
N-2		816 0.14	13,538 2.40	1,230 0.22	3,044 0.54	4,274 0.76
N-3		728 0.15	11,727 2.41	981 0.20	2,570 0.53	3,551 0.73
N-4		1,815 0.19	21,746 2.31	1,791 0.19	4,479 0.48	6,270 0.67
SOUTHERN FIELD		2,106 0.05	91,969 2.38	9,729 0.25	17,989 0.47	27,718 0.72
S-1		687 0.06	25,070 2.10	1,598 0.13	4,690 0.39	6,288 0.53
S-2		597 0.05	24,293 2.20	3,044 0.28	5,118 0.48	8,162 0.74
S-3		487 0.05	26,097 2.82	2,805 0.30	5,547 0.60	8,352 0.90
S-4		335 0.05	16,509 2.56	2,282 0.35	2,634 0.41	4,916 0.76

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 15 OF 84

4200 DTW09001 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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CIGARETTES						
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX FILTER 100'S SOFT PACK	TOTAL	
WESTERN FIELD		1,249	75,170	10,425	15,585	26,010
		0.05	2.72	0.38	0.58	0.94
W-1		325	16,417	1,950	3,615	5,565
		0.05	2.55	0.30	0.58	0.87
W-2		193	19,819	3,391	3,625	7,016
		0.03	2.70	0.46	0.49	0.96
W-3		383	18,682	2,338	4,326	6,664
		0.06	3.00	0.38	0.69	1.07
W-4		388	20,252	2,746	4,019	6,765
		0.05	2.65	0.36	0.53	0.89
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	129	9,584	209,878	25,448	41,601	67,047
		0.12	2.69	0.33	0.53	0.86
CHAIN OVER \$2 MIL	101	5,283	147,512	18,399	29,611	48,010
		0.10	2.76	0.34	0.55	0.80
IND OVER \$2 MIL	28	4,281	82,366	7,047	11,990	19,037
		0.17	2.54	0.29	0.49	0.78
CHAIN UNDER \$2 MIL		806	53,831	6,331	13,667	19,998
		0.03	2.04	0.20	0.44	0.64
IND UNDER \$2 MIL		3,468	89,070	8,487	20,004	28,491
		0.09	2.20	0.21	0.50	0.71

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TABLE S9

PAGE 18 OF 84

4200 DTW09001 82808 01 008 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		BOX	SOFT PACK	BOX	SOFT PACK	
TOTAL UNITED STATES	1,246 0.01	73,306 0.49	74,552 0.50	47,184 0.32	9,998 0.07	53,232 0.38	63,230 0.42	110,414 0.74
CENTRAL FIELD	301 0.01	14,795 0.40	15,096 0.41	7,746 0.21	1,049 0.03	13,693 0.37	14,742 0.40	22,488 0.61
C-1	108 0.01	3,141 0.38	3,249 0.39	1,586 0.19	434 0.05	3,518 0.42	3,952 0.47	5,538 0.66
C-2	80 0.01	4,784 0.39	4,864 0.40	2,781 0.23	182 0.01	4,344 0.35	4,526 0.37	7,307 0.60
C-3	19 0.01	4,135 0.47	4,154 0.47	1,251 0.14	151 0.02	3,470 0.39	3,621 0.41	4,872 0.55
C-4	94 0.01	2,735 0.38	2,829 0.40	2,128 0.30	282 0.04	2,361 0.33	2,643 0.37	4,771 0.67
EASTERN FIELD	431 0.02	11,762 0.61	12,193 0.63	7,578 0.39	781 0.04	8,716 0.35	7,487 0.38	15,043 0.77
E-1	42 0.01	3,080 0.59	3,132 0.60	1,862 0.36	198 0.04	1,653 0.32	1,851 0.36	3,713 0.71
E-2	88 0.07	1,315 0.98	1,403 1.05	407 0.30	27 0.02	482 0.37	519 0.39	926 0.69
E-3	136 0.03	2,810 0.57	2,946 0.60	2,297 0.47	241 0.05	2,007 0.41	2,248 0.46	4,545 0.92
E-4	78 0.03	1,588 0.62	1,666 0.65	1,052 0.41	192 0.08	920 0.38	1,112 0.44	2,164 0.85
E-5	87 0.02	2,959 0.55	3,046 0.56	1,958 0.38	93 0.02	1,844 0.30	1,737 0.32	3,695 0.68
NORTHERN FIELD	218 0.01	12,772 0.47	12,990 0.47	9,440 0.34	2,862 0.10	9,688 0.35	12,551 0.46	21,991 0.80
N-1	3,556 0.01	3,556 0.48	3,556 0.48	2,967 0.40	637 0.09	2,953 0.40	3,600 0.48	6,567 0.88
N-2	2,575 0.01	2,575 0.46	2,575 0.46	1,438 0.28	657 0.12	2,085 0.37	2,722 0.48	4,160 0.74
N-3	48 0.01	2,316 0.48	2,364 0.49	1,769 0.38	448 0.09	1,688 0.34	2,116 0.43	3,885 0.80
N-4	170 0.02	4,325 0.48	4,495 0.48	3,266 0.35	1,120 0.12	2,993 0.32	4,113 0.44	7,379 0.78
SOUTHERN FIELD	136 0.01	19,230 0.50	19,366 0.50	12,755 0.33	3,769 0.10	13,612 0.35	17,381 0.45	30,136 0.78
S-1	107 0.01	8,728 0.56	8,835 0.57	3,892 0.33	1,013 0.08	3,253 0.27	4,266 0.36	8,158 0.68
S-2	24 0.01	4,675 0.42	4,699 0.43	3,518 0.32	1,078 0.10	3,334 0.30	4,412 0.40	7,930 0.72
S-3	4,858 0.01	4,858 0.53	4,858 0.53	2,984 0.32	575 0.06	4,183 0.45	4,768 0.52	7,732 0.84
S-4	5 0.01	2,969 0.46	2,974 0.46	2,381 0.37	1,103 0.17	2,832 0.44	3,935 0.61	6,316 0.98

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TABLE S9

PAGE 17 OF 84

4200 DTW09001 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
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	CIGARETTES							
	CARLTON							
	FILTER KINGS	SOFT PACK	TOTAL	KINGS SOFT PACK	MENTHOL 100'S	SOFT PACK	TOTAL	TOTAL
BOX					BOX			
WESTERN FIELD	180	14,747	14,907	9,667	1,567	9,522	11,089	20,756
	0.01	0.53	0.54	0.35	0.08	0.34	0.40	0.75
W-1	32	3,281	3,293	2,523	426	1,842	2,268	4,791
		0.51	0.51	0.39	0.07	0.29	0.35	0.74
W-2	103	4,459	4,582	2,747	311	2,276	2,587	5,334
	0.01	0.81	0.82	0.37	0.04	0.31	0.35	0.73
W-3	6	3,607	3,613	2,017	297	2,627	2,924	4,941
		0.58	0.58	0.32	0.05	0.42	0.47	0.79
W-4	19	3,420	3,439	2,380	533	2,777	3,310	5,690
		0.45	0.45	0.31	0.07	0.36	0.43	0.75
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	689	38,885	39,584	26,601	7,451	29,365	36,816	63,417
	0.01	0.50	0.51	0.34	0.10	0.38	0.47	0.81
CHAIN OVER \$2 MIL	489	26,987	27,476	18,638	5,061	20,947	26,008	44,646
	0.01	0.50	0.51	0.35	0.09	0.39	0.49	0.83
IND OVER \$2 MIL	210	11,898	12,108	7,983	2,390	8,418	10,808	18,771
	0.01	0.48	0.49	0.32	0.10	0.34	0.44	0.76
CHAIN UNDER \$2 MIL	143	13,327	13,470	8,344	941	11,258	12,199	20,543
		0.43	0.43	0.27	0.03	0.36	0.39	0.66
IND UNDER \$2 MIL	404	21,094	21,498	12,239	1,606	12,609	14,215	26,454
	0.01	0.52	0.53	0.30	0.04	0.31	0.35	0.65

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 18 OF 84

4200 DTW09001 B2808 01 009 0273 1458.

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	59,475 0.40	2,802 0.02	214,799 1.43	78,354 0.52	31,870 0.21	34,084 0.23	55,954 0.44
CENTRAL FIELD	16,142 0.44	545 0.01	44,861 1.22	14,989 0.41	7,129 0.19	8,321 0.23	15,450 0.42
C-1	4,199 0.50	17 0.00	10,387 1.24	3,955 0.47	1,965 0.24	2,205 0.26	4,170 0.50
C-2	5,290 0.43	204 0.02	12,832 1.03	3,834 0.31	1,618 0.13	2,580 0.21	4,198 0.34
C-3	4,162 0.47	284 0.03	11,903 1.34	3,840 0.43	1,792 0.20	1,918 0.22	3,708 0.42
C-4	2,491 0.35	40 0.01	9,738 1.37	3,360 0.47	1,754 0.25	1,620 0.23	3,374 0.47
EASTERN FIELD	5,377 0.28	474 0.02	33,703 1.74	15,709 0.81	3,794 0.20	4,169 0.21	7,983 0.41
E-1	1,294 0.25	109 0.02	8,422 1.62	4,038 0.78	941 0.18	1,106 0.21	2,047 0.39
E-2	715 0.54	170 0.03	1,987 1.49	1,180 0.88	158 0.12	206 0.15	364 0.27
E-3	1,684 0.34	170 0.03	9,928 2.02	4,222 0.88	1,263 0.26	1,363 0.28	2,626 0.53
E-4	744 0.29	130 0.05	4,180 1.64	1,649 0.85	500 0.20	499 0.20	999 0.39
E-5	940 0.17	65 0.01	9,186 1.70	4,620 0.86	932 0.17	995 0.18	1,927 0.38
NORTHERN FIELD	10,587 0.39	906 0.03	44,044 1.61	14,670 0.54	6,412 0.23	6,169 0.23	12,581 0.46
N-1	3,161 0.42	276 0.04	12,268 1.65	4,862 0.85	1,794 0.24	1,852 0.25	3,646 0.49
N-2	2,255 0.40	272 0.05	9,485 1.58	3,396 0.60	1,115 0.20	1,182 0.21	2,277 0.40
N-3	1,851 0.38	76 0.02	9,008 1.85	2,351 0.48	1,385 0.28	1,339 0.27	2,724 0.58
N-4	3,320 0.35	282 0.03	13,283 1.41	4,061 0.43	2,118 0.22	1,818 0.19	3,934 0.42
SOUTHERN FIELD	14,234 0.37	515 0.01	50,780 1.31	17,734 0.46	7,545 0.20	8,720 0.23	16,265 0.42
S-1	3,868 0.31	121 0.01	13,997 1.17	4,925 0.41	2,082 0.17	1,998 0.17	4,078 0.34
S-2	3,416 0.31	86 0.01	15,748 1.43	4,264 0.39	2,697 0.24	3,092 0.28	5,789 0.52
S-3	4,980 0.54	195 0.02	9,900 1.07	5,103 0.55	805 0.09	1,742 0.19	2,547 0.28
S-4	2,190 0.34	113 0.02	11,137 1.73	3,442 0.53	1,961 0.30	1,890 0.29	3,851 0.60

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 19 OF 84

4200 DTW09001 82808 01 010 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				LUCKY STRIKE		
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	FILTER LIGHTS 100'S	TOTAL
WESTERN FIELD	13,135	382	41,611	15,252	6,990	6,705	13,695
	0.48	0.01	1.51	0.55	0.25	0.24	0.50
W-1	2,687	81	12,066	3,378	2,149	2,238	4,385
	0.42	0.01	1.88	0.53	0.33	0.35	0.68
W-2	2,888	19	8,562	3,920	943	1,308	2,251
	0.39		1.17	0.53	0.13	0.18	0.31
W-3	3,411	53	7,149	3,998	813	986	1,799
	0.55	0.01	1.15	0.64	0.13	0.16	0.29
W-4	4,149	209	13,834	3,956	3,085	2,175	5,260
	0.54	0.03	1.81	0.52	0.40	0.28	0.69
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	38,483	1,347	136,580	40,892	23,098	23,904	47,002
	0.49	0.02	1.75	0.52	0.30	0.31	0.60
CHAIN OVER \$2 MIL	26,892	688	93,329	28,750	16,290	16,364	32,654
	0.50	0.01	1.74	0.54	0.30	0.31	0.61
IND OVER \$2 MIL	11,791	659	43,251	12,142	8,808	7,540	14,348
	0.48	0.03	1.78	0.49	0.28	0.31	0.58
CHAIN UNDER \$2 MIL	9,118	704	29,065	13,008	3,895	4,627	8,522
	0.29	0.02	0.93	0.42	0.12	0.15	0.27
IND UNDER \$2 MIL	11,876	751	49,154	24,454	4,877	5,553	10,430
	0.29	0.02	1.22	0.61	0.12	0.14	0.26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 20 OF 84

4200 DTW09001 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	MENTHOL TOTAL
TOTAL UNITED STATES	38,540 0.24	29,635 0.20	66,175 0.44	132,129 0.88	4,316 0.03	136,445 0.91
CENTRAL FIELD	6,103 0.17	7,596 0.21	13,699 0.37	29,149 0.80	523 0.01	29,672 0.81
C-1	955 0.11	1,248 0.15	2,203 0.26	6,373 0.76	59 0.01	6,432 0.77
C-2	2,051 0.17	2,364 0.19	4,415 0.36	8,813 0.70	185 0.02	8,798 0.72
C-3	1,563 0.18	2,643 0.30	4,206 0.47	7,914 0.89	149 0.02	8,063 0.91
C-4	1,534 0.22	1,341 0.19	2,875 0.40	6,249 0.88	130 0.02	6,379 0.90
EASTERN FIELD	5,961 0.31	3,181 0.15	9,142 0.47	17,105 0.88	889 0.05	17,994 0.93
E-1	1,415 0.27	719 0.14	2,134 0.41	4,181 0.80	203 0.04	4,384 0.84
E-2	370 0.28	60 0.04	430 0.32	794 0.59	13 0.01	807 0.60
E-3	1,759 0.36	989 0.20	2,748 0.56	5,374 1.09	332 0.07	5,706 1.16
E-4	974 0.38	446 0.17	1,420 0.56	2,419 0.95	112 0.04	2,531 0.99
E-5	1,443 0.27	967 0.18	2,410 0.45	4,337 0.80	229 0.04	4,566 0.85
NORTHERN FIELD	9,505 0.35	6,207 0.23	15,712 0.57	28,293 1.03	1,081 0.04	29,374 1.07
N-1	2,171 0.29	1,411 0.19	3,582 0.48	7,228 0.97	178 0.02	7,406 0.89
N-2	1,953 0.35	1,408 0.25	3,361 0.60	5,638 1.00	451 0.08	6,089 1.08
N-3	2,239 0.46	1,439 0.30	3,678 0.75	6,402 1.31	255 0.05	6,657 1.37
N-4	3,142 0.33	1,949 0.21	5,091 0.54	9,025 0.96	197 0.02	9,222 0.98
SOUTHERN FIELD	8,819 0.23	6,965 0.18	15,784 0.41	32,049 0.83	997 0.03	33,046 0.85
S-1	2,789 0.23	1,621 0.14	4,410 0.37	8,488 0.71	584 0.05	9,072 0.76
S-2	2,850 0.26	2,750 0.25	5,600 0.51	11,389 1.03	93 0.01	11,482 1.04
S-3	901 0.10	1,294 0.14	2,195 0.24	4,742 0.51	55 0.01	4,797 0.52
S-4	2,279 0.35	1,300 0.20	3,579 0.56	7,430 1.15	265 0.04	7,695 1.20

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 21 OF 84

4200 DTW09001 B28Q8 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER & MENTHOL		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	MENTHOL KINGS & 100'S	TOTAL
WESTERN FIELD	6,152	5,686	11,838	25,533	826	26,359
	0.22	0.21	0.43	0.92	0.03	0.95
W-1	2,287	1,995	4,282	8,667	21	8,688
	0.36	0.31	0.67	1.35		1.35
W-2	1,277	927	2,204	4,455	187	4,642
	0.17	0.13	0.30	0.61	0.03	0.63
W-3	435	486	921	2,720	431	3,151
	0.07	0.08	0.15	0.44	0.07	0.51
W-4	2,153	2,278	4,431	9,891	187	9,878
	0.28	0.30	0.58	1.27	0.02	1.29
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	25,481	20,301	45,792	92,794	2,894	95,688
	0.33	0.28	0.59	1.19	0.04	1.23
CHAIN OVER \$2 MIL	16,678	13,460	30,138	62,792	1,787	64,579
	0.31	0.25	0.56	1.17	0.03	1.21
IND OVER \$2 MIL	8,813	8,841	15,654	30,002	1,107	31,109
	0.36	0.28	0.64	1.22	0.05	1.27
CHAIN UNDER \$2 MIL	2,988	3,869	6,857	15,379	678	16,057
	0.10	0.12	0.22	0.49	0.02	0.51
IND UNDER \$2 MIL	8,081	5,465	13,526	23,956	744	24,700
	0.20	0.14	0.33	0.59	0.02	0.61

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 22 OF 84

4200 DTW09001 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	TAREYTON				
	FILTER		LIGHTS		
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	162,246 1.08	68,840 0.46	63,160 0.42	132,000 0.88	30,246 0.20
CENTRAL FIELD	31,866 0.87	14,068 0.38	12,859 0.35	26,727 0.73	5,139 0.14
C-1	6,627 0.79	3,233 0.39	2,728 0.33	5,951 0.71	666 0.08
C-2	11,189 0.91	4,765 0.39	4,285 0.35	9,050 0.74	2,119 0.17
C-3	6,991 0.79	3,143 0.35	3,123 0.35	6,268 0.70	725 0.08
C-4	7,079 0.99	2,927 0.41	2,523 0.35	5,450 0.76	1,629 0.23
EASTERN FIELD	28,910 1.49	12,519 0.64	10,432 0.54	22,951 1.18	5,959 0.31
E-1	8,510 1.63	3,529 0.68	2,943 0.57	6,472 1.24	2,038 0.39
E-2	2,147 1.61	796 0.60	708 0.53	1,504 1.13	643 0.48
E-3	6,311 1.28	3,027 0.61	2,167 0.44	5,194 1.05	1,117 0.23
E-4	3,949 1.55	1,807 0.71	1,556 0.61	3,363 1.32	586 0.23
E-5	7,993 1.48	3,360 0.62	3,058 0.57	6,418 1.19	1,575 0.29
NORTHERN FIELD	30,695 1.12	12,082 0.44	11,729 0.43	23,811 0.87	6,884 0.25
N-1	8,889 1.19	3,554 0.48	3,471 0.47	7,025 0.94	1,864 0.25
N-2	6,627 1.18	2,725 0.48	2,865 0.51	5,590 0.99	1,037 0.18
N-3	5,345 1.10	2,110 0.43	1,823 0.37	3,933 0.81	1,412 0.29
N-4	9,834 1.04	3,893 0.39	3,570 0.38	7,263 0.77	2,571 0.27
SOUTHERN FIELD	31,879 0.82	14,443 0.37	13,030 0.34	27,473 0.71	4,406 0.11
S-1	8,358 0.70	3,750 0.31	3,016 0.25	6,768 0.57	1,592 0.13
S-2	8,230 0.75	3,887 0.35	3,073 0.28	6,940 0.63	1,290 0.12
S-3	10,180 1.10	4,513 0.49	4,608 0.52	9,321 1.01	859 0.09
S-4	5,111 0.79	2,313 0.38	2,133 0.33	4,448 0.69	665 0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 23 OF 84

4200 DTW09001 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES TAREYTON			LIGHTS	
	TOTAL	KINGS	FILTER 100'S	TOTAL	KINGS & 100'S
WESTERN FIELD	38,896	15,728	15,310	31,038	7,858
	1.41	0.57	0.55	1.12	0.28
W-1	9,391	2,990	3,189	6,159	3,232
	1.46	0.46	0.49	0.98	0.50
W-2	12,319	4,974	4,802	9,778	2,543
	1.68	0.68	0.65	1.33	0.35
W-3	8,896	3,879	4,215	8,094	802
	1.43	0.62	0.68	1.30	0.13
W-4	8,290	3,885	3,124	7,009	1,281
	1.08	0.51	0.41	0.92	0.17
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	84,591	34,472	33,284	67,736	16,855
	1.08	0.44	0.43	0.87	0.22
CHAIN OVER \$2 MIL	55,524	23,925	22,153	46,078	9,446
	1.04	0.45	0.41	0.85	0.18
IND OVER \$2 MIL	29,067	10,547	11,111	21,658	7,409
	1.18	0.43	0.45	0.88	0.30
CHAIN UNDER \$2 MIL	27,088	12,427	11,558	23,985	3,081
	0.87	0.40	0.37	0.77	0.10
IND UNDER \$2 MIL	50,589	21,941	18,338	40,279	10,310
	1.25	0.54	0.45	1.00	0.26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 24 OF 84

4200 DTW09001 B2808 01 012 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL	85'S TOTAL	100'S TOTAL	MALIBU FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	168,991 1.13	39,805 0.27	129,186 0.86	12,967 0.09	13,179 0.09	13,659 0.09
CENTRAL FIELD	48,738 1.28	11,455 0.31	35,283 0.96	4,000 0.11	3,628 0.10	3,827 0.10
C-1	10,268 1.23	1,220 0.15	9,049 1.08	372 0.04	342 0.04	806 0.08
C-2	14,920 1.22	6,657 0.54	8,263 0.67	2,448 0.20	2,123 0.17	2,088 0.17
C-3	9,845 1.11	1,677 0.19	8,168 0.92	575 0.06	529 0.06	573 0.06
C-4	11,704 1.64	1,901 0.27	9,803 1.38	605 0.08	834 0.09	862 0.09
EASTERN FIELD	13,852 0.71	2,099 0.11	11,753 0.61	568 0.03	726 0.04	805 0.04
E-1	3,887 0.75	788 0.15	3,099 0.80	240 0.05	263 0.05	285 0.05
E-2	1,039 0.78	97 0.07	942 0.71	11 0.01	27 0.02	59 0.04
E-3	3,000 0.61	353 0.07	2,647 0.54	82 0.02	125 0.03	146 0.03
E-4	1,729 0.88	347 0.14	1,382 0.54	113 0.04	91 0.04	143 0.06
E-5	4,187 0.78	514 0.10	3,683 0.68	122 0.02	220 0.04	172 0.03
NORTHERN FIELD	36,188 1.32	10,477 0.38	25,711 0.94	3,376 0.12	3,524 0.13	3,577 0.13
N-1	6,943 0.83	1,481 0.20	5,452 0.73	501 0.07	468 0.06	524 0.07
N-2	8,785 1.58	2,715 0.48	6,070 1.08	881 0.16	830 0.15	1,004 0.18
N-3	7,302 1.50	2,132 0.44	5,170 1.06	675 0.14	762 0.16	695 0.14
N-4	13,158 1.40	4,138 0.44	9,019 0.98	1,319 0.14	1,468 0.16	1,354 0.14
SOUTHERN FIELD	47,087 1.22	12,709 0.33	34,378 0.89	3,981 0.10	4,441 0.11	4,287 0.11
S-1	11,092 0.93	3,193 0.27	7,899 0.66	1,100 0.09	1,050 0.09	1,043 0.09
S-2	18,722 1.70	5,906 0.53	12,816 1.16	1,688 0.15	2,485 0.22	1,752 0.16
S-3	8,482 0.92	2,873 0.28	5,609 0.64	827 0.09	694 0.08	1,052 0.11
S-4	8,791 1.37	1,037 0.16	7,754 1.20	365 0.06	232 0.04	440 0.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 25 OF 84

4200 DTW09001 B2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
WESTERN FIELD	25,126	3,085	22,081	1,042	880	1,163
	0.91	0.11	0.80	0.04	0.03	0.04
W-1	7,056	1,005	6,051	376	211	418
	1.10	0.16	0.94	0.06	0.03	0.06
W-2	6,664	1,043	5,621	373	315	355
	0.91	0.14	0.77	0.05	0.04	0.05
W-3	4,545	847	3,698	269	262	316
	0.73	0.14	0.59	0.04	0.04	0.05
W-4	6,861	170	6,691	24	72	74
	0.90	0.02	0.88		0.01	0.01
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	104,988	23,459	81,529	7,610	7,508	8,343
	1.35	0.30	1.04	0.10	0.10	0.11
CHAIN OVER \$2 MIL	66,523	13,190	53,333	4,211	4,516	4,463
	1.24	0.25	1.00	0.08	0.08	0.08
IND OVER \$2 MIL	38,465	10,269	28,196	3,399	2,990	3,880
	1.57	0.42	1.15	0.14	0.12	0.16
CHAIN UNDER \$2 MIL	32,369	7,712	24,657	2,701	2,327	2,884
	1.04	0.25	0.79	0.09	0.07	0.09
IND UNDER \$2 MIL	31,634	8,634	23,000	2,656	3,346	2,632
	0.78	0.21	0.57	0.07	0.08	0.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 26 OF 84

4200 DTW09001 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				AMERICAN LIGHTS		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	85'S	FILTER 100'S	
TOTAL UNITED STATES	43,045 0.29	42,116 0.28	44,025 0.29				25,304 0.17
CENTRAL FIELD	11,824 0.32	11,524 0.31	11,935 0.33				6,858 0.19
C-1	2,896 0.35	3,067 0.37	3,086 0.37				1,710 0.20
C-2	2,581 0.21	2,579 0.21	3,093 0.25				2,009 0.16
C-3	2,950 0.33	2,819 0.28	2,599 0.29				1,552 0.17
C-4	3,387 0.48	3,259 0.46	3,157 0.44				1,587 0.22
EASTERN FIELD	3,921 0.20	3,955 0.20	3,877 0.20				2,193 0.11
E-1	1,069 0.21	1,015 0.19	1,015 0.19				784 0.15
E-2	273 0.20	393 0.28	276 0.21				285 0.21
E-3	960 0.19	912 0.19	775 0.16				642 0.13
E-4	476 0.19	425 0.17	481 0.19				201 0.08
E-5	1,143 0.21	1,210 0.22	1,330 0.25				301 0.06
NORTHERN FIELD	8,801 0.32	8,410 0.31	8,500 0.31				6,634 0.24
N-1	1,891 0.25	1,721 0.23	1,840 0.25				2,513 0.34
N-2	1,902 0.34	2,238 0.40	1,930 0.34				1,514 0.27
N-3	1,790 0.37	1,664 0.34	1,716 0.35				621 0.13
N-4	3,218 0.34	2,787 0.30	3,014 0.32				1,986 0.21
SOUTHERN FIELD	11,247 0.29	11,221 0.29	11,910 0.31				4,552 0.12
S-1	2,518 0.21	2,506 0.21	2,875 0.24				1,400 0.12
S-2	4,121 0.37	4,328 0.39	4,367 0.40				812 0.06
S-3	1,582 0.17	1,937 0.21	2,390 0.26				2,026 0.22
S-4	3,026 0.47	2,480 0.38	2,278 0.35				514 0.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 27 OF 84

4200 DTW09001 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
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	CIGARETTES						ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S	FILTER 100'S	
WESTERN FIELD	7,252	7,006	7,803				5,057
	0.26	0.25	0.28				0.18
W-1	2,084	2,111	1,856				1,603
	0.32	0.33	0.29				0.25
W-2	1,395	1,323	2,903				1,337
	0.19	0.18	0.40				0.18
W-3	1,060	1,122	1,516				910
	0.17	0.18	0.24				0.15
W-4	2,713	2,450	1,528				1,217
	0.36	0.32	0.20				0.16
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	28,727	26,355	28,447				17,592
	0.34	0.34	0.36				0.23
CHAIN OVER \$2 MIL	17,370	16,924	19,039				10,146
	0.32	0.32	0.36				0.19
IND OVER \$2 MIL	9,357	9,431	9,408				7,446
	0.38	0.38	0.38				0.30
CHAIN UNDER \$2 MIL	8,207	7,830	8,620				1,243
	0.26	0.25	0.28				0.04
IND UNDER \$2 MIL	8,111	7,931	6,958				6,469
	0.20	0.20	0.17				0.16

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 28 OF 84

4200 DTW09001 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO		FILTER LIGHTS	
			BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	4,677,650 31.24	1,970,284 13.18	304,683 2.03	409,298 2.73	140,050 0.94	249,857 1.87
CENTRAL FIELD	1,199,270 32.72	508,786 13.88	46,502 1.27	117,606 3.21	26,843 0.73	70,954 1.94
C-1	308,361 36.68	146,521 17.54	18,791 2.25	31,665 3.79	10,541 1.26	15,739 1.88
C-2	399,990 32.58	142,788 11.63	13,342 1.09	30,912 2.52	6,785 0.55	23,538 1.92
C-3	287,400 32.32	130,085 14.63	7,176 0.81	33,238 3.74	5,757 0.65	18,098 2.04
C-4	205,519 28.84	89,372 12.54	7,193 1.01	21,791 3.06	3,760 0.53	13,579 1.91
EASTERN FIELD	614,021 31.62	270,791 13.94	84,109 4.33	37,842 1.95	32,241 1.66	23,541 1.21
E-1	165,010 31.88	72,890 14.00	25,187 4.84	7,444 1.43	10,438 2.00	5,129 0.98
E-2	45,069 33.75	18,552 13.89	7,483 5.60	965 0.72	2,430 1.82	852 0.64
E-3	153,992 31.26	66,354 13.47	19,033 3.86	10,526 2.14	7,891 1.60	6,815 1.38
E-4	84,164 33.01	37,165 14.57	13,162 5.16	3,879 1.52	4,768 1.87	2,157 0.85
E-5	185,788 30.69	75,830 14.04	19,244 3.56	15,028 2.78	6,718 1.24	8,588 1.59
NORTHERN FIELD	760,523 27.79	298,475 10.94	34,557 1.26	74,823 2.73	16,897 0.62	41,413 1.51
N-1	198,759 26.70	76,347 10.26	6,858 0.92	23,122 3.11	3,020 0.41	10,699 1.44
N-2	149,585 26.56	61,484 10.82	5,211 0.93	17,875 3.17	3,029 0.54	8,274 1.47
N-3	139,884 28.71	54,189 11.12	8,129 1.67	9,435 1.94	4,805 0.99	6,372 1.31
N-4	272,295 28.92	107,455 11.41	14,359 1.52	24,391 2.59	6,043 0.64	16,068 1.71
SOUTHERN FIELD	1,150,059 29.74	484,933 12.54	63,275 1.64	116,667 3.02	31,672 0.82	74,606 1.93
S-1	332,973 27.88	136,857 11.46	12,527 1.05	33,917 2.84	7,522 0.63	23,897 2.00
S-2	295,026 26.71	123,172 11.15	10,274 0.83	36,274 3.28	5,217 0.47	25,703 2.33
S-3	310,476 33.59	131,284 14.20	25,173 2.72	24,512 2.65	9,798 1.06	12,685 1.37
S-4	211,584 32.86	93,610 14.54	15,301 2.38	21,964 3.41	9,138 1.42	12,321 1.81

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 29 OF 84

4200 DTW09001 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL	MARLBORO		FILTER		FILTER LIGHTS
	PHILIP MORRIS	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK
WESTERN FIELD	953,777	406,299	76,240	62,380	32,397	39,343
	34.52	14.70	2.78	2.26	1.17	1.42
W-1	185,644	72,689	7,803	15,249	3,901	7,476
	28.86	11.30	1.21	2.37	0.81	1.16
W-2	279,053	119,749	30,323	11,702	12,163	9,322
	38.05	16.33	4.13	1.60	1.66	1.27
W-3	237,629	108,206	25,624	13,197	10,424	10,937
	38.13	17.36	4.11	2.12	1.67	1.75
W-4	251,451	105,655	12,480	22,212	5,909	11,608
	32.95	13.84	1.64	2.91	0.77	1.52
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	2,169,036	888,259	131,781	186,372	55,624	106,680
	27.79	11.38	1.69	2.39	0.71	1.37
CHAIN OVER \$2 MIL	1,485,509	613,312	95,403	125,125	38,648	73,450
	27.76	11.48	1.78	2.34	0.72	1.37
IND OVER \$2 MIL	683,527	274,947	36,378	61,247	16,975	33,230
	27.86	11.20	1.48	2.50	0.69	1.35
CHAIN UNDER \$2 MIL	1,187,072	547,218	77,011	119,528	43,187	71,140
	37.96	17.50	2.46	3.82	1.38	2.27
IND UNDER \$2 MIL	1,321,542	534,787	95,891	103,400	41,239	72,037
	32.70	13.23	2.37	2.58	1.02	1.78

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 30 OF 84

4200 DTW08001 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	289,005 1.93	282,638 1.89	101,973 0.68	192,782 1.28
CENTRAL FIELD	87,841 2.40	82,328 2.25	27,585 0.75	49,127 1.34
C-1	27,366 3.28	24,081 2.88	6,655 0.80	11,683 1.40
C-2	21,493 1.75	23,618 1.92	7,029 0.57	16,071 1.31
C-3	25,411 2.86	20,996 2.36	8,346 0.94	11,063 1.24
C-4	13,571 1.90	13,833 1.91	5,535 0.78	10,310 1.45
EASTERN FIELD	31,985 1.85	30,629 1.57	10,085 0.52	20,459 1.05
E-1	9,309 1.79	7,733 1.48	2,612 0.50	5,040 0.97
E-2	2,381 1.77	2,836 2.12	492 0.37	1,133 0.85
E-3	7,338 1.49	7,229 1.47	2,180 0.44	8,382 1.09
E-4	4,437 1.74	5,504 2.16	1,368 0.54	1,890 0.74
E-5	8,540 1.58	7,227 1.34	3,453 0.64	7,034 1.30
NORTHERN FIELD	32,255 1.18	41,321 1.51	20,433 0.75	37,778 1.38
N-1	8,013 1.08	9,788 1.31	5,728 0.77	9,119 1.22
N-2	6,260 1.11	8,104 1.44	3,530 0.63	9,201 1.63
N-3	8,048 1.24	8,508 1.75	3,943 0.81	6,949 1.43
N-4	11,934 1.27	14,921 1.58	7,232 0.77	12,507 1.33
SOUTHERN FIELD	58,771 1.52	52,371 1.61	23,145 0.60	54,428 1.41
S-1	14,483 1.21	19,594 1.64	6,802 0.57	18,115 1.52
S-2	12,138 1.10	13,127 1.19	7,457 0.68	12,982 1.18
S-3	23,319 2.52	18,819 2.04	4,539 0.49	12,452 1.35
S-4	8,831 1.37	10,831 1.68	4,347 0.68	10,877 1.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 31 OF 84

4200 DTW09001 B2808 01 016 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
WESTERN FIELD	78,153	88,087	20,745	30,974
	2.83	2.39	0.75	1.12
W-1	14,488	10,619	8,815	6,340
	2.25	1.65	1.08	0.99
W-2	22,186	22,011	3,223	8,819
	3.03	3.00	0.44	1.20
W-3	22,880	16,887	2,392	5,865
	3.67	2.71	0.38	0.94
W-4	18,601	16,570	8,315	9,950
	2.44	2.17	1.09	1.30
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	130,888	133,283	50,910	92,723
	1.88	1.71	0.65	1.19
CHAIN OVER \$2 MIL	93,001	93,247	30,617	63,820
	1.74	1.74	0.57	1.19
IND OVER \$2 MIL	37,885	40,036	20,293	28,903
	1.54	1.63	0.83	1.18
CHAIN UNDER \$2 MIL	79,630	72,980	27,080	56,664
	2.55	2.33	0.87	1.81
IND UNDER \$2 MIL	78,488	76,373	23,983	43,375
	1.94	1.89	0.59	1.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 32 OF 84

4200 DTW09001 B2808 01 016 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES BENSON & HEDGES						
	100'S						DELUXE
	FILTER		MENTHOL		ULTRA LIGHTS		
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	100'S BOX
TOTAL UNITED STATES	618,600 4.13	19,144 0.13	103,111 0.69	11,981 0.08	90,441 0.60	224,677 1.50	84,407 0.56
CENTRAL FIELD	150,036 4.09	2,904 0.08	23,873 0.65	2,358 0.06	21,800 0.59	50,735 1.38	20,459 0.56
C-1	43,752 5.24	1,154 0.14	7,000 0.84	1,273 0.15	8,294 0.75	15,721 1.88	5,581 0.67
C-2	47,399 3.86	954 0.08	6,404 0.52	803 0.07	7,085 0.58	15,246 1.24	8,507 0.53
C-3	37,702 4.24	413 0.05	6,785 0.78	81 0.01	5,107 0.57	12,388 1.39	5,549 0.62
C-4	21,183 2.97	383 0.05	3,484 0.49	201 0.03	3,314 0.46	7,382 1.04	2,822 0.40
EASTERN FIELD	71,867 3.70	4,112 0.21	12,340 0.64	1,519 0.08	10,113 0.52	28,084 1.45	9,305 0.48
E-1	17,741 3.41	1,278 0.25	3,248 0.82	340 0.07	2,546 0.48	7,410 1.42	2,068 0.40
E-2	6,718 5.03	882 0.51	1,007 0.75	225 0.17	1,015 0.76	2,929 2.19	783 0.59
E-3	18,549 3.77	758 0.15	2,975 0.60	435 0.09	2,688 0.54	6,836 1.39	2,658 0.54
E-4	10,329 4.05	749 0.29	1,739 0.68	243 0.10	1,383 0.54	4,114 1.61	1,538 0.60
E-5	18,530 3.43	847 0.12	3,371 0.62	276 0.05	2,501 0.46	6,795 1.26	2,258 0.42
NORTHERN FIELD	94,018 3.44	1,890 0.07	15,814 0.58	858 0.03	14,191 0.52	32,853 1.20	12,143 0.44
N-1	24,390 3.28	164 0.02	4,227 0.57	117 0.02	3,814 0.51	8,322 1.12	3,308 0.44
N-2	19,395 3.44	79 0.01	3,538 0.63	17 0.05	3,089 0.55	6,724 1.19	2,591 0.46
N-3	15,682 3.21	590 0.12	2,564 0.53	317 0.07	2,409 0.49	5,880 1.21	2,075 0.43
N-4	34,589 3.67	1,157 0.12	5,484 0.88	407 0.04	4,879 0.52	11,927 1.27	4,169 0.44
SOUTHERN FIELD	153,863 3.97	3,265 0.08	26,565 0.69	2,482 0.06	24,071 0.62	56,383 1.46	21,000 0.54
S-1	40,280 3.37	399 0.03	7,486 0.83	404 0.03	6,505 0.54	14,794 1.24	5,150 0.43
S-2	33,084 3.00	101 0.01	5,812 0.51	74 0.01	5,279 0.48	11,086 1.00	4,702 0.43
S-3	55,878 6.04	2,270 0.25	9,240 1.00	1,794 0.19	8,108 0.88	21,412 2.32	7,734 0.84
S-4	24,413 3.79	495 0.08	4,227 0.68	210 0.03	4,179 0.65	9,111 1.42	3,414 0.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 33 OF 84

4200 DTW09001 B2808 01 017 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						
	100'S						
	TOTAL	FILTER	SOFT PACK	MENTHOL	SOFT PACK	TOTAL	DELUXE ULTRA LIGHTS 100'S BOX
	BOX		BOX				
WESTERN FIELD	149,018	6,873	24,719	4,764	20,266	56,622	21,500
	5.39	0.25	0.89	0.17	0.73	2.05	0.78
W-1	24,447	423	4,070	24	3,709	8,226	3,922
	3.80	0.07	0.63		0.58	1.28	0.61
W-2	40,947	2,015	8,874	1,189	4,925	15,003	6,307
	5.58	0.27	0.94	0.16	0.67	2.05	0.86
W-3	47,923	2,706	8,003	2,151	6,830	19,690	7,301
	7.68	0.43	1.28	0.35	1.10	3.18	1.17
W-4	35,701	1,729	5,772	1,400	4,802	13,703	3,970
	4.68	0.23	0.76	0.18	0.63	1.80	0.52
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	304,886	11,329	50,713	6,875	42,526	111,443	41,203
	3.91	0.15	0.65	0.09	0.54	1.43	0.53
CHAIN OVER \$2 MIL	218,824	8,421	36,533	5,139	30,073	80,166	30,308
	4.09	0.16	0.68	0.10	0.56	1.50	0.57
IND OVER \$2 MIL	88,062	2,908	14,180	1,736	12,453	31,277	10,895
	3.51	0.12	0.58	0.07	0.51	1.27	0.44
CHAIN UNDER \$2 MIL	151,601	2,681	23,257	2,015	21,941	49,894	21,758
	4.85	0.09	0.74	0.06	0.70	1.60	0.70
IND UNDER \$2 MIL	162,113	5,134	29,141	3,091	25,974	63,340	21,448
	4.01	0.13	0.72	0.08	0.64	1.57	0.53

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 34 OF 84

4200 DTW09001 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DS COMPANY OF  
The Nielsen & Nielsen Corporation

	CIGARETTES							
	BENSON & HEDGES							
	LIGHT 100'S				TOTAL	DELUXE ULTRA		ALL OTHER
	FILTER		MENTHOL			MENTHOL	BOX	
	BOX	SOFT PACK	BOX	SOFT PACK				
TOTAL UNITED STATES	21,400 0.14	93,479 0.62	16,293 0.11	90,889 0.61	222,061 1.48	76,036 0.51		11,419 0.08
CENTRAL FIELD	6,961 0.19	21,815 0.60	5,027 0.14	23,353 0.64	57,156 1.58	19,140 0.52		2,546 0.07
C-1	1,632 0.20	5,674 0.68	1,844 0.22	7,311 0.88	16,461 1.97	5,477 0.66		512 0.06
C-2	3,032 0.25	6,915 0.56	1,537 0.13	7,784 0.63	19,268 1.57	5,753 0.47		625 0.05
C-3	1,151 0.13	6,092 0.69	944 0.11	5,547 0.62	13,734 1.54	5,321 0.60		712 0.08
C-4	1,146 0.16	3,134 0.44	702 0.10	2,711 0.38	7,693 1.08	2,589 0.36		697 0.10
EASTERN FIELD	2,639 0.15	10,384 0.53	1,728 0.09	10,517 0.54	25,468 1.31	7,649 0.39		1,361 0.07
E-1	482 0.09	2,464 0.47	409 0.08	2,760 0.53	6,115 1.17	1,906 0.37		242 0.05
E-2	423 0.32	881 0.66	113 0.08	990 0.74	2,407 1.80	566 0.42		33 0.02
E-3	796 0.16	2,698 0.55	311 0.06	2,584 0.52	6,389 1.30	2,087 0.42		579 0.12
E-4	219 0.08	1,632 0.64	170 0.07	1,430 0.56	3,451 1.35	1,161 0.46		65 0.03
E-5	919 0.17	2,709 0.50	725 0.13	2,753 0.51	7,106 1.32	1,929 0.36		442 0.08
NORTHERN FIELD	2,758 0.10	14,583 0.53	2,388 0.09	14,024 0.51	33,753 1.23	12,222 0.45		3,045 0.11
N-1	403 0.05	3,892 0.52	565 0.08	3,455 0.46	8,315 1.12	3,314 0.45		1,131 0.15
N-2	422 0.07	3,394 0.60	416 0.07	2,862 0.51	7,094 1.26	2,644 0.47		342 0.06
N-3	440 0.09	2,033 0.42	459 0.09	2,409 0.49	5,341 1.10	1,841 0.38		525 0.11
N-4	1,493 0.16	5,264 0.56	948 0.10	5,288 0.56	13,003 1.38	4,423 0.47		1,047 0.11
SOUTHERN FIELD	4,431 0.11	24,204 0.63	3,522 0.09	22,608 0.58	54,865 1.42	19,850 0.51		1,585 0.04
S-1	1,573 0.13	6,487 0.54	1,008 0.08	6,231 0.52	15,299 1.28	4,619 0.39		418 0.04
S-2	1,322 0.12	5,277 0.48	941 0.09	5,114 0.46	12,654 1.15	4,401 0.40		271 0.02
S-3	1,075 0.12	6,893 0.97	1,015 0.11	7,571 0.82	18,654 2.02	7,490 0.81		586 0.06
S-4	461 0.07	3,447 0.54	658 0.10	3,692 0.57	8,258 1.28	3,340 0.52		290 0.05

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 35 OF 84

4200 DTW09001 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
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The Nielsen Company

	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S			DELUXE ULTRA			
	FILTER		MENTHOL				
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX	ALL OTHER
WESTERN FIELD	4,411	22,493	3,528	20,387	50,819	17,175	2,902
	0.16	0.81	0.13	0.74	1.84	0.82	0.11
W-1	517	3,753	424	3,711	8,405	3,084	810
	0.08	0.58	0.07	0.58	1.31	0.48	0.13
W-2	1,216	6,057	1,122	5,615	14,010	4,927	700
	0.17	0.83	0.15	0.77	1.91	0.67	0.10
W-3	1,289	7,235	904	8,170	15,598	4,770	554
	0.21	1.16	0.15	0.98	2.50	0.77	0.09
W-4	1,389	5,448	1,078	4,891	12,806	4,394	828
	0.18	0.71	0.14	0.64	1.68	0.58	0.11
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	11,162	45,109	8,309	42,449	107,029	36,928	8,283
	0.14	0.58	0.11	0.54	1.37	0.47	0.11
CHAIN OVER \$2 MIL	7,594	33,618	5,847	30,007	76,866	26,420	5,064
	0.14	0.83	0.11	0.56	1.44	0.49	0.09
IND OVER \$2 MIL	3,568	11,491	2,882	12,442	30,163	10,508	3,219
	0.15	0.47	0.11	0.51	1.23	0.43	0.13
CHAIN UNDER \$2 MIL	6,477	23,594	4,240	24,592	58,903	20,572	476
	0.21	0.75	0.14	0.79	1.88	0.66	0.02
IND UNDER \$2 MIL	3,781	24,776	3,744	23,848	56,129	18,536	2,660
	0.09	0.61	0.09	0.59	1.39	0.46	0.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 36 OF 84

4200 DTW09001 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
DB Company of  
Perdue & Co. Inc.

	CIGARETTES						
	..... FILTER .....			MERIT		ULTRA LIGHTS	
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL	MENTHOL	MENTHOL
				KINGS	100'S	KINGS & 100'S	KINGS & 100'S
TOTAL UNITED STATES	677,013 4.52	159,713 1.07	106,937 0.71	103,732 0.69	95,557 0.64	123,307 0.82	87,767 0.59
CENTRAL FIELD	151,349 4.40	34,892 0.95	25,312 0.72	25,597 0.73	24,164 0.66	31,089 0.85	18,295 0.50
C-1	40,045 4.79	8,667 1.04	7,019 0.84	7,791 0.93	6,226 0.75	7,594 0.91	2,748 0.33
C-2	44,933 3.66	9,461 0.77	6,341 0.52	7,829 0.64	6,437 0.52	9,102 0.74	5,763 0.47
C-3	41,339 4.65	8,900 1.00	7,852 0.88	5,855 0.66	7,073 0.80	7,236 0.81	4,403 0.50
C-4	35,032 4.92	7,864 1.10	5,090 0.71	5,112 0.72	4,428 0.62	7,157 1.00	5,381 0.75
EASTERN FIELD	100,951 5.20	28,471 1.47	14,713 0.76	14,985 0.77	13,957 0.72	15,895 0.82	12,930 0.67
E-1	32,398 6.22	9,475 1.82	4,803 0.92	4,703 0.90	4,535 0.87	4,383 0.84	4,499 0.86
E-2	6,334 4.74	1,681 1.26	968 0.72	842 0.63	927 0.69	979 0.73	937 0.70
E-3	21,832 4.43	5,588 1.13	3,255 0.66	3,462 0.70	3,011 0.61	3,775 0.77	2,741 0.56
E-4	15,121 5.93	5,101 2.00	1,983 0.78	1,816 0.71	1,863 0.73	2,641 1.04	1,717 0.67
E-5	25,266 4.68	6,626 1.23	3,704 0.69	4,182 0.77	3,621 0.67	4,117 0.76	3,036 0.56
NORTHERN FIELD	127,298 4.85	27,456 1.00	18,095 0.66	17,314 0.63	15,070 0.55	27,408 1.00	21,955 0.80
N-1	32,318 4.34	6,238 0.84	5,084 0.68	4,144 0.56	3,556 0.48	7,803 1.05	5,493 0.74
N-2	27,002 4.79	5,694 1.01	3,706 0.66	3,569 0.63	2,965 0.53	6,304 1.12	4,764 0.85
N-3	27,709 5.69	7,044 1.45	3,959 0.81	4,209 0.86	3,868 0.75	4,518 0.93	4,311 0.88
N-4	40,289 4.28	8,480 0.90	5,346 0.57	5,382 0.57	4,881 0.52	8,783 0.93	7,387 0.78
SOUTHERN FIELD	187,500 4.33	37,322 0.97	27,951 0.72	26,585 0.69	23,600 0.61	31,477 0.81	20,465 0.53
S-1	48,840 4.09	10,702 0.90	8,184 0.69	7,219 0.60	7,102 0.59	9,298 0.78	6,335 0.53
S-2	42,370 3.84	8,162 0.74	6,981 0.63	7,619 0.69	5,572 0.50	8,911 0.81	5,125 0.46
S-3	38,873 4.21	9,126 0.99	7,520 0.81	5,920 0.64	5,900 0.64	6,383 0.69	4,024 0.44
S-4	37,417 5.81	9,332 1.45	5,266 0.82	5,927 0.92	5,026 0.78	6,885 1.07	4,981 0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 37 OF 84

4200 DTW09001 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
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The Nielsen Company

	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	ULTRA LIGHTS MENTHOL KINGS & 100'S
WESTERN FIELD	118,915	31,572	19,866	18,151	18,768	17,438	14,122
	4.34	1.14	0.72	0.68	0.68	0.83	0.51
W-1	32,082	7,738	4,839	4,781	4,796	5,320	4,608
	4.89	1.20	0.75	0.74	0.75	0.83	0.72
W-2	30,427	8,602	5,234	4,960	4,819	3,953	2,859
	4.15	1.17	0.71	0.68	0.66	0.54	0.39
W-3	21,475	6,742	4,206	3,178	3,698	1,970	1,683
	3.45	1.08	0.67	0.51	0.59	0.32	0.27
W-4	35,931	8,490	5,587	5,232	5,455	6,195	4,972
	4.71	1.11	0.73	0.69	0.71	0.81	0.65
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	316,011	76,818	49,544	45,258	43,448	56,725	44,217
	4.05	0.98	0.63	0.58	0.56	0.73	0.57
CHAIN OVER \$2 MIL	212,210	53,321	34,182	30,528	29,523	37,137	27,519
	3.97	1.00	0.64	0.57	0.55	0.69	0.51
IND OVER \$2 MIL	103,801	23,497	15,382	14,731	13,925	19,588	16,698
	4.23	0.96	0.63	0.60	0.57	0.80	0.68
CHAIN UNDER \$2 MIL	173,886	35,737	26,863	29,957	27,164	32,825	21,240
	5.56	1.14	0.86	0.96	0.87	1.05	0.88
IND UNDER \$2 MIL	187,118	47,158	30,430	28,516	24,845	33,757	22,310
	4.63	1.17	0.75	0.71	0.62	0.84	0.55

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 38 OF 84

4200 DTW09001 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A Division of The Nielsen Company

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100'S	100 LIGHTS &	FILTER	
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	120'S
TOTAL UNITED STATES	559,400 3.74	172,418 1.15	109,730 0.73	282,148 1.88	177,726 1.19	99,526 0.66
CENTRAL FIELD	135,948 3.71	40,642 1.11	27,415 0.75	68,057 1.86	41,599 1.14	26,293 0.72
C-1	32,776 3.92	9,712 1.16	6,079 0.73	15,791 1.89	10,538 1.26	6,447 0.77
C-2	46,466 3.78	13,649 1.11	10,068 0.82	23,717 1.93	14,246 1.16	8,503 0.69
C-3	34,563 3.89	10,227 1.15	7,132 0.80	17,359 1.95	10,532 1.18	6,672 0.75
C-4	22,144 3.11	7,054 0.99	4,138 0.58	11,190 1.57	6,283 0.88	4,671 0.66
EASTERN FIELD	68,064 3.50	22,057 1.14	12,086 0.62	34,143 1.78	22,922 1.18	10,999 0.87
E-1	16,089 3.09	5,338 1.02	2,620 0.50	7,958 1.53	5,864 1.13	2,267 0.44
E-2	8,114 4.58	2,281 1.69	722 0.54	2,983 2.23	2,399 1.80	732 0.55
E-3	19,002 3.86	5,825 1.18	3,978 0.81	9,803 1.99	5,577 1.13	3,622 0.74
E-4	9,569 3.75	3,203 1.26	1,488 0.58	4,691 1.84	3,438 1.35	1,440 0.56
E-5	17,290 3.20	5,430 1.01	3,278 0.61	8,708 1.61	5,644 1.04	2,938 0.54
NORTHERN FIELD	95,849 3.50	28,938 1.06	21,038 0.77	49,976 1.83	28,271 1.03	17,602 0.64
N-1	27,829 3.74	8,109 1.09	6,218 0.84	14,327 1.92	8,688 1.17	4,814 0.85
N-2	20,789 3.89	6,574 1.17	4,265 0.78	10,839 1.92	6,021 1.07	3,929 0.70
N-3	14,822 3.04	4,436 0.91	3,584 0.74	8,020 1.65	4,065 0.83	2,737 0.56
N-4	32,409 3.44	9,819 1.04	6,971 0.74	18,790 1.78	9,497 1.01	6,122 0.65
SOUTHERN FIELD	152,455 3.94	49,044 1.27	27,878 0.72	78,722 1.98	49,209 1.27	26,524 0.69
S-1	50,171 4.20	15,917 1.33	9,662 0.81	25,579 2.14	15,704 1.31	8,888 0.74
S-2	39,476 3.57	12,903 1.17	8,532 0.59	19,438 1.76	12,851 1.16	7,190 0.65
S-3	37,767 4.09	11,936 1.29	8,821 0.74	18,757 2.03	13,027 1.41	5,983 0.65
S-4	25,041 3.89	8,288 1.29	4,663 0.72	12,951 2.01	7,627 1.18	4,463 0.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 39 OF 84

4200 DTW09001 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
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The Dun & Bradstreet Corporation

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS		
WESTERN FIELD	107,083	31,737	21,513	53,250	35,725	18,108
	3.88	1.15	0.78	1.93	1.29	0.66
W-1	21,421	6,355	4,328	10,683	6,539	4,199
	3.33	0.99	0.67	1.65	1.02	0.65
W-2	32,562	9,597	7,471	17,088	10,978	4,516
	4.44	1.31	1.02	2.33	1.50	0.62
W-3	25,921	8,112	4,323	12,435	8,315	4,171
	4.16	1.30	0.69	2.00	1.49	0.67
W-4	27,179	7,673	5,391	13,064	8,893	5,222
	3.56	1.01	0.71	1.71	1.17	0.68
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	251,329	75,634	50,603	126,237	75,089	49,003
	3.22	0.97	0.65	1.62	0.97	0.63
CHAIN OVER \$2 MIL	175,831	53,627	34,431	88,058	54,030	33,743
	3.29	1.00	0.64	1.65	1.01	0.63
IND OVER \$2 MIL	75,498	22,007	16,172	38,179	22,059	15,260
	3.08	0.90	0.66	1.56	0.90	0.62
CHAIN UNDER \$2 MIL	139,908	42,846	28,489	71,315	45,375	23,218
	4.47	1.37	0.91	2.28	1.45	0.74
IND UNDER \$2 MIL	168,163	53,938	30,658	84,596	56,262	27,305
	4.16	1.33	0.76	2.09	1.39	0.68

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 40 OF 84

4200 DTW09001 B2808 01 020 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	121,744 0.81	156,599 1.05	120,419 0.80	36,180 0.24
CENTRAL FIELD	18,878 0.52	33,764 0.92	28,450 0.80	4,314 0.12
C-1	5,032 0.80	5,369 0.64	4,867 0.58	502 0.08
C-2	4,948 0.40	10,878 0.89	9,394 0.77	1,584 0.13
C-3	4,982 0.56	8,649 0.87	7,461 0.84	1,188 0.13
C-4	3,916 0.55	8,768 1.23	7,728 1.08	1,040 0.15
EASTERN FIELD	35,445 1.83	19,620 1.01	13,257 0.68	8,363 0.33
E-1	8,959 1.72	4,837 0.93	3,117 0.60	1,720 0.33
E-2	3,849 2.88	1,133 0.85	723 0.54	410 0.31
E-3	7,214 1.46	5,113 1.04	3,577 0.73	1,536 0.31
E-4	8,195 2.43	2,410 0.98	1,134 0.44	1,276 0.50
E-5	8,228 1.71	6,127 1.13	4,706 0.87	1,421 0.26
NORTHERN FIELD	18,668 0.68	31,760 1.18	25,937 0.95	5,823 0.21
N-1	5,168 0.69	8,154 1.10	6,655 0.89	1,499 0.20
N-2	2,849 0.47	5,890 1.05	5,005 0.89	885 0.16
N-3	3,799 0.78	8,130 1.28	5,404 1.11	726 0.15
N-4	7,052 0.75	11,586 1.23	8,873 0.94	2,713 0.29
SOUTHERN FIELD	22,127 0.57	35,274 0.91	28,952 0.75	6,322 0.16
S-1	4,779 0.40	11,391 0.95	9,726 0.81	1,665 0.14
S-2	4,378 0.40	8,172 0.74	7,119 0.64	1,053 0.10
S-3	8,253 0.89	9,208 1.00	7,199 0.78	2,009 0.22
S-4	4,707 0.73	6,503 1.01	4,908 0.78	1,595 0.25

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TABLE S9

PAGE 41 OF 84

4200 DTW09001 B2608 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
Harpur International Corporation

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
WESTERN FIELD	26,626	36,181	22,823	13,358
	0.96	1.31	0.83	0.48
W-1	4,152	10,824	8,677	2,147
	0.65	1.68	1.35	0.33
W-2	8,724	8,580	4,476	4,104
	1.19	1.17	0.61	0.56
W-3	6,988	6,634	3,042	3,592
	1.12	1.06	0.49	0.58
W-4	6,762	10,143	6,628	3,515
	0.89	1.33	0.87	0.46
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	67,050	85,117	68,900	16,217
	0.86	1.09	0.88	0.21
CHAIN OVER \$2 MIL	48,766	55,839	44,100	11,739
	0.87	1.04	0.82	0.22
IND OVER \$2 MIL	20,284	29,278	24,800	4,478
	0.83	1.19	1.01	0.18
CHAIN UNDER \$2 MIL	22,556	35,011	25,988	9,023
	0.72	1.12	0.83	0.29
IND UNDER \$2 MIL	32,138	36,471	25,531	10,940
	0.80	0.90	0.63	0.27

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 42 OF 84

4200 DTW09001 82808 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES						TOTAL
	CAMBRIDGE						
	FULL FLAVOR						
	REGULAR		MENTHOL				
	TOTAL	KINGS	100'S	KINGS	100'S		
TOTAL UNITED STATES	379,471	59,391	51,450			110,841	
	2.53	0.40	0.34			0.74	
CENTRAL FIELD	112,577	17,390	16,314			33,704	
	3.07	0.47	0.45			0.92	
C-1	21,204	2,509	2,255			4,764	
	2.54	0.30	0.27			0.57	
C-2	48,877	8,283	8,442			18,725	
	3.98	0.87	0.89			1.36	
C-3	22,428	3,608	3,232			8,838	
	2.52	0.41	0.36			0.77	
C-4	20,088	2,992	2,385			5,377	
	2.82	0.42	0.33			0.75	
EASTERN FIELD	38,348	8,841	4,800			11,441	
	1.87	0.34	0.25			0.59	
E-1	9,945	2,038	1,303			3,339	
	1.91	0.39	0.25			0.64	
E-2	1,737	379	294			673	
	1.30	0.28	0.22			0.50	
E-3	11,582	2,203	1,500			3,703	
	2.35	0.45	0.30			0.75	
E-4	2,543	532	384			916	
	1.00	0.21	0.15			0.36	
E-5	10,541	1,491	1,319			2,810	
	1.95	0.28	0.24			0.52	
NORTHERN FIELD	85,483	7,948	8,302			16,250	
	2.39	0.29	0.30			0.59	
N-1	18,575	2,149	2,393			4,542	
	2.50	0.29	0.32			0.61	
N-2	7,632	1,029	839			1,888	
	1.36	0.18	0.15			0.33	
N-3	12,879	2,032	1,595			3,627	
	2.64	0.42	0.33			0.74	
N-4	28,377	2,738	3,475			6,213	
	2.80	0.29	0.37			0.66	
SOUTHERN FIELD	107,087	16,825	13,937			30,762	
	2.77	0.44	0.38			0.80	
S-1	32,315	8,145	4,720			10,865	
	2.71	0.51	0.40			0.81	
S-2	39,286	5,239	4,239			9,478	
	3.56	0.47	0.38			0.86	
S-3	21,006	3,351	3,294			6,645	
	2.27	0.36	0.36			0.72	
S-4	14,480	2,090	1,684			3,774	
	2.25	0.32	0.26			0.59	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 43 OF 84

4200 DTW09001 B2808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					TOTAL
	CAMBRIDGE					
	REGULAR		FULL FLAVOR		MENTHOL	
	TOTAL	KINGS	100'S	KINGS	100'S	
WESTERN FIELD	58,016	10,587	8,097			18,684
	2.10	0.38	0.29			0.68
W-1	14,511	2,021	1,983			4,004
	2.26	0.31	0.31			0.62
W-2	12,283	2,845	2,130			4,775
	1.67	0.38	0.28			0.65
W-3	8,167	1,635	1,061			2,696
	1.31	0.28	0.17			0.43
W-4	23,075	4,286	2,923			7,209
	3.02	0.56	0.38			0.94
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	183,997	28,868	24,608			53,476
	2.38	0.37	0.32			0.89
CHAIN OVER \$2 MIL	116,551	18,655	15,221			33,878
	2.18	0.35	0.28			0.63
IND OVER \$2 MIL	87,446	10,213	9,387			19,600
	2.75	0.42	0.38			0.80
CHAIN UNDER \$2 MIL	87,944	14,366	12,146			26,512
	2.81	0.46	0.39			0.85
IND UNDER \$2 MIL	107,530	16,157	14,696			30,853
	2.68	0.40	0.36			0.76

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 44 OF 84

4200 DTW09001 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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Marketing Research  
DB The Data & Marketing Corporation

	CIGARETTES							
	CAMBRIDGE				TOTAL	PHILIP MORRIS		
	REGULAR		LIGHTS	MENTHOL		PRIVATE LABEL	ALL OTHER	
	KINGS	100'S	KINGS	100'S		/GENERIC		
TOTAL UNITED STATES	89,236 0.46	104,753 0.70	48,949 0.33	45,692 0.31	288,630 1.79	102,226 0.68	92,333 0.62	
CENTRAL FIELD	20,171 0.55	31,675 0.86	13,327 0.36	13,700 0.37	78,873 2.15	53,598 1.46	24,355 0.66	
C-1	3,981 0.48	5,793 0.89	3,559 0.43	3,107 0.37	16,440 1.97	5,793 0.69	5,869 0.70	
C-2	8,620 0.70	13,153 1.07	4,797 0.39	5,582 0.45	32,152 2.62	45,020 3.67	8,581 0.70	
C-3	3,580 0.40	6,888 0.77	2,551 0.29	2,571 0.29	15,590 1.75	2,082 0.23	5,570 0.63	
C-4	3,990 0.56	5,841 0.82	2,420 0.34	2,440 0.34	14,691 2.06	701 0.10	4,335 0.61	
EASTERN FIELD	6,185 0.32	10,037 0.52	4,471 0.23	4,214 0.22	24,907 1.28	3,172 0.16	7,763 0.40	
E-1	1,607 0.31	3,101 0.60	876 0.17	1,022 0.20	6,606 1.27	156 0.03	1,995 0.38	
E-2	257 0.19	825 0.47	98 0.07	84 0.06	1,064 0.80		632 0.47	
E-3	1,798 0.37	2,915 0.59	1,819 0.37	1,347 0.27	7,879 1.60	1,885 0.38	2,481 0.50	
E-4	508 0.20	558 0.22	186 0.07	375 0.15	1,627 0.64	323 0.13	509 0.20	
E-5	2,015 0.37	2,838 0.53	1,492 0.28	1,386 0.26	7,731 1.43	828 0.15	2,146 0.40	
NORTHERN FIELD	12,286 0.45	18,460 0.67	9,601 0.35	8,866 0.32	49,213 1.80	10,209 0.37	17,785 0.65	
N-1	3,792 0.51	4,963 0.67	2,644 0.36	2,634 0.35	14,033 1.89	1,360 0.18	4,818 0.62	
N-2	1,209 0.21	2,174 0.39	1,259 0.22	1,122 0.20	5,764 1.02	1,618 0.29	3,126 0.56	
N-3	2,225 0.46	3,660 0.75	1,890 0.39	1,477 0.30	9,252 1.90	1,304 0.27	3,390 0.70	
N-4	5,080 0.54	7,683 0.81	3,808 0.40	3,633 0.39	20,164 2.14	5,927 0.63	6,651 0.71	
SOUTHERN FIELD	20,522 0.53	29,227 0.76	14,461 0.37	12,095 0.31	76,305 1.97	9,459 0.24	17,581 0.45	
S-1	5,555 0.47	9,254 0.77	3,783 0.32	2,858 0.24	21,450 1.80	1,331 0.11	7,009 0.59	
S-2	8,908 0.81	10,228 0.93	5,703 0.52	4,971 0.45	29,808 2.70	3,580 0.32	1,516 0.14	
S-3	3,260 0.35	6,121 0.66	2,688 0.29	2,292 0.25	14,361 1.55	2,625 0.28	5,564 0.60	
S-4	2,801 0.44	3,624 0.56	2,287 0.36	1,974 0.31	10,686 1.66	1,943 0.30	3,490 0.54	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 45 OF 84

4200 DTW09001 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CAMBRIDGE				TOTAL	PHILIP MORRIS		
	REGULAR		LIGHTS			PRIVATE LABEL /GENERIC	ALL OTHER	
	KINGS	100'S	KINGS	MENTHOL 100'S				
WESTERN FIELD	10,072	15,354	7,089	6,817	39,332	25,790	24,849	
	0.36	0.58	0.26	0.25	1.42	0.93	0.90	
W-1	2,867	3,755	1,884	1,901	10,507		5,518	
	0.46	0.58	0.29	0.30	1.63		0.86	
W-2	1,634	3,014	1,310	1,530	7,488	18,825	6,976	
	0.22	0.41	0.18	0.21	1.02	2.57	0.95	
W-3	1,394	2,157	873	1,047	5,471	5,817	6,498	
	0.22	0.35	0.14	0.17	0.88	0.93	1.04	
W-4	4,077	6,428	3,022	2,339	15,866	1,148	5,857	
	0.53	0.84	0.40	0.31	2.08	0.15	0.77	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	33,532	50,304	23,147	23,538	130,521	17,478	54,909	
	0.43	0.84	0.30	0.30	1.67	0.22	0.70	
CHAIN OVER \$2 MIL	21,486	31,519	14,699	14,971	82,675	13,098	33,078	
	0.40	0.59	0.27	0.28	1.54	0.24	0.62	
IND OVER \$2 MIL	12,046	18,785	8,448	8,567	47,846	4,380	21,831	
	0.49	0.77	0.34	0.35	1.95	0.18	0.89	
CHAIN UNDER \$2 MIL	16,671	21,685	13,266	9,810	61,432	17,303	11,645	
	0.53	0.69	0.42	0.31	1.96	0.55	0.37	
IND UNDER \$2 MIL	19,033	32,784	12,838	12,344	76,677	67,445	25,779	
	0.47	0.81	0.31	0.31	1.90	1.67	0.84	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 46 OF 84

4200 DTW09001 B2808 01 023 0273 1468

CIGARETTES  
WINSTON  
FILTHER  
KINGS  
SOFT PACK  
TOTAL  
BOX  
TOTAL  
LIGHTS  
SOFT PACK  
TOTAL

TOTAL UNITED STATES

CENTRAL FIELD

C-1

C-2

C-3

C-4

EASTERN FIELD

E-1

E-2

E-3

E-4

E-5

NORTHERN FIELD

N-1

N-2

N-3

N-4

SOUTHERN FIELD

S-1

S-2

S-3

S-4

4,879,287	1,238,255	88,168	345,489	434,657	52,281	216,995	269,276	1.80	63,575	1.73	12,790	1.53	22,430	1.83	16,817	1.88	11,538	1.62	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93
1,228,299	313,613	15,278	90,342	105,620	10,628	52,747	63,575	1.73	12,790	1.53	22,430	1.83	16,817	1.88	11,538	1.62	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93		
32,59	8,26	0.59	2,31	2,90	0.35	1,45	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
1,345,762	359,815	22,660	104,742	127,402	14,133	70,863	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
32,37	8,59	0.50	2,49	2,89	0.36	1,58	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
208,393	55,313	3,191	18,064	19,255	2,346	10,073	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
31,40	8,14	0.74	2,22	2,96	0.55	1,36	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
290,277	75,240	6,876	20,513	27,389	5,100	12,608	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
397,253	105,072	6,096	31,488	37,584	2,650	24,208	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
37,87	10,40	0.54	3,07	3,62	0.34	2,01	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
449,839	124,190	6,497	36,677	43,174	4,037	23,974	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
34,80	9,30	0.58	2,71	3,29	0.37	1,83	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
1,345,762	359,815	22,660	104,742	127,402	14,133	70,863	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
32,77	8,09	0.50	2,18	2,68	0.33	1,73	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
308,570	76,182	4,885	20,517	25,202	3,105	16,327	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
31,19	6,55	0.48	1,62	2,10	0.43	1,14	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
152,003	31,940	2,357	7,894	10,251	2,083	5,534	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
32,19	7,87	0.50	2,11	2,60	0.32	1,45	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
181,316	44,864	2,787	11,865	14,662	1,829	8,178	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
35,96	8,93	0.51	2,64	3,15	0.40	1,51	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
267,698	68,501	3,830	19,842	23,472	3,006	11,254	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78	7,617	1.56	19,432	2.06	84,996	2.20	28,011	2.35	26,858	2.43	17,708	1.92	12,418	1.93	
33,24	8,02	0.50	2,19	2,69	0.37	1,51	216,995	1.45	52,747	10,628	1.73	12,790	1.53	22,430	1.83	16,817	1.88	32,076	1.65	9,313	1.79	2,008	1.50	7,115	1.44	3,920	1.54	9,720	1.80	1,80	51,320	1.88	14,254	1.92	10,007	1.78															

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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A Division of  
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	CIGARETTES							
	WINSTON				FILTER			
	KINGS		LIGHTS		KINGS		LIGHTS	
	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX	TOTAL	BOX
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
WESTERN FIELD	843,073	188,705	19,314	48,872	67,988	7,878	29,431	37,309
	30.51	6.83	0.70	1.78	2.48	0.29	1.07	1.35
W-1	233,015	52,449	4,214	11,870	16,084	2,551	9,104	11,655
	36.22	8.15	0.66	1.85	2.50	0.40	1.42	1.81
W-2	197,430	48,012	6,739	10,371	17,110	2,956	8,426	9,382
	26.92	8.55	0.92	1.41	2.33	0.40	0.88	1.28
W-3	173,478	40,708	3,743	12,217	15,960	1,582	5,633	7,215
	27.83	6.53	0.60	1.96	2.56	0.25	0.90	1.16
W-4	239,150	47,536	4,618	14,214	18,832	789	8,268	9,057
	31.33	8.23	0.61	1.86	2.47	0.10	1.08	1.19
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	2,859,318	682,113	47,502	186,551	234,053	29,937	109,243	139,180
	34.07	8.48	0.61	2.39	3.00	0.38	1.40	1.78
CHAIN OVER \$2 MIL	1,838,779	482,380	34,631	128,792	163,423	21,078	76,640	97,718
	34.38	8.64	0.65	2.41	3.05	0.39	1.43	1.83
IND OVER \$2 MIL	820,539	199,753	12,871	57,759	70,630	8,859	32,803	41,482
	33.44	8.14	0.52	2.35	2.88	0.38	1.33	1.69
CHAIN UNDER \$2 MIL	906,208	223,949	16,530	58,779	75,309	11,633	43,088	54,729
	28.88	7.16	0.53	1.88	2.41	0.37	1.38	1.75
IND UNDER \$2 MIL	1,313,741	350,193	24,136	101,159	125,295	10,711	64,656	75,367
	32.51	8.67	0.60	2.50	3.10	0.27	1.60	1.87

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 48 OF 84

4200 DTW09001 B2808 01 024 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS	MENTHOL 100'S
TOTAL UNITED STATES	190,522 1.27	68,597 0.46	78,015 0.51	144,612 0.97	197,188 1.32	992,117 6.63	492,944 3.29	499,173 3.33
CENTRAL FIELD	55,769 1.52	16,292 0.44	19,071 0.52	35,363 0.96	53,286 1.45	238,637 6.51	119,125 3.25	119,512 3.26
C-1	13,147 1.57	3,658 0.44	4,819 0.55	8,277 0.99	10,783 1.29	55,427 6.64	27,934 3.34	27,493 3.29
C-2	20,097 1.84	4,781 0.39	5,034 0.41	9,815 0.80	20,187 1.84	79,172 8.45	38,901 3.17	40,271 3.28
C-3	13,804 1.55	4,198 0.47	4,863 0.55	9,061 1.02	14,387 1.62	56,707 6.38	28,763 3.23	27,944 3.14
C-4	8,721 1.22	3,655 0.51	4,555 0.64	8,210 1.15	7,919 1.11	47,331 6.84	23,527 3.30	23,804 3.34
EASTERN FIELD	22,864 1.18	8,404 0.43	8,237 0.42	16,641 0.88	22,982 1.18	128,700 6.63	63,895 3.29	64,805 3.34
E-1	7,213 1.39	2,389 0.46	2,308 0.44	4,687 0.90	7,050 1.35	31,987 6.14	15,052 2.89	16,935 3.25
E-2	1,347 1.01	432 0.32	351 0.26	783 0.59	1,520 1.14	8,280 6.20	4,400 3.30	3,880 2.91
E-3	5,755 1.17	2,045 0.42	2,232 0.45	4,277 0.87	5,456 1.11	35,068 7.12	17,278 3.51	17,790 3.61
E-4	2,764 1.08	1,124 0.44	1,031 0.40	2,155 0.85	2,892 1.13	15,185 5.95	7,682 3.01	7,503 2.94
E-5	5,785 1.07	2,414 0.45	2,315 0.43	4,729 0.88	6,064 1.12	38,180 7.07	19,483 3.61	18,697 3.46
NORTHERN FIELD	31,669 1.16	16,861 0.62	15,699 0.57	32,560 1.19	30,361 1.11	192,482 7.03	94,888 3.47	97,574 3.57
N-1	10,479 1.41	4,653 0.63	4,868 0.63	9,321 1.25	8,975 1.21	58,917 7.91	29,784 4.00	29,133 3.91
N-2	7,117 1.28	3,377 0.60	3,363 0.60	6,740 1.20	6,338 1.13	40,482 7.18	19,747 3.51	20,735 3.68
N-3	4,240 0.87	2,706 0.58	2,664 0.55	5,390 1.11	4,442 0.91	28,704 5.89	13,759 2.82	14,945 3.07
N-4	9,833 1.04	6,125 0.65	4,984 0.53	11,109 1.18	10,606 1.13	64,359 6.83	31,598 3.36	32,761 3.48
SOUTHERN FIELD	49,446 1.28	19,055 0.49	20,178 0.52	39,233 1.01	58,738 1.52	286,874 7.42	143,937 3.72	142,937 3.70
S-1	18,265 1.53	7,002 0.59	7,455 0.62	14,457 1.21	20,283 1.70	92,304 7.73	46,396 3.88	45,908 3.84
S-2	13,251 1.20	5,647 0.51	5,410 0.49	11,057 1.00	16,322 1.48	86,662 7.85	44,157 4.00	42,505 3.85
S-3	10,480 1.13	3,808 0.39	4,091 0.44	7,897 0.83	11,966 1.29	58,508 6.33	26,855 2.91	31,653 3.42
S-4	7,480 1.16	2,800 0.43	3,222 0.50	6,022 0.94	10,167 1.58	49,400 7.67	26,529 4.12	22,871 3.55

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 49 OF 84

4200 DTW09001 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
WESTERN FIELD	30,774	7,985	12,830	20,815	31,821	145,444	71,099	74,345
	1.11	0.29	0.46	0.75	1.15	5.26	2.57	2.69
W-1	8,145	3,020	3,598	8,618	9,847	34,557	18,437	18,120
	1.27	0.47	0.56	1.03	1.55	5.37	2.58	2.82
W-2	7,819	1,948	3,201	5,149	8,452	36,547	17,751	18,798
	1.08	0.27	0.44	0.70	1.15	4.98	2.42	2.56
W-3	7,837	697	2,508	3,205	6,491	32,020	15,869	16,151
	1.28	0.11	0.40	0.51	1.04	5.14	2.55	2.59
W-4	6,873	2,320	3,523	5,843	6,931	42,320	21,042	21,278
	0.90	0.30	0.46	0.77	0.91	5.54	2.78	2.79
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	98,429	37,375	43,470	80,845	109,606	514,152	247,391	266,761
	1.26	0.48	0.56	1.04	1.40	6.59	3.17	3.42
CHAIN OVER \$2 MIL	86,989	25,987	30,505	56,492	77,728	358,623	171,784	186,839
	1.25	0.49	0.57	1.08	1.45	6.70	3.21	3.49
IND OVER \$2 MIL	31,430	11,388	12,965	24,353	31,878	155,529	75,607	79,922
	1.28	0.46	0.53	0.99	1.30	6.34	3.08	3.26
CHAIN UNDER \$2 MIL	33,119	13,493	13,236	26,729	34,063	194,625	100,602	94,023
	1.06	0.43	0.42	0.85	1.09	6.22	3.22	3.01
IND UNDER \$2 MIL	56,974	17,729	19,309	37,038	53,519	283,340	144,951	138,389
	1.46	0.44	0.48	0.92	1.32	7.01	3.59	3.42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 50 OF 84

4200 DTW09001 B2808 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52800

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	CIGARETTES				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	647,229 4.32	159,282 1.06	187,033 1.25	29,488 0.20	218,522 1.45	183,071 1.22	88,354 0.59	271,425 1.81
CENTRAL FIELD	143,778 3.82	34,690 0.95	40,475 1.10	7,232 0.20	47,707 1.30	40,847 1.11	20,534 0.56	61,381 1.67
C-1	34,889 4.18	7,362 0.88	10,711 1.28	1,768 0.21	12,478 1.49	9,799 1.17	5,249 0.63	15,048 1.80
C-2	39,714 3.23	10,605 0.88	12,247 1.00	222 0.02	12,469 1.02	11,262 0.92	5,378 0.44	18,840 1.36
C-3	38,369 4.31	8,830 0.99	10,469 1.18	3,108 0.35	13,577 1.53	10,904 1.23	5,058 0.57	15,962 1.80
C-4	30,806 4.32	7,893 1.11	7,048 0.99	2,134 0.30	9,182 1.29	8,882 1.25	4,849 0.68	13,731 1.93
EASTERN FIELD	70,523 3.63	23,324 1.20	20,822 1.07	11	20,833 1.07	19,956 1.03	8,410 0.33	26,368 1.36
E-1	21,299 4.09	6,463 1.24	6,801 1.31		6,801 1.31	6,244 1.20	1,791 0.34	8,035 1.54
E-2	3,399 2.55	1,478 1.11	542 0.41		542 0.41	1,189 0.88	210 0.16	1,379 1.03
E-3	17,032 3.46	5,915 1.20	4,983 1.01		4,983 1.01	4,674 0.95	1,460 0.30	6,134 1.25
E-4	9,585 3.76	2,871 1.13	3,027 1.19	11	3,038 1.19	2,710 1.06	976 0.38	3,686 1.45
E-5	19,198 3.55	6,597 1.22	5,469 1.01		5,469 1.01	5,159 0.96	1,973 0.37	7,132 1.32
NORTHERN FIELD	114,169 4.17	30,444 1.11	29,701 1.09	2,025 0.07	31,726 1.16	34,681 1.27	17,338 0.63	51,999 1.90
N-1	34,439 4.63	9,606 1.29	10,224 1.37		10,224 1.37	9,389 1.26	8,240 0.70	14,609 1.96
N-2	22,724 4.03	6,393 1.14	5,791 1.03		5,791 1.03	6,888 1.22	3,652 0.65	10,540 1.87
N-3	22,740 4.67	4,848 0.99	5,429 1.11	1,970 0.40	7,399 1.52	7,559 1.55	2,934 0.80	10,493 2.15
N-4	34,266 3.64	9,597 1.02	8,257 0.88	55 0.01	8,312 0.88	10,845 1.15	5,512 0.59	18,357 1.74
SOUTHERN FIELD	122,815 3.17	34,093 0.88	34,040 0.88		34,040 0.88	34,225 0.89	20,258 0.52	54,482 1.41
S-1	41,088 3.44	11,927 1.00	11,225 0.94		11,225 0.94	10,652 0.89	7,282 0.61	17,934 1.50
S-2	31,228 2.83	8,297 0.75	9,087 0.82		9,087 0.82	8,809 0.80	5,035 0.46	13,844 1.25
S-3	29,204 3.18	8,098 0.88	8,602 0.93		8,602 0.93	7,656 0.83	4,848 0.52	12,504 1.35
S-4	21,097 3.28	5,771 0.90	5,126 0.80		5,126 0.80	7,109 1.10	3,091 0.48	10,200 1.58

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 51 OF 84

4200 DTW09001 B2808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CAMEL							
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
WESTERN FIELD	196,144	36,731	61,995	20,221	82,218	53,381	23,816	77,197
	7.10	1.33	2.24	0.73	2.98	1.93	0.86	2.79
W-1	55,811	7,624	18,820	6,444	25,264	15,495	7,428	22,923
	8.68	1.19	2.93	1.00	3.93	2.41	1.15	3.56
W-2	52,414	10,392	16,857	5,330	22,187	13,549	6,288	19,835
	7.15	1.42	2.30	0.73	3.03	1.85	0.88	2.70
W-3	37,630	9,634	11,708	3,636	15,344	8,583	4,069	12,652
	6.04	1.55	1.88	0.58	2.46	1.38	0.65	2.03
W-4	50,289	9,081	14,610	4,811	19,421	15,754	6,033	21,787
	6.59	1.19	1.91	0.63	2.54	2.06	0.79	2.85
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	340,664	88,934	93,119	17,580	110,709	94,885	46,156	141,021
	4.36	1.14	1.19	0.23	1.42	1.22	0.59	1.81
CHAIN OVER \$2 MIL	233,823	81,077	85,072	12,614	77,686	63,412	31,648	95,060
	4.37	1.14	1.22	0.24	1.45	1.18	0.59	1.78
IND OVER \$2 MIL	106,841	27,857	28,047	4,978	33,023	31,453	14,508	45,961
	4.35	1.14	1.14	0.20	1.35	1.28	0.59	1.87
CHAIN UNDER \$2 MIL	124,639	23,643	38,100	5,867	43,787	37,800	19,429	57,228
	3.99	0.76	1.22	0.18	1.40	1.21	0.62	1.83
IND UNDER \$2 MIL	181,926	46,705	55,814	8,232	62,046	50,406	22,769	73,175
	4.50	1.16	1.38	0.15	1.54	1.25	0.56	1.81

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 52 OF 84

4200 DTW09001 B2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	585,677 3.78	295,690 1.98	176,019 1.18	92,968 0.62
CENTRAL FIELD	158,763 4.33	84,352 2.30	47,460 1.30	26,951 0.74
C-1	28,077 3.38	14,770 1.77	9,499 1.14	3,808 0.48
C-2	67,343 5.49	35,111 2.86	19,430 1.58	12,802 1.04
C-3	34,584 3.89	20,217 2.27	9,720 1.09	4,647 0.52
C-4	28,759 4.04	14,254 2.00	8,811 1.24	5,694 0.80
EASTERN FIELD	54,395 2.80	28,150 1.45	19,970 1.03	6,275 0.32
E-1	16,981 3.26	8,476 1.63	6,142 1.18	2,343 0.45
E-2	3,218 2.41	1,873 1.40	1,314 0.98	31 0.02
E-3	11,328 2.30	5,975 1.21	4,044 0.82	1,309 0.27
E-4	8,185 3.20	4,005 1.57	3,018 1.18	1,142 0.45
E-5	14,723 2.73	7,821 1.45	5,452 1.01	1,450 0.27
NORTHERN FIELD	97,040 3.55	48,762 1.78	30,278 1.11	18,000 0.68
N-1	25,447 3.42	13,050 1.75	7,858 1.06	4,539 0.61
N-2	17,653 3.13	9,219 1.84	5,315 0.94	3,119 0.55
N-3	16,773 3.44	8,134 1.67	5,483 1.13	3,156 0.65
N-4	37,167 3.95	18,359 1.95	11,622 1.23	7,188 0.78
SOUTHERN FIELD	188,547 4.88	98,036 2.48	54,839 1.42	37,672 0.97
S-1	70,579 5.91	33,805 2.83	21,452 1.80	15,322 1.28
S-2	58,066 5.26	28,419 2.57	16,292 1.48	13,355 1.21
S-3	34,836 3.77	20,721 2.24	9,014 0.98	5,101 0.55
S-4	25,066 3.89	13,091 2.03	8,081 1.28	3,694 0.60

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 53 OF 84

4200 DTW09001 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62800

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
WESTERN FIELD	66,932	39,390	23,472	4,070
	2.42	1.43	0.85	0.15
W-1	20,419	10,757	8,089	1,593
	3.17	1.87	1.25	0.25
W-2	15,104	10,366	4,227	511
	2.06	1.41	0.58	0.07
W-3	12,237	7,847	3,918	472
	1.96	1.26	0.63	0.08
W-4	19,172	10,420	7,258	1,494
	2.51	1.37	0.95	0.20
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	307,889	163,366	97,157	47,348
	3.94	2.09	1.24	0.81
CHAIN OVER \$2 MIL	215,301	114,777	67,784	32,740
	4.02	2.14	1.27	0.81
IND OVER \$2 MIL	92,568	48,589	29,373	14,606
	3.77	1.98	1.20	0.60
CHAIN UNDER \$2 MIL	104,488	53,493	31,341	19,852
	3.34	1.71	1.00	0.83
IND UNDER \$2 MIL	153,322	79,831	47,521	25,970
	3.79	1.98	1.18	0.64

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 54 OF 84

4200 DTW09001 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		MENTHOL		
	KING SIZE		KING SIZE		
			100'S	100'S	
TOTAL UNITED STATES	509,418	132,073	203,400	86,812	87,133
	3.40	0.88	1.36	0.58	0.58
CENTRAL FIELD	150,639	37,406	66,423	23,492	23,318
	4.11	1.02	1.81	0.64	0.64
C-1	33,875	8,490	14,743	5,128	5,516
	4.08	1.02	1.77	0.61	0.66
C-2	59,394	14,085	27,046	10,022	8,241
	4.84	1.15	2.20	0.82	0.87
C-3	33,278	8,202	15,094	4,724	5,258
	3.74	0.92	1.70	0.53	0.59
C-4	24,092	6,829	9,540	3,620	4,303
	3.38	0.93	1.34	0.51	0.80
EASTERN FIELD	40,186	10,359	14,471	8,218	7,148
	2.07	0.53	0.75	0.42	0.37
E-1	11,523	3,096	4,546	2,144	1,737
	2.21	0.59	0.87	0.41	0.33
E-2	2,190	544	815	585	266
	1.84	0.41	0.61	0.42	0.20
E-3	12,324	3,050	4,009	2,534	2,731
	2.50	0.62	0.81	0.51	0.55
E-4	4,128	1,145	1,336	791	856
	1.62	0.45	0.52	0.31	0.34
E-5	10,031	2,524	3,765	2,184	1,558
	1.86	0.47	0.70	0.40	0.29
NORTHERN FIELD	84,190	22,545	29,727	15,578	16,340
	3.08	0.82	1.09	0.57	0.60
N-1	24,816	6,642	9,080	4,398	4,716
	3.33	0.89	1.22	0.59	0.63
N-2	13,289	2,982	4,785	2,919	2,593
	2.36	0.53	0.85	0.52	0.46
N-3	14,728	3,208	5,575	3,051	2,892
	3.02	0.66	1.14	0.63	0.59
N-4	31,359	9,703	10,307	5,210	6,139
	3.33	1.03	1.08	0.55	0.65
SOUTHERN FIELD	155,444	43,151	59,427	24,629	28,237
	4.02	1.12	1.54	0.64	0.73
S-1	50,155	12,772	20,541	7,941	8,801
	4.20	1.07	1.73	0.66	0.74
S-2	53,352	16,581	19,266	8,191	9,314
	4.83	1.50	1.74	0.74	0.84
S-3	33,403	8,283	13,292	5,688	6,160
	3.61	0.89	1.44	0.62	0.67
S-4	18,534	5,535	8,228	2,809	3,862
	2.88	0.86	0.97	0.44	0.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 55 OF 84

4200 DTW09001 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL		MENTHOL		
	LIGHTS		FILTER		
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
WESTERN FIELD	78,949	18,612	33,352	14,895	12,090
	2.86	0.67	1.21	0.54	0.44
W-1	22,537	5,870	8,880	4,443	3,344
	3.50	0.91	1.38	0.69	0.52
W-2	9,935	2,498	3,686	1,306	1,845
	1.27	0.34	0.50	0.18	0.25
W-3	13,643	3,001	6,115	2,985	1,542
	2.19	0.48	0.98	0.48	0.25
W-4	33,434	7,243	14,671	5,161	5,359
	4.38	0.85	1.92	0.81	0.70
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	282,155	72,086	114,235	48,422	47,432
	3.61	0.92	1.45	0.62	0.61
CHAIN OVER \$2 MIL	186,883	46,754	77,459	31,312	31,358
	3.49	0.87	1.45	0.59	0.59
IND OVER \$2 MIL	95,272	25,312	36,776	17,110	16,074
	3.88	1.03	1.50	0.70	0.66
CHAIN UNDER \$2 MIL	104,830	27,226	40,410	17,460	19,734
	3.35	0.87	1.29	0.56	0.53
IND UNDER \$2 MIL	122,433	32,781	48,755	20,930	19,957
	3.03	0.81	1.21	0.52	0.49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 56 OF 84

4200 DTW09001 B2808 01 028 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	FULL FLAVOR		TOTAL	TOTAL	MORE TOTAL
	KINGS	100'S			
TOTAL UNITED STATES	80,857 0.54	78,935 0.53	159,792 1.07	669,210 4.47	258,291 1.71
CENTRAL FIELD	24,128 0.88	25,091 0.88	49,219 1.34	189,858 5.45	59,492 1.62
C-1	5,307 0.64	5,524 0.66	10,831 1.30	44,706 5.35	13,416 1.81
C-2	10,041 0.82	11,555 0.94	21,596 1.78	80,990 6.60	19,703 1.80
C-3	5,323 0.60	4,965 0.56	10,288 1.16	43,566 4.90	14,220 1.80
C-4	3,457 0.49	3,047 0.43	6,504 0.91	30,596 4.29	12,153 1.71
EASTERN FIELD	6,156 0.32	5,584 0.29	11,750 0.81	51,946 2.67	30,118 1.55
E-1	1,507 0.29	1,679 0.32	3,186 0.81	14,709 2.82	6,940 1.33
E-2	456 0.34	306 0.23	762 0.57	2,952 2.21	2,899 2.17
E-3	1,493 0.30	1,601 0.33	3,094 0.63	15,418 3.13	8,579 1.74
E-4	776 0.30	638 0.25	1,414 0.55	5,542 2.17	4,206 1.65
E-5	1,924 0.36	1,370 0.25	3,294 0.81	13,325 2.47	7,494 1.39
NORTHERN FIELD	12,019 0.44	12,250 0.45	24,269 0.89	108,459 3.98	48,640 1.78
N-1	4,075 0.55	3,913 0.53	7,988 1.07	32,804 4.41	12,933 1.74
N-2	2,391 0.42	2,169 0.39	4,560 0.81	17,849 3.17	11,109 1.97
N-3	1,687 0.35	1,795 0.37	3,482 0.71	18,208 3.74	8,460 1.74
N-4	3,866 0.41	4,373 0.46	8,239 0.87	39,598 4.21	16,138 1.71
SOUTHERN FIELD	23,812 0.62	22,125 0.57	45,937 1.18	201,381 5.21	57,891 1.50
S-1	9,128 0.76	7,301 0.61	16,428 1.38	66,584 5.58	16,596 1.39
S-2	6,531 0.59	6,697 0.61	13,228 1.20	66,580 6.03	13,916 1.26
S-3	5,945 0.64	5,670 0.61	11,615 1.26	45,018 4.87	16,086 1.74
S-4	2,208 0.34	2,457 0.38	4,665 0.72	23,199 3.60	11,313 1.76

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 57 OF 84

4200 DTW09001 B2808 01 029 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
WESTERN FIELD	14,742	13,875	28,617	107,566	60,150
	0.53	0.50	1.04	3.89	2.18
W-1	4,771	3,758	8,527	31,064	13,549
	0.74	0.58	1.33	4.83	2.11
W-2	2,229	1,887	4,116	13,451	15,209
	0.30	0.26	0.56	1.83	2.07
W-3	2,090	2,070	4,160	17,803	16,184
	0.34	0.33	0.67	2.86	2.60
W-4	5,652	6,162	11,814	45,248	15,208
	0.74	0.81	1.55	5.93	1.99
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	41,753	41,880	83,613	385,768	150,246
	0.53	0.54	1.07	4.69	1.92
CHAIN OVER \$2 MIL	27,566	28,490	56,058	242,939	105,248
	0.52	0.53	1.05	4.54	1.97
IND OVER \$2 MIL	14,187	13,370	27,557	122,828	45,000
	0.58	0.54	1.12	5.01	1.83
CHAIN UNDER \$2 MIL	18,194	16,292	34,486	139,316	41,569
	0.58	0.52	1.10	4.45	1.33
IND UNDER \$2 MIL	20,910	20,783	41,693	164,126	64,476
	0.52	0.51	1.03	4.06	1.60

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 58 OF 84

4200 DTW09001 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
TOTAL UNITED STATES	229,950 1.54	82,317 0.42	37,365 0.25	99,682 0.67	75,439 0.50	54,829 0.37	130,268 0.87	221,693 1.48
CENTRAL FIELD	49,812 1.35	11,514 0.31	7,681 0.21	19,195 0.52	18,562 0.51	11,855 0.32	30,417 0.83	52,720 1.44
C-1	9,634 1.15	2,215 0.27	1,360 0.16	3,575 0.43	3,761 0.45	2,298 0.28	6,059 0.73	9,690 1.16
C-2	16,353 1.33	4,180 0.34	2,328 0.19	6,508 0.53	6,248 0.51	3,587 0.29	9,845 0.80	16,189 1.32
C-3	12,212 1.37	2,323 0.26	1,665 0.19	3,988 0.45	5,184 0.58	3,040 0.34	8,224 0.92	11,355 1.28
C-4	11,413 1.60	2,786 0.39	2,328 0.33	5,124 0.72	3,369 0.47	2,920 0.41	6,289 0.88	15,486 2.17
EASTERN FIELD	31,328 1.61	10,328 0.53	5,848 0.30	16,176 0.83	8,967 0.46	6,185 0.32	15,152 0.78	25,241 1.30
E-1	8,968 1.72	2,781 0.54	1,505 0.29	4,286 0.82	2,935 0.56	1,737 0.33	4,872 0.90	8,428 1.62
E-2	2,502 1.87	744 0.56	583 0.51	1,427 1.07	726 0.54	349 0.26	1,075 0.81	408 0.31
E-3	7,879 1.60	2,240 0.45	1,814 0.37	4,054 0.82	2,092 0.42	1,733 0.35	3,825 0.78	5,818 1.18
E-4	4,732 1.86	1,817 0.71	785 0.31	2,602 1.02	1,159 0.45	971 0.38	2,130 0.84	3,191 1.25
E-5	7,247 1.34	2,736 0.51	1,061 0.20	3,797 0.70	2,055 0.38	1,395 0.26	3,450 0.54	7,396 1.37
NORTHERN FIELD	51,429 1.88	14,301 0.52	10,034 0.37	24,335 0.89	14,505 0.53	12,589 0.46	27,094 0.99	62,849 2.30
N-1	13,245 1.78	3,710 0.50	2,738 0.37	6,448 0.87	3,839 0.49	3,158 0.42	6,797 0.91	17,072 2.29
N-2	10,085 1.79	2,499 0.44	2,061 0.37	4,560 0.81	2,920 0.52	2,605 0.46	5,525 0.98	14,314 2.54
N-3	9,419 1.93	2,484 0.51	1,775 0.38	4,259 0.87	2,773 0.57	2,387 0.49	5,160 1.06	13,989 2.87
N-4	18,680 1.98	5,808 0.60	3,460 0.37	9,088 0.96	5,173 0.55	4,438 0.47	9,612 1.02	17,474 1.86
SOUTHERN FIELD	57,313 1.48	15,694 0.41	10,153 0.26	25,847 0.87	17,322 0.45	14,144 0.37	31,466 0.81	51,757 1.34
S-1	15,712 1.32	3,884 0.33	3,110 0.26	6,994 0.59	4,728 0.40	3,990 0.33	8,718 0.73	18,023 1.51
S-2	18,186 1.65	5,717 0.52	3,642 0.33	9,359 0.85	4,877 0.44	3,950 0.36	8,827 0.80	13,773 1.25
S-3	12,578 1.36	2,727 0.30	1,420 0.15	4,147 0.45	4,430 0.48	4,001 0.43	8,431 0.91	11,837 1.28
S-4	10,837 1.68	3,366 0.52	1,981 0.31	5,347 0.83	3,287 0.51	2,203 0.34	5,490 0.85	8,124 1.28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 59 OF 84

4200 DTW09001 B2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
WESTERN FIELD	40,288	10,480	3,849	14,129	16,083	10,056	26,139	29,126
	1.46	0.38	0.13	0.51	0.58	0.36	0.95	1.05
W-1	10,647	3,393	1,140	4,533	3,746	2,368	6,114	12,982
	1.68	0.53	0.18	0.70	0.58	0.37	0.95	2.02
W-2	10,208	2,682	1,397	4,079	3,971	2,158	6,129	4,275
	1.39	0.37	0.19	0.56	0.54	0.28	0.84	0.58
W-3	7,787	2,403	372	2,775	3,319	1,693	5,012	5,306
	1.25	0.39	0.06	0.45	0.53	0.27	0.80	0.85
W-4	11,626	2,002	740	2,742	5,047	3,837	8,884	6,563
	1.52	0.26	0.10	0.36	0.66	0.50	1.16	0.86
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	137,599	37,832	22,823	60,655	43,402	33,542	76,944	140,540
	1.78	0.48	0.29	0.78	0.56	0.43	0.98	1.80
CHAIN OVER \$2 MIL	93,940	26,125	14,352	40,477	30,125	23,338	53,463	92,912
	1.76	0.49	0.27	0.76	0.56	0.44	1.00	1.74
IND OVER \$2 MIL	43,659	11,707	8,471	20,178	13,277	10,204	23,481	47,628
	1.78	0.48	0.35	0.82	0.54	0.42	0.96	1.94
CHAIN UNDER \$2 MIL	35,642	8,584	4,859	13,453	12,947	9,242	22,189	30,800
	1.14	0.27	0.16	0.43	0.41	0.30	0.71	0.98
IND UNDER \$2 MIL	56,709	15,891	9,683	25,574	19,080	12,045	31,135	50,353
	1.40	0.39	0.24	0.63	0.47	0.30	0.77	1.25

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 60 OF 84

4200 DTW09001 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KING SOFT PACK	BOX	LIGHTS KINGS	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES	5,502 0.04	2,597 0.02	1,125 0.01	1,780 0.01	55,343 0.37
CENTRAL FIELD	315 0.01	141	52	122	11,511 0.31
C-1	124 0.01	68 0.01	6	50 0.01	4,401 0.53
C-2					1,701 0.14
C-3	59 0.01	17	19	23	3,488 0.39
C-4	132 0.02	56 0.01	27	48 0.01	1,921 0.27
EASTERN FIELD	598 0.03	202 0.01	152 0.01	244 0.01	5,072 0.26
E-1	34 0.01	11	12	11	1,472 0.28
E-2	13 0.01	13 0.01			375 0.28
E-3	122 0.02	50 0.01	38 0.01	38 0.01	1,481 0.30
E-4	39 0.02			39 0.02	982 0.38
E-5	390 0.07	128 0.02	104 0.02	158 0.03	802 0.15
NORTHERN FIELD	781 0.03	335 0.01	197 0.01	249 0.04	14,261 0.52
N-1	410 0.06	204 0.03	137 0.02	69 0.01	5,920 0.80
N-2					2,236 0.40
N-3					1,770 0.36
N-4	371 0.04	131 0.01	60 0.01	180 0.02	4,335 0.46
SOUTHERN FIELD	3,010 0.08	1,533 0.04	592 0.02	885 0.02	16,559 0.43
S-1					4,785 0.40
S-2					3,770 0.34
S-3	2,982 0.32	1,533 0.17	584 0.06	885 0.10	4,008 0.43
S-4	28		28		4,016 0.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 61 OF 84

4200 DTW09001 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	MAGNA				
	..... FILTER KINGS .....		LIGHTS		ALL OTHER
	TOTAL	SOFT PACK	BOX	KINGS	R.J. REYNOLDS
WESTERN FIELD	798	386	132	280	7,940
	0.03	0.01		0.01	0.29
W-1	259	122	20	117	1,278
	0.04	0.02		0.02	0.20
W-2					2,210
					0.30
W-3	248	81	78	89	3,555
	0.04	0.01	0.01	0.01	0.57
W-4	291	183	34	74	887
	0.04	0.02		0.01	0.12
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	1,486	597	324	585	38,881
	0.02	0.01		0.01	0.50
CHAIN OVER \$2 MIL	1,144	466	252	428	32,481
	0.02	0.01		0.01	0.61
IND OVER \$2 MIL	342	131	72	138	6,390
	0.01	0.01		0.01	0.26
CHAIN UNDER \$2 MIL	2,404	1,329	420	855	8,778
	0.08	0.04	0.01	0.02	0.28
IND UNDER \$2 MIL	1,612	671	381	580	7,684
	0.04	0.02	0.01	0.01	0.19

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 62 OF 84

4200 DTW09001 B2808 01 031 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
BB Nielsen Marketing Research Corporation

	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT KINGS PACK	100'S
TOTAL UNITED STATES	1,801,645 12.03	888,865 4.60	435,245 2.91	253,420 1.69
CENTRAL FIELD	448,778 12.25	169,707 4.83	101,816 2.78	67,891 1.85
C-1	90,875 10.88	38,402 4.80	22,770 2.73	15,632 1.87
C-2	155,943 12.70	58,087 4.73	35,220 2.87	22,847 1.88
C-3	105,792 11.90	38,247 4.30	22,664 2.55	15,583 1.75
C-4	96,188 13.49	34,991 4.91	21,182 2.97	13,829 1.94
EASTERN FIELD	211,579 10.89	85,542 4.40	58,908 3.03	26,634 1.37
E-1	55,221 10.60	22,178 4.26	15,262 2.93	9,914 1.33
E-2	15,105 11.31	6,488 4.88	4,465 3.34	2,023 1.52
E-3	59,938 12.17	24,000 4.87	16,107 3.27	7,893 1.60
E-4	26,585 10.43	11,510 4.51	7,910 3.10	3,600 1.41
E-5	54,730 10.13	21,388 3.98	15,164 2.81	6,204 1.15
NORTHERN FIELD	383,176 13.27	139,176 5.08	87,462 3.20	51,714 1.89
N-1	100,912 13.56	37,446 5.03	23,518 3.18	13,928 1.87
N-2	80,021 14.21	31,863 5.82	19,419 3.45	12,244 2.17
N-3	60,323 12.38	21,278 4.37	13,284 2.73	7,994 1.64
N-4	121,920 12.95	48,789 5.18	31,241 3.32	17,548 1.88
SOUTHERN FIELD	485,172 12.03	173,384 4.48	111,729 2.88	61,635 1.59
S-1	154,040 12.90	55,268 4.83	33,481 2.80	21,787 1.82
S-2	124,082 11.23	47,683 4.32	32,989 2.99	14,694 1.33
S-3	108,740 11.76	40,817 4.42	25,406 2.75	15,411 1.67
S-4	78,310 12.16	29,596 4.60	19,853 3.08	9,743 1.51

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 63 OF 84

4200 DTW09001 B2808 01 032 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Branding Corporation

	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	MENTHOL BOX & SOFT PACK KINGS 100'S	
WESTERN FIELD	312,940	120,878	75,330	45,546
	11.33	4.37	2.73	1.65
W-1	66,743	19,696	12,227	7,489
	10.37	3.06	1.90	1.16
W-2	87,593	38,222	24,607	13,615
	11.94	5.21	3.36	1.86
W-3	63,077	28,569	18,457	10,112
	10.12	4.58	2.96	1.62
W-4	95,527	34,389	20,039	14,350
	12.52	4.51	2.63	1.88
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	877,616	304,486	190,435	114,051
	11.24	3.90	2.44	1.46
CHAIN OVER \$2 MIL	580,780	201,378	126,946	74,432
	10.85	3.78	2.37	1.39
IND OVER \$2 MIL	296,836	103,108	63,489	39,619
	12.10	4.20	2.59	1.61
CHAIN UNDER \$2 MIL	423,697	175,321	110,069	65,252
	13.55	5.61	3.52	2.09
IND UNDER \$2 MIL	500,332	208,858	134,741	74,117
	12.38	5.17	3.33	1.83

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 64 OF 84

4200 DTW09001 B2808 01 032 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research  
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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	228	86			140
CENTRAL FIELD	44	44			
C-1	44	44			
	0.01	0.01			
C-2					
C-3					
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	114	42			72
N-1	4				4
N-2					
N-3	110	42			68
	0.02	0.01			0.01
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 65 OF 84

4200 DTW09001 B2808 01 033 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
WESTERN FIELD	68				68
W-1					
W-2	68				68
W-3	0.01				0.01
W-4					
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	158	86			72
CHAIN OVER \$2 MIL	114	42			72
IND OVER \$2 MIL	44	44			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	68				68

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 66 OF 84

4200 DTW09001 B2808 01 033 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52600

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	219,320 1.46	128,162 0.86	271,037 1.81	106,515 0.71	164,522 1.10	181,180 1.21	126,623 0.85
CENTRAL FIELD	52,127 1.42	26,271 0.72	76,466 2.09	32,087 0.88	44,379 1.21	46,488 1.27	31,260 0.85
C-1	10,089 1.21	6,415 0.77	10,808 1.29	1,630 0.20	9,178 1.10	8,535 1.02	7,481 0.90
C-2	16,376 1.33	7,678 0.63	30,169 2.46	17,092 1.39	13,077 1.07	17,667 1.44	8,770 0.71
C-3	12,638 1.42	5,939 0.67	18,684 2.10	7,348 0.83	11,336 1.27	9,889 1.11	7,135 0.80
C-4	13,024 1.83	6,239 0.88	16,805 2.36	6,017 0.84	10,788 1.51	10,397 1.46	7,874 1.10
EASTERN FIELD	26,459 1.36	19,926 1.03	24,036 1.24	3,575 0.18	20,461 1.05	20,760 1.07	17,530 0.90
E-1	6,266 1.20	5,568 1.07	6,605 1.27	31 0.01	6,574 1.26	5,083 0.98	4,547 0.87
E-2	1,947 1.46	1,492 1.12	501 0.38		501 0.38	1,907 1.43	1,377 1.03
E-3	7,317 1.49	4,828 0.98	8,137 1.65	3,204 0.65	4,933 1.00	5,675 1.15	4,927 1.00
E-4	2,695 1.06	2,907 1.14	1,920 0.75	13 0.01	1,907 0.75	3,155 1.24	2,064 0.81
E-5	8,234 1.52	5,133 0.95	6,873 1.27	327 0.06	6,546 1.21	4,940 0.91	4,615 0.85
NORTHERN FIELD	45,030 1.65	24,942 0.91	59,923 2.19	26,840 0.98	33,083 1.21	39,355 1.44	25,497 0.93
N-1	14,653 1.97	6,824 0.92	17,003 2.28	10,873 1.46	6,130 0.82	9,947 1.34	7,631 1.03
N-2	7,675 1.36	5,232 0.93	15,608 2.77	5,557 0.89	10,051 1.78	7,958 1.41	5,742 1.02
N-3	9,619 1.97	4,346 0.89	8,756 1.80	2,024 0.42	6,732 1.38	6,410 1.32	5,476 1.12
N-4	13,083 1.39	8,540 0.91	18,556 1.97	8,386 0.89	10,170 1.08	15,040 1.60	6,548 0.71
SOUTHERN FIELD	59,785 1.55	32,318 0.84	69,889 1.81	32,887 0.85	37,002 0.96	46,144 1.19	31,491 0.81
S-1	17,956 1.50	10,179 0.85	28,861 2.42	16,113 1.35	12,748 1.07	17,392 1.46	8,515 0.71
S-2	19,012 1.72	8,127 0.83	16,785 1.52	6,955 0.63	9,790 0.89	9,889 0.90	9,282 0.84
S-3	12,554 1.36	7,617 0.82	16,318 1.77	6,591 0.71	9,727 1.05	9,966 1.08	7,960 0.86
S-4	10,263 1.59	5,395 0.84	7,925 1.23	3,188 0.50	4,737 0.74	8,897 1.38	5,734 0.89

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 67 OF 84

4200 DTWO9001 B2808 01 034 0273 1468

	CIGARETTES	20'S	25'S	VICEROY	BELAIR
TOTAL	40,723	11,126	29,597	28,433	20,845
M-1	12,707	3,955	8,473	4,859	5,597
M-2	9,218	1,93	0,81	0,76	0,87
M-3	4,434	4,360	0,14	0,56	0,65
M-4	8,560	14,975	3,511	11,484	8,165
BY STORE TYPE	1,25	0,83	1,50	1,24	0,81
SUPERMKT OVER \$2 MIL	115,905	68,715	48,135	93,415	64,858
CHAIN OVER \$2 MIL	77,254	49,337	25,342	54,218	44,750
IND OVER \$2 MIL	1,44	0,92	0,47	1,01	0,84
CHAIN UNDER \$2 MIL	39,609	28,715	28,788	36,633	26,394
IND UNDER \$2 MIL	63,806	30,732	29,612	39,462	35,371
	1,58	0,76	0,73	1,27	0,88

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
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The Data Resources Corporation

	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	79,449 0.53	22,321 0.15	19,508 0.13	19,895 0.13	17,827 0.12
CENTRAL FIELD	21,984 0.60	6,145 0.17	5,598 0.15	5,522 0.15	4,719 0.13
C-1	2,758 0.33	708 0.08	874 0.10	813 0.07	565 0.07
C-2	8,734 0.71	2,837 0.21	2,228 0.18	1,788 0.18	2,080 0.17
C-3	4,889 0.55	1,388 0.16	1,247 0.14	1,394 0.16	882 0.10
C-4	5,803 0.79	1,416 0.20	1,248 0.18	1,726 0.24	1,212 0.17
EASTERN FIELD	6,674 0.34	1,811 0.09	1,528 0.08	1,768 0.09	1,571 0.08
E-1	2,070 0.40	540 0.10	534 0.10	548 0.10	450 0.09
E-2	351 0.28	112 0.08	79 0.08	80 0.08	80 0.08
E-3	1,758 0.38	582 0.11	301 0.08	496 0.10	397 0.08
E-4	767 0.30	184 0.07	219 0.09	194 0.08	170 0.07
E-5	1,730 0.32	413 0.08	393 0.07	450 0.08	474 0.09
NORTHERN FIELD	14,008 0.51	4,031 0.15	3,173 0.12	3,578 0.13	3,228 0.12
N-1	3,825 0.49	1,108 0.15	903 0.12	912 0.12	702 0.09
N-2	1,801 0.32	457 0.08	362 0.06	573 0.10	409 0.07
N-3	3,503 0.72	988 0.20	757 0.18	918 0.19	862 0.18
N-4	3,079 0.54	1,498 0.16	1,151 0.12	1,175 0.12	1,255 0.13
SOUTHERN FIELD	20,667 0.53	6,041 0.18	5,074 0.13	5,042 0.13	4,510 0.12
S-1	4,304 0.36	1,445 0.12	945 0.08	1,188 0.10	748 0.08
S-2	8,989 0.81	2,652 0.24	2,223 0.20	2,254 0.20	1,830 0.17
S-3	3,630 0.39	845 0.09	1,094 0.12	849 0.09	842 0.09
S-4	3,784 0.58	1,089 0.17	812 0.13	773 0.12	1,090 0.17

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 69 OF 84

4200 DTW09001 82808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
Division of The Nielsen Company

	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
WESTERN FIELD	16,116	4,293	4,235	3,989	3,599
	0.58	0.16	0.15	0.14	0.13
W-1	2,018	676	506	338	498
	0.31	0.11	0.08	0.05	0.08
W-2	4,873	1,226	1,424	908	1,115
	0.64	0.17	0.19	0.12	0.15
W-3	3,837	996	833	1,018	990
	0.62	0.18	0.13	0.16	0.16
W-4	5,588	1,395	1,472	1,725	996
	0.73	0.18	0.19	0.23	0.13
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	45,358	12,934	10,995	11,422	10,007
	0.58	0.17	0.14	0.15	0.13
CHAIN OVER \$2 MIL	31,378	8,090	7,605	7,828	6,855
	0.59	0.17	0.14	0.15	0.13
IND OVER \$2 MIL	13,980	3,844	3,390	3,594	3,152
	0.57	0.16	0.14	0.15	0.13
CHAIN UNDER \$2 MIL	19,608	5,198	5,262	4,880	4,268
	0.63	0.17	0.17	0.16	0.14
IND UNDER \$2 MIL	14,483	4,189	3,349	3,593	3,352
	0.38	0.10	0.08	0.09	0.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 70 OF 84

4200 DTW09001 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
DB Nielsen Company Corporation

	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM		MENTHOL			
	TOTAL	REGULAR KINGS	100'S KINGS	100'S		
TOTAL UNITED STATES	81,129 0.54		41,477 0.28		39,652 0.26	25,854 0.17
CENTRAL FIELD	18,434 0.50		9,367 0.26		9,067 0.25	5,997 0.16
C-1	5,494 0.68		2,758 0.33		2,736 0.33	849 0.10
C-2	6,083 0.50		3,140 0.26		2,943 0.24	2,399 0.20
C-3	6,857 0.77		3,469 0.39		3,388 0.38	1,514 0.17
C-4						1,235 0.17
EASTERN FIELD	8,688 0.45		4,441 0.23		4,227 0.22	1,984 0.10
E-1	2,418 0.46		1,287 0.25		1,131 0.22	490 0.09
E-2	852 0.64		513 0.38		339 0.25	190 0.14
E-3	2,808 0.57		1,335 0.27		1,473 0.30	490 0.10
E-4	1,439 0.56		735 0.29		704 0.28	128 0.05
E-5	1,151 0.21		571 0.11		580 0.11	688 0.13
NORTHERN FIELD	9,311 0.34		4,644 0.17		4,667 0.17	5,820 0.21
N-1	1,615 0.22		755 0.10		860 0.12	2,164 0.29
N-2	3,271 0.58		1,559 0.28		1,712 0.30	1,071 0.19
N-3	128 0.03		61 0.01		67 0.01	697 0.14
N-4	4,297 0.46		2,269 0.24		2,028 0.22	1,888 0.20
SOUTHERN FIELD	23,788 0.82		12,477 0.32		11,311 0.29	7,726 0.20
S-1	8,533 0.71		4,530 0.38		4,003 0.34	3,032 0.25
S-2	2,111 0.19		1,238 0.11		873 0.08	1,224 0.11
S-3	8,073 0.87		4,011 0.43		4,062 0.44	1,805 0.20
S-4	5,071 0.79		2,888 0.42		2,373 0.37	1,865 0.26

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TABLE S9

PAGE 71 OF 84

4200 DTW09001 B2808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-B2800

Nielsen  
Marketing Research  
The Nielsen Company  
The Nielsen Company

	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM		MENTHOL			
	TOTAL	KINGS	REGULAR 100'S	KINGS	100'S	
WESTERN FIELD	20,928		10,548		10,380	4,327
	0.76		0.38		0.38	0.16
W-1	3,744		1,688		2,056	668
	0.58		0.28		0.32	0.13
W-2	4,733		2,712		2,021	2,400
	0.65		0.37		0.28	0.33
W-3	4,809		2,490		2,319	433
	0.77		0.40		0.37	0.07
W-4	7,842		3,658		3,984	626
	1.00		0.48		0.52	0.08
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	38,322		19,425		18,897	13,644
	0.49		0.25		0.24	0.17
CHAIN OVER \$2 MIL	27,108		13,692		13,416	7,142
	0.51		0.28		0.25	0.13
IND OVER \$2 MIL	11,214		5,733		5,481	8,502
	0.48		0.23		0.22	0.26
CHAIN UNDER \$2 MIL	25,364		12,778		12,586	2,845
	0.81		0.41		0.40	0.09
IND UNDER \$2 MIL	17,443		9,274		8,169	9,365
	0.43		0.23		0.20	0.23

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TABLE S9

PAGE 72 OF 84

4200 DTW08001 B2808 01 036 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Dun & Bradstreet Corporation

	CIGARETTES						
	NEWPORT						
	MENTHOL		KINGS		LIGHTS		25'S
TOTAL	LORILLARD	TOTAL	BOX	SOFT PACK	100'S BOX & SOFT PACK	KINGS & 100'S	
TOTAL UNITED STATES	1,320,980	375,284	45,895	115,001	92,584	101,630	20,154
	8.82	2.51	0.31	0.77	0.62	0.68	0.13
CENTRAL FIELD	243,756	37,523	2,808	15,166	13,087	6,377	85
	6.85	1.02	0.08	0.41	0.36	0.17	
C-1	58,013	9,317	961	3,204	2,906	2,246	
	6.71	1.12	0.12	0.38	0.35	0.27	
C-2	70,805	14,822	1,273	5,909	4,983	2,657	
	5.75	1.21	0.10	0.48	0.41	0.22	
C-3	59,765	7,448	252	3,479	2,842	861	14
	6.72	0.84	0.03	0.39	0.32	0.10	
C-4	57,373	5,936	322	2,574	2,356	813	71
	8.05	0.83	0.05	0.35	0.33	0.09	0.01
EASTERN FIELD	260,385	105,360	19,812	21,423	21,522	36,953	5,650
	13.41	5.42	1.02	1.10	1.11	1.90	0.29
E-1	84,738	24,749	5,153	3,701	5,008	10,103	784
	12.43	4.75	0.99	0.71	0.96	1.94	0.15
E-2	20,311	7,504	1,531	1,036	1,891	2,881	85
	15.21	5.62	1.15	0.78	1.49	2.14	0.06
E-3	63,275	25,130	4,885	5,920	4,991	8,037	1,297
	12.85	5.10	0.99	1.20	1.01	1.63	0.26
E-4	36,497	15,879	3,021	2,583	3,374	5,778	1,123
	14.31	6.23	1.18	1.01	1.32	2.27	0.44
E-5	75,584	32,088	5,222	8,183	6,158	10,174	2,361
	13.99	5.94	0.97	1.51	1.14	1.88	0.44
NORTHERN FIELD	258,005	71,016	6,455	18,148	15,583	25,929	4,901
	9.43	2.60	0.24	0.66	0.57	0.85	0.18
N-1	65,759	16,338	1,230	5,204	3,787	5,334	783
	8.83	2.19	0.17	0.70	0.51	0.72	0.11
N-2	62,453	21,739	1,393	5,242	4,471	8,984	1,649
	11.09	3.85	0.25	0.93	0.79	1.60	0.29
N-3	53,892	15,009	1,404	3,210	2,968	5,826	1,601
	11.05	3.08	0.29	0.66	0.61	1.20	0.33
N-4	75,901	17,930	2,428	4,492	4,357	5,785	868
	8.06	1.90	0.28	0.48	0.46	0.81	0.09
SOUTHERN FIELD	337,131	122,846	9,064	44,062	30,159	30,154	9,407
	8.72	3.18	0.23	1.14	0.78	0.78	0.24
S-1	89,826	27,119	2,013	10,551	8,886	4,859	800
	7.50	2.27	0.17	0.88	0.74	0.41	0.07
S-2	102,259	47,381	2,680	18,723	9,052	11,472	5,454
	9.26	4.29	0.24	1.70	0.82	1.04	0.48
S-3	85,227	24,468	2,797	6,286	7,173	7,084	1,148
	9.22	2.65	0.30	0.68	0.78	0.78	0.12
S-4	80,019	23,878	1,574	8,502	5,038	6,759	2,005
	9.32	3.71	0.24	1.32	0.78	1.05	0.31

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8

PAGE 73 OF 84

4200 DTW08001 82808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	BOX	KINGS SOFT PACK	MENTHOL 100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
WESTERN FIELD	221,703	38,519	7,756	16,202	12,233	2,217	111
	8.02	1.39	0.28	0.59	0.44	0.08	
W-1	48,543	5,103	618	2,548	1,937		
	7.55	0.79	0.10	0.40	0.30		
W-2	65,893	11,378	3,182	4,693	2,655	848	
	8.98	1.55	0.43	0.64	0.36	0.12	
W-3	55,002	13,197	2,252	5,692	4,757	496	
	8.82	2.12	0.36	0.91	0.76	0.08	
W-4	52,285	8,841	1,704	3,259	2,884	873	111
	6.85	1.16	0.22	0.43	0.38	0.11	0.01
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	716,199	176,323	20,588	50,429	46,213	47,568	11,545
	9.18	2.28	0.26	0.65	0.59	0.61	0.15
CHAIN OVER \$2 MIL	498,248	122,872	14,839	36,168	33,429	32,036	6,200
	9.31	2.28	0.28	0.68	0.62	0.60	0.12
IND OVER \$2 MIL	217,951	53,651	5,729	14,261	12,784	15,532	5,345
	8.88	2.19	0.23	0.58	0.52	0.63	0.22
CHAIN UNDER \$2 MIL	269,099	97,490	11,082	30,755	23,101	27,739	4,813
	8.60	3.12	0.35	0.98	0.74	0.89	0.15
IND UNDER \$2 MIL	335,682	101,451	14,245	33,817	23,270	26,323	3,795
	8.31	2.51	0.35	0.84	0.58	0.65	0.09

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 74 OF 84

4200 DTW09001 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	TRUE			REGULAR & MENTHOL			GOLDEN LIGHTS	ALL OTHER
	TOTAL	KENT III	ALL OTHER	TOTAL	FILTER KINGS	100'S		
TOTAL UNITED STATES	359,633 2.40	167,861 1.12	191,772 1.28	252,563 1.69	130,368 0.87	122,195 0.82	185,717 1.24	147,803 0.99
CENTRAL FIELD	81,617 2.23	39,482 1.08	42,135 1.15	50,089 1.37	24,824 0.68	25,265 0.69	44,111 1.20	30,416 0.83
C-1	20,048 2.40	9,812 1.17	10,236 1.23	11,759 1.41	5,621 0.67	6,148 0.74	10,358 1.24	4,521 0.54
C-2	23,861 1.95	11,323 0.92	12,538 1.03	14,862 1.21	7,421 0.60	7,441 0.61	11,829 0.86	5,131 0.42
C-3	20,283 2.28	9,762 1.10	10,521 1.18	13,035 1.47	6,353 0.71	6,682 0.75	12,167 1.37	6,832 0.77
C-4	17,325 2.43	8,585 1.20	8,740 1.23	10,423 1.46	5,429 0.76	4,994 0.70	9,757 1.37	13,932 1.95
EASTERN FIELD	55,659 2.87	24,167 1.24	31,492 1.62	44,420 2.29	24,781 1.28	19,639 1.01	26,663 1.37	28,283 1.46
E-1	14,499 2.78	6,042 1.16	8,457 1.62	11,135 2.14	6,144 1.18	4,991 0.96	6,446 1.24	7,909 1.52
E-2	4,662 3.49	2,211 1.66	2,451 1.84	4,201 3.15	2,361 1.77	1,840 1.38	2,437 1.83	1,507 1.13
E-3	14,087 2.86	6,403 1.30	7,684 1.56	10,897 2.21	6,395 1.30	4,502 0.91	6,801 1.38	6,360 1.29
E-4	7,543 2.96	3,272 1.28	4,271 1.67	6,570 2.58	3,451 1.35	3,119 1.22	4,003 1.57	2,502 0.98
E-5	14,868 2.75	6,239 1.15	8,629 1.60	11,617 2.15	6,430 1.19	5,187 0.96	6,976 1.29	10,005 1.85
NORTHERN FIELD	64,493 2.36	29,654 1.08	34,839 1.27	48,165 1.76	25,005 0.91	23,160 0.85	35,939 1.31	38,392 1.40
N-1	18,713 2.51	7,770 1.04	10,943 1.47	13,980 1.88	7,035 0.95	6,945 0.93	9,315 1.25	7,413 1.00
N-2	13,800 2.45	6,636 1.18	7,164 1.27	10,838 1.92	5,677 1.01	5,161 0.92	8,660 1.54	7,416 1.32
N-3	10,817 2.22	5,548 1.14	5,269 1.08	7,504 1.54	3,898 0.80	3,605 0.74	6,314 1.30	14,248 2.92
N-4	21,163 2.25	9,700 1.03	11,463 1.22	15,843 1.68	8,394 0.89	7,449 0.79	11,650 1.24	9,315 0.99
SOUTHERN FIELD	85,530 2.21	38,449 0.99	47,081 1.22	57,785 1.49	28,863 0.75	28,922 0.75	42,730 1.10	28,240 0.73
S-1	25,886 2.17	10,714 0.90	15,172 1.27	18,738 1.40	7,813 0.64	9,123 0.76	13,392 1.12	8,493 0.54
S-2	21,393 1.94	9,146 0.83	12,247 1.11	14,125 1.28	7,634 0.69	6,491 0.59	11,822 1.07	7,538 0.68
S-3	24,685 2.67	12,101 1.31	12,584 1.36	15,721 1.70	7,849 0.85	7,872 0.85	11,627 1.26	8,726 0.94
S-4	13,566 2.11	6,488 1.01	7,078 1.10	11,203 1.74	5,787 0.90	5,436 0.84	5,889 0.91	5,483 0.85

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 75 OF 84

4200 DTW09001 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	KINGS	100'S		
WESTERN FIELD	72,334	36,109	36,225	52,104	26,895	25,209	36,274	22,472
	2.82	1.31	1.31	1.89	0.97	0.91	1.31	0.81
W-1	14,717	8,134	8,583	10,237	5,315	4,922	7,651	10,835
	2.29	1.26	1.02	1.59	0.83	0.77	1.19	1.88
W-2	22,108	11,035	11,073	17,131	9,275	7,856	12,237	3,039
	3.01	1.50	1.51	2.34	1.26	1.07	1.67	0.41
W-3	18,241	7,947	10,294	12,919	6,251	6,668	7,613	3,032
	2.93	1.28	1.85	2.07	1.00	1.07	1.22	0.49
W-4	17,288	8,993	8,275	11,817	6,054	5,763	8,773	5,568
	2.26	1.18	1.08	1.55	0.79	0.76	1.15	0.73
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	199,453	95,921	103,532	138,004	70,441	67,563	106,783	95,636
	2.56	1.23	1.33	1.77	0.90	0.87	1.37	1.23
CHAIN OVER \$2 MIL	141,026	68,410	72,616	97,022	49,303	47,719	74,019	63,509
	2.64	1.28	1.36	1.81	0.92	0.89	1.38	1.19
IND OVER \$2 MIL	58,427	27,511	30,916	40,982	21,138	19,844	32,784	32,127
	2.38	1.12	1.26	1.67	0.86	0.81	1.34	1.31
CHAIN UNDER \$2 MIL	68,883	31,883	35,020	51,830	26,988	24,842	34,099	18,797
	2.14	1.02	1.12	1.66	0.86	0.79	1.09	0.60
IND UNDER \$2 MIL	93,297	40,077	53,220	62,729	32,939	29,790	44,835	33,370
	2.31	0.99	1.32	1.55	0.82	0.74	1.11	0.83

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 78 OF 84

4200 DTW09001 82808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52500

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	1,005,948 6.72	634,895 4.24	328,009 2.19	169,858 1.13	121,241 0.81	15,787 0.11
CENTRAL FIELD	253,028 8.90	173,033 4.72	78,981 2.16	49,785 1.36	39,827 1.09	4,440 0.12
C-1	38,363 4.71	20,835 2.48	9,672 1.16	6,627 0.79	3,952 0.47	584 0.07
C-2	85,454 6.96	60,873 4.97	23,758 1.94	18,969 1.55	17,119 1.39	1,127 0.09
C-3	69,677 7.84	48,020 5.51	22,661 2.55	14,523 1.83	10,300 1.16	1,536 0.17
C-4	58,534 8.21	42,205 5.92	22,890 3.21	9,666 1.38	8,458 1.19	1,193 0.17
EASTERN FIELD	128,217 6.80	83,108 3.25	37,681 1.94	12,012 0.82	11,277 0.58	2,138 0.11
E-1	31,797 6.11	15,138 2.91	8,518 1.64	3,063 0.59	2,918 0.56	639 0.12
E-2	6,865 5.14	1,495 1.12	1,204 0.90	210 0.18	81 0.08	
E-3	32,490 6.60	15,992 3.25	9,319 1.89	3,444 0.70	2,745 0.56	484 0.10
E-4	11,021 4.32	1,787 0.70	1,222 0.48	228 0.09	337 0.13	
E-5	46,044 8.52	28,696 5.31	17,418 3.22	5,067 0.94	5,196 0.96	1,015 0.19
NORTHERN FIELD	193,483 7.07	116,204 4.25	60,617 2.22	28,871 1.06	22,145 0.81	4,571 0.17
N-1	41,583 5.59	20,389 2.74	11,715 1.57	4,109 0.55	3,575 0.48	990 0.13
N-2	36,091 6.41	19,086 3.39	10,232 1.82	4,654 0.83	3,173 0.56	1,027 0.18
N-3	35,481 7.28	21,734 4.46	10,737 2.20	5,838 1.20	4,809 0.95	550 0.11
N-4	80,348 8.53	54,995 5.84	27,933 2.97	14,270 1.52	10,788 1.15	2,004 0.21
SOUTHERN FIELD	259,189 8.70	189,091 4.37	91,089 2.36	49,198 1.27	25,673 0.66	3,131 0.08
S-1	82,756 8.93	55,980 4.89	30,510 2.56	14,301 1.20	9,278 0.78	1,793 0.15
S-2	94,089 8.52	68,359 6.19	36,822 3.33	20,180 1.83	10,576 0.96	801 0.07
S-3	53,913 5.83	29,737 3.22	15,425 1.67	10,223 1.11	3,718 0.40	371 0.04
S-4	28,431 4.42	15,015 2.33	8,232 1.28	4,514 0.70	2,103 0.33	186 0.03

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 77 OF 84

4200 DTW09001 B2808 01 039 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M PRIVATE LABEL/GENERIC			
			LIGHTS	KINGS & 100'S FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
WESTERN FIELD	172,031	113,458	59,641	29,992	22,319	1,507
	8.23	4.11	2.16	1.09	0.81	0.05
W-1	46,191	32,981	18,618	8,042	5,744	578
	7.18	5.13	2.89	1.25	0.89	0.09
W-2	35,862	21,173	10,749	8,051	3,969	404
	4.89	2.88	1.47	0.83	0.54	0.06
W-3	33,879	20,196	10,402	5,013	4,722	59
	5.40	3.24	1.67	0.80	0.76	0.01
W-4	56,299	39,109	19,874	10,886	7,884	465
	7.38	5.12	2.60	1.43	1.03	0.06
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	629,408	404,951	209,231	111,237	75,408	9,075
	8.08	5.19	2.68	1.43	0.97	0.12
CHAIN OVER \$2 MIL	438,920	285,601	147,174	82,482	52,426	3,519
	8.20	5.34	2.75	1.54	0.98	0.07
IND OVER \$2 MIL	190,488	119,350	62,057	28,755	22,982	5,556
	7.78	4.88	2.53	1.17	0.94	0.23
CHAIN UNDER \$2 MIL	130,113	75,147	40,859	19,564	14,031	693
	4.16	2.40	1.31	0.63	0.45	0.02
IND UNDER \$2 MIL	246,427	154,797	77,919	39,057	31,802	6,018
	8.10	3.83	1.93	0.97	0.79	0.15

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 78 OF 84

4200 DTW09001 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES				
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
TOTAL UNITED STATES	87,941 0.45	88,200 0.48	55,877 0.37	12,323 0.08	234,812 1.57
CENTRAL FIELD	9,575 0.26	10,489 0.29	7,880 0.22	2,609 0.07	59,931 1.64
C-1	2,622 0.31	2,419 0.29	1,535 0.20	784 0.09	13,487 1.61
C-2	2,789 0.23	3,078 0.25	1,786 0.15	1,282 0.10	18,614 1.52
C-3	2,050 0.23	2,404 0.27	2,153 0.24	251 0.03	16,203 1.82
C-4	2,114 0.30	2,588 0.36	2,296 0.32	282 0.04	11,627 1.83
EASTERN FIELD	18,639 0.98	16,201 0.83	13,953 0.72	2,248 0.12	30,269 1.56
E-1	4,802 0.94	4,177 0.80	3,767 0.72	410 0.08	7,580 1.46
E-2	1,288 0.98	1,720 1.29	1,324 0.98	396 0.30	2,384 1.77
E-3	3,938 0.80	4,168 0.85	3,773 0.77	393 0.08	8,394 1.70
E-4	2,482 0.97	2,806 1.10	2,219 0.87	587 0.23	3,946 1.55
E-5	6,031 1.12	3,332 0.62	2,870 0.53	462 0.08	7,985 1.48
NORTHERN FIELD	13,257 0.48	13,090 0.48	11,286 0.41	1,804 0.07	50,932 1.86
N-1	4,630 0.62	3,842 0.52	3,288 0.44	554 0.07	12,722 1.71
N-2	2,613 0.48	2,527 0.45	2,301 0.41	226 0.04	11,886 2.11
N-3	2,167 0.44	2,460 0.50	2,150 0.44	310 0.06	9,100 1.87
N-4	3,847 0.41	4,261 0.45	3,547 0.38	714 0.08	17,245 1.83
SOUTHERN FIELD	14,378 0.37	17,102 0.44	14,810 0.38	2,292 0.06	58,618 1.52
S-1	3,484 0.29	4,355 0.36	3,191 0.27	1,164 0.10	18,957 1.59
S-2	4,265 0.39	4,979 0.45	4,547 0.41	432 0.04	16,486 1.49
S-3	3,786 0.41	5,215 0.56	4,888 0.53	327 0.04	15,195 1.64
S-4	2,883 0.45	2,553 0.40	2,184 0.34	369 0.06	7,980 1.24

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59

PAGE 79 OF 84

4200 DTW09001 82808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
WESTERN FIELD	12,092	11,318	7,948	3,370	35,182
	0.44	0.41	0.29	0.12	1.27
W-1	2,897	2,335	1,828	507	7,978
	0.45	0.38	0.28	0.08	1.24
W-2	2,581	2,689	1,751	918	9,439
	0.35	0.36	0.24	0.13	1.29
W-3	3,381	2,987	2,098	889	7,135
	0.54	0.48	0.34	0.14	1.14
W-4	3,253	3,327	2,271	1,056	10,610
	0.43	0.44	0.30	0.14	1.39
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	43,527	40,135	33,443	8,692	140,795
	0.56	0.51	0.43	0.09	1.80
CHAIN OVER \$2 MIL	30,562	27,552	22,583	4,959	95,205
	0.57	0.51	0.42	0.09	1.78
IND OVER \$2 MIL	12,965	12,583	10,850	1,733	45,590
	0.53	0.51	0.44	0.07	1.86
CHAIN UNDER \$2 MIL	7,474	8,893	7,546	1,347	38,599
	0.24	0.28	0.24	0.04	1.23
IND UNDER \$2 MIL	18,840	18,172	14,888	4,284	55,518
	0.42	0.47	0.37	0.11	1.37

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 80 OF 84

4200 DTW09001 B2808 01 040 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52600

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	4,805 0.03	20	4,312 0.03	473	
CENTRAL FIELD	818 0.03	2	918 0.02		
C-1	87 0.01		87 0.01		
C-2	49	2	47		
C-3	782 0.09		782 0.09		
C-4					
EASTERN FIELD	146 0.01		146 0.01		
E-1	142 0.03		142 0.03		
E-2					
E-3					
E-4	4		4		
E-5					
NORTHERN FIELD	149 0.01		149 0.01		
N-1					
N-2	28		28		
N-3	77 0.02		77 0.02		
N-4	44		44		
SOUTHERN FIELD	1,280 0.03		1,277 0.03	13	
S-1	381 0.03		368 0.03	13	
S-2	40		40		
S-3	493 0.05		493 0.05		
S-4	376 0.06		376 0.06		

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TABLE S9

PAGE 81 OF 84

4200 DTW09001 B2808 01 041 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	TOTAL	NON-FILTER	ALL OTHER FULL FLAVOR	LIGHTS	ULTRA LIGHTS
WESTERN FIELD	2,302	18	1,824	460	
	0.08		0.07	0.02	
W-1	163		163		
	0.03		0.03		
W-2	556		556		
	0.08		0.08		
W-3	1,257	18	803	436	
	0.20		0.13	0.07	
W-4	326		302	24	
	0.04		0.04		
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	3,504	20	3,011	473	
	0.04		0.04	0.01	
CHAIN OVER \$2 MIL	3,042		2,610	432	
	0.06		0.05	0.01	
IND OVER \$2 MIL	462	20	401	41	
	0.02		0.02		
CHAIN UNDER \$2 MIL	434		434		
	0.01		0.01		
IND UNDER \$2 MIL	867		867		
	0.02		0.02		

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TABLE S9

PAGE 82 OF 84

4200 DTW09001 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 INVENTORIES - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	..... D-D .....	
	..... CIGARETTES .....	
	..... AUSTIN .....	
	TOTAL	KINGS 100'S
TOTAL UNITED STATES		
CENTRAL FIELD		
C-1		
C-2		
C-3		
C-4		
EASTERN FIELD		
E-1		
E-2		
E-3		
E-4		
E-5		
NORTHERN FIELD		
N-1		
N-2		
N-3		
N-4		
SOUTHERN FIELD		
S-1		
S-2		
S-3		
S-4		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 83 OF 84

4200 DTW09001 B2808 01 042 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
INVENTORIES - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S
WESTERN FIELD		
W-1		
W-2		
W-3		
W-4		
BY STORE TYPE		
SUPERMKT OVER \$2 MIL		
CHAIN OVER \$2 MIL		
IND OVER \$2 MIL		
CHAIN UNDER \$2 MIL		
IND UNDER \$2 MIL		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9

PAGE 84 OF 84

4200 DTW09001 B2808 01 042 0273 1468

**VISUAL STOCK - CLIENT DESIGNATED BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	TOTAL CIGARETTES	CIGARETTES						
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	ALL OTHER
TOTAL UNITED STATES	11,873,715 100.00	1,023,293 8.77	1,443,566 12.37	1,020,586 8.74	807,688 6.82	3,532,471 30.26	3,843,161 32.92	2,950 0.03
CENTRAL FIELD	2,834,823 100.00	232,899 8.22	366,180 12.92	195,347 6.89	202,020 7.13	881,141 31.08	957,135 33.76	101
C-1	531,293 100.00	46,265 8.71	61,647 11.60	38,737 6.81	28,781 5.04	188,596 35.50	171,256 32.23	11
C-2	993,014 100.00	74,714 7.52	133,588 13.45	58,935 5.93	68,958 6.94	302,634 30.48	354,166 35.67	23
C-3	684,489 100.00	56,352 8.23	84,991 12.42	48,426 7.07	58,239 8.51	210,240 30.71	226,174 33.04	67 0.01
C-4	626,027 100.00	55,568 8.88	85,956 13.73	51,249 8.19	48,044 7.67	179,671 28.70	205,539 32.83	
EASTERN FIELD	1,482,820 100.00	139,037 9.38	163,922 11.05	193,078 13.02	95,486 6.44	458,867 30.95	432,343 29.18	87 0.01
E-1	397,687 100.00	35,891 9.02	42,889 10.78	47,778 12.01	24,481 6.16	120,101 30.20	128,464 31.80	83 0.02
E-2	99,156 100.00	10,509 10.60	12,048 12.15	14,312 14.43	4,928 4.97	33,029 33.31	24,332 24.54	
E-3	359,981 100.00	34,512 9.59	43,235 12.01	44,280 12.30	24,868 6.91	112,568 31.27	100,518 27.92	
E-4	203,927 100.00	20,568 10.08	21,360 10.47	29,030 14.24	9,205 4.51	63,870 31.32	59,892 29.37	4
E-5	422,069 100.00	37,559 8.90	44,390 10.52	57,678 13.67	32,005 7.58	129,299 30.63	121,137 28.70	
NORTHERN FIELD	2,262,887 100.00	206,378 9.12	303,767 13.43	209,638 9.27	163,825 7.24	621,992 27.49	757,037 33.46	50
N-1	571,697 100.00	53,366 9.33	79,773 13.95	49,419 8.64	30,871 5.40	151,469 26.49	206,799 36.17	
N-2	473,896 100.00	45,227 9.54	68,559 14.47	52,104 10.99	30,582 6.45	124,704 26.31	152,714 32.23	6
N-3	415,901 100.00	38,316 9.19	51,253 12.29	45,315 10.87	31,551 7.57	117,762 28.25	132,704 31.83	
N-4	800,193 100.00	69,469 8.68	104,182 13.02	62,800 7.85	70,821 8.85	228,057 28.50	264,820 33.09	44 0.01
SOUTHERN FIELD	2,779,305 100.00	224,068 8.06	349,490 12.57	230,075 8.28	201,206 7.24	800,064 28.79	873,412 35.02	890 0.04
S-1	919,032 100.00	64,600 7.03	119,250 12.98	68,416 7.44	68,526 7.46	249,645 27.16	348,241 37.89	354 0.04
S-2	825,980 100.00	73,701 8.92	95,039 11.51	74,791 9.05	70,524 8.54	211,928 25.66	299,999 36.32	
S-3	524,222 100.00	40,455 7.72	71,207 13.58	41,753 7.96	37,608 7.17	178,385 34.03	154,554 29.48	260 0.05
S-4	510,071 100.00	45,312 8.88	83,994 12.55	45,115 8.84	24,548 4.81	160,108 31.39	170,618 33.45	376 0.07

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE

1 OF 84

4200 DTW09101 B2808 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
WESTERN FIELD	2,314,080	220,911	260,207	192,448	145,151	770,407	723,234	1,722
	100.00	9.55	11.24	8.32	6.27	33.29	31.25	0.07
W-1	553,203	55,093	58,258	41,945	39,679	155,388	204,674	166
	100.00	9.96	10.17	7.58	7.17	28.09	37.00	0.03
W-2	645,623	61,216	77,397	60,486	30,681	240,081	175,223	539
	100.00	8.48	11.99	9.37	4.75	37.19	27.14	0.08
W-3	478,678	46,937	49,549	45,580	26,701	173,324	135,728	860
	100.00	9.81	10.35	9.52	5.58	36.21	28.35	0.18
W-4	636,575	57,685	77,003	44,437	48,090	201,614	207,609	157
	100.00	9.06	12.10	6.98	7.55	31.87	32.61	0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8V

PAGE

2 OF

84

4200 DTW09101 82808 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES					
	TOTAL		REGULAR FILTER			
	NON-FILTER	FILTER	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	422,582 3.62	11,251,133 96.38	7,621,151 65.28	2,036,291 17.44	4,100,846 35.13	1,484,014 12.71
CENTRAL FIELD	87,890 3.10	2,746,933 96.90	1,888,367 66.61	515,410 18.18	1,015,256 35.81	357,701 12.62
C-1	15,528 2.92	515,785 97.08	354,453 66.72	107,173 20.17	184,169 34.66	63,111 11.88
C-2	26,559 2.67	966,455 97.33	656,431 66.10	175,862 17.71	357,521 36.00	123,048 12.29
C-3	22,131 3.23	682,358 96.77	465,110 67.95	129,145 18.87	246,265 35.98	89,700 13.10
C-4	23,672 3.78	602,355 96.22	412,373 65.87	103,230 16.49	227,301 36.31	81,842 13.07
EASTERN FIELD	68,517 4.82	1,414,303 95.38	951,004 64.13	252,482 17.03	508,162 34.27	190,380 12.84
E-1	17,544 4.41	380,143 95.59	265,073 66.65	73,138 18.39	138,528 34.83	53,407 13.43
E-2	4,823 4.86	94,333 95.14	63,499 64.04	14,539 14.66	35,340 35.64	13,620 13.74
E-3	18,311 5.09	341,670 94.91	221,770 61.61	58,877 16.36	119,341 33.15	43,552 12.10
E-4	8,833 4.33	195,094 95.87	132,031 64.74	33,712 16.53	71,460 35.04	26,859 13.17
E-5	19,006 4.50	403,063 95.50	268,631 63.65	72,216 17.11	143,493 34.00	52,922 12.54
NORTHERN FIELD	91,813 4.06	2,170,874 95.94	1,408,673 62.26	349,694 15.45	774,885 34.25	284,094 12.58
N-1	26,926 4.71	544,771 95.29	352,888 61.72	89,751 15.70	192,438 33.66	70,679 12.36
N-2	19,201 4.05	454,695 95.95	282,328 59.58	69,147 14.59	158,760 33.50	54,421 11.48
N-3	14,889 3.57	402,012 96.43	267,116 64.07	68,106 15.86	145,902 35.00	55,108 13.22
N-4	30,787 3.85	769,396 96.15	508,361 63.28	124,690 15.58	277,785 34.71	103,885 12.98
SOUTHERN FIELD	87,219 3.14	2,692,086 96.86	1,778,052 63.97	462,819 16.65	967,468 34.81	347,965 12.52
S-1	31,603 3.44	887,429 96.56	591,163 64.32	151,588 16.49	323,007 35.15	116,568 12.68
S-2	23,528 2.85	802,452 97.15	522,027 63.20	131,186 15.88	284,808 34.49	105,923 12.82
S-3	14,893 2.84	509,329 97.15	341,063 65.06	98,577 18.80	180,436 34.42	62,050 11.84
S-4	17,195 3.37	492,876 96.63	323,789 63.48	81,258 15.93	179,117 35.12	63,424 12.43

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 3 OF 84

4200 DTW09101 B2808 01 002 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
WESTERN FIELD	87,143	2,228,837	1,595,055	456,086	835,075	303,894
	3.77	96.23	68.93	19.71	36.09	13.13
W-1	21,328	531,875	392,715	111,991	208,367	74,357
	3.86	96.14	70.99	20.24	37.30	13.44
W-2	26,192	619,431	442,048	125,924	233,314	82,810
	4.06	95.94	68.47	19.50	36.14	12.83
W-3	19,045	459,634	328,960	95,964	171,189	61,807
	3.98	96.02	68.72	20.05	35.76	12.91
W-4	20,578	615,997	431,332	122,207	224,205	84,920
	3.23	96.77	67.76	19.20	35.22	13.34

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TABLE S9V

PAGE 4 OF 84

4200 DTW09101 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	3,629,982	721,611	2,213,662	694,709
	31.10	6.18	18.95	5.95
CENTRAL FIELD	858,586	168,157	539,017	161,392
	30.29	5.58	19.01	5.69
C-1	161,312	31,248	99,523	30,541
	30.36	5.88	18.73	5.75
C-2	310,024	58,702	195,975	55,347
	31.22	5.91	19.74	5.57
C-3	197,248	38,289	123,691	37,268
	28.82	5.30	18.07	5.44
C-4	189,982	31,918	119,828	38,236
	30.35	5.10	19.14	6.11
EASTERN FIELD	463,299	104,132	272,975	86,192
	31.24	7.02	18.41	5.81
E-1	115,070	24,496	68,935	21,639
	28.93	6.16	17.33	5.44
E-2	30,834	7,218	17,539	6,077
	31.10	7.28	17.69	6.13
E-3	119,900	26,788	70,358	22,754
	33.31	7.44	19.54	6.32
E-4	63,063	14,310	35,092	12,661
	30.92	7.02	17.70	6.21
E-5	134,432	31,320	80,051	23,081
	31.85	7.42	18.97	5.46
NORTHERN FIELD	762,201	136,548	467,532	158,123
	33.69	6.03	20.66	6.99
N-1	191,903	33,765	117,800	40,338
	33.57	5.91	20.61	7.06
N-2	172,367	33,507	105,776	33,084
	36.37	7.07	22.32	6.98
N-3	134,896	24,129	82,445	28,322
	32.38	5.79	19.78	6.79
N-4	263,035	48,145	161,511	56,379
	32.87	5.64	20.18	7.05
SOUTHERN FIELD	914,034	197,125	554,560	162,348
	32.89	7.09	19.95	5.84
S-1	296,266	61,287	180,582	54,397
	32.24	6.67	19.65	5.92
S-2	280,425	67,421	167,469	45,535
	33.95	8.16	20.28	5.51
S-3	168,266	33,027	105,219	30,020
	32.10	6.30	20.07	5.73
S-4	169,077	35,390	101,290	32,397
	33.15	6.94	19.86	6.35

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TABLE S9V

PAGE 5 OF 84

4200 DTW09101 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
WESTERN FIELD	631,882	125,651	379,578	126,653
	27.31	5.43	18.40	5.47
W-1	139,160	24,196	86,191	28,773
	25.16	4.37	15.58	5.20
W-2	177,383	35,333	105,957	36,093
	27.47	5.47	18.41	5.59
W-3	130,674	32,147	74,653	23,874
	27.30	6.72	15.60	4.98
W-4	184,665	33,975	112,777	37,913
	29.01	5.34	17.72	5.96

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TABLE S9V

PAGE

6 OF

84

4200 DTW09101 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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A Division of  
Hill & Knowlton Corporation

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	3,854,040 33.01	3,547,454 30.39	219,657 1.88	1,591,027 13.63	1,844,309 15.80	194,648 1.67
CENTRAL FIELD	913,976 32.24	919,862 32.44	54,729 1.93	365,267 12.89	444,047 15.66	49,252 1.74
C-1	171,927 32.36	172,305 32.43	10,221 1.92	63,544 11.96	88,457 18.65	9,311 1.75
C-2	316,492 31.87	320,551 32.28	19,388 1.95	133,697 13.46	158,554 15.97	17,773 1.79
C-3	217,009 31.70	234,500 34.26	13,601 1.99	82,739 12.09	102,546 14.98	11,963 1.75
C-4	208,548 33.31	192,305 30.72	11,519 1.84	85,287 13.62	94,490 15.09	10,205 1.63
EASTERN FIELD	519,680 35.04	408,012 27.52	23,412 1.58	218,041 14.70	228,346 15.26	18,912 1.28
E-1	144,860 36.43	113,896 28.64	6,317 1.59	53,481 13.44	57,106 14.36	4,503 1.13
E-2	32,251 32.53	29,045 29.29	2,203 2.22	14,359 14.48	14,998 15.13	1,477 1.49
E-3	120,561 33.48	95,741 26.60	5,468 1.52	56,815 15.73	58,142 16.15	5,143 1.43
E-4	72,886 35.64	56,259 27.59	3,086 1.51	29,734 14.58	30,988 15.20	2,341 1.15
E-5	149,222 35.35	113,071 26.79	6,338 1.50	63,872 15.13	65,112 15.43	5,448 1.29
NORTHERN FIELD	730,279 32.27	640,913 28.33	37,481 1.66	338,536 14.96	386,949 17.10	36,716 1.62
N-1	184,426 32.26	159,267 27.86	9,175 1.60	84,352 14.75	98,982 17.31	8,589 1.50
N-2	142,556 30.08	131,080 27.66	8,692 1.83	76,633 16.17	87,082 18.38	8,652 1.83
N-3	138,408 33.20	122,303 29.34	6,405 1.54	60,748 14.57	68,237 16.37	5,911 1.42
N-4	264,889 33.10	228,263 28.53	13,209 1.65	116,803 14.60	132,648 16.58	13,584 1.70
SOUTHERN FIELD	914,137 32.89	821,851 29.57	42,064 1.51	413,804 14.89	460,899 16.58	39,331 1.42
S-1	303,589 33.03	273,139 29.72	14,481 1.57	134,082 14.59	148,388 16.14	13,816 1.50
S-2	277,933 33.65	234,483 28.39	9,611 1.16	135,738 16.43	135,222 16.37	9,465 1.15
S-3	162,420 30.98	168,726 32.19	9,917 1.89	68,327 13.03	91,509 17.46	8,430 1.61
S-4	170,215 33.37	145,509 28.53	8,075 1.58	75,657 14.83	85,800 16.82	7,620 1.49

NGTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 7 OF 84

4200 DTW09101 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
WESTERN FIELD	775,068	757,016	61,971	255,379	326,068	50,435
	33.54	32.71	2.88	11.04	14.09	2.18
W-1	196,176	180,984	15,555	55,555	71,175	12,430
	35.46	32.72	2.81	10.04	12.87	2.25
W-2	218,331	208,064	15,653	76,326	88,688	12,369
	33.82	32.23	2.42	11.82	13.74	1.92
W-3	152,169	182,401	14,390	48,489	70,347	11,828
	31.78	33.93	3.01	10.13	14.70	2.47
W-4	209,392	205,567	16,373	74,999	95,858	13,808
	32.89	32.29	2.57	11.78	15.06	2.17

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TABLE S9V

PAGE

8 OF

84

4200 DTW09101 82808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	541,411 4.64	406,784 3.48	1,482,037 12.70	1,888,831 16.18
CENTRAL FIELD	134,283 4.74	106,315 3.75	413,491 14.59	519,806 18.34
C-1	22,389 4.21	13,168 2.48	67,265 12.66	80,433 15.14
C-2	40,853 4.11	36,673 3.69	171,671 17.29	208,344 20.98
C-3	33,353 4.87	24,323 3.55	89,419 13.06	113,742 16.62
C-4	37,688 6.02	32,151 5.14	85,136 13.60	117,287 18.74
EASTERN FIELD	66,727 4.50	37,718 2.54	137,914 9.30	175,632 11.84
E-1	19,096 4.80	10,693 2.69	37,907 9.53	48,600 12.22
E-2	2,009 2.03	548 0.85	5,842 5.88	6,388 6.44
E-3	15,987 4.44	11,049 3.07	40,828 11.37	51,977 14.44
E-4	7,442 3.65	1,144 0.58	13,004 6.38	14,148 6.94
E-5	22,193 5.26	14,286 3.38	40,233 9.53	54,519 12.92
NORTHERN FIELD	131,317 5.80	97,209 4.30	300,862 13.29	397,871 17.58
N-1	29,782 5.21	12,697 2.22	82,187 14.38	94,884 16.60
N-2	31,929 6.74	14,851 3.08	55,851 11.79	70,502 14.88
N-3	28,446 6.82	16,883 4.05	56,156 13.47	73,039 17.52
N-4	41,160 5.14	52,978 6.62	106,468 13.31	159,446 19.93
SOUTHERN FIELD	119,610 4.30	101,683 3.66	392,358 14.12	494,021 17.77
S-1	42,236 4.80	41,573 4.52	134,847 14.67	178,420 19.20
S-2	34,109 4.13	40,140 4.86	125,141 15.15	165,281 20.01
S-3	22,583 4.30	11,190 2.13	79,210 15.11	90,400 17.24
S-4	20,702 4.06	8,780 1.72	53,160 10.42	61,920 12.14

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 9 OF 84

4200 DTW09101 82808 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
WESTERN FIELD	89,474	63,889	237,612	301,501
	3.87	2.78	10.27	13.03
W-1	33,578	23,551	73,185	98,716
	6.07	4.28	13.23	17.48
W-2	15,545	11,256	42,144	53,400
	2.41	1.74	6.53	8.27
W-3	12,016	5,650	35,954	41,604
	2.51	1.18	7.51	8.69
W-4	28,335	23,432	86,349	109,781
	4.45	3.88	13.56	17.25

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 10 OF 84

4200 DTW09101 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	TOTAL AMERICAN TOBACCO	CIGARETTES			
		PALL MALL		NON-FILTER	
		TOTAL	NON-FILTER	NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	1,023,283	271,454	103,431	19,598	57,841
	8.77	2.33	0.89	0.17	0.50
CENTRAL FIELD	232,889	63,330	21,370	5,019	13,746
	8.22	2.23	0.75	0.18	0.48
C-1	46,265	14,264	4,238	862	3,033
	8.71	2.68	0.80	0.16	0.57
C-2	74,714	17,956	6,119	1,153	4,645
	7.52	1.81	0.62	0.12	0.47
C-3	56,352	15,158	5,259	1,478	3,203
	8.23	2.21	0.77	0.22	0.47
C-4	55,588	15,952	5,758	1,528	2,885
	8.88	2.55	0.92	0.24	0.46
EASTERN FIELD	139,037	38,739	17,212	2,392	7,900
	9.38	2.48	1.16	0.16	0.53
E-1	35,891	8,942	3,818	800	2,054
	9.02	2.25	0.98	0.20	0.52
E-2	10,509	2,818	1,159	2	723
	10.60	2.64	1.17		0.73
E-3	34,512	9,468	4,676	897	1,798
	9.59	2.63	1.30	0.19	0.50
E-4	20,566	5,600	2,493	385	1,207
	10.08	2.75	1.22	0.19	0.59
E-5	37,559	10,113	5,086	508	2,118
	8.90	2.40	1.20	0.12	0.50
NORTHERN FIELD	206,378	56,304	21,155	4,633	9,819
	9.12	2.49	0.93	0.20	0.44
N-1	53,366	16,309	5,413	1,024	2,704
	9.33	2.85	0.95	0.18	0.47
N-2	45,227	11,628	4,917	787	2,183
	9.54	2.45	1.04	0.17	0.48
N-3	38,318	9,282	3,539	1,014	1,820
	9.19	2.23	0.85	0.24	0.44
N-4	69,469	19,087	7,286	1,808	3,212
	8.68	2.39	0.91	0.23	0.40
SOUTHERN FIELD	224,088	56,780	21,727	3,301	12,899
	8.06	2.04	0.78	0.12	0.46
S-1	64,600	17,875	7,377	1,214	3,751
	7.03	1.94	0.80	0.13	0.41
S-2	73,701	18,233	6,612	1,453	3,833
	8.92	2.21	0.80	0.18	0.46
S-3	40,455	9,660	3,788	222	2,937
	7.72	1.84	0.72	0.04	0.56
S-4	45,312	11,012	3,950	412	2,178
	8.88	2.18	0.77	0.08	0.43

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 11 OF 84

4200 DTW09101 B2808 01 006 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
WESTERN FIELD	220,911	58,301	21,967	4,251	13,577
	9.55	2.52	0.95	0.18	0.59
W-1	55,093	14,236	5,147	1,678	3,164
	9.96	2.57	0.93	0.30	0.57
W-2	81,216	16,873	7,974	852	3,586
	9.48	2.61	1.24	0.10	0.56
W-3	46,937	13,296	5,256	174	3,497
	9.81	2.78	1.10	0.04	0.73
W-4	57,685	13,896	3,590	1,747	3,330
	9.06	2.18	0.56	0.27	0.52

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 12 OF 84

4200 DTW09101 B2808 01 006 0273 1468

CIGARETTES  
.....  
PALL MALL  
.....  
RED FILTER  
.....  
KINGS  
.....  
100'S  
.....  
TOTAL

887 596 1,483 79,036  
0.01 0.01 0.01 0.68  
54 54 36 19,490  
0.69 0.69 5.078 0.96  
4,843 4,843 0.49 4,537  
0.28 0.28 0.98 0.66  
2,775 2,645 0.384 2,530  
1,892 1,892 0.384 2,530  
0.21 0.21 0.384 2,530  
4,843 4,843 0.384 2,530  
0.49 0.49 0.384 2,530  
4,537 4,537 0.384 2,530  
0.66 0.66 0.384 2,530  
5.032 5.032 0.384 2,530  
0.80 0.80 0.384 2,530  
8.515 8.515 0.384 2,530  
0.57 0.57 0.384 2,530  
2.008 2.008 0.384 2,530  
0.50 0.50 0.384 2,530  
732 732 0.384 2,530  
0.74 0.74 0.384 2,530  
1.915 1.915 0.384 2,530  
0.53 0.53 0.384 2,530  
1.475 1.475 0.384 2,530  
0.72 0.72 0.384 2,530  
2.385 2.385 0.384 2,530  
0.87 0.87 0.384 2,530  
16.169 16.169 0.384 2,530  
0.71 0.71 0.384 2,530  
5.516 5.516 0.384 2,530  
0.96 0.96 0.384 2,530  
3.135 3.135 0.384 2,530  
0.65 0.65 0.384 2,530  
2.407 2.407 0.384 2,530  
0.58 0.58 0.384 2,530  
5.110 5.110 0.384 2,530  
0.64 0.64 0.384 2,530  
17.337 17.337 0.384 2,530  
0.62 0.62 0.384 2,530  
4.905 4.905 0.384 2,530  
0.53 0.53 0.384 2,530  
5.906 5.906 0.384 2,530  
0.72 0.72 0.384 2,530  
2.385 2.385 0.384 2,530  
0.48 0.48 0.384 2,530  
4.141 4.141 0.384 2,530  
0.81 0.81 0.384 2,530

TOTAL UNITED STATES

CENTRAL FIELD

C-1

C-2

C-3

C-4

EASTERN FIELD

E-1

E-2

E-3

E-4

E-5

NORTHERN FIELD

N-1

N-2

N-3

N-4

SOUTHERN FIELD

S-1

S-2

S-3

S-4

NCTI GROCERY/CONV - MAY/JUN 1988  
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TABLE S9V

PAGE 13 OF 84

4200 DTW09101 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	FULL FLAVOR			LIGHTS		
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL
WESTERN FIELD	9,438	8,030	17,468			
	0.41	0.35	0.75			
W-1	2,255	1,794	4,049			
	0.41	0.32	0.73			
W-2	2,350	2,118	4,468			
	0.36	0.33	0.69			
W-3	1,874	2,163	4,037			
	0.39	0.45	0.84			
W-4	2,959	1,955	4,914			
	0.46	0.31	0.77			

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TABLE S9V

PAGE 14 OF 84

4200 DTW09101 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX SOFT PACK	FILTER 100'S SOFT PACK	TOTAL
TOTAL UNITED STATES	111	11,439 0.10	280,917 2.41	32,279 0.28	57,341 0.49	89,620 0.77
CENTRAL FIELD		3,705 0.13	61,728 2.18	7,865 0.28	12,367 0.44	20,232 0.71
C-1		1,055 0.20	11,574 2.18	1,841 0.31	2,365 0.45	4,006 0.75
C-2		1,196 0.12	21,514 2.17	2,288 0.23	3,998 0.40	6,286 0.63
C-3		681 0.10	16,085 2.35	2,579 0.38	3,266 0.48	5,845 0.85
C-4		773 0.12	12,555 2.01	1,357 0.22	2,738 0.44	4,095 0.65
EASTERN FIELD		720 0.05	38,381 2.59	3,645 0.25	9,218 0.82	12,863 0.87
E-1		262 0.07	9,728 2.45	1,167 0.29	2,299 0.58	3,466 0.87
E-2			3,587 3.62	311 0.31	873 0.88	1,184 1.19
E-3		382 0.11	9,304 2.58	676 0.19	1,790 0.50	2,466 0.69
E-4		40 0.02	6,151 3.02	481 0.23	1,804 0.88	2,285 1.11
E-5		38 0.01	9,613 2.28	1,030 0.24	2,452 0.58	3,482 0.82
NORTHERN FIELD	111	4,317 0.19	51,443 2.27	4,050 0.18	10,031 0.44	14,081 0.62
N-1	111 0.02	1,541 0.27	13,039 2.28	793 0.14	2,325 0.41	3,118 0.55
N-2		603 0.13	11,589 2.44	1,014 0.21	2,472 0.52	3,486 0.74
N-3		502 0.12	9,470 2.27	774 0.19	2,035 0.49	2,809 0.67
N-4		1,671 0.21	17,365 2.17	1,469 0.18	3,199 0.40	4,668 0.58
SOUTHERN FIELD		1,716 0.06	64,069 2.31	7,241 0.26	12,178 0.44	19,419 0.70
S-1		628 0.07	19,343 2.10	1,370 0.15	3,723 0.41	5,093 0.55
S-2		429 0.05	19,429 2.35	2,549 0.31	3,832 0.46	6,381 0.77
S-3		328 0.06	12,021 2.29	1,277 0.24	2,495 0.48	3,772 0.72
S-4		331 0.06	13,278 2.60	2,045 0.40	2,128 0.42	4,173 0.82

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TABLE S9V

PAGE 15 OF 84

4200 DTW09101 B2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER				FILTER 100'S	
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
WESTERN FIELD		981	65,296	9,478	13,547	23,025
		0.04	2.82	0.41	0.59	0.99
W-1		198	13,982	1,712	3,128	4,838
		0.04	2.53	0.31	0.57	0.87
W-2		183	18,168	3,300	3,336	6,636
		0.03	2.81	0.51	0.52	1.03
W-3		275	15,192	1,962	3,395	5,357
		0.08	3.17	0.41	0.71	1.12
W-4		315	17,958	2,504	3,890	6,394
		0.05	2.82	0.39	0.58	0.97

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 16 OF 84

4200 DTW09101 B2808 01 008 0273 1488

	CIGARETTES							
	CARLTON							
	FILTER KINGS			KINGS		MENTHOL 100'S		
	BOX	SOFT PACK	TOTAL	SOFT PACK	BOX	SOFT PACK	TOTAL	TOTAL
TOTAL UNITED STATES	1,023 0.01	55,412 0.47	56,435 0.48	36,792 0.32	8,458 0.07	40,880 0.35	49,336 0.42	86,128 0.74
CENTRAL FIELD	178 0.01	11,203 0.40	11,381 0.40	6,180 0.22	682 0.02	10,243 0.36	10,925 0.39	17,105 0.60
C-1		2,051 0.39	2,051 0.39	1,026 0.19	157 0.03	1,841 0.35	1,998 0.38	3,024 0.57
C-2	65 0.01	3,826 0.39	3,891 0.39	2,408 0.24	183 0.02	3,997 0.40	4,180 0.42	6,588 0.66
C-3	19	3,052 0.45	3,071 0.45	1,142 0.17	61 0.01	2,508 0.37	2,569 0.38	3,711 0.54
C-4	94 0.02	2,274 0.36	2,368 0.38	1,604 0.26	281 0.04	1,897 0.30	2,178 0.35	3,782 0.60
EASTERN FIELD	416 0.03	9,079 0.61	9,495 0.64	5,545 0.38	552 0.04	5,025 0.34	5,577 0.38	11,222 0.76
E-1	29 0.01	2,412 0.61	2,441 0.61	1,332 0.33	170 0.04	1,208 0.30	1,378 0.35	2,710 0.68
E-2	87 0.09	993 1.00	1,080 1.09	381 0.38	2 0.06	335 0.34	337 0.34	718 0.72
E-3	137 0.04	2,027 0.58	2,164 0.60	1,651 0.48	230 0.06	1,322 0.37	1,552 0.43	3,203 0.89
E-4	77 0.04	1,309 0.64	1,386 0.68	850 0.42	87 0.04	790 0.39	877 0.43	1,727 0.85
E-5	86 0.02	2,338 0.55	2,424 0.57	1,431 0.34	63 0.01	1,370 0.32	1,433 0.34	2,864 0.68
NORTHERN FIELD	168 0.01	10,204 0.45	10,372 0.46	7,720 0.34	2,541 0.11	7,698 0.34	10,239 0.45	17,958 0.79
N-1		2,575 0.45	2,575 0.45	2,329 0.41	530 0.09	2,088 0.37	2,618 0.46	4,947 0.87
N-2		2,255 0.48	2,255 0.48	1,225 0.26	589 0.12	1,743 0.37	2,332 0.49	3,657 0.75
N-3	40 0.01	1,892 0.45	1,932 0.46	1,460 0.35	418 0.10	1,378 0.33	1,796 0.43	3,256 0.78
N-4	128 0.02	3,482 0.44	3,610 0.45	2,706 0.34	1,004 0.13	2,489 0.31	3,493 0.44	6,199 0.77
SOUTHERN FIELD	136	12,051 0.43	12,187 0.44	8,983 0.32	3,305 0.12	9,651 0.35	12,956 0.47	21,939 0.79
S-1	107 0.01	4,590 0.50	4,697 0.51	2,888 0.31	891 0.10	2,744 0.30	3,635 0.40	6,523 0.71
S-2	24	3,558 0.43	3,582 0.43	2,643 0.32	1,001 0.12	2,729 0.33	3,730 0.45	6,373 0.77
S-3		1,808 0.34	1,808 0.34	1,586 0.30	392 0.07	1,876 0.36	2,268 0.43	3,864 0.74
S-4	5	2,095 0.41	2,100 0.41	1,856 0.36	1,021 0.20	2,302 0.45	3,323 0.65	5,179 1.00

NCT1 GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 17 OF 84

4200 DTW08101 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	CARLTON							
	FILTER		TOTAL	KINGS		MENTHOL		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
WESTERN FIELD	125	12,875	13,000	8,264	1,376	8,263	9,639	17,903
	0.01	0.56	0.56	0.36	0.06	0.36	0.42	0.77
W-1		2,720	2,720	2,086	381	1,563	1,944	4,030
		0.49	0.49	0.38	0.07	0.28	0.35	0.73
W-2	100	3,927	4,027	2,429	310	2,176	2,486	4,915
	0.02	0.61	0.62	0.38	0.05	0.34	0.39	0.76
W-3	6	3,037	3,043	1,781	203	2,068	2,271	4,052
		0.63	0.64	0.37	0.04	0.43	0.47	0.85
W-4	19	3,191	3,210	1,968	482	2,456	2,938	4,906
		0.50	0.50	0.31	0.08	0.39	0.46	0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 18 OF 84

4200 DTW09101 B2808 01 009 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES						
	CARLTON	SLIM DELUXE	LUCKY STRIKE				
	120'S MENTHOL & REGULAR	MENTHOL & REGULAR	TOTAL	NON-FILTER	KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	46,585 0.40	2,149 0.02	181,236 1.55	50,152 0.52	27,740 0.24	30,822 0.28	58,382 0.50
CENTRAL FIELD	12,547 0.44	463 0.02	36,999 1.31	11,222 0.40	5,656 0.20	7,532 0.27	13,188 0.47
C-1	2,481 0.47	12 0.01	6,855 1.29	2,186 0.41	1,144 0.22	1,717 0.32	2,861 0.54
C-2	4,626 0.47	123 0.01	11,766 1.18	3,577 0.38	1,425 0.14	2,493 0.25	3,918 0.39
C-3	3,171 0.46	287 0.04	9,253 1.35	2,472 0.36	1,333 0.19	1,783 0.26	3,116 0.46
C-4	2,269 0.38	41 0.01	9,125 1.46	2,987 0.48	1,754 0.28	1,539 0.25	3,293 0.53
EASTERN FIELD	4,397 0.30	404 0.03	28,077 1.89	11,479 0.77	3,484 0.23	3,896 0.26	7,380 0.50
E-1	1,059 0.27	50 0.01	7,011 1.76	2,865 0.75	906 0.23	1,051 0.26	1,957 0.49
E-2	805 0.61		1,621 1.63	869 0.88	139 0.14	181 0.18	320 0.32
E-3	1,317 0.37	154 0.04	8,266 2.30	3,093 0.86	1,083 0.30	1,281 0.36	2,364 0.66
E-4	639 0.31	134 0.07	3,616 1.77	1,242 0.61	467 0.23	442 0.22	909 0.45
E-5	777 0.18	66 0.02	7,563 1.79	3,310 0.78	889 0.21	941 0.22	1,830 0.43
NORTHERN FIELD	8,450 0.37	581 0.03	37,751 1.67	11,443 0.81	5,771 0.26	5,739 0.25	11,510 0.51
N-1	2,197 0.38	202 0.04	9,975 1.74	3,508 0.61	1,550 0.27	1,706 0.30	3,256 0.57
N-2	2,041 0.43	230 0.05	8,264 1.74	2,611 0.55	1,043 0.22	1,080 0.23	2,123 0.45
N-3	1,398 0.33	77 0.02	7,999 1.92	1,918 0.46	1,285 0.31	1,221 0.29	2,506 0.60
N-4	2,816 0.35	72 0.01	11,513 1.44	3,406 0.43	1,893 0.24	1,732 0.22	3,625 0.45
SOUTHERN FIELD	10,175 0.37	349 0.01	41,078 1.48	13,156 0.47	6,425 0.23	7,304 0.26	13,729 0.49
S-1	2,918 0.32	112 0.01	11,250 1.22	3,521 0.38	1,745 0.19	1,862 0.20	3,607 0.39
S-2	3,015 0.37	78 0.01	13,507 1.64	3,639 0.44	2,321 0.28	2,674 0.32	4,995 0.80
S-3	2,533 0.48	44 0.01	6,683 1.27	3,182 0.61	634 0.12	1,188 0.22	1,802 0.34
S-4	1,709 0.34	115 0.02	9,638 1.89	2,814 0.55	1,725 0.34	1,800 0.31	3,325 0.65

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TABLE S9V

PAGE 19 OF 84

4200 DTW09101 82808 01 010 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
WESTERN FIELD	11,018	352	37,331	12,852	6,404	6,151	12,555
	0.48	0.02	1.81	0.55	0.28	0.27	0.54
W-1	2,313	81	11,089	2,838	2,011	2,087	4,098
	0.42	0.01	2.00	0.51	0.38	0.38	0.74
W-2	2,589	19	7,934	3,520	943	1,159	2,102
	0.40		1.23	0.55	0.15	0.18	0.33
W-3	2,686	54	6,225	3,334	737	858	1,595
	0.56	0.01	1.30	0.70	0.15	0.18	0.33
W-4	3,448	198	12,083	3,160	2,713	2,047	4,760
	0.54	0.03	1.90	0.50	0.43	0.32	0.75

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 20 OF 84

4200 DTW09101 82808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & MENTHOL 100'S	MENTHOL TOTAL
TOTAL UNITED STATES	32,878 0.28	26,501 0.23	59,177 0.51	117,539 1.01	3,545 0.03	121,084 1.04
CENTRAL FIELD	5,518 0.19	6,720 0.24	12,238 0.43	25,426 0.90	351 0.01	25,777 0.91
C-1	727 0.14	1,032 0.19	1,759 0.33	4,620 0.87	49 0.01	4,669 0.88
C-2	1,891 0.19	2,256 0.23	4,147 0.42	8,065 0.81	124 0.01	8,189 0.82
C-3	1,398 0.20	2,183 0.32	3,581 0.52	6,697 0.98	84 0.01	6,781 0.99
C-4	1,502 0.24	1,249 0.20	2,751 0.44	6,044 0.97	94 0.02	6,138 0.98
EASTERN FIELD	5,439 0.37	2,960 0.20	8,399 0.57	15,779 1.08	819 0.06	16,598 1.12
E-1	1,236 0.31	659 0.17	1,895 0.48	3,852 0.97	194 0.05	4,046 1.02
E-2	358 0.36	60 0.06	418 0.42	738 0.74	14 0.01	752 0.76
E-3	1,564 0.43	911 0.25	2,475 0.69	4,839 1.34	334 0.09	5,173 1.44
E-4	929 0.46	443 0.22	1,372 0.67	2,281 1.12	93 0.05	2,374 1.16
E-5	1,352 0.32	887 0.21	2,239 0.53	4,068 0.98	184 0.04	4,253 1.01
NORTHERN FIELD	8,609 0.38	5,332 0.24	13,941 0.62	25,451 1.12	857 0.04	26,308 1.16
N-1	1,922 0.34	1,147 0.20	3,069 0.54	6,325 1.11	142 0.02	6,467 1.13
N-2	1,898 0.40	1,227 0.26	3,125 0.66	5,248 1.11	405 0.09	5,653 1.19
N-3	2,062 0.49	1,314 0.32	3,376 0.81	5,882 1.41	199 0.05	6,081 1.46
N-4	2,727 0.34	1,644 0.21	4,371 0.55	7,996 1.00	111 0.01	8,107 1.01
SOUTHERN FIELD	7,384 0.27	5,063 0.22	13,447 0.48	27,176 0.98	746 0.03	27,922 1.00
S-1	2,095 0.23	1,499 0.16	3,594 0.39	7,201 0.78	528 0.06	7,729 0.84
S-2	2,432 0.29	2,353 0.28	4,785 0.58	9,780 1.18	88 0.01	9,868 1.19
S-3	674 0.13	1,003 0.19	1,677 0.32	3,479 0.66	22 0.01	3,501 0.67
S-4	2,183 0.43	1,208 0.24	3,391 0.66	6,716 1.32	108 0.02	6,824 1.34

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TABLE S9V

PAGE 21 OF 84

4200 DTW09101 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	..... LUCKY STRIKE .....					
	..... FILTER .....					
	LOW TAR		TOTAL	TOTAL	MENTHOL	
	KINGS	100'S			KINGS & 100'S	FILTER & MENTHOL TOTAL
WESTERN FIELD	5,726	5,426	11,152	23,707	772	24,479
	0.25	0.23	0.48	1.02	0.03	1.06
W-1	2,187	1,943	4,140	8,238	13	8,251
	0.40	0.35	0.75	1.49		1.49
W-2	1,202	925	2,127	4,229	185	4,414
	0.19	0.14	0.33	0.68	0.03	0.68
W-3	433	476	909	2,504	387	2,891
	0.09	0.10	0.19	0.52	0.08	0.60
W-4	1,894	2,082	3,976	8,736	187	8,923
	0.30	0.33	0.62	1.37	0.03	1.40

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 22 OF 84

4200 DTW09101 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES TAREYTON			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	128,819 1.08	52,758 0.45	49,101 0.42	101,857 0.87	24,962 0.21
CENTRAL FIELD	25,594 0.90	10,764 0.38	10,337 0.36	21,101 0.74	4,493 0.16
C-1	4,462 0.84	2,066 0.39	1,934 0.36	4,000 0.75	462 0.09
C-2	9,286 0.94	3,742 0.38	3,752 0.38	7,494 0.75	1,792 0.18
C-3	5,519 0.81	2,375 0.35	2,451 0.36	4,826 0.71	693 0.10
C-4	6,327 1.01	2,581 0.41	2,200 0.35	4,781 0.76	1,546 0.25
EASTERN FIELD	21,926 1.48	9,839 0.65	7,878 0.53	17,515 1.18	4,411 0.30
E-1	5,919 1.49	2,568 0.65	2,193 0.55	4,761 1.20	1,158 0.29
E-2	1,587 1.61	584 0.59	541 0.55	1,125 1.13	472 0.48
E-3	4,611 1.28	2,175 0.60	1,481 0.41	3,656 1.02	955 0.27
E-4	3,392 1.68	1,826 0.80	1,303 0.64	2,929 1.44	463 0.23
E-5	6,407 1.52	2,686 0.64	2,358 0.56	5,044 1.20	1,363 0.32
NORTHERN FIELD	24,503 1.08	9,667 0.43	9,098 0.40	18,785 0.83	5,738 0.25
N-1	6,383 1.12	2,605 0.46	2,477 0.43	5,082 0.89	1,301 0.23
N-2	5,334 1.13	2,083 0.44	2,222 0.47	4,305 0.91	1,029 0.22
N-3	4,521 1.08	1,840 0.44	1,468 0.35	3,308 0.79	1,213 0.29
N-4	8,265 1.03	3,139 0.39	2,931 0.37	6,070 0.76	2,195 0.27
SOUTHERN FIELD	21,254 0.76	9,023 0.32	8,889 0.32	17,912 0.64	3,342 0.12
S-1	6,253 0.68	2,596 0.28	2,419 0.26	5,015 0.55	1,238 0.13
S-2	6,344 0.77	2,723 0.33	2,515 0.30	5,238 0.63	1,106 0.13
S-3	4,896 0.83	1,960 0.37	2,340 0.45	4,300 0.82	596 0.11
S-4	3,761 0.74	1,744 0.34	1,615 0.32	3,358 0.68	402 0.08

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 23 OF 84

4200 DTW09101 B2808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	TAREYTON				
	FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
WESTERN FIELD	33,542	13,863	12,901	26,564	6,978
	1.45	0.59	0.56	1.15	0.30
W-1	8,092	2,531	2,701	5,232	2,880
	1.48	0.46	0.49	0.95	0.52
W-2	11,412	4,610	4,483	9,093	2,319
	1.77	0.71	0.69	1.41	0.36
W-3	7,491	3,330	3,398	6,726	765
	1.56	0.70	0.71	1.41	0.16
W-4	6,547	3,192	2,321	5,513	1,034
	1.03	0.50	0.36	0.87	0.16

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 24 OF 84

4200 DTW09101 B2808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	142,812 1.22	30,885 0.26	111,927 0.96	10,076 0.09	10,087 0.09	10,742 0.09
CENTRAL FIELD	39,811 1.40	8,933 0.32	30,878 1.09	3,048 0.11	2,763 0.10	3,122 0.11
C-1	8,152 1.53	512 0.12	7,540 1.42	181 0.03	130 0.02	301 0.06
C-2	12,602 1.27	5,623 0.57	6,979 0.70	2,046 0.21	1,738 0.18	1,839 0.19
C-3	8,940 1.31	1,427 0.21	7,513 1.10	474 0.07	425 0.06	528 0.08
C-4	10,117 1.62	1,271 0.20	8,846 1.41	347 0.06	470 0.08	454 0.07
EASTERN FIELD	12,424 0.84	1,949 0.13	10,475 0.71	519 0.04	673 0.05	757 0.05
E-1	3,708 0.93	738 0.19	2,971 0.75	231 0.06	246 0.06	261 0.07
E-2	896 0.90	97 0.10	799 0.81	11 0.01	26 0.03	60 0.06
E-3	2,513 0.70	311 0.09	2,202 0.61	61 0.02	105 0.03	145 0.04
E-4	1,639 0.80	337 0.17	1,302 0.64	108 0.05	91 0.04	138 0.07
E-5	3,687 0.87	466 0.11	3,201 0.76	108 0.03	205 0.05	153 0.04
NORTHERN FIELD	31,020 1.37	8,414 0.37	22,606 1.00	2,704 0.12	2,847 0.13	2,863 0.13
N-1	6,088 1.06	1,318 0.23	4,770 0.83	421 0.07	435 0.08	462 0.08
N-2	6,978 1.47	1,958 0.41	5,018 1.08	614 0.13	600 0.13	744 0.16
N-3	6,498 1.56	1,788 0.43	4,710 1.13	806 0.15	623 0.15	559 0.13
N-4	11,458 1.43	3,350 0.42	8,108 1.01	1,063 0.13	1,189 0.15	1,098 0.14
SOUTHERN FIELD	37,529 1.35	8,960 0.32	28,569 1.03	2,821 0.11	3,056 0.11	2,983 0.11
S-1	8,635 0.94	2,517 0.27	6,118 0.67	827 0.09	820 0.09	870 0.09
S-2	15,800 1.88	4,711 0.57	10,889 1.32	1,401 0.17	1,806 0.22	1,504 0.18
S-3	8,165 1.18	1,036 0.20	5,129 0.98	414 0.08	325 0.06	297 0.06
S-4	7,129 1.40	696 0.14	6,433 1.26	279 0.05	105 0.02	312 0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 25 OF 84

4200 DTW09101 B2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
WESTERN FIELD	22,028	2,629	19,399	884	728	1,017
	0.95	0.11	0.84	0.04	0.03	0.04
W-1	6,278	891	5,285	376	208	407
	1.13	0.18	0.96	0.07	0.04	0.07
W-2	5,491	840	4,651	305	248	287
	0.85	0.13	0.72	0.05	0.04	0.04
W-3	3,980	659	3,321	189	209	281
	0.83	0.14	0.69	0.04	0.04	0.05
W-4	6,281	139	6,142	14	83	62
	0.99	0.02	0.96		0.01	0.01

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TABLE S9V

PAGE 26 OF 84

4200 DTW09101 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				AMERICAN		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	LIGHTS 85'S	FILTER 100'S	
TOTAL UNITED STATES	37,740 0.32	36,283 0.31	37,904 0.32				20,055 0.17
CENTRAL FIELD	10,385 0.37	10,325 0.36	10,168 0.36				5,437 0.19
C-1	2,465 0.46	2,582 0.49	2,493 0.47				958 0.18
C-2	2,287 0.23	2,429 0.24	2,263 0.23				1,590 0.16
C-3	2,585 0.38	2,418 0.35	2,510 0.37				1,397 0.20
C-4	3,048 0.49	2,896 0.46	2,902 0.46				1,492 0.24
EASTERN FIELD	3,531 0.24	3,470 0.23	3,474 0.23				1,490 0.10
E-1	1,025 0.28	991 0.25	955 0.24				584 0.15
E-2	267 0.27	297 0.30	235 0.24				192 0.19
E-3	824 0.23	758 0.21	620 0.17				350 0.10
E-4	453 0.22	384 0.19	465 0.23				168 0.08
E-5	962 0.23	1,040 0.25	1,199 0.28				196 0.05
NORTHERN FIELD	7,809 0.35	7,315 0.32	7,482 0.33				5,357 0.24
N-1	1,758 0.31	1,503 0.26	1,509 0.26				1,572 0.27
N-2	1,612 0.34	1,746 0.37	1,660 0.35				1,458 0.31
N-3	1,665 0.40	1,516 0.36	1,529 0.37				546 0.13
N-4	2,774 0.35	2,550 0.32	2,784 0.35				1,781 0.22
SOUTHERN FIELD	9,639 0.35	8,880 0.32	10,050 0.36				3,358 0.12
S-1	2,054 0.22	1,877 0.20	2,187 0.24				1,244 0.14
S-2	3,876 0.45	3,414 0.41	3,799 0.46				588 0.07
S-3	1,512 0.29	1,555 0.30	2,062 0.39				1,030 0.20
S-4	2,397 0.47	2,034 0.40	2,002 0.39				488 0.10

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 27 OF 84

4200 DTW09101 B2808 01 014 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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A Division of  
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	CIGARETTES						ALL OTHER AMERICAN TOBACCO
	FILTER	MALIBU	LIGHTS	TOTAL	AMERICAN LIGHTS	FILTER	
	100'S	100'S	100'S		85'S	100'S	
WESTERN FIELD	8,376	8,293	8,730				4,413
	0.28	0.27	0.29				0.19
W-1	1,710	1,970	1,605				1,418
	0.31	0.36	0.28				0.26
W-2	1,197	1,172	2,282				1,340
	0.19	0.18	0.35				0.21
W-3	891	1,006	1,424				753
	0.19	0.21	0.30				0.16
W-4	2,578	2,145	1,419				902
	0.40	0.34	0.22				0.14

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 28 OF 84

4200 DTW09101 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	TOTAL PHILIP MORRIS		MARLBORO		TOTAL	
			FILTER BOX	FILTER SOFT PACK	FILTER BOX	FILTER SOFT PACK
TOTAL UNITED STATES	3,532,471 30.26	1,446,733 12.39	207,672 1.78	301,421 2.58	98,344 0.84	177,564 1.52
CENTRAL FIELD	881,141 31.08	375,972 13.26	32,322 1.14	87,585 3.09	19,428 0.69	50,429 1.78
C-1	188,598 35.50	87,192 16.41	9,680 1.82	20,469 3.85	5,979 1.13	7,754 1.46
C-2	302,634 30.48	122,998 12.39	12,340 1.24	26,955 2.71	5,860 0.59	20,099 2.02
C-3	210,240 30.71	90,554 13.23	4,194 0.61	22,655 3.31	4,165 0.61	11,457 1.67
C-4	179,671 28.70	75,228 12.02	6,128 0.98	17,508 2.80	3,424 0.55	11,119 1.78
EASTERN FIELD	458,867 30.85	194,086 13.09	55,517 3.74	28,618 1.93	21,740 1.47	16,721 1.13
E-1	120,101 30.20	49,978 12.57	15,622 3.93	5,622 1.41	6,481 1.63	3,174 0.80
E-2	33,029 33.31	13,872 13.99	5,249 5.29	649 0.65	1,911 1.93	719 0.73
E-3	112,568 31.27	48,201 13.39	13,217 3.67	8,079 2.24	5,586 1.55	4,474 1.24
E-4	63,870 31.32	26,611 13.05	8,596 4.22	3,327 1.63	3,060 1.50	1,893 0.93
E-5	129,289 30.63	55,424 13.13	12,833 3.04	10,939 2.59	4,722 1.12	6,461 1.53
NORTHERN FIELD	621,992 27.49	238,651 10.55	25,620 1.13	59,859 2.65	13,694 0.61	32,316 1.43
N-1	151,469 26.49	57,120 9.99	5,799 1.01	16,956 2.97	2,541 0.44	7,409 1.30
N-2	124,704 26.31	49,251 10.39	4,118 0.87	14,284 3.01	2,425 0.51	5,379 1.35
N-3	117,782 28.25	44,727 10.73	6,555 1.57	7,869 1.84	3,795 0.91	5,037 1.21
N-4	228,057 28.50	87,853 10.84	9,148 1.14	20,970 2.62	4,933 0.62	13,491 1.69
SOUTHERN FIELD	800,084 28.79	316,827 11.40	37,805 1.36	75,610 2.72	18,404 0.66	47,875 1.72
S-1	249,645 27.16	97,220 10.58	8,358 0.91	24,841 2.70	4,588 0.50	15,787 1.72
S-2	211,926 25.68	81,987 9.93	6,807 0.82	22,203 2.69	3,888 0.47	15,840 1.92
S-3	178,385 34.03	71,784 13.69	11,993 2.29	12,827 2.46	4,602 0.88	8,008 1.53
S-4	160,108 31.39	65,836 12.91	10,647 2.09	15,679 3.07	5,326 1.04	8,240 1.62

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 29 OF 84

4200 DTW09101 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES					
	TOTAL	MARLBORO				
	PHILIP MORRIS	TOTAL	BOX	FILTER	SOFT PACK	FILTER LIGHTS
				BOX		SOFT PACK
WESTERN FIELD	770,407	321,197	56,408	49,751	25,078	30,223
	33.29	13.88	2.44	2.15	1.08	1.31
W-1	155,388	59,473	5,620	12,296	3,314	5,703
	28.09	10.75	1.02	2.22	0.60	1.03
W-2	240,081	103,992	24,153	10,433	11,180	8,436
	37.19	16.11	3.74	1.62	1.73	1.31
W-3	173,324	77,304	17,598	10,492	6,708	7,169
	36.21	16.15	3.68	2.19	1.40	1.50
W-4	201,514	80,428	9,037	16,530	3,876	8,915
	31.67	12.63	1.42	2.80	0.61	1.40

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 30 OF 84

4200 DTW09101 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	213,705 1.83	206,482 1.77	85,409 0.73	156,136 1.34
CENTRAL FIELD	63,802 2.25	57,219 2.02	23,550 0.83	41,637 1.47
C-1	17,073 3.21	13,189 2.48	4,416 0.83	8,652 1.83
C-2	17,900 1.80	19,389 1.85	8,477 0.65	13,998 1.41
C-3	17,894 2.81	13,302 1.94	7,451 1.09	9,436 1.38
C-4	10,935 1.75	11,359 1.81	5,206 0.83	9,551 1.53
EASTERN FIELD	23,153 1.58	22,914 1.55	8,792 0.59	16,633 1.12
E-1	6,620 1.68	6,053 1.52	2,182 0.54	4,244 1.07
E-2	1,538 1.55	2,451 2.47	449 0.45	906 0.91
E-3	5,458 1.52	5,255 1.46	1,953 0.55	4,189 1.16
E-4	3,371 1.85	3,509 1.72	1,144 0.58	1,711 0.84
E-5	6,186 1.46	5,646 1.34	3,074 0.73	5,583 1.32
NORTHERN FIELD	25,558 1.13	32,956 1.46	17,068 0.75	31,580 1.40
N-1	5,735 1.00	7,238 1.27	4,191 0.73	7,251 1.27
N-2	4,686 0.99	6,413 1.35	2,882 0.61	8,084 1.71
N-3	5,098 1.22	6,924 1.66	3,424 0.82	6,225 1.49
N-4	10,039 1.25	12,381 1.55	6,571 0.82	10,020 1.25
SOUTHERN FIELD	38,971 1.40	40,824 1.47	18,611 0.67	38,727 1.39
S-1	10,885 1.16	13,884 1.51	5,572 0.61	13,508 1.47
S-2	8,673 1.05	9,173 1.11	6,075 0.74	9,328 1.13
S-3	12,798 2.44	9,796 1.87	3,411 0.65	8,259 1.58
S-4	6,815 1.34	7,971 1.56	3,553 0.70	7,605 1.49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 31 OF 84

4200 DTW08101 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62500

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
WESTERN FIELD	82,221	52,569	17,388	27,559
	2.69	2.27	0.75	1.19
W-1	11,816	8,608	6,443	5,673
	2.14	1.56	1.16	1.03
W-2	19,583	19,274	2,760	8,193
	3.03	2.99	0.43	1.27
W-3	16,309	12,733	1,521	4,774
	3.41	2.66	0.32	1.00
W-4	14,533	11,954	6,664	8,919
	2.28	1.88	1.05	1.40

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 32 OF 84

4200 DTW09101 B2808 01 01B 0273 1468

CIGARETTES  
BENSON & HEDGES  
100'S  
MENTHOL  
SOFT PACK  
TOTAL  
DELUXE  
ULTRA LIGHTS  
100'S BOX

TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	MENTHOL	SOFT PACK	TOTAL	DELUXE	ULTRA LIGHTS
489,142	15,913	76,838	9,369	69,361	171,281	61,626	0.53	14,857	0.52
CENTRAL FIELD	113,674	2,337	17,298	1,819	16,483	38,037	0.52	1,34	0.52
C-1	28,812	813	4,023	937	4,217	9,990	0.52	1,34	0.52
C-2	36,717	774	5,023	730	5,226	11,753	0.64	1,88	0.64
C-3	28,467	415	5,062	81	3,930	9,488	0.48	1,18	0.48
C-4	19,678	335	3,190	171	3,110	6,806	2,551	1,39	0.58
EASTERN FIELD	55,089	3,218	9,481	1,216	7,593	21,493	0.41	1,09	0.41
E-1	13,302	895	2,489	281	1,903	5,578	1,511	1,45	0.48
E-2	4,567	560	537	158	659	1,914	0.38	1,40	0.51
E-3	13,968	619	2,315	370	1,962	5,268	1,824	1,93	0.52
E-4	8,358	650	1,474	184	1,135	3,443	1,255	1,69	0.52
E-5	14,899	494	2,646	213	1,939	5,292	1,957	1,25	0.46
NORTHERN FIELD	77,576	1,672	12,732	782	11,739	26,905	9,882	1,25	0.46
N-1	3,43	0.07	0.58	0.03	0.52	1,19	0.44	1,19	0.44
N-2	16,263	79	2,981	9	2,554	5,623	2,178	1,19	0.46
N-3	13,495	553	2,071	304	1,926	4,854	1,823	1,19	0.46
N-4	28,813	980	4,493	349	4,160	9,992	3,413	1,19	0.46
SOUTHERN FIELD	103,000	2,715	17,481	1,640	16,636	38,472	13,743	1,38	0.49
S-1	30,182	241	5,238	401	4,925	10,805	4,266	1,38	0.49
S-2	24,088	100	4,165	21	3,853	8,149	3,368	1,18	0.46
S-3	30,301	1,880	5,094	1,010	4,580	12,584	3,477	1,18	0.46
S-4	18,409	494	2,984	208	3,168	6,854	2,631	1,34	0.52

TABLE S9V

PAGE

33 OF

84

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NCTI GROCERY/CONV - MAY/JUN 1988

4200 DTW09101 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62800

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	CIGARETTES .....						
	BENSON & HEDGES .....						
	100'S .....						
	FILTER .....			MENTHOL .....		DELUXE .....	
	TOTAL	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	ULTRA LIGHTS 100'S BOX
WESTERN FIELD	119,803	5,971	19,666	3,832	16,905	46,374	18,284
	5.18	0.26	0.85	0.17	0.73	2.00	0.70
W-1	20,591	331	3,497		3,253	7,081	3,223
	3.72	0.06	0.63		0.59	1.28	0.58
W-2	34,901	1,950	5,694	1,183	4,376	13,203	4,846
	5.41	0.30	0.88	0.18	0.68	2.05	0.75
W-3	33,863	2,061	5,742	1,528	4,985	14,326	4,782
	7.07	0.43	1.20	0.32	1.04	2.99	1.00
W-4	30,448	1,629	4,733	1,121	4,281	11,764	3,433
	4.78	0.28	0.74	0.18	0.67	1.85	0.54

NCTI GROCERY/CDNV - MAY/JUN 1988

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TABLE S9V

PAGE 34 OF 84

4200 DTW09101 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	BENSON & HEDGES							
	LIGHT 100'S							
	FILTER				MENTHOL			
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	DELUXE ULTRA LIGHTS 100'S MENTHOL BOX	ALL OTHER	
TOTAL UNITED STATES	17,601 0.15	68,202 0.58	13,903 0.12	68,705 0.59	168,411 1.44	58,146 0.50	9,878 0.08	
CENTRAL FIELD	5,444 0.19	16,825 0.59	4,234 0.15	17,852 0.63	44,355 1.56	14,448 0.51	2,177 0.08	
C-1	1,201 0.23	3,793 0.71	1,474 0.28	5,092 0.96	11,560 2.18	3,554 0.67	333 0.06	
C-2	2,334 0.24	5,601 0.56	1,445 0.15	5,002 0.80	15,382 1.55	4,199 0.42	624 0.06	
C-3	829 0.12	4,485 0.65	816 0.09	4,247 0.62	10,157 1.48	4,307 0.63	543 0.08	
C-4	1,080 0.17	2,966 0.47	699 0.11	2,511 0.40	7,256 1.16	2,388 0.38	677 0.11	
EASTERN FIELD	2,122 0.14	7,695 0.52	1,459 0.10	8,407 0.57	19,683 1.33	5,674 0.38	1,179 0.08	
E-1	351 0.09	1,720 0.43	380 0.10	2,144 0.54	4,595 1.16	1,394 0.35	224 0.06	
E-2	300 0.30	839 0.64	74 0.07	760 0.77	1,773 1.79	334 0.34	33 0.03	
E-3	659 0.18	2,044 0.57	248 0.07	1,984 0.55	4,936 1.37	1,446 0.40	494 0.14	
E-4	183 0.09	1,206 0.59	148 0.07	1,157 0.57	2,696 1.32	933 0.46	28 0.01	
E-5	627 0.15	2,086 0.49	608 0.14	2,362 0.56	5,683 1.35	1,567 0.37	400 0.09	
NORTHERN FIELD	2,481 0.11	11,456 0.51	2,123 0.09	11,802 0.52	27,862 1.23	10,216 0.45	2,711 0.12	
N-1	330 0.06	2,982 0.52	538 0.09	2,714 0.47	6,564 1.15	2,651 0.46	886 0.15	
N-2	407 0.09	2,718 0.57	382 0.08	2,446 0.52	5,953 1.28	2,199 0.46	310 0.07	
N-3	395 0.09	1,799 0.43	380 0.09	2,104 0.50	4,678 1.12	1,826 0.39	514 0.12	
N-4	1,349 0.17	3,857 0.49	823 0.10	4,538 0.57	10,667 1.33	3,740 0.47	1,001 0.13	
SOUTHERN FIELD	3,611 0.13	15,352 0.55	2,981 0.11	14,340 0.52	36,284 1.31	13,411 0.48	1,090 0.04	
S-1	1,511 0.16	4,691 0.51	949 0.10	3,994 0.43	11,145 1.21	3,586 0.39	390 0.04	
S-2	1,071 0.13	3,815 0.46	719 0.09	3,683 0.45	9,288 1.12	3,086 0.37	206 0.02	
S-3	568 0.11	4,395 0.84	767 0.15	3,965 0.78	9,696 1.85	4,227 0.81	237 0.05	
S-4	480 0.09	2,451 0.48	548 0.11	2,688 0.53	6,155 1.21	2,512 0.49	257 0.05	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 35 OF 84

4200 DTW09101 B2808 01 018 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S		MENTHOL		TOTAL	DELUXE ULTRA	ALL OTHER
	FILTER					LIGHTS 100'S	
	BOX	SOFT PACK	BOX	SOFT PACK		MENTHOL BOX	
WESTERN FIELD	3,943	16,874	3,108	16,304	40,227	14,397	2,521
	0.17	0.73	0.13	0.70	1.74	0.62	0.11
W-1	506	3,038	354	3,141	7,039	2,514	734
	0.09	0.55	0.08	0.57	1.27	0.45	0.13
W-2	1,142	4,505	1,095	4,982	11,724	4,466	862
	0.18	0.70	0.17	0.77	1.82	0.69	0.10
W-3	1,016	5,020	688	3,980	10,702	3,673	380
	0.21	1.05	0.14	0.83	2.24	0.77	0.08
W-4	1,279	4,311	971	4,201	10,762	3,744	745
	0.20	0.68	0.15	0.66	1.89	0.59	0.12

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 36 OF 84

4200 DTW08101 B2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
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	CIGARETTES						
	MERIT						
	..... FILTER .....						
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS .....	MENTHOL KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	517,530 4.43	122,294 1.05	80,005 0.69	77,898 0.67	71,806 0.62	96,137 0.82	69,592 0.60
CENTRAL FIELD	123,552 4.36	27,224 0.96	19,256 0.68	19,212 0.68	17,381 0.81	24,298 0.86	18,181 0.57
C-1	23,485 4.42	5,208 0.88	3,583 0.67	4,122 0.78	3,363 0.63	4,704 0.89	2,505 0.47
C-2	38,225 3.85	8,181 0.82	5,861 0.57	6,194 0.62	5,301 0.53	7,916 0.80	4,972 0.50
C-3	30,994 4.53	7,310 1.07	5,335 0.78	4,443 0.85	4,879 0.71	5,309 0.78	3,718 0.54
C-4	30,848 4.93	6,525 1.04	4,877 0.75	4,453 0.71	3,838 0.81	5,389 1.02	4,986 0.80
EASTERN FIELD	75,891 5.12	20,905 1.41	11,426 0.77	11,173 0.75	10,371 0.70	12,334 0.83	9,682 0.65
E-1	23,907 6.01	7,073 1.78	3,497 0.88	3,239 0.81	3,346 0.84	3,464 0.87	3,288 0.83
E-2	4,878 4.92	1,011 1.02	867 0.87	548 0.55	885 0.70	886 0.87	891 0.90
E-3	15,162 4.21	4,050 1.13	2,375 0.68	2,495 0.69	1,987 0.55	2,589 0.72	1,666 0.46
E-4	11,827 5.80	3,438 1.69	1,634 0.80	1,608 0.79	1,638 0.80	2,129 1.04	1,382 0.68
E-5	20,117 4.77	5,333 1.28	3,053 0.72	3,283 0.78	2,707 0.64	3,286 0.78	2,455 0.58
NORTHERN FIELD	102,247 4.52	21,848 0.97	14,035 0.82	13,707 0.81	12,463 0.55	22,341 0.99	17,753 0.78
N-1	23,608 4.13	4,460 0.78	3,430 0.60	2,894 0.52	2,904 0.51	5,805 1.02	4,015 0.70
N-2	22,484 4.75	4,480 0.95	2,930 0.62	2,948 0.62	2,579 0.54	5,540 1.17	4,009 0.85
N-3	23,089 5.53	6,056 1.45	3,226 0.77	3,371 0.81	2,993 0.72	3,760 0.90	3,863 0.88
N-4	33,076 4.13	6,942 0.87	4,449 0.58	4,396 0.55	3,987 0.50	7,236 0.90	6,066 0.76
SOUTHERN FIELD	114,661 4.13	25,525 0.92	18,367 0.66	18,454 0.66	18,542 0.58	22,077 0.79	14,896 0.53
S-1	35,037 3.81	7,667 0.83	5,465 0.59	5,295 0.58	4,838 0.53	6,684 0.73	5,088 0.55
S-2	28,906 3.50	5,974 0.72	4,413 0.53	5,014 0.81	3,699 0.45	6,264 0.76	3,542 0.43
S-3	21,416 4.09	4,583 0.87	4,181 0.80	3,486 0.86	3,056 0.58	3,950 0.75	2,180 0.41
S-4	29,302 5.74	7,301 1.43	4,308 0.84	4,659 0.91	3,949 0.77	5,179 1.02	3,908 0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 37 OF 84

4200 DTW09101 B2808 01 019 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
McGraw-Hill Information Group

	CIGARETTES						
	..... FILTER			..... MERIT			
	TOTAL	KINGS BOX & SOFT PACK	100'S	..... ULTRA LIGHTS		MENTHOL KINGS & 100'S	ULTRA LIGHTS MENTHOL KINGS & 100'S
				KINGS	100'S		
WESTERN FIELD	101,179	26,692	16,921	15,150	16,048	15,087	11,280
	4.37	1.15	0.73	0.65	0.69	0.65	0.49
W-1	26,908	8,805	4,228	3,951	4,056	4,549	3,619
	4.88	1.18	0.76	0.71	0.73	0.82	0.65
W-2	26,382	7,315	4,794	4,111	4,057	3,853	2,232
	4.08	1.13	0.74	0.64	0.63	0.60	0.35
W-3	17,989	5,862	3,278	2,725	3,242	1,549	1,533
	3.78	1.18	0.68	0.57	0.68	0.32	0.32
W-4	29,920	7,210	4,621	4,363	4,694	5,136	3,896
	4.70	1.13	0.73	0.69	0.74	0.81	0.61

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8V

PAGE 38 OF 84

4200 DTW09101 B2808 01 019 0273-1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
A Division of  
The Coca-Cola Company

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S LIGHTS	100'S ULTRA LIGHTS	100 LIGHTS & ULTRA LIGHTS	100'S FILTER	120'S
TOTAL UNITED STATES	429,878 3.68	131,342 1.13	87,396 0.75	218,738 1.87	134,162 1.15	76,978 0.66
CENTRAL FIELD	104,388 3.68	30,449 1.07	21,398 0.75	51,847 1.83	32,034 1.13	20,505 0.72
C-1	21,071 3.97	8,247 1.18	4,061 0.78	10,308 1.94	6,543 1.23	4,220 0.79
C-2	38,331 3.88	10,580 1.08	8,558 0.86	19,116 1.93	11,917 1.20	7,298 0.73
C-3	24,748 3.62	7,189 1.05	5,057 0.74	12,246 1.79	7,779 1.14	4,721 0.69
C-4	20,238 3.23	6,453 1.03	3,724 0.59	10,177 1.63	5,795 0.93	4,266 0.68
EASTERN FIELD	51,321 3.46	16,665 1.12	9,271 0.63	25,936 1.75	17,319 1.17	8,066 0.54
E-1	12,242 3.08	4,176 1.05	1,909 0.48	6,085 1.53	4,365 1.10	1,792 0.45
E-2	4,042 4.08	1,461 1.47	499 0.50	1,960 1.98	1,632 1.65	450 0.45
E-3	12,951 3.60	3,959 1.10	2,785 0.77	6,744 1.87	4,026 1.12	2,181 0.61
E-4	7,873 3.71	2,534 1.24	1,163 0.57	3,687 1.81	2,744 1.35	1,132 0.56
E-5	14,513 3.44	4,535 1.07	2,915 0.69	7,450 1.77	4,552 1.08	2,511 0.59
NORTHERN FIELD	77,980 3.45	23,218 1.03	17,453 0.77	40,671 1.80	22,743 1.01	14,866 0.64
N-1	20,319 3.55	5,515 0.96	4,793 0.84	10,308 1.80	6,376 1.12	3,635 0.64
N-2	17,983 3.79	5,571 1.18	3,772 0.80	9,343 1.97	5,136 1.08	3,504 0.74
N-3	12,638 3.03	3,931 0.94	2,980 0.71	6,911 1.66	3,806 0.84	2,222 0.53
N-4	27,039 3.38	8,201 1.02	5,908 0.74	14,109 1.78	7,725 0.97	5,205 0.65
SOUTHERN FIELD	107,074 3.85	33,973 1.22	21,327 0.77	55,300 1.98	33,258 1.20	18,516 0.67
S-1	37,516 4.08	11,875 1.29	8,005 0.87	19,880 2.18	10,743 1.17	6,893 0.75
S-2	28,011 3.39	8,989 1.09	4,747 0.57	13,716 1.66	9,410 1.14	4,885 0.59
S-3	21,688 4.14	6,567 1.25	4,594 0.88	11,161 2.13	7,155 1.36	3,372 0.64
S-4	19,859 3.89	8,562 1.29	3,981 0.78	10,543 2.07	5,950 1.17	3,368 0.66

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 39 OF 84

4200 DTW09101 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
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The Dun & Bradstreet Corporation

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS		
WESTERN FIELD	89,117	27,037	17,947	44,984	28,808	15,325
	3.85	1.17	0.78	1.94	1.24	0.66
W-1	17,939	5,391	3,567	8,958	5,329	3,652
	3.24	0.97	0.64	1.62	0.96	0.66
W-2	28,731	8,661	6,561	15,222	9,376	4,133
	4.45	1.34	1.02	2.36	1.45	0.64
W-3	20,262	6,547	3,581	10,128	6,958	3,178
	4.23	1.37	0.75	2.12	1.45	0.66
W-4	22,185	6,438	4,238	10,676	7,147	4,362
	3.49	1.01	0.67	1.68	1.12	0.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59V

PAGE 40 OF 84

4200 DTW09101 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB A Division of  
The Nielsen Company

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	95,183 0.82	125,750 1.08	97,882 0.84	27,868 0.24
CENTRAL FIELD	15,228 0.54	27,569 0.97	24,111 0.85	3,458 0.12
C-1	3,557 0.87	4,363 0.82	3,980 0.75	383 0.07
C-2	4,001 0.40	8,882 0.89	7,585 0.78	1,297 0.13
C-3	4,175 0.81	8,861 1.00	5,863 0.86	998 0.15
C-4	3,485 0.58	7,463 1.19	6,683 1.07	780 0.12
EASTERN FIELD	25,586 1.73	18,322 1.10	11,650 0.79	4,672 0.32
E-1	8,487 1.63	4,177 1.05	2,833 0.74	1,244 0.31
E-2	2,422 2.44	1,098 1.11	897 0.70	401 0.40
E-3	4,873 1.35	3,654 1.02	2,900 0.81	754 0.21
E-4	4,711 2.31	2,076 1.02	930 0.46	1,146 0.58
E-5	7,083 1.68	5,317 1.26	4,190 0.99	1,127 0.27
NORTHERN FIELD	14,478 0.64	27,052 1.20	22,380 0.99	4,672 0.21
N-1	2,999 0.52	8,855 1.18	5,490 0.98	1,185 0.20
N-2	2,387 0.50	5,383 1.14	4,643 0.98	740 0.16
N-3	3,285 0.79	5,036 1.21	4,417 1.06	619 0.15
N-4	5,807 0.73	9,978 1.25	7,830 0.98	2,148 0.27
SOUTHERN FIELD	18,117 0.58	26,175 0.94	21,706 0.78	4,469 0.18
S-1	4,052 0.44	9,532 1.04	8,148 0.89	1,383 0.15
S-2	3,302 0.40	5,622 0.68	5,052 0.61	570 0.07
S-3	4,817 0.92	5,673 1.08	4,475 0.85	1,198 0.23
S-4	3,848 0.77	5,348 1.05	4,030 0.79	1,318 0.26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 41 OF 84

4200 DTW09101 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
WESTERN FIELD	23,774	28,632	18,035	10,597
	1.03	1.24	0.78	0.46
W-1	3,702	8,640	7,095	1,545
	0.67	1.58	1.28	0.28
W-2	7,967	7,354	3,613	3,741
	1.23	1.14	0.58	0.58
W-3	5,982	5,181	2,558	2,623
	1.25	1.08	0.53	0.55
W-4	6,123	7,457	4,789	2,668
	0.96	1.17	0.75	0.42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S8V

PAGE 42 OF 84

4200 DTW09101 B2808 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
a subsidiary of  
 The Nielsen Company

	CIGARETTES					
	CAMBRIDGE					
	FULL FLAVOR					
	TOTAL	REGULAR	MENTHOL	TOTAL		
		KINGS	100'S	KINGS	100'S	
TOTAL UNITED STATES	328,885	50,226	44,004			94,230
	2.80	0.43	0.38			0.81
CENTRAL FIELD	90,770	14,488	13,538			28,024
	3.20	0.51	0.48			0.99
C-1	14,611	1,918	1,780			3,698
	2.75	0.36	0.34			0.70
C-2	40,040	8,863	8,782			13,825
	4.03	0.69	0.68			1.37
C-3	18,237	3,082	2,757			5,839
	2.66	0.45	0.40			0.85
C-4	17,882	2,623	2,239			4,862
	2.86	0.42	0.36			0.78
EASTERN FIELD	31,627	5,210	4,098			9,308
	2.13	0.35	0.28			0.63
E-1	8,176	1,302	923			2,225
	2.06	0.33	0.23			0.56
E-2	1,610	347	282			629
	1.62	0.35	0.28			0.63
E-3	10,217	1,764	1,407			3,171
	2.84	0.49	0.39			0.88
E-4	2,218	440	322			762
	1.09	0.22	0.16			0.37
E-5	9,406	1,357	1,164			2,521
	2.23	0.32	0.28			0.60
NORTHERN FIELD	59,332	7,315	7,543			14,858
	2.62	0.32	0.33			0.66
N-1	16,609	2,083	2,182			4,265
	2.91	0.36	0.38			0.75
N-2	7,182	970	752			1,722
	1.52	0.20	0.16			0.36
N-3	11,602	1,756	1,441			3,197
	2.78	0.42	0.35			0.77
N-4	23,939	2,506	3,168			5,674
	2.89	0.31	0.40			0.71
SOUTHERN FIELD	94,029	14,683	11,827			26,510
	3.38	0.53	0.43			0.85
S-1	28,963	5,775	4,129			9,904
	3.15	0.63	0.45			1.08
S-2	35,153	4,738	3,964			8,702
	4.26	0.57	0.48			1.05
S-3	17,195	2,472	2,328			4,800
	3.28	0.47	0.44			0.92
S-4	12,718	1,698	1,406			3,104
	2.49	0.33	0.28			0.81

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 43 OF 84

4200 DTW09101 B2808 01 022 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						TOTAL
	CAMBRIDGE						
	FULL FLAVOR						
	REGULAR	MENTHOL					
	TOTAL	KINGS	100'S	KINGS	100'S		TOTAL
WESTERN FIELD	51,127	8,532	6,998				15,530
	2.21	0.37	0.30				0.67
W-1	13,147	1,757	1,822				3,579
	2.38	0.32	0.33				0.65
W-2	11,099	2,304	1,798				4,102
	1.72	0.36	0.28				0.64
W-3	7,556	1,578	870				2,448
	1.58	0.33	0.18				0.51
W-4	18,325	2,893	2,508				5,401
	3.04	0.45	0.39				0.85

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 44 OF 84

4200 DTW09101 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-52800

Nielsen  
Marketing Research  
DB The Nielsen Company

	CIGARETTES						
	CAMBRIDGE				TOTAL	PHILIP MORRIS	
	LIGHTS		MENTHOL	PRIVATE LABEL /GENERIC		ALL OTHER	
	REGULAR						
	KINGS	100'S	KINGS	100'S			
TOTAL UNITED STATES	58,799 0.50	91,555 0.78	42,461 0.36	39,840 0.34	232,655 1.99	44,925 0.38	76,445 0.65
CENTRAL FIELD	14,695 0.52	25,982 0.92	11,226 0.40	10,833 0.38	62,746 2.21	9,509 0.34	20,481 0.72
C-1	2,534 0.48	4,071 0.77	2,354 0.44	1,954 0.37	10,913 2.05	1,284 0.24	4,221 0.79
C-2	5,842 0.59	11,259 1.13	4,570 0.46	4,744 0.48	26,415 2.66	5,944 0.80	7,496 0.75
C-3	2,754 0.40	5,529 0.81	2,108 0.31	2,007 0.29	12,398 1.81	1,602 0.23	4,604 0.67
C-4	3,565 0.57	5,133 0.82	2,194 0.35	2,128 0.34	13,020 2.08	879 0.11	4,160 0.66
EASTERN FIELD	5,717 0.39	8,918 0.60	3,931 0.27	3,753 0.25	22,319 1.51	2,780 0.19	6,165 0.42
E-1	1,535 0.39	2,660 0.67	797 0.20	959 0.24	5,951 1.50	155 0.04	1,667 0.42
E-2	237 0.24	563 0.57	97 0.10	84 0.08	981 0.99		540 0.54
E-3	1,655 0.46	2,593 0.72	1,627 0.45	1,171 0.33	7,046 1.96	1,810 0.50	1,734 0.48
E-4	458 0.22	500 0.26	150 0.07	348 0.17	1,456 0.71	110 0.05	389 0.19
E-5	1,832 0.43	2,602 0.62	1,260 0.30	1,181 0.28	6,885 1.63	705 0.17	1,835 0.43
NORTHERN FIELD	11,314 0.50	16,459 0.73	8,675 0.38	8,026 0.35	44,474 1.97	8,235 0.41	15,441 0.68
N-1	3,428 0.60	4,372 0.76	2,311 0.40	2,233 0.39	12,344 2.16	1,376 0.24	3,778 0.66
N-2	1,142 0.24	1,960 0.41	1,257 0.27	1,101 0.23	5,460 1.15	1,041 0.22	2,720 0.57
N-3	2,012 0.48	3,371 0.81	1,683 0.40	1,339 0.32	8,405 2.02	895 0.21	3,014 0.72
N-4	4,732 0.59	6,756 0.84	3,424 0.43	3,353 0.42	18,285 2.28	5,923 0.74	5,929 0.74
SOUTHERN FIELD	17,949 0.65	26,245 0.94	12,493 0.45	10,832 0.39	67,519 2.43	8,707 0.31	13,474 0.48
S-1	4,734 0.52	8,195 0.89	3,849 0.40	2,481 0.27	19,059 2.07	1,328 0.14	5,805 0.63
S-2	8,101 0.98	9,303 1.13	4,572 0.55	4,475 0.54	26,451 3.20	3,547 0.43	1,300 0.16
S-3	2,606 0.50	5,482 1.05	2,286 0.44	2,021 0.39	12,395 2.38	2,148 0.41	3,365 0.64
S-4	2,508 0.49	3,265 0.64	1,986 0.39	1,855 0.36	9,614 1.88	1,686 0.33	3,004 0.59

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59V

PAGE 45 OF 84

4200 DTW09101 B2808 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
US Subsidiary of The Dun & Bradstreet Corporation

	CIGARETTES						
	CAMBRIDGE		LIGHTS		TOTAL	PHILIP MORRIS	
	REGULAR		MENTHOL			PRIVATE LABEL	ALL OTHER
	KINGS	100'S	KINGS	100'S		/GENERIC	
WESTERN FIELD	9,124	13,941	6,136	8,396	35,597	14,694	20,884
	0.39	0.60	0.27	0.28	1.54	0.63	0.90
W-1	2,759	3,439	1,547	1,823	9,568		4,988
	0.50	0.62	0.28	0.33	1.73		0.90
W-2	1,471	2,948	1,141	1,437	6,997	13,465	6,210
	0.23	0.48	0.18	0.22	1.08	2.09	0.86
W-3	1,299	2,023	775	1,011	5,108	100	5,087
	0.27	0.42	0.16	0.21	1.07	0.02	1.06
W-4	3,595	5,531	2,673	2,125	13,924	1,129	4,599
	0.56	0.87	0.42	0.33	2.19	0.18	0.72

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 46 OF 84

4200 DTW09101 82808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	TOTAL	KINGS		TOTAL	LIGHTS		TOTAL
	R.J. REYNOLDS		BOX	SOFT PACK		BOX	SOFT PACK	
TOTAL UNITED STATES	3,843,161 32.92	945,108 8.10	70,036 0.60	262,482 2.25	332,518 2.85	41,973 0.36	163,894 1.40	205,867 1.76
CENTRAL FIELD	957,135 33.76	236,057 8.33	11,786 0.42	67,989 2.40	79,775 2.81	8,412 0.30	39,821 1.40	48,233 1.70
C-1	171,256 32.23	44,057 8.29	2,536 0.48	14,906 2.81	17,442 3.28	1,317 0.25	6,557 1.23	7,874 1.48
C-2	354,166 35.67	86,463 8.71	4,246 0.43	23,325 2.35	27,571 2.78	3,148 0.32	15,812 1.59	18,960 1.91
C-3	226,174 33.04	57,561 8.41	2,277 0.33	17,666 2.58	19,943 2.91	2,007 0.29	8,786 1.28	10,793 1.58
C-4	205,539 32.83	47,976 7.66	2,727 0.44	12,092 1.93	14,819 2.37	1,940 0.31	8,666 1.38	10,606 1.69
EASTERN FIELD	432,343 29.16	115,535 7.79	13,382 0.90	29,784 2.01	43,176 2.91	7,563 0.51	17,203 1.16	24,766 1.67
E-1	126,464 31.80	36,534 9.19	5,432 1.37	9,077 2.28	14,509 3.65	2,740 0.69	4,839 1.22	7,579 1.91
E-2	24,332 24.54	6,447 6.50	782 0.79	1,425 1.44	2,207 2.23	498 0.50	884 0.89	1,382 1.39
E-3	100,518 27.92	24,305 6.75	2,113 0.59	6,286 1.75	8,399 2.33	1,661 0.46	3,720 1.03	5,381 1.49
E-4	58,892 29.37	15,387 7.55	1,830 0.90	4,062 1.89	5,892 2.89	913 0.45	2,037 1.00	2,950 1.45
E-5	121,137 28.70	32,852 7.78	3,226 0.76	8,944 2.12	12,169 2.88	1,751 0.41	5,723 1.36	7,474 1.77
NORTHERN FIELD	757,037 33.46	178,183 7.87	11,890 0.53	48,622 2.15	60,512 2.67	8,737 0.39	31,371 1.39	40,106 1.77
N-1	206,799 36.17	49,585 8.67	3,295 0.58	14,546 2.54	17,841 3.12	2,563 0.45	8,232 1.44	10,795 1.89
N-2	152,714 32.23	37,119 7.83	2,417 0.51	9,925 2.09	12,342 2.60	1,626 0.34	8,125 1.29	7,751 1.64
N-3	132,704 31.83	27,789 6.67	2,121 0.51	6,813 1.83	8,934 2.14	1,782 0.43	4,825 1.16	6,607 1.58
N-4	264,820 33.09	63,690 7.96	4,057 0.51	17,338 2.17	21,395 2.87	2,766 0.35	12,189 1.52	14,955 1.87
SOUTHERN FIELD	973,412 35.02	254,298 9.15	16,070 0.58	75,449 2.71	91,519 3.29	10,438 0.38	49,691 1.79	60,129 2.16
S-1	348,241 37.89	90,619 9.86	5,066 0.55	26,441 2.88	31,507 3.43	3,693 0.40	17,110 1.86	20,803 2.26
S-2	299,889 36.32	80,882 9.79	5,182 0.63	24,864 3.01	30,046 3.84	2,240 0.27	17,449 2.11	19,689 2.38
S-3	154,554 29.48	37,337 7.12	3,176 0.61	10,582 2.01	13,738 2.82	2,497 0.48	6,828 1.30	9,328 1.78
S-4	170,618 33.45	45,460 8.91	2,846 0.52	13,582 2.66	16,228 3.18	2,008 0.39	8,304 1.63	10,312 2.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 47 OF 84

4200 DTW09101 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL R.J. REYNOLDS	TOTAL	BOX	KINGS	TOTAL	BOX	LIGHTS	TOTAL
				SOFT PACK			SOFT PACK	
WESTERN FIELD	723,234	161,035	16,908	40,628	57,536	6,823	25,808	32,631
	31.25	6.96	0.73	1.78	2.49	0.29	1.12	1.41
W-1	204,674	45,345	3,427	10,260	13,687	2,296	7,883	10,159
	37.00	8.20	0.62	1.85	2.47	0.42	1.42	1.84
W-2	175,223	43,292	8,401	9,593	15,994	2,761	6,088	8,829
	27.14	6.71	0.99	1.49	2.48	0.43	0.94	1.37
W-3	135,728	30,863	3,036	8,319	11,355	1,212	4,398	5,610
	28.35	6.45	0.83	1.74	2.37	0.25	0.92	1.17
W-4	207,609	41,535	4,044	12,456	16,500	554	7,479	8,033
	32.61	6.52	0.84	1.96	2.59	0.09	1.17	1.26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 48 OF 84

4200 DTW09101 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	FILTER 100'S	KINGS	WINSTON ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	SALEM KINGS	MENTHOL 100'S
TOTAL UNITED STATES	142,676 1.22	53,586 0.46	59,158 0.51	112,742 0.97	151,305 1.30	757,708 6.49	375,450 3.22	382,258 3.27
CENTRAL FIELD	40,888 1.44	12,590 0.44	15,076 0.53	27,666 0.98	39,495 1.39	180,120 6.35	90,635 3.20	89,485 3.16
C-1	6,869 1.29	2,306 0.43	2,959 0.56	5,265 0.99	6,607 1.24	33,668 6.34	17,101 3.22	16,567 3.12
C-2	18,224 1.63	3,772 0.38	3,947 0.40	7,719 0.78	15,989 1.61	64,254 6.47	32,291 3.25	31,963 3.22
C-3	10,049 1.47	3,079 0.45	3,848 0.56	6,927 1.01	9,849 1.44	41,960 6.13	21,041 3.07	20,919 3.06
C-4	7,746 1.24	3,433 0.55	4,322 0.69	7,755 1.24	7,050 1.13	40,238 6.43	20,202 3.23	20,036 3.20
EASTERN FIELD	16,220 1.09	6,588 0.44	6,511 0.44	13,099 0.88	18,274 1.23	98,284 6.63	48,366 3.26	49,918 3.37
E-1	4,802 1.21	1,838 0.49	1,849 0.46	3,785 0.95	5,859 1.47	25,566 6.43	12,166 3.06	13,400 3.37
E-2	1,035 1.04	346 0.35	278 0.28	624 0.63	1,199 1.21	5,848 5.90	3,025 3.05	2,823 2.85
E-3	3,685 1.02	1,306 0.36	1,523 0.42	2,829 0.79	4,011 1.11	24,440 6.79	12,034 3.34	12,406 3.45
E-4	2,206 1.08	1,012 0.50	932 0.48	1,944 0.95	2,405 1.18	12,705 6.23	6,201 3.04	6,504 3.19
E-5	4,492 1.06	1,988 0.47	1,929 0.46	3,917 0.93	4,800 1.14	29,725 7.04	14,940 3.54	14,785 3.50
NORTHERN FIELD	25,844 1.14	14,203 0.63	12,947 0.57	27,150 1.20	24,569 1.09	156,085 6.90	76,074 3.36	80,011 3.54
N-1	7,326 1.28	3,841 0.57	3,641 0.54	7,482 1.31	6,141 1.07	43,446 7.60	21,320 3.73	22,126 3.87
N-2	6,001 1.27	2,941 0.52	2,824 0.60	5,765 1.22	5,260 1.11	32,976 6.96	18,156 3.41	18,820 3.55
N-3	3,721 0.89	2,365 0.57	2,263 0.54	4,628 1.11	3,899 0.94	24,808 5.95	11,744 2.82	13,064 3.13
N-4	8,786 1.10	5,056 0.53	4,219 0.53	9,275 1.16	9,269 1.16	54,855 6.86	28,854 3.36	28,001 3.50
SOUTHERN FIELD	33,779 1.22	13,489 0.48	13,791 0.50	27,260 0.98	41,611 1.50	202,898 7.30	102,390 3.68	100,506 3.62
S-1	12,841 1.40	5,322 0.58	4,983 0.54	10,305 1.12	15,163 1.65	70,925 7.72	35,248 3.84	35,677 3.88
S-2	10,268 1.24	4,335 0.52	4,471 0.54	8,806 1.07	12,073 1.46	55,917 7.88	33,841 4.10	32,076 3.88
S-3	4,881 0.93	1,713 0.33	1,754 0.33	3,467 0.66	5,926 1.13	28,321 5.40	13,433 2.56	14,888 2.84
S-4	5,789 1.13	2,099 0.41	2,583 0.51	4,682 0.92	8,449 1.66	37,733 7.40	19,868 3.90	17,865 3.50

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 49 OF 84

4200 DTW09101 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
WESTERN FIELD	25,945	6,736	10,831	17,567	27,356	120,323	57,985	62,338
	1.12	0.29	0.47	0.76	1.18	5.20	2.51	2.69
W-1	6,995	2,747	3,240	5,987	8,517	29,431	14,263	15,168
	1.26	0.50	0.59	1.08	1.54	5.32	2.58	2.74
W-2	6,808	1,760	2,347	4,107	7,554	31,419	14,745	16,674
	1.05	0.27	0.36	0.64	1.17	4.87	2.28	2.58
W-3	5,947	812	2,247	2,859	5,092	23,829	11,622	12,207
	1.24	0.13	0.47	0.60	1.06	4.98	2.43	2.55
W-4	6,195	1,817	2,997	4,614	8,193	35,644	17,355	18,289
	0.97	0.25	0.47	0.72	0.97	5.60	2.73	2.87

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59V

PAGE 50 OF 84

4200 DTW08101 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CAMEL				LIGHTS			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	513,375 4.40	125,624 1.08	147,451 1.26	24,280 0.21	171,731 1.47	147,588 1.26	68,432 0.59	216,020 1.85
CENTRAL FIELD	110,732 3.91	27,113 0.96	30,705 1.08	5,198 0.18	35,901 1.27	32,773 1.16	14,945 0.53	47,718 1.88
C-1	20,336 3.83	4,433 0.83	6,476 1.22	820 0.15	7,296 1.37	6,201 1.17	2,408 0.45	8,607 1.82
C-2	33,446 3.37	9,059 0.91	10,088 1.02		10,088 1.02	10,045 1.01	4,254 0.43	14,299 1.44
C-3	29,853 4.38	6,577 0.86	7,977 1.17	2,566 0.37	10,543 1.54	8,842 1.29	3,891 0.57	12,733 1.86
C-4	27,097 4.33	7,044 1.13	8,164 0.98	1,810 0.29	7,974 1.27	7,885 1.23	4,394 0.70	12,079 1.93
EASTERN FIELD	55,642 3.75	17,934 1.21	16,544 1.12		16,544 1.12	16,048 1.08	5,116 0.35	21,164 1.43
E-1	17,070 4.29	5,050 1.27	5,453 1.37		5,453 1.37	5,106 1.28	1,461 0.37	6,567 1.65
E-2	2,521 2.54	1,065 1.07	413 0.42		413 0.42	834 0.84	209 0.21	1,043 1.05
E-3	12,907 3.59	4,561 1.27	3,823 1.06		3,823 1.06	3,463 0.96	1,060 0.29	4,523 1.26
E-4	7,998 3.92	2,403 1.18	2,484 1.22		2,484 1.22	2,296 1.13	813 0.40	3,108 1.52
E-5	15,148 3.59	4,855 1.15	4,371 1.04		4,371 1.04	4,349 1.03	1,573 0.37	5,922 1.40
NORTHERN FIELD	84,573 4.18	25,028 1.11	24,224 1.07	1,679 0.07	25,903 1.14	29,183 1.29	14,459 0.64	43,642 1.93
N-1	26,632 4.66	7,603 1.33	7,512 1.31		7,512 1.31	7,300 1.28	4,217 0.74	11,517 2.01
N-2	19,171 4.05	5,040 1.06	5,105 1.08		5,105 1.08	8,125 1.29	2,901 0.61	9,026 1.90
N-3	19,417 4.66	4,048 0.97	4,675 1.12	1,679 0.40	6,354 1.52	6,351 1.52	2,664 0.64	9,015 2.16
N-4	29,353 3.67	8,337 1.04	6,932 0.87		6,932 0.87	9,407 1.18	4,677 0.58	14,084 1.76
SOUTHERN FIELD	87,848 3.15	24,586 0.88	24,567 0.88		24,567 0.88	24,600 0.89	13,895 0.50	38,495 1.39
S-1	32,244 3.51	9,601 1.04	8,947 0.97		8,947 0.97	8,413 0.92	5,283 0.57	13,696 1.49
S-2	22,982 2.78	6,442 0.78	6,383 0.77		6,363 0.77	6,776 0.82	3,401 0.41	10,177 1.23
S-3	14,818 2.83	3,639 0.69	5,026 0.86		5,026 0.96	3,651 0.70	2,502 0.48	6,153 1.17
S-4	17,604 3.45	4,904 0.96	4,231 0.83		4,231 0.83	5,760 1.13	2,709 0.53	8,469 1.86

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 51 OF 84

4200 DTW09101 B2808 01 026 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	CAMEL				LIGHTS			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	100'S	TOTAL
WESTERN FIELD	164,780	30,963	51,411	17,405	68,816	44,984	20,017	65,001
	7.12	1.34	2.22	0.75	2.97	1.94	0.87	2.61
W-1	47,876	6,547	16,424	5,724	22,148	13,120	6,061	19,181
	8.65	1.18	2.97	1.03	4.00	2.37	1.10	3.47
W-2	45,051	9,385	13,283	4,771	18,054	12,055	5,557	17,612
	6.98	1.45	2.06	0.74	2.80	1.87	0.86	2.73
W-3	29,253	7,177	9,094	2,878	11,972	6,756	3,348	10,104
	6.11	1.80	1.90	0.60	2.50	1.41	0.70	2.11
W-4	42,600	7,854	12,810	4,032	18,642	13,053	5,051	18,104
	6.69	1.23	1.98	0.63	2.61	2.05	0.79	2.84

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TABLE S9V

PAGE 52 OF 84

4200 DTW09101 B2808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	429,945 3.68	226,071 1.94	133,650 1.14	70,224 0.60
CENTRAL FIELD	120,596 4.25	64,911 2.29	34,183 1.21	21,502 0.78
C-1	16,926 3.19	8,977 1.69	5,437 1.02	2,512 0.47
C-2	51,262 5.16	27,598 2.78	13,472 1.36	10,192 1.03
C-3	26,397 3.86	15,405 2.25	7,318 1.07	3,674 0.54
C-4	26,011 4.15	12,931 2.07	7,958 1.27	5,124 0.82
EASTERN FIELD	43,354 2.92	22,318 1.51	16,049 1.08	4,987 0.34
E-1	13,985 3.52	6,854 1.72	5,139 1.29	1,992 0.50
E-2	2,408 2.43	1,421 1.43	962 0.97	25 0.03
E-3	8,009 2.22	4,182 1.16	2,977 0.83	850 0.24
E-4	7,401 3.63	3,679 1.80	2,711 1.33	1,011 0.50
E-5	11,551 2.74	6,182 1.48	4,280 1.01	1,109 0.26
NORTHERN FIELD	80,337 3.55	39,079 1.73	25,928 1.15	15,330 0.68
N-1	18,404 3.39	9,487 1.66	6,090 1.07	3,827 0.67
N-2	15,224 3.21	7,928 1.67	4,606 0.97	2,689 0.57
N-3	14,627 3.51	7,102 1.70	4,826 1.16	2,699 0.65
N-4	31,082 3.88	14,561 1.82	10,406 1.30	5,115 0.78
SOUTHERN FIELD	127,996 4.61	65,885 2.37	37,413 1.35	24,718 0.89
S-1	52,454 5.71	25,495 2.77	15,473 1.68	11,486 1.25
S-2	39,936 4.83	20,972 2.54	10,967 1.33	7,997 0.97
S-3	14,636 2.78	8,465 1.61	4,154 0.79	2,017 0.38
S-4	20,970 4.11	10,833 2.14	6,819 1.34	3,218 0.63

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 53 OF 84

4200 DTW09101 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
WESTERN FIELD	57,662	33,898	20,077	3,687
	2.49	1.46	0.87	0.16
W-1	17,419	9,081	6,889	1,449
	3.15	1.64	1.25	0.26
W-2	13,502	9,146	3,871	485
	2.09	1.42	0.60	0.08
W-3	10,181	8,515	3,197	449
	2.12	1.36	0.67	0.09
W-4	16,580	9,156	6,120	1,304
	2.60	1.44	0.96	0.20

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 54 OF 84

4200 DTW08101 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62500

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	CIGARETTES				
	DORAL		LIGHTS		
	TOTAL		MENTHOL		
	KING SIZE		KING SIZE		
			100'S	100'S	
TOTAL UNITED STATES	436,868	112,759	176,308	73,229	74,572
	3.74	0.97	1.51	0.63	0.64
CENTRAL FIELD	128,853	31,658	57,512	19,891	19,802
	4.55	1.12	2.03	0.70	0.70
C-1	24,773	6,157	11,179	3,567	3,870
	4.66	1.16	2.10	0.67	0.73
C-2	55,023	13,076	25,363	9,117	7,467
	5.54	1.32	2.55	0.92	0.75
C-3	28,042	6,452	12,671	4,162	4,757
	4.10	0.94	1.85	0.61	0.69
C-4	21,028	5,973	8,289	3,045	3,708
	3.36	0.95	1.33	0.49	0.59
EASTERN FIELD	34,801	8,846	12,709	7,062	6,184
	2.35	0.60	0.86	0.48	0.42
E-1	9,558	2,555	3,858	1,724	1,421
	2.40	0.64	0.97	0.43	0.38
E-2	1,910	463	751	495	201
	1.93	0.47	0.76	0.50	0.20
E-3	10,435	2,549	3,424	2,105	2,357
	2.90	0.71	0.95	0.58	0.65
E-4	3,682	1,025	1,194	685	778
	1.81	0.50	0.59	0.34	0.38
E-5	9,216	2,254	3,482	2,053	1,427
	2.18	0.53	0.82	0.49	0.34
NORTHERN FIELD	74,852	20,144	26,367	13,814	14,527
	3.31	0.89	1.17	0.61	0.64
N-1	20,602	5,082	7,821	3,763	3,936
	3.60	0.89	1.37	0.66	0.69
N-2	11,371	2,718	3,819	2,471	2,363
	2.40	0.57	0.81	0.52	0.50
N-3	13,282	2,959	4,916	2,715	2,692
	3.19	0.71	1.18	0.65	0.65
N-4	29,597	9,385	9,811	4,865	5,536
	3.70	1.17	1.23	0.61	0.69
SOUTHERN FIELD	126,777	35,846	49,214	18,589	23,128
	4.56	1.28	1.77	0.67	0.83
S-1	40,953	10,578	16,944	6,015	7,416
	4.46	1.15	1.84	0.65	0.81
S-2	45,431	14,429	16,820	6,399	7,783
	5.50	1.75	2.04	0.77	0.84
S-3	25,048	6,220	10,211	3,925	4,692
	4.78	1.19	1.95	0.75	0.90
S-4	15,345	4,619	5,239	2,250	3,237
	3.01	0.91	1.03	0.44	0.63

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59V

PAGE 55 OF 84

4200 DTW09101 B2808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	LIGHTS				
	FILTER				
	TOTAL	KING SIZE	100'S	100'S	MENTHOL KING SIZE
WESTERN FIELD	71,575	16,265	30,506	13,873	10,931
	3.09	0.70	1.32	0.80	0.47
W-1	21,765	5,730	8,563	4,333	3,139
	3.93	1.04	1.55	0.78	0.57
W-2	8,873	2,405	3,516	1,231	1,721
	1.37	0.37	0.54	0.19	0.27
W-3	11,252	2,146	5,222	2,677	1,207
	2.35	0.45	1.09	0.56	0.25
W-4	29,685	5,984	13,205	5,632	4,864
	4.66	0.94	2.07	0.88	0.76

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TABLE S9V

PAGE 56 OF 84

4200 DTW09101 82808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	DORAL				
	KINGS	FULL FLAVOR 100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	68,984 0.59	68,862 0.57	135,846 1.16	572,714 4.91	205,417 1.76
CENTRAL FIELD	19,743 0.70	21,086 0.74	40,799 1.44	169,682 5.98	46,600 1.84
C-1	3,631 0.68	3,663 0.69	7,294 1.37	32,067 6.04	8,026 1.51
C-2	8,431 0.85	10,250 1.03	18,681 1.88	73,704 7.42	16,407 1.85
C-3	4,639 0.88	4,384 0.64	9,023 1.32	37,065 5.41	11,100 1.62
C-4	3,042 0.49	2,759 0.44	5,801 0.93	26,826 4.29	11,087 1.77
EASTERN FIELD	5,488 0.37	4,868 0.33	10,356 0.70	45,157 3.05	23,752 1.60
E-1	1,381 0.35	1,544 0.39	2,925 0.74	12,483 3.14	5,615 1.41
E-2	393 0.40	260 0.28	653 0.68	2,563 2.58	2,184 2.20
E-3	1,294 0.36	1,306 0.36	2,600 0.72	13,035 3.82	6,039 1.68
E-4	691 0.34	581 0.28	1,272 0.62	4,954 2.43	3,652 1.79
E-5	1,729 0.41	1,177 0.28	2,906 0.69	12,122 2.87	6,262 1.48
NORTHERN FIELD	10,762 0.48	11,094 0.48	21,856 0.97	96,708 4.27	40,979 1.81
N-1	3,464 0.61	3,384 0.59	6,848 1.20	27,450 4.80	10,253 1.79
N-2	2,078 0.44	2,037 0.43	4,115 0.87	15,486 3.27	9,241 1.95
N-3	1,829 0.39	1,718 0.41	3,547 0.80	16,629 3.99	7,367 1.77
N-4	3,591 0.45	3,955 0.49	7,546 0.94	37,143 4.64	14,118 1.76
SOUTHERN FIELD	19,540 0.70	16,993 0.61	36,533 1.31	163,310 5.88	41,905 1.51
S-1	7,884 0.86	6,589 0.72	14,473 1.57	55,426 6.03	13,411 1.48
S-2	5,078 0.61	4,324 0.52	9,402 1.14	54,833 6.64	10,482 1.27
S-3	4,732 0.90	3,914 0.75	8,646 1.65	33,694 6.43	8,479 1.62
S-4	1,846 0.36	2,166 0.42	4,012 0.79	19,357 3.79	9,523 1.87

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 57 OF 84

4200 DTW09101 B2808 01 029 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				MORE TOTAL
	FULL FLAVOR			TOTAL	
	KINGS	100'S	TOTAL		
WESTERN FIELD	13,451	12,851	26,302	97,877	52,181
	0.58	0.56	1.14	4.23	2.25
W-1	4,565	3,699	8,264	30,029	12,343
	0.83	0.67	1.49	5.43	2.23
W-2	2,045	1,726	3,771	12,644	14,038
	0.32	0.27	0.58	1.96	2.17
W-3	1,725	1,745	3,470	14,722	12,392
	0.38	0.36	0.72	3.08	2.59
W-4	5,116	5,681	10,797	40,482	13,408
	0.80	0.89	1.70	6.36	2.11

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TABLE S9V

PAGE 58 OF 84

4200 DTW08101 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	CENTURY TOTAL
TOTAL UNITED STATES	184,265 1.58	48,482 0.42	30,548 0.28	79,028 0.68	60,541 0.52	44,696 0.38	105,237 0.90	185,961 1.59
CENTRAL FIELD	40,211 1.42	9,214 0.33	6,844 0.24	16,058 0.57	14,278 0.50	9,875 0.35	24,153 0.85	43,872 1.55
C-1	6,082 1.14	1,387 0.26	1,025 0.19	2,412 0.45	2,186 0.41	1,484 0.28	3,670 0.69	6,761 1.27
C-2	13,419 1.35	3,147 0.32	2,127 0.21	5,274 0.53	5,006 0.50	3,139 0.32	8,145 0.82	13,866 1.40
C-3	10,091 1.47	2,047 0.30	1,452 0.21	3,499 0.51	4,051 0.59	2,541 0.37	6,582 0.96	9,342 1.36
C-4	10,619 1.70	2,833 0.42	2,240 0.36	4,873 0.78	3,035 0.48	2,711 0.43	5,746 0.92	13,903 2.22
EASTERN FIELD	24,288 1.64	8,206 0.55	4,411 0.30	12,617 0.85	6,970 0.47	4,701 0.32	11,671 0.79	21,604 1.46
E-1	8,831 1.72	2,226 0.56	1,182 0.30	3,408 0.86	2,238 0.56	1,185 0.30	3,423 0.86	7,140 1.80
E-2	1,598 1.61	439 0.44	476 0.48	915 0.92	472 0.48	211 0.21	683 0.69	409 0.41
E-3	5,777 1.60	1,634 0.45	1,292 0.36	2,926 0.81	1,523 0.42	1,328 0.37	2,851 0.79	4,955 1.38
E-4	4,108 2.01	1,573 0.77	725 0.38	2,298 1.13	978 0.48	832 0.41	1,810 0.89	2,726 1.34
E-5	5,974 1.42	2,334 0.55	736 0.17	3,070 0.73	1,759 0.42	1,145 0.27	2,904 0.69	6,374 1.51
NORTHERN FIELD	42,192 1.86	11,314 0.50	8,478 0.37	19,792 0.87	11,898 0.53	10,502 0.46	22,400 0.99	55,028 2.43
N-1	10,340 1.81	2,845 0.50	2,130 0.37	4,975 0.87	2,898 0.51	2,467 0.43	5,365 0.94	14,329 2.51
N-2	8,822 1.88	2,224 0.47	1,919 0.40	4,143 0.87	2,428 0.51	2,251 0.47	4,679 0.99	12,526 2.64
N-3	7,930 1.90	2,127 0.51	1,549 0.37	3,676 0.88	2,344 0.56	1,910 0.46	4,254 1.02	12,600 3.02
N-4	15,100 1.89	4,118 0.51	2,880 0.36	6,998 0.87	4,228 0.53	3,874 0.48	8,102 1.01	15,573 1.95
SOUTHERN FIELD	41,681 1.50	10,612 0.38	7,546 0.27	18,158 0.65	12,938 0.47	10,585 0.38	23,523 0.85	39,414 1.42
S-1	13,757 1.50	3,190 0.35	2,720 0.30	5,910 0.64	4,219 0.46	3,628 0.39	7,847 0.85	15,898 1.73
S-2	12,500 1.51	3,348 0.41	2,342 0.28	5,690 0.69	3,583 0.43	3,227 0.39	6,810 0.82	9,439 1.14
S-3	6,239 1.19	1,181 0.23	831 0.16	2,012 0.38	2,340 0.45	1,887 0.36	4,227 0.81	6,796 1.30
S-4	9,185 1.80	2,893 0.57	1,853 0.32	4,546 0.89	2,796 0.55	1,843 0.36	4,639 0.91	7,281 1.43

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 59 OF 84

4200 DTWO9101 B2808 01 030 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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	CIGARETTES							
	NOW				FILTER			
	TOTAL	REGULAR	KINGS	TOTAL	REGULAR	100'S	TOTAL	CENTURY TOTAL
			MENTHOL			MENTHOL		
WESTERN FIELD	35,893	9,136	3,267	12,403	14,457	9,033	23,490	26,043
	1.55	0.39	0.14	0.54	0.82	0.39	1.02	1.13
W-1	9,603	3,023	1,075	4,088	3,289	2,218	5,505	11,496
	1.74	0.55	0.19	0.74	0.59	0.40	1.00	2.08
W-2	9,138	2,313	1,280	3,593	3,717	1,828	5,545	4,058
	1.42	0.38	0.20	0.58	0.58	0.28	0.86	0.83
W-3	8,616	2,038	280	2,318	2,835	1,483	4,298	4,683
	1.38	0.43	0.06	0.48	0.59	0.31	0.90	0.98
W-4	10,536	1,762	632	2,394	4,616	3,526	8,142	5,806
	1.86	0.28	0.10	0.38	0.73	0.55	1.28	0.91

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TABLE S9V

PAGE 60 OF 84

4200 DTW09101 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KINGS	BOX	LIGHTS	ALL OTHER
		SOFT PACK		KINGS	R.J. REYNOLDS
TOTAL UNITED STATES	4,440	2,072	983	1,405	44,228
	0.04	0.02	0.01	0.01	0.38
CENTRAL FIELD	279	141	52	86	9,008
	0.01				0.32
C-1	87	68	6	13	3,248
	0.02	0.01			0.61
C-2					1,345
					0.14
C-3	60	17	19	24	2,745
	0.01				0.40
C-4	132	58	27	49	1,870
	0.02	0.01		0.01	0.27
EASTERN FIELD	529	182	132	215	4,198
	0.04	0.01	0.01	0.01	0.28
E-1	34	11	12	11	1,206
	0.01				0.30
E-2	13	13			341
	0.01	0.01			0.34
E-3	53	30	15	8	998
	0.01	0.01			0.28
E-4	39			39	914
	0.02			0.02	0.45
E-5	380	128	105	157	739
	0.09	0.03	0.02	0.04	0.18
NORTHERN FIELD	714	302	199	213	12,238
	0.03	0.01	0.01	0.01	0.54
N-1	413	205	139	69	4,947
	0.07	0.04	0.02	0.01	0.87
N-2					2,149
					0.45
N-3					1,537
					0.37
N-4	301	97	60	144	3,605
	0.04	0.01	0.01	0.02	0.45
SOUTHERN FIELD	2,179	1,108	460	611	12,085
	0.08	0.04	0.02	0.02	0.43
S-1					3,507
					0.38
S-2					3,018
					0.37
S-3	2,179	1,108	460	611	2,058
	0.42	0.21	0.08	0.12	0.39
S-4					3,505
					0.69

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 61 OF 84

4200 DTW09101 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	MAGNA				
	FILTER KINGS		LIGHTS		ALL OTHER
	TOTAL	SOFT PACK	BOX	KINGS	R.J. REYNOLDS
WESTERN FIELD	739	339	120	280	8,701
	0.03	0.01	0.01	0.01	0.29
W-1	260	122	20	118	872
	0.05	0.02		0.02	0.16
W-2					2,081
					0.32
W-3	247	81	78	88	2,962
	0.05	0.02	0.02	0.02	0.62
W-4	232	136	22	74	786
	0.04	0.02		0.01	0.12

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TABLE S9V

PAGE 62 OF 84

4200 DTW08101 82808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT PACK	
			KINGS	100'S
TOTAL UNITED STATES	1,443,586 12.37	530,926 4.55	333,715 2.86	197,211 1.69
CENTRAL FIELD	386,180 12.92	133,007 4.69	80,210 2.83	52,797 1.86
C-1	61,647 11.60	25,053 4.72	14,483 2.73	10,560 1.99
C-2	133,586 13.45	47,751 4.81	29,088 2.93	18,663 1.88
C-3	84,991 12.42	29,285 4.28	17,499 2.56	11,788 1.72
C-4	85,958 13.73	30,918 4.94	19,130 3.08	11,788 1.88
EASTERN FIELD	163,922 11.05	63,925 4.31	43,402 2.93	20,523 1.38
E-1	42,889 10.78	15,987 4.01	10,840 2.73	5,127 1.29
E-2	12,048 12.15	4,955 5.00	3,377 3.41	1,578 1.59
E-3	43,235 12.01	16,626 4.62	11,085 3.08	5,531 1.54
E-4	21,360 10.47	9,224 4.52	6,241 3.06	2,883 1.46
E-5	44,390 10.52	17,153 4.08	11,849 2.81	5,304 1.28
NORTHERN FIELD	303,767 13.43	110,880 4.89	68,905 3.05	41,785 1.85
N-1	79,773 13.95	27,730 4.85	16,837 2.95	10,893 1.91
N-2	68,559 14.47	25,447 5.37	15,389 3.25	10,058 2.12
N-3	51,253 12.29	17,854 4.28	11,066 2.65	6,788 1.63
N-4	104,182 13.02	39,659 4.96	25,613 3.20	14,046 1.76
SOUTHERN FIELD	349,480 12.57	123,638 4.45	79,879 2.87	43,759 1.57
S-1	119,250 12.88	40,856 4.45	24,778 2.70	16,078 1.75
S-2	95,039 11.51	35,637 4.31	24,872 3.01	10,765 1.30
S-3	71,207 13.58	24,825 4.70	15,440 2.95	9,185 1.75
S-4	63,994 12.55	22,520 4.42	14,789 2.90	7,731 1.52

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TABLE S9V

PAGE 63 OF 84

4200 DTW09101 82808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

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CIGARETTES				
TOTAL BROWN & WILLIAMSON	Kool			
	MENTHOL		KINGS	
	BOX & SOFT PACK		100'S	
	TOTAL			
WESTERN FIELD	260,207	99,888	61,319	38,347
	11.24	4.31	2.65	1.66
W-1	56,258	18,578	10,137	6,441
	10.17	3.00	1.83	1.16
W-2	77,397	34,030	21,818	12,214
	11.99	5.27	3.38	1.89
W-3	49,549	21,526	13,320	8,206
	10.35	4.50	2.78	1.71
W-4	77,003	27,532	16,048	11,486
	12.10	4.33	2.52	1.80

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TABLE S9V

PAGE 64 OF 84

4200 DTW09101 82808 01 032 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	228	88			140
CENTRAL FIELD	44	44			
C-1	44	44			
C-2	0.01	0.01			
C-3					
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	114	42			72
N-1	0.01				4
N-2	4				
N-3	110	42			68
N-4	0.03	0.01			0.02
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 65 OF 84

4200 DTW09101 B2808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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..... CIGARETTES .....					
..... BROWN & WILLIAMSON .....					
..... PRIVATE LABEL/GENERIC .....					
..... KINGS & 100'S .....					
TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER	
WESTERN FIELD	68			68	
W-1					
W-2	68			68	
W-3	0.01			0.01	
W-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 86 OF 84

4200 DTW09101 B2808 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	179,548 1.54	104,888 0.90	223,657 1.92	88,084 0.75	135,593 1.16	145,194 1.24	102,162 0.88
CENTRAL FIELD	44,651 1.58	21,271 0.75	65,792 2.32	28,085 0.99	37,707 1.33	37,929 1.34	25,927 0.91
C-1	7,470 1.41	4,101 0.77	7,990 1.50	1,620 0.30	6,370 1.20	5,190 0.98	5,375 1.01
C-2	14,187 1.43	6,194 0.62	27,922 2.81	16,150 1.63	11,772 1.19	15,305 1.54	7,886 0.79
C-3	10,955 1.60	5,086 0.74	15,014 2.18	5,809 0.85	9,205 1.34	8,214 1.20	5,748 0.84
C-4	12,039 1.92	5,890 0.94	14,866 2.37	4,506 0.72	10,360 1.65	9,220 1.47	6,918 1.11
EASTERN FIELD	20,305 1.37	15,421 1.04	19,953 1.35	2,681 0.18	17,272 1.16	15,805 1.07	13,637 0.92
E-1	4,898 1.23	4,589 1.15	5,357 1.35	31 0.01	5,326 1.34	3,940 0.99	3,851 0.92
E-2	1,842 1.66	1,194 1.20	366 0.37		366 0.37	1,526 1.54	1,158 1.17
E-3	5,061 1.41	3,520 0.98	6,784 1.88	2,491 0.69	4,293 1.19	3,877 1.08	3,179 0.88
E-4	2,198 1.08	2,127 1.04	1,502 0.74	13 0.01	1,489 0.73	2,808 1.28	1,743 0.85
E-5	8,506 1.54	3,991 0.95	5,944 1.41	146 0.03	5,798 1.37	3,854 0.91	3,912 0.93
NORTHERN FIELD	38,085 1.68	21,818 0.96	52,436 2.32	24,327 1.08	28,109 1.24	33,026 1.46	21,220 0.84
N-1	11,513 2.01	5,893 1.03	13,819 2.42	9,615 1.68	4,204 0.74	7,854 1.37	6,215 1.09
N-2	8,890 1.45	4,604 0.97	14,311 3.02	4,751 1.00	9,560 2.02	6,957 1.47	4,779 1.01
N-3	7,986 1.92	3,736 0.90	7,635 1.83	1,888 0.45	5,747 1.38	5,557 1.33	4,445 1.07
N-4	11,696 1.48	7,585 0.95	16,671 2.08	8,073 1.01	8,598 1.07	12,658 1.58	5,781 0.72
SOUTHERN FIELD	45,197 1.63	25,079 0.90	53,830 1.94	25,016 0.90	28,814 1.04	34,224 1.23	23,498 0.85
S-1	14,169 1.54	8,063 0.88	23,158 2.52	12,833 1.37	10,525 1.15	13,582 1.48	6,020 0.66
S-2	14,275 1.73	7,350 0.89	12,216 1.48	4,793 0.58	7,423 0.90	7,362 0.89	6,909 0.84
S-3	7,987 1.52	4,876 0.93	11,837 2.26	4,747 0.91	7,090 1.35	6,250 1.19	5,619 1.07
S-4	8,788 1.72	4,790 0.94	6,619 1.30	2,843 0.58	3,776 0.74	7,030 1.38	4,950 0.97

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 67 OF 84

4200 DTW09101 B2808 01 034 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	CIGARETTES		VICEROY TOTAL	BELAIR TOTAL
				RICHLAND 20'S	25'S		
WESTERN FIELD	31,310	21,299	31,646	7,955	23,691	24,210	17,880
	1.35	0.92	1.37	0.34	1.02	1.05	0.77
W-1	11,292	4,255	9,560	2,694	6,866	4,083	4,888
	2.04	0.77	1.73	0.49	1.24	0.73	0.88
W-2	8,350	8,754	6,585	2,123	4,462	6,317	4,507
	1.29	1.05	1.02	0.33	0.69	0.98	0.70
W-3	3,832	4,180	3,589	509	3,080	5,907	3,307
	0.80	0.87	0.75	0.11	0.64	1.23	0.69
W-4	7,836	6,110	11,912	2,629	9,283	7,923	5,178
	1.23	0.96	1.87	0.41	1.46	1.24	0.81

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TABLE SBV

PAGE 68 OF 84

4200 DTW09101 B2808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	68,962	19,426	17,013	17,358	15,185
	0.59	0.17	0.15	0.15	0.13
CENTRAL FIELD	18,058	5,087	4,555	4,403	4,013
	0.64	0.18	0.16	0.16	0.14
C-1	1,973	533	547	457	436
	0.37	0.10	0.10	0.09	0.08
C-2	7,085	2,139	1,688	1,516	1,722
	0.71	0.22	0.17	0.15	0.17
C-3	4,080	1,138	1,116	1,058	768
	0.60	0.17	0.16	0.15	0.11
C-4	4,940	1,277	1,204	1,372	1,087
	0.79	0.20	0.19	0.22	0.17
EASTERN FIELD	6,080	1,627	1,389	1,573	1,391
	0.41	0.11	0.09	0.11	0.09
E-1	1,940	473	497	531	439
	0.49	0.12	0.12	0.13	0.11
E-2	233	46	47	81	59
	0.23	0.05	0.05	0.08	0.06
E-3	1,541	522	289	472	378
	0.46	0.15	0.07	0.13	0.11
E-4	874	174	196	173	131
	0.33	0.09	0.10	0.08	0.06
E-5	1,592	412	380	416	384
	0.38	0.10	0.09	0.10	0.09
NORTHERN FIELD	13,151	3,764	2,944	3,368	3,075
	0.56	0.17	0.13	0.15	0.14
N-1	3,283	1,040	798	818	829
	0.57	0.18	0.14	0.14	0.11
N-2	1,605	409	330	517	349
	0.34	0.09	0.07	0.11	0.07
N-3	3,225	852	667	862	844
	0.77	0.20	0.16	0.21	0.20
N-4	5,038	1,463	1,151	1,171	1,253
	0.63	0.18	0.14	0.15	0.16
SOUTHERN FIELD	18,484	5,434	4,510	4,550	3,990
	0.87	0.20	0.16	0.16	0.14
S-1	3,715	1,262	798	1,029	626
	0.40	0.14	0.09	0.11	0.07
S-2	8,406	2,523	2,088	2,117	1,680
	1.02	0.31	0.25	0.26	0.20
S-3	3,138	699	956	698	785
	0.60	0.13	0.18	0.13	0.15
S-4	3,225	850	670	706	899
	0.63	0.19	0.13	0.14	0.18

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 69 OF 84

4200 DTW09101 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
WESTERN FIELD	13,189	3,514	3,615	3,364	2,696
	0.57	0.15	0.18	0.15	0.12
W-1	1,631	431	472	319	409
	0.29	0.08	0.09	0.06	0.07
W-2	4,339	1,139	1,341	880	979
	0.87	0.18	0.21	0.14	0.15
W-3	3,002	856	750	802	594
	0.63	0.18	0.16	0.17	0.12
W-4	4,217	1,088	1,052	1,363	714
	0.66	0.17	0.17	0.21	0.11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 70 OF 84

4200 DTW09101 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM			MENTHOL			
	TOTAL	KINGS	REGULAR 100'S	KINGS	100'S		
TOTAL UNITED STATES	85,178 0.58		32,942 0.28		32,234 0.28	22,827 0.20	
CENTRAL FIELD	13,885 0.49		7,007 0.25		6,878 0.24	5,618 0.20	
C-1	3,710 0.70		1,815 0.34		1,895 0.36	741 0.14	
C-2	4,943 0.50		2,549 0.26		2,394 0.24	2,333 0.23	
C-3	5,232 0.76		2,643 0.39		2,589 0.38	1,377 0.20	
C-4						1,185 0.19	
EASTERN FIELD	7,191 0.48		3,720 0.25		3,471 0.23	1,605 0.11	
E-1	2,129 0.54		1,146 0.29		983 0.25	418 0.11	
E-2	786 0.79		474 0.48		312 0.31	188 0.19	
E-3	2,158 0.60		998 0.28		1,158 0.32	397 0.11	
E-4	1,156 0.57		608 0.30		548 0.27	128 0.08	
E-5	984 0.23		494 0.12		470 0.11	474 0.11	
NORTHERN FIELD	8,160 0.36		3,989 0.18		4,171 0.18	5,067 0.22	
N-1	1,544 0.27		720 0.13		824 0.14	1,918 0.34	
N-2	2,897 0.63		1,400 0.30		1,597 0.34	969 0.20	
N-3	115 0.03		54 0.01		61 0.01	590 0.14	
N-4	3,504 0.44		1,815 0.23		1,689 0.21	1,580 0.20	
SOUTHERN FIELD	18,904 0.68		9,865 0.35		9,039 0.33	6,836 0.24	
S-1	7,006 0.76		3,700 0.40		3,306 0.36	2,681 0.29	
S-2	1,814 0.22		1,087 0.13		747 0.09	1,070 0.13	
S-3	5,542 1.06		2,884 0.51		2,858 0.55	1,353 0.26	
S-4	4,542 0.89		2,414 0.47		2,128 0.42	1,532 0.30	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 71 OF 84

4200 DTW09101 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM				MENTHOL		
	TOTAL	KINGS	REGULAR 100'S	KINGS	100'S		
WESTERN FIELD	17,036		8,361		8,675	3,903	
	0.74		0.35		0.37	0.17	
W-1	3,249		1,426		1,823	742	
	0.59		0.28		0.33	0.13	
W-2	4,218		2,342		1,876	2,229	
	0.65		0.35		0.29	0.35	
W-3	3,774		1,884		1,890	432	
	0.79		0.39		0.39	0.09	
W-4	5,795		2,709		3,086	500	
	0.91		0.43		0.48	0.08	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 72 OF 84

4200 DTW09101 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	KINGS BOX	MENTHOL SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	1,020,586 8.74	271,664 2.33	31,490 0.27	79,245 0.68	68,113 0.58	76,112 0.65	16,704 0.14
CENTRAL FIELD	195,347 6.89	29,020 1.02	1,997 0.07	12,224 0.43	9,833 0.35	4,942 0.17	24
C-1	36,737 6.91	5,856 1.10	433 0.08	2,005 0.38	1,880 0.35	1,538 0.29	
C-2	58,935 5.93	11,529 1.16	1,088 0.11	4,870 0.49	3,497 0.35	2,074 0.21	
C-3	48,426 7.07	6,451 0.94	229 0.03	2,970 0.43	2,414 0.35	824 0.12	14
C-4	51,249 8.19	5,184 0.83	247 0.04	2,379 0.38	2,042 0.33	506 0.08	10
EASTERN FIELD	193,078 13.02	74,256 5.01	11,817 0.78	13,820 0.93	16,412 1.11	27,390 1.85	5,017 0.34
E-1	47,778 12.01	16,672 4.19	2,442 0.61	2,813 0.71	3,698 0.93	6,984 1.78	735 0.18
E-2	14,312 14.43	5,405 5.45	920 0.93	782 0.79	1,619 1.63	1,998 2.02	86 0.09
E-3	44,280 12.30	17,184 4.77	3,250 0.90	3,659 1.02	3,620 1.01	5,476 1.52	1,179 0.33
E-4	29,030 14.24	11,614 5.70	1,856 0.91	1,700 0.83	2,548 1.25	4,742 2.33	788 0.38
E-5	57,678 13.67	23,381 5.54	3,149 0.75	4,866 1.15	4,927 1.17	8,190 1.94	2,249 0.53
NORTHERN FIELD	209,638 9.27	56,501 2.50	4,947 0.22	14,237 0.63	12,698 0.58	20,520 0.91	4,099 0.18
N-1	49,419 8.64	12,105 2.12	1,116 0.20	3,815 0.67	2,977 0.52	3,653 0.64	544 0.10
N-2	52,104 10.99	18,838 3.93	1,276 0.27	4,311 0.91	3,787 0.80	7,733 1.63	1,531 0.32
N-3	45,315 10.87	12,094 2.90	1,237 0.30	2,467 0.59	2,448 0.59	4,698 1.13	1,244 0.30
N-4	62,800 7.85	13,664 1.71	1,318 0.16	3,644 0.46	3,486 0.44	4,436 0.55	780 0.10
SOUTHERN FIELD	230,075 8.28	80,227 2.89	6,245 0.22	25,501 0.92	19,495 0.70	21,488 0.77	7,498 0.27
S-1	68,418 7.44	18,105 1.97	1,849 0.18	8,721 0.73	5,371 0.58	3,707 0.40	657 0.07
S-2	74,791 9.05	34,401 4.16	2,257 0.27	11,328 1.37	7,180 0.87	8,959 1.08	4,667 0.57
S-3	41,753 7.98	12,203 2.33	1,129 0.22	3,299 0.63	3,472 0.66	3,778 0.72	524 0.10
S-4	45,115 8.84	15,518 3.04	1,210 0.24	4,153 0.81	3,482 0.68	5,043 0.99	1,650 0.32

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 73 OF 84

4200 DTW09101 B2808 01 037 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	NEWPORT						
			KINGS		MENTHOL		
	TOTAL		BOX	SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
WESTERN FIELD	LORILLARD	TOTAL					
	192,448	31,680	6,684	13,483	9,675	1,772	66
	8.32	1.37	0.29	0.58	0.42	0.08	
W-1	41,845	4,154	399	2,088	1,667		
	7.58	0.75	0.07	0.38	0.30		
W-2	60,488	10,391	2,988	4,384	2,388	631	
	9.37	1.81	0.46	0.88	0.37	0.10	
W-3	45,580	9,499	1,889	4,066	3,235	329	
	9.52	1.98	0.39	0.85	0.68	0.07	
W-4	44,437	7,616	1,428	2,925	2,385	812	66
	8.98	1.20	0.22	0.46	0.37	0.13	0.01

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TABLE S9V

PAGE 74 OF 84

4200 DTW08101 B2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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Richard L. Nielsen Corporation

	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	REGULAR & MENTHOL KINGS	FILTER 100'S		
TOTAL UNITED STATES	280,651 2.40	131,608 1.13	149,043 1.28	199,772 1.71	103,025 0.88	96,746 0.83	146,836 1.26	121,663 1.04
CENTRAL FIELD	64,883 2.29	30,485 1.08	34,398 1.21	40,654 1.43	20,307 0.72	20,347 0.72	35,136 1.24	25,654 0.90
C-1	13,389 2.52	6,180 1.16	7,209 1.36	7,840 1.48	3,819 0.72	4,021 0.76	8,802 1.28	2,850 0.54
C-2	19,925 2.01	9,174 0.92	10,751 1.08	12,634 1.27	6,351 0.64	6,283 0.63	10,168 1.02	4,679 0.47
C-3	15,938 2.33	7,514 1.10	8,424 1.23	11,133 1.63	5,419 0.79	5,714 0.83	9,445 1.38	5,459 0.80
C-4	15,631 2.50	7,617 1.22	8,014 1.28	9,047 1.45	4,718 0.75	4,329 0.69	8,721 1.39	12,666 2.02
EASTERN FIELD	41,746 2.82	18,521 1.25	23,225 1.57	34,101 2.30	18,873 1.27	15,228 1.03	20,462 1.38	22,513 1.52
E-1	11,088 2.79	4,666 1.17	6,422 1.61	8,753 2.20	4,787 1.20	3,966 1.00	4,854 1.22	6,411 1.61
E-2	3,054 3.08	1,664 1.68	1,390 1.40	2,924 2.95	1,532 1.55	1,392 1.40	1,867 1.88	1,062 1.07
E-3	9,876 2.74	4,400 1.22	5,476 1.52	7,428 2.06	4,425 1.23	3,003 0.83	4,837 1.34	4,955 1.38
E-4	6,144 3.01	2,680 1.30	3,464 1.71	5,868 2.89	3,154 1.55	2,734 1.34	3,408 1.67	1,976 0.97
E-5	11,584 2.74	5,131 1.22	6,453 1.53	9,108 2.16	4,975 1.18	4,133 0.98	5,496 1.30	8,109 1.92
NORTHERN FIELD	51,692 2.28	24,270 1.07	27,422 1.21	39,151 1.73	20,271 0.90	18,880 0.83	29,518 1.30	32,776 1.45
N-1	13,886 2.39	5,944 1.04	7,942 1.35	10,315 1.80	5,242 0.92	5,073 0.89	7,338 1.28	5,975 1.05
N-2	10,987 2.32	5,205 1.10	5,782 1.22	8,859 1.87	4,624 0.98	4,235 0.89	7,051 1.49	6,569 1.39
N-3	9,118 2.19	4,734 1.14	4,384 1.05	6,352 1.52	3,280 0.79	3,072 0.74	5,401 1.30	12,350 2.96
N-4	17,801 2.24	8,387 1.05	9,514 1.19	13,625 1.70	7,425 0.89	6,500 0.81	9,728 1.22	7,882 0.99
SOUTHERN FIELD	58,821 2.12	28,552 0.96	32,269 1.16	41,176 1.48	20,658 0.74	20,518 0.74	29,524 1.06	20,327 0.73
S-1	20,659 2.25	8,795 0.86	11,884 1.29	13,077 1.42	6,202 0.67	6,875 0.75	11,359 1.24	5,216 0.57
S-2	15,566 1.88	6,945 0.84	8,621 1.04	10,541 1.28	5,571 0.67	4,970 0.60	8,025 0.87	6,258 0.76
S-3	11,096 2.12	5,446 1.04	5,650 1.08	8,708 1.66	4,324 0.82	4,384 0.84	5,474 1.04	4,272 0.81
S-4	11,500 2.25	5,366 1.05	6,134 1.20	8,850 1.74	4,561 0.89	4,289 0.84	4,666 0.91	4,581 0.90

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 75 OF 84

4200 DTW09101 B2808 01 038 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	KENT			TRUE				ALL OTHER LORILLARD
	TOTAL	III	ALL OTHER	TOTAL	REGULAR & MENTHOL KINGS	FILTER 100'S	GOLDEN LIGHTS TOTAL	
WESTERN FIELD	63,509	31,780	31,729	44,690	22,917	21,773	32,196	20,393
	2.74	1.37	1.37	1.93	0.99	0.94	1.39	0.88
W-1	12,497	6,906	5,591	8,756	4,433	4,323	6,677	9,861
	2.28	1.25	1.01	1.58	0.80	0.78	1.21	1.78
W-2	20,811	10,527	10,284	15,239	8,403	6,836	11,030	3,015
	3.22	1.63	1.59	2.36	1.30	1.06	1.71	0.47
W-3	15,471	6,767	8,704	11,153	5,238	5,915	6,853	2,604
	3.23	1.41	1.82	2.33	1.09	1.24	1.43	0.54
W-4	14,730	7,580	7,150	9,542	4,843	4,699	7,636	4,913
	2.31	1.19	1.12	1.50	0.76	0.74	1.20	0.77

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 78 OF 84

4200 DTW09101 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	L & M					
	PRIVATE LABEL/GENERIC					
	KINGS & 100'S					
TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER	
TOTAL UNITED STATES	807,688 6.92	512,306 4.39	264,283 2.26	137,763 1.18	96,869 0.83	13,391 0.11
CENTRAL FIELD	202,020 7.13	137,828 4.86	65,672 2.32	39,501 1.39	28,684 1.01	3,971 0.14
C-1	26,781 5.04	14,688 2.76	7,223 1.36	4,471 0.84	2,555 0.48	440 0.08
C-2	68,956 6.94	47,449 4.78	20,527 2.07	15,340 1.54	10,466 1.05	1,116 0.11
C-3	58,239 8.51	42,052 6.14	19,849 2.90	12,179 1.78	8,598 1.26	1,426 0.21
C-4	48,044 7.67	33,638 5.37	18,073 2.89	7,511 1.20	7,065 1.13	989 0.16
EASTERN FIELD	95,486 6.44	45,621 3.08	26,018 1.75	9,618 0.65	8,293 0.56	1,692 0.11
E-1	24,481 6.16	12,357 3.11	6,697 1.68	2,637 0.66	2,565 0.64	458 0.12
E-2	4,928 4.97	1,342 1.35	1,113 1.12	164 0.17	85 0.07	
E-3	24,868 5.91	12,967 3.60	7,295 2.03	2,893 0.80	2,305 0.64	474 0.13
E-4	9,205 4.51	1,523 0.75	1,006 0.49	223 0.11	294 0.14	
E-5	32,006 7.58	17,432 4.13	9,907 2.35	3,701 0.88	3,064 0.73	760 0.18
NORTHERN FIELD	163,825 7.24	98,256 4.34	49,711 2.20	24,747 1.09	19,731 0.87	4,067 0.18
N-1	30,871 5.40	14,179 2.48	7,667 1.34	3,158 0.55	2,699 0.47	655 0.11
N-2	30,582 6.45	15,511 3.27	8,052 1.70	3,766 0.79	2,686 0.57	1,007 0.21
N-3	31,551 7.57	20,013 4.80	9,771 2.34	5,536 1.33	4,203 1.01	503 0.12
N-4	70,821 8.85	48,553 6.07	24,221 3.03	12,287 1.54	10,143 1.27	1,902 0.24
SOUTHERN FIELD	201,206 7.24	135,488 4.87	73,247 2.64	38,408 1.38	21,448 0.77	2,387 0.09
S-1	68,526 7.46	46,752 5.09	25,082 2.73	12,467 1.36	7,880 0.86	1,323 0.14
S-2	70,524 8.54	51,888 6.28	28,906 3.50	13,725 1.66	8,602 1.04	655 0.08
S-3	37,608 7.17	23,863 4.55	12,233 2.33	8,167 1.56	3,181 0.61	282 0.05
S-4	24,548 4.81	12,985 2.55	7,028 1.38	4,047 0.79	1,785 0.35	127 0.02

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 59V

PAGE 77 OF 84

4200 DTW09101 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	L & M		
				PRIVATE LABEL/GENERIC		
				KINGS & 100'S	ULTRA LIGHTS	NON-FILTER
WESTERN FIELD	145,151	95,113	49,635	25,491	18,713	1,274
	6.27	4.11	2.14	1.10	0.81	0.06
W-1	39,679	28,736	16,350	7,147	4,793	446
	7.17	5.19	2.86	1.29	0.87	0.08
W-2	30,681	17,252	8,486	4,816	3,548	402
	4.75	2.67	1.31	0.75	0.55	0.06
W-3	26,701	14,742	7,672	3,760	3,293	17
	5.58	3.08	1.60	0.79	0.69	
W-4	48,090	34,383	17,127	9,768	7,079	409
	7.55	5.40	2.69	1.53	1.11	0.06

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 78 OF 84

4200 DTW09101 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	CHESTERFIELD TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	55,573 0.48	53,542 0.46	43,820 0.38	9,722 0.08	186,267 1.60
CENTRAL FIELD	8,180 0.29	8,865 0.32	6,691 0.24	2,274 0.08	47,047 1.66
C-1	1,987 0.37	1,858 0.35	1,359 0.26	499 0.09	8,247 1.55
C-2	2,457 0.25	2,772 0.28	1,496 0.15	1,276 0.13	18,278 1.64
C-3	1,792 0.26	2,054 0.30	1,813 0.26	251 0.04	12,331 1.80
C-4	1,944 0.31	2,271 0.36	2,023 0.32	248 0.04	10,191 1.63
EASTERN FIELD	14,679 0.99	12,333 0.83	10,606 0.72	1,727 0.12	22,853 1.54
E-1	3,388 0.85	3,239 0.81	2,918 0.73	321 0.08	5,517 1.39
E-2	880 0.89	1,202 1.21	893 0.90	309 0.31	1,502 1.51
E-3	3,047 0.85	2,722 0.76	2,476 0.69	248 0.07	6,132 1.70
E-4	2,089 1.02	2,327 1.14	1,848 0.91	479 0.23	3,288 1.60
E-5	5,295 1.25	2,843 0.87	2,471 0.59	372 0.09	6,436 1.52
NORTHERN FIELD	11,374 0.50	11,189 0.49	9,584 0.43	1,485 0.07	43,026 1.90
N-1	3,637 0.84	3,148 0.55	2,673 0.47	473 0.08	9,909 1.73
N-2	2,388 0.50	2,104 0.44	1,924 0.41	180 0.04	10,599 2.24
N-3	1,951 0.47	2,057 0.49	1,863 0.45	194 0.08	7,530 1.81
N-4	3,418 0.43	3,882 0.48	3,224 0.40	638 0.08	14,988 1.87
SOUTHERN FIELD	10,935 0.39	11,245 0.40	9,599 0.35	1,646 0.06	43,538 1.57
S-1	2,978 0.32	3,494 0.38	2,766 0.30	728 0.08	15,302 1.67
S-2	3,319 0.40	3,059 0.37	2,643 0.32	416 0.05	12,258 1.48
S-3	2,074 0.40	2,541 0.48	2,356 0.45	185 0.04	9,130 1.74
S-4	2,564 0.50	2,151 0.42	1,834 0.36	317 0.06	6,848 1.34

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TABLE S9V

PAGE 79 OF 84

4200 DTW09101 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	ALL OTHER LIGGETT & MYERS
WESTERN FIELD	10,405	9,830	7,240	2,590	29,803
	0.45	0.42	0.31	0.11	1.29
W-1	2,397	2,025	1,574	451	6,521
	0.43	0.37	0.28	0.08	1.18
W-2	2,373	2,810	1,696	914	8,446
	0.37	0.40	0.28	0.14	1.31
W-3	3,044	2,626	1,921	705	6,289
	0.64	0.55	0.40	0.15	1.31
W-4	2,591	2,569	2,049	520	8,547
	0.41	0.40	0.32	0.08	1.34

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 80 OF 84

4200 DTW09101 B2808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	2,950 0.03	2	2,613 0.02	335	
CENTRAL FIELD	101	2	99		
C-1	11		11		
C-2	23	2	21		
C-3	67 0.01		67 0.01		
C-4					
EASTERN FIELD	87 0.01		87 0.01		
E-1	83 0.02		83 0.02		
E-2					
E-3					
E-4	4		4		
E-5					
NORTHERN FIELD	50		50		
N-1					
N-2	6		6		
N-3					
N-4	44 0.01		44 0.01		
SOUTHERN FIELD	990 0.04		990 0.04		
S-1	354 0.04		354 0.04		
S-2					
S-3	260 0.05		260 0.05		
S-4	376 0.07		376 0.07		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 81 OF 84

4200 DTW09101 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL STOCKS - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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		CIGARETTES			
		ALL OTHER			
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
WESTERN FIELD	1,722		1,387	335	
	0.07		0.08	0.01	
W-1	166		166		
	0.03		0.03		
W-2	539		539		
	0.08		0.08		
W-3	850		549	311	
	0.18		0.11	0.06	
W-4	157		133	24	
	0.02		0.02		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 82 OF 84

4200 DTW09101 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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		D-D	
		CIGARETTES	
		AUSTIN	
	TOTAL	KINGS	100'S
TOTAL UNITED STATES			
CENTRAL FIELD			
C-1			
C-2			
C-3			
C-4			
EASTERN FIELD			
E-1			
E-2			
E-3			
E-4			
E-5			
NORTHERN FIELD			
N-1			
N-2			
N-3			
N-4			
SOUTHERN FIELD			
S-1			
S-2			
S-3			
S-4			

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S9V

PAGE 83 OF 84

4200 DTW09101 B2808 01 042 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL STOCKS - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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..... D-D .....

..... CIGARETTES .....

..... AUSTIN .....

TOTAL           KINGS           100'S

WESTERN FIELD

W-1

W-2

W-3

W-4

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TABLE S9V

PAGE 84 OF 84

4200 DTW08101 82808 01 042 0273 1468

NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES	20	23	27	25	25	17	20	38
CENTRAL FIELD	23	27	29	34	28	20	23	50
C-1	24	28	32	35	38	20	24	30
C-2	26	31	27	33	31	25	23	71
C-3	23	25	31	39	27	17	25	52
C-4	21	22	29	30	22	17	20	
EASTERN FIELD	17	19	24	18	22	13	18	13
E-1	20	22	32	22	29	15	21	23
E-2	17	20	25	16	31	14	18	
E-3	15	17	21	18	18	12	15	
E-4	17	21	25	18	28	12	20	1
E-5	17	18	23	18	20	14	17	
NORTHERN FIELD	18	20	24	24	22	16	18	18
N-1	19	19	25	25	22	17	17	
N-2	20	20	24	25	27	18	20	28
N-3	17	18	23	19	20	14	17	57
N-4	18	21	23	26	22	15	17	7
SOUTHERN FIELD	23	28	30	27	34	19	21	44
S-1	23	29	29	32	33	20	21	267
S-2	26	33	37	27	45	23	22	41
S-3	20	24	28	26	27	18	20	22
S-4	21	23	27	24	28	18	20	80
WESTERN FIELD	19	21	28	27	20	16	20	35
W-1	20	19	28	30	21	16	20	14
W-2	20	23	30	27	23	17	20	25
W-3	21	22	27	28	23	18	22	53
W-4	18	19	28	26	17	14	18	39
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	18	19	24	23	22	15	18	42
CHAIN OVER \$2 MIL	18	19	24	22	23	14	18	38
IND OVER \$2 MIL	20	21	25	26	22	17	19	91
CHAIN UNDER \$2 MIL	24	33	34	27	44	19	23	24
IND UNDER \$2 MIL	24	28	30	28	28	20	24	28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE \$10S

PAGE

1 OF 42

4200 DTW10401 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
TOTAL UNITED STATES	17	21	19	15	21	23
CENTRAL FIELD	21	24	22	19	24	25
C-1	24	24	22	18	24	27
C-2	23	26	26	23	27	28
C-3	21	23	21	18	23	23
C-4	17	21	19	16	21	20
EASTERN FIELD	16	17	16	12	18	20
E-1	19	20	18	14	20	22
E-2	17	17	16	13	18	19
E-3	14	15	14	10	16	19
E-4	16	17	15	12	17	19
E-5	15	17	16	12	17	19
NORTHERN FIELD	15	19	18	13	19	21
N-1	15	18	18	13	20	22
N-2	17	20	19	14	21	24
N-3	13	17	16	14	18	17
N-4	15	18	17	13	18	21
SOUTHERN FIELD	20	23	21	16	24	26
S-1	21	23	22	15	24	28
S-2	26	26	25	19	27	30
S-3	16	20	19	15	21	21
S-4	17	21	20	16	21	23
WESTERN FIELD	16	20	18	14	20	21
W-1	15	20	18	14	20	21
W-2	18	20	19	15	21	22
W-3	17	21	20	17	21	23
W-4	13	18	16	12	18	18
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	15	18	17	14	19	18
CHAIN OVER \$2 MIL	15	18	17	14	18	18
IND OVER \$2 MIL	16	20	19	15	20	20
CHAIN UNDER \$2 MIL	22	24	22	16	25	32
IND UNDER \$2 MIL	21	24	23	16	25	31

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TABLE S10S

PAGE

2 OF

42

4200 DTW10401 B2808 01 002 0273 1488

	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	24	21	24	28
CENTRAL FIELD	27	25	27	31
C-1	29	26	30	33
C-2	25	23	24	35
C-3	29	27	29	31
C-4	25	25	25	25
EASTERN FIELD	20	16	21	25
E-1	26	19	28	30
E-2	19	14	20	26
E-3	17	14	18	23
E-4	21	18	22	24
E-5	19	16	20	22
NORTHERN FIELD	21	18	21	26
N-1	22	18	22	26
N-2	22	18	23	26
N-3	19	16	20	21
N-4	22	20	21	27
SOUTHERN FIELD	26	21	27	31
S-1	28	23	28	37
S-2	26	21	28	33
S-3	24	21	25	27
S-4	24	20	24	27
WESTERN FIELD	25	24	25	28
W-1	27	25	28	27
W-2	25	23	25	27
W-3	25	24	24	26
W-4	24	22	24	25
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	21	20	22	23
CHAIN OVER \$2 MIL	21	19	21	22
IND OVER \$2 MIL	23	21	23	26
CHAIN UNDER \$2 MIL	28	21	29	38
IND UNDER \$2 MIL	27	22	27	36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE

3 OF

42

4200 DTW10401 82808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82500

Nielsen  
 Marketing Research  
PROPERTY OF  
 THE AMERICAN TOBACCO COMPANY

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	18	21	22	23	24	28
CENTRAL FIELD	22	23	24	29	26	28
C-1	22	22	22	32	28	28
C-2	25	26	29	25	25	28
C-3	21	21	24	34	26	31
C-4	19	20	22	27	24	28
EASTERN FIELD	14	19	22	18	22	27
E-1	16	22	27	23	28	34
E-2	14	20	24	16	21	28
E-3	12	18	18	15	19	25
E-4	13	19	22	19	23	23
E-5	14	18	22	17	21	26
NORTHERN FIELD	16	20	21	21	22	25
N-1	16	21	22	22	21	28
N-2	18	21	22	21	23	26
N-3	15	18	19	18	20	24
N-4	15	19	20	21	22	24
SOUTHERN FIELD	19	24	25	25	27	32
S-1	19	25	29	27	28	36
S-2	22	30	37	25	28	38
S-3	18	20	19	24	25	27
S-4	18	22	25	22	25	29
WESTERN FIELD	17	19	20	26	24	28
W-1	17	19	21	29	25	35
W-2	18	20	22	25	24	29
W-3	20	20	18	25	24	26
W-4	15	17	18	25	23	25
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	17	18	18	22	21	24
CHAIN OVER \$2 MIL	18	17	17	22	20	23
IND OVER \$2 MIL	18	19	20	23	22	28
CHAIN UNDER \$2 MIL	18	28	31	25	31	36
IND UNDER \$2 MIL	20	27	33	25	29	39

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE

4 OF

42

4200 DTW10401 82808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62800

Nielsen  
 Marketing Research  
A Division of The Nielsen Company

	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	30	22	30	28
CENTRAL FIELD	36	23	32	29
C-1	36	35	35	35
C-2	44	25	34	31
C-3	34	19	31	28
C-4	32	19	27	24
EASTERN FIELD	31	21	30	27
E-1	35	24	35	32
E-2	44	115	55	57
E-3	30	17	28	24
E-4	31	69	42	44
E-5	27	20	24	23
NORTHERN FIELD	27	20	25	24
N-1	27	21	27	26
N-2	27	24	31	29
N-3	26	16	25	22
N-4	29	20	22	21
SOUTHERN FIELD	34	33	32	32
S-1	34	30	33	32
S-2	39	42	37	38
S-3	28	27	26	26
S-4	35	26	30	30
WESTERN FIELD	24	17	28	25
W-1	21	18	30	26
W-2	33	20	34	30
W-3	37	20	36	32
W-4	22	15	23	20
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	27	18	26	24
CHAIN OVER \$2 MIL	26	19	27	24
IND OVER \$2 MIL	28	18	24	22
CHAIN UNDER \$2 MIL	40	41	42	42
IND UNDER \$2 MIL	35	24	32	29

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE

5 OF 42

4200 DTW10401 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research

A Division of  
The Nielsen Company

	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	23	17	12	18	21
CENTRAL FIELD	27	21	15	23	25
C-1	28	24	17	28	29
C-2	31	22	18	20	32
C-3	25	21	14	24	24
C-4	22	17	12	21	17
EASTERN FIELD	19	14	11	18	19
E-1	22	17	13	29	20
E-2	20	15	12	1	24
E-3	17	11	9	18	15
E-4	21	16	13	19	25
E-5	18	13	10	12	21
NORTHERN FIELD	20	14	10	16	17
N-1	19	14	9	18	14
N-2	20	14	10	18	20
N-3	18	13	9	14	21
N-4	21	15	12	15	16
SOUTHERN FIELD	28	19	13	21	26
S-1	29	20	13	24	28
S-2	33	24	17	27	33
S-3	24	18	10	8	25
S-4	23	18	11	17	17
WESTERN FIELD	21	16	12	14	19
W-1	19	16	12	12	21
W-2	23	18	17	18	17
W-3	22	19	13	13	26
W-4	19	13	8	15	13
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	19	14	10	15	17
CHAIN OVER \$2 MIL	19	14	9	15	17
IND OVER \$2 MIL	21	18	11	18	17
CHAIN UNDER \$2 MIL	33	23	16	38	33
IND UNDER \$2 MIL	28	20	15	22	29

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE

8 OF

42

4200 DTW10401 82808 01 006 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Company

	FULL FLAVOR			CIGARETTES			TOTAL
	KINGS	100'S	TOTAL	PALL MALL RED FILTER	LIGHTS	TOTAL	
TOTAL UNITED STATES	26	24	25	37	60	45	25
CENTRAL FIELD	31	27	29	77		77	29
C-1	28	32	28	70		70	29
C-2	33	21	27				27
C-3	41	38	39				39
C-4	29	24	26	275		275	26
EASTERN FIELD	19	14	17		40	40	17
E-1	31	22	27		98	98	28
E-2	16	22	18				18
E-3	14	10	12				12
E-4	24	12	18				18
E-5	18	15	17				17
NORTHERN FIELD	22	19	21	35	53	39	22
N-1	28	19	24	35	57	41	27
N-2	23	20	21				21
N-3	21	20	20				20
N-4	19	18	19		#	#	19
SOUTHERN FIELD	32	38	34		#	#	34
S-1	44	34	39				39
S-2	27	40	33				33
S-3	41	29	35		#	#	37
S-4	22	42	28				28
WESTERN FIELD	24	21	23		17	17	23
W-1	22	19	21				21
W-2	22	24	23				23
W-3	37	28	32		17	17	32
W-4	23	17	20				20
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	25	20	23	37	72	45	23
CHAIN OVER \$2 MIL	26	20	23	40	72	49	24
IND OVER \$2 MIL	22	20	21	30		30	21
CHAIN UNDER \$2 MIL	29	41	33	41	109	65	34
IND UNDER \$2 MIL	28	27	28	35	38	35	27

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S10S

PAGE

7 OF 42

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4200 DTW10401 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
THE NIELSEN COMPANY

	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	54	34	23	18	17	17
CENTRAL FIELD		53	24	17	17	17
C-1		43	23	17	18	17
C-2		51	28	21	19	19
C-3		69	23	20	14	17
C-4		61	20	11	17	14
EASTERN FIELD		31	19	15	15	15
E-1		22	21	16	15	16
E-2			18	16	13	13
E-3		50	18	13	12	12
E-4		58	19	15	19	18
E-5		33	18	14	16	15
NORTHERN FIELD	54	26	23	15	19	18
N-1	54	24	22	14	17	18
N-2		24	25	13	21	18
N-3		25	22	13	18	16
N-4		32	25	19	20	19
SOUTHERN FIELD		32	26	19	20	20
S-1		20	30	15	25	21
S-2		100	31	21	25	23
S-3		44	23	16	17	17
S-4		25	22	25	15	19
WESTERN FIELD		41	20	15	15	15
W-1		29	20	11	17	14
W-2		82	20	19	12	15
W-3		88	20	14	16	15
W-4		29	20	14	18	15
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	78	29	19	13	14	14
CHAIN OVER \$2 MIL	92	37	18	13	14	13
IND OVER \$2 MIL	50	24	21	16	15	16
CHAIN UNDER \$2 MIL		50	32	29	23	24
IND UNDER \$2 MIL		53	30	23	23	23

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S105

PAGE

8 OF 42

4200 DTW10401 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
 DB a subsidiary of  
 The Nielsen Company

	CIGARETTES							
	CARLTON							
	FILTER			KINGS			MENTHOL	
	BOX	SOFT PACK	TOTAL	SOFT PACK	BOX	SOFT PACK	TOTAL	TOTAL
TOTAL UNITED STATES	24	23	23	37	30	28	28	31
CENTRAL FIELD								
C-1	59	27	27	39	25	33	33	35
C-2	106	23	23	35	34	35	35	35
C-3	84	36	37	49	15	36	34	39
C-4	18	31	31	36	18	34	32	33
EASTERN FIELD	46	20	20	35	35	27	28	31
E-1	15	18	18	30	29	23	24	27
E-2	3	21	20	38	49	28	29	33
E-3	#	25	27	20	7	23	20	20
E-4	48	17	18	34	57	23	25	29
E-5	9	15	14	25	41	18	20	22
NORTHERN FIELD	19	17	17	27	10	24	22	25
N-1	43	23	23	37	24	25	25	29
N-2		18	18	30	23	24	24	26
N-3		29	29	46	20	28	25	30
N-4	48	23	24	39	18	26	23	28
SOUTHERN FIELD	45	24	25	42	33	26	28	33
S-1	32	27	27	49	38	30	32	37
S-2	47	37	38	56	50	32	35	42
S-3	19	29	29	51	42	34	36	41
S-4		24	24	49	30	30	30	36
WESTERN FIELD	13	18	18	39	33	26	28	31
W-1	18	21	21	31	29	25	26	28
W-2	1,952	22	22	37	17	22	21	27
W-3	13	22	22	27	27	25	26	28
W-4	6	23	23	35	87	27	29	31
BY STORE TYPE	#	17	17	28	43	26	27	27
SUPERMKT OVER \$2 MIL	24	19	19	30	30	23	24	26
CHAIN OVER \$2 MIL	22	18	18	30	31	22	24	26
IND OVER \$2 MIL	33	23	23	31	27	26	26	28
CHAIN UNDER \$2 MIL	77	28	28	49	36	40	40	43
IND UNDER \$2 MIL	19	33	33	53	26	35	34	41

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

TABLE S10S

PAGE

9 OF 42

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4200 DTW10401 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
Division of The Nielsen Company

	CIGARETTES						
	120'S MENTHOL & REGULAR	CARLTON SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	26	38	30	22	38	32	35
CENTRAL FIELD	26	104	37	32	43	34	38
C-1	26	61	41	38	59	58	58
C-2	28	170	40	29	39	39	39
C-3	26	84	43	49	42	28	33
C-4	23	102	28	23	36	22	28
EASTERN FIELD	24	35	25	18	40	41	40
E-1	29	89	29	20	45	81	59
E-2	18		23	20	22	43	30
E-3	21	24	24	16	53	34	41
E-4	24	38	27	16	69	55	61
E-5	33	39	22	18	26	28	27
NORTHERN FIELD	28	60	24	17	28	24	28
N-1	34	35	22	16	33	32	32
N-2	27	240	25	23	29	21	24
N-3	22	32	23	17	21	18	19
N-4	27	77	24	15	30	27	28
SOUTHERN FIELD	27	25	37	27	45	42	43
S-1	24	34	42	30	62	41	50
S-2	38	20	44	38	42	45	43
S-3	27	18	32	25	43	36	38
S-4	21	56	31	18	40	44	42
WESTERN FIELD	24	19	28	23	38	27	31
W-1	23	87	22	22	23	17	19
W-2	26	6	30	24	47	48	47
W-3	22	7	31	29	60	47	52
W-4	26	29	34	20	53	31	41
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	23	32	28	19	34	27	30
CHAIN OVER \$2 MIL	22	24	27	19	36	28	32
IND OVER \$2 MIL	24	48	25	18	31	23	27
CHAIN UNDER \$2 MIL	39	47	45	32	59	75	67
IND UNDER \$2 MIL	32	48	36	26	48	53	49

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 10 OF 42

4200 DTW10401 82808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB Corporation of  
The Data Resources Corporation

	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & MENTHOL 100'S	MENTHOL TOTAL
TOTAL UNITED STATES	37	40	39	37	33	36
CENTRAL FIELD	42	48	45	41	32	41
C-1	23	38	30	44	27	44
C-2	62	67	65	49	44	49
C-3	55	50	52	41	20	40
C-4	36	35	36	31	55	31
EASTERN FIELD	34	36	35	37	66	38
E-1	46	54	49	53	105	55
E-2	32	9	24	27	26	27
E-3	33	32	33	36	79	38
E-4	44	73	50	54	26	52
E-5	25	32	28	27	86	28
NORTHERN FIELD	31	34	32	29	23	29
N-1	23	30	25	28	24	28
N-2	31	27	29	27	24	27
N-3	35	40	37	27	26	27
N-4	37	41	38	33	19	33
SOUTHERN FIELD	55	46	51	47	52	47
S-1	79	38	57	53	71	54
S-2	48	59	53	47	12	46
S-3	46	51	49	43	34	42
S-4	50	35	43	42	207	44
WESTERN FIELD	32	37	34	33	24	32
W-1	26	27	27	22	13	22
W-2	30	38	33	38	27	38
W-3	22	25	23	37	18	32
W-4	47	60	53	46	156	46
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	32	34	33	31	27	31
CHAIN OVER \$2 MIL	31	36	33	32	33	32
IND OVER \$2 MIL	35	32	33	30	21	29
CHAIN UNDER \$2 MIL	62	75	69	68	66	68
IND UNDER \$2 MIL	56	61	58	54	57	54

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 510S

PAGE 11 OF 42

4200 DTW10401 B2808 01 011 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

DB a subsidiary of  
The Nielsen Company

	CIGARETTES				
	TAREYTON				
	FILTER			LIGHTS	
	TOTAL	KINGS	100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	25	24	22	23	37
CENTRAL FIELD	29	32	25	28	34
C-1	27	31	23	27	24
C-2	45	47	33	39	110
C-3	24	27	22	25	20
C-4	23	26	20	23	25
EASTERN FIELD	22	20	20	20	36
E-1	25	23	20	22	42
E-2	23	21	21	21	27
E-3	20	21	18	18	34
E-4	25	22	28	23	47
E-5	20	17	21	19	31
NORTHERN FIELD	22	20	20	20	34
N-1	24	22	21	21	42
N-2	22	23	20	21	24
N-3	21	20	17	18	35
N-4	22	18	21	19	34
SOUTHERN FIELD	31	28	29	29	45
S-1	37	35	30	33	87
S-2	30	27	28	28	51
S-3	30	30	31	31	24
S-4	25	23	25	24	33
WESTERN FIELD	23	22	20	21	40
W-1	22	19	19	19	32
W-2	26	21	25	23	55
W-3	21	21	20	20	34
W-4	24	30	17	22	44
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	20	19	17	18	30
CHAIN OVER \$2 MIL	19	19	16	17	32
IND OVER \$2 MIL	22	20	21	20	29
CHAIN UNDER \$2 MIL	33	31	33	32	48
IND UNDER \$2 MIL	35	33	35	34	52

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 12 OF 42

4200 DTW10401 B2808 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB A company of  
The Nielsen Branding Corporation

	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	34	153	27	137	155	168
CENTRAL FIELD	36	98	30	114	78	106
C-1	49	137	45	130	100	192
C-2	47	76	36	96	81	78
C-3	27	262	23	234	252	312
C-4	27	128	24	140	113	136
EASTERN FIELD	35	161	31	93	253	200
E-1	42	183	35	142	182	241
E-2	67	50	70	15	61	75
E-3	22	321	20	111	545	1,113
E-4	58	285	48	91	2,776	4,382
E-5	34	118	31	71	305	90
NORTHERN FIELD	24	182	17	171	182	195
N-1	27	268	21	449	165	320
N-2	24	119	18	99	110	159
N-3	19	172	14	199	184	138
N-4	25	246	17	206	288	255
SOUTHERN FIELD	56	306	43	227	452	302
S-1	60	390	44	520	461	275
S-2	63	322	46	185	654	323
S-3	62	272	47	315	270	248
S-4	40	187	36	100	194	810
WESTERN FIELD	27	98	24	85	132	131
W-1	18	52	16	38	45	89
W-2	54	148	49	77	291	318
W-3	47	229	39	335	383	145
W-4	21	125	21	54	1,098	87
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	28	193	22	210	169	203
CHAIN OVER \$2 MIL	28	255	23	265	233	271
IND OVER \$2 MIL	29	147	22	167	120	157
CHAIN UNDER \$2 MIL	65	122	56	114	113	141
IND UNDER \$2 MIL	41	114	33	77	168	123

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TABLE S10S

PAGE 13 OF 42

4200 DTW10401 B2808 01 013 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES				AMERICAN LIGHTS		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	85'S	FILTER 100'S	
TOTAL UNITED STATES	33	27	23				31
CENTRAL FIELD	38	31	24				38
C-1	48	54	37				38
C-2	35	36	37				50
C-3	40	23	16				30
C-4	33	24	18				30
EASTERN FIELD	34	33	25				28
E-1	40	39	28				22
E-2	56	104	58				49
E-3	28	24	13				41
E-4	53	47	46				19
E-5	30	28	34				28
NORTHERN FIELD	23	15	16				30
N-1	25	16	26				37
N-2	20	17	17				28
N-3	21	13	12				24
N-4	26	16	14				26
SOUTHERN FIELD	49	41	40				33
S-1	40	49	44				30
S-2	51	44	43				26
S-3	55	43	45				37
S-4	52	32	29				36
WESTERN FIELD	29	27	20				26
W-1	20	19	12				38
W-2	48	46	50				25
W-3	30	37	55				34
W-4	31	28	10				18
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	28	21	20				28
CHAIN OVER \$2 MIL	29	21	20				27
IND OVER \$2 MIL	28	22	19				30
CHAIN UNDER \$2 MIL	51	53	55				35
IND UNDER \$2 MIL	38	40	25				39

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TABLE S10S

PAGE 14 OF 42

4200 DTW10401 B2808 01 014 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO			
			BOX	FILTER SOFT PACK	BOX	FILTER LIGHTS SOFT PACK
TOTAL UNITED STATES	17	12	9	11	9	10
CENTRAL FIELD	20	15	13	13	11	12
C-1	20	15	15	13	17	11
C-2	25	18	12	19	8	17
C-3	17	13	11	13	13	10
C-4	17	13	11	10	9	11
EASTERN FIELD	13	10	7	11	7	11
E-1	15	11	8	14	8	13
E-2	14	10	9	11	6	11
E-3	12	8	6	12	6	12
E-4	12	9	7	11	6	8
E-5	14	10	8	10	7	9
NORTHERN FIELD	16	11	10	9	9	7
N-1	17	11	12	8	12	8
N-2	16	11	11	9	11	8
N-3	14	11	8	9	8	8
N-4	15	11	11	8	8	7
SOUTHERN FIELD	19	14	11	12	11	11
S-1	20	13	12	10	14	11
S-2	23	17	20	12	26	13
S-3	16	13	9	14	9	10
S-4	18	14	11	15	10	11
WESTERN FIELD	16	12	9	10	10	11
W-1	16	11	9	9	10	8
W-2	17	12	9	15	10	14
W-3	18	14	10	17	10	18
W-4	14	10	8	8	9	8
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	15	11	9	11	8	9
CHAIN OVER \$2 MIL	14	11	8	10	7	9
IND OVER \$2 MIL	17	13	10	12	12	10
CHAIN UNDER \$2 MIL	19	13	9	13	10	11
IND UNDER \$2 MIL	20	13	11	11	10	12

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TABLE S10S

PAGE 15 OF 42

4200 DTW10401 B2808 01 015 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	14	14	21	34
CENTRAL FIELD	15	14	30	37
C-1	16	16	38	37
C-2	18	20	39	40
C-3	14	12	28	33
C-4	15	12	21	37
EASTERN FIELD	13	12	22	28
E-1	16	14	27	35
E-2	19	15	32	23
E-3	10	10	16	25
E-4	11	15	24	26
E-5	13	11	23	28
NORTHERN FIELD	13	12	19	28
N-1	15	11	25	32
N-2	13	13	17	20
N-3	11	12	19	32
N-4	14	13	17	34
SOUTHERN FIELD	18	18	25	45
S-1	13	18	22	49
S-2	24	18	27	46
S-3	16	14	27	35
S-4	13	13	26	51
WESTERN FIELD	13	13	14	32
W-1	12	11	12	34
W-2	12	15	19	29
W-3	18	14	33	33
W-4	11	12	13	33
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	12	12	18	36
CHAIN OVER \$2 MIL	11	11	16	38
IND OVER \$2 MIL	14	14	21	31
CHAIN UNDER \$2 MIL	17	16	31	35
IND UNDER \$2 MIL	16	17	23	32

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TABLE S10S

PAGE

18 OF

42

4200 DTW10401 82808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						DELUXE ULTRA LIGHTS 100'S BOX
	BENSON & HEDGES						
	100'S		100'S		100'S		
	TOTAL	FILTER BOX	SOFT PACK	MENTHOL BOX	SOFT PACK	TOTAL	
TOTAL UNITED STATES	21	21	20	21	19	19	16
CENTRAL FIELD	22	33	21	26	16	19	18
C-1	20	32	19	39	18	20	14
C-2	25	33	25	23	14	18	25
C-3	21	36	21	6	16	18	18
C-4	23	31	23	25	23	23	18
EASTERN FIELD	20	15	15	20	25	18	13
E-1	24	19	18	32	36	22	16
E-2	18	18	12	16	32	18	9
E-3	17	11	11	21	21	14	13
E-4	19	17	14	21	24	17	15
E-5	21	12	18	14	22	18	13
NORTHERN FIELD	23	27	21	20	20	21	18
N-1	23	23	22	25	19	20	18
N-2	26	30	24	10	23	23	22
N-3	24	28	23	20	26	24	17
N-4	22	28	19	19	17	19	18
SOUTHERN FIELD	23	26	24	19	19	21	20
S-1	25	107	28	17	14	19	22
S-2	34	46	34	19	28	31	33
S-3	18	21	18	18	17	18	15
S-4	27	43	25	47	26	26	20
WESTERN FIELD	18	19	17	21	19	18	13
W-1	19	17	15	4	21	17	14
W-2	17	21	18	16	17	18	13
W-3	18	17	20	21	22	20	13
W-4	18	22	16	33	15	17	11
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	17	18	15	20	16	16	12
CHAIN OVER \$2 MIL	15	17	14	18	15	15	11
IND OVER \$2 MIL	22	25	19	32	19	20	18
CHAIN UNDER \$2 MIL	26	21	25	17	20	22	22
IND UNDER \$2 MIL	30	30	29	28	25	27	28

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TABLE S10S

PAGE 17 OF 42

4200 DTW10401 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	BENSON & HEDGES						ALL OTHER
	FILTER		LIGHT 100'S			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	MENTHOL BOX	
TOTAL UNITED STATES	32	23	28	27	25	21	32
CENTRAL FIELD	39	22	29	28	27	23	39
C-1	27	16	26	29	22	22	34
C-2	45	34	25	30	33	28	40
C-3	33	24	31	25	25	21	50
C-4	68	21	61	29	28	18	33
EASTERN FIELD	29	21	28	38	27	24	24
E-1	36	20	36	45	29	30	44
E-2	19	25	12	33	25	24	69
E-3	32	19	16	30	23	24	28
E-4	21	23	54	41	29	17	4
E-5	34	21	41	45	31	25	33
NORTHERN FIELD	38	25	39	28	28	23	31
N-1	20	25	34	27	26	24	45
N-2	25	33	32	35	33	23	17
N-3	37	23	50	32	29	21	23
N-4	63	22	42	23	26	23	34
SOUTHERN FIELD	44	27	35	26	28	24	29
S-1	58	39	31	26	33	29	28
S-2	61	39	45	35	39	30	34
S-3	36	19	31	21	21	18	23
S-4	20	27	37	33	29	33	45
WESTERN FIELD	21	19	20	23	21	17	38
W-1	24	19	32	25	22	20	48
W-2	22	17	25	21	19	17	25
W-3	18	21	11	23	20	15	36
W-4	31	19	30	23	22	19	56
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	26	18	24	21	20	17	34
CHAIN OVER \$2 MIL	22	18	21	19	18	15	37
IND OVER \$2 MIL	43	22	34	27	26	24	30
CHAIN UNDER \$2 MIL	45	31	29	35	34	28	52
IND UNDER \$2 MIL	41	30	44	36	34	32	27

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TABLE S10S

PAGE 18 OF 42

4200 DTW10401 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	21	17	17	19	20	38	34
CENTRAL FIELD	25	22	18	26	22	45	38
C-1	31	28	22	35	25	59	41
C-2	30	24	20	34	26	50	43
C-3	22	18	17	18	23	40	40
C-4	20	18	13	20	18	37	33
EASTERN FIELD	17	13	15	13	17	29	31
E-1	18	15	14	15	19	30	36
E-2	19	15	18	12	18	47	65
E-3	17	12	16	14	18	28	33
E-4	15	14	12	11	15	26	22
E-5	15	11	14	13	17	27	26
NORTHERN FIELD	19	16	15	17	16	32	27
N-1	24	18	21	19	23	42	37
N-2	21	20	18	17	17	27	22
N-3	13	13	10	12	11	19	17
N-4	23	17	17	20	20	42	36
SOUTHERN FIELD	25	19	21	22	26	47	39
S-1	31	24	29	25	29	51	41
S-2	30	20	26	28	38	49	45
S-3	22	17	21	18	22	37	43
S-4	20	16	12	18	20	48	32
WESTERN FIELD	20	19	15	18	19	38	36
W-1	19	19	13	15	14	39	36
W-2	22	19	15	22	27	27	49
W-3	22	22	15	23	23	48	40
W-4	20	18	15	17	17	44	31
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	17	15	12	15	15	32	29
CHAIN OVER \$2 MIL	16	14	11	14	14	31	27
IND OVER \$2 MIL	21	17	15	18	18	36	32
CHAIN UNDER \$2 MIL	27	18	26	24	29	47	42
IND UNDER \$2 MIL	27	22	24	25	26	43	39

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TABLE S10S

PAGE 19 OF 42

4200 DTW10401 B2808 01 019 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100'S	100'S	100'S	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	FILTER	
TOTAL UNITED STATES	22	21	26	23	23	21
CENTRAL FIELD	22	21	26	22	25	19
C-1	24	23	25	24	29	19
C-2	20	17	25	19	22	18
C-3	24	23	28	25	26	19
C-4	24	24	26	25	27	20
EASTERN FIELD	21	18	21	20	21	22
E-1	23	21	25	22	25	27
E-2	21	23	13	19	27	18
E-3	17	15	21	17	15	20
E-4	20	18	21	19	21	18
E-5	24	24	23	23	26	26
NORTHERN FIELD	22	21	27	23	21	20
N-1	24	24	32	27	22	19
N-2	23	22	25	23	21	24
N-3	22	23	23	23	26	17
N-4	20	17	26	20	19	19
SOUTHERN FIELD	23	23	27	24	21	24
S-1	24	24	30	26	22	27
S-2	22	21	27	23	19	31
S-3	24	23	30	25	27	18
S-4	20	22	21	21	17	20
WESTERN FIELD	23	21	25	22	25	21
W-1	24	24	28	26	26	19
W-2	23	20	25	21	25	25
W-3	23	21	25	22	26	23
W-4	21	20	24	22	24	18
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	17	16	20	18	17	16
CHAIN OVER \$2 MIL	16	15	18	16	16	16
IND OVER \$2 MIL	20	20	24	21	19	17
CHAIN UNDER \$2 MIL	29	26	33	28	32	26
IND UNDER \$2 MIL	31	28	35	30	32	30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 20 OF 42

4200 DTW10401 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES			
	PARLIAMENT		PLAYERS	
	TOTAL	TOTAL	LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	21	41	39	47
CENTRAL FIELD	32	42	42	43
C-1	32	35	37	22
C-2	45	63	64	58
C-3	27	38	37	43
C-4	27	35	34	46
EASTERN FIELD	14	38	38	38
E-1	17	43	43	43
E-2	12	72	67	81
E-3	10	38	40	35
E-4	14	30	29	30
E-5	15	35	34	38
NORTHERN FIELD	26	35	32	54
N-1	28	34	32	49
N-2	27	29	26	69
N-3	25	31	30	49
N-4	24	42	39	54
SOUTHERN FIELD	28	49	48	52
S-1	31	61	61	66
S-2	35	75	75	73
S-3	21	32	30	41
S-4	25	48	47	49
WESTERN FIELD	23	41	37	49
W-1	27	35	36	31
W-2	27	48	45	53
W-3	22	46	44	49
W-4	19	39	32	66
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	18	34	32	48
CHAIN OVER \$2 MIL	17	37	34	53
IND OVER \$2 MIL	21	29	28	38
CHAIN UNDER \$2 MIL	25	58	61	49
IND UNDER \$2 MIL	24	51	54	44

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TABLE S10S

PAGE 21 OF 42

4200 DTW10401 B2808 01 021 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES						TOTAL
	CAMBRIDGE						
	FULL FLAVOR				MENTHOL		
	TOTAL	KINGS	100'S	KINGS	100'S		TOTAL
TOTAL UNITED STATES	26	38	25				30
CENTRAL FIELD	28	39	22				28
C-1	46	46	29				36
C-2	33	50	24				33
C-3	23	29	18				22
C-4	18	30	17				22
EASTERN FIELD	28	49	30				39
E-1	32	74	54				65
E-2	47	91	55				70
E-3	26	45	26				35
E-4	46	81	20				36
E-5	23	31	25				28
NORTHERN FIELD	19	26	22				24
N-1	25	31	27				29
N-2	22	48	26				35
N-3	16	29	21				25
N-4	16	19	19				19
SOUTHERN FIELD	33	47	37				42
S-1	37	65	43				53
S-2	43	42	51				46
S-3	20	36	24				29
S-4	39	44	37				40
WESTERN FIELD	21	34	19				25
W-1	25	32	25				28
W-2	31	59	30				41
W-3	43	65	31				45
W-4	15	24	12				17
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	19	32	20				25
CHAIN OVER \$2 MIL	21	36	23				28
IND OVER \$2 MIL	17	25	17				21
CHAIN UNDER \$2 MIL	54	62	52				57
IND UNDER \$2 MIL	30	40	23				30

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TABLE S105

PAGE 22 OF 42

4200 DTW10401 B2808 01 022 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62800

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	CIGARETTES							
	CAMBRIDGE				PHILIP MORRIS			
	REGULAR		LIGHTS	MENTHOL	PRIVATE LABEL			
	KINGS	100'S	KINGS	100'S	TOTAL	/GENERIC	ALL OTHER	
TOTAL UNITED STATES	26	20	45	22	24	60	33	
CENTRAL FIELD	31	22	56	27	28	131	40	
C-1	54	38	109	44	50	30	35	
C-2	38	28	58	31	34	269	42	
C-3	23	20	47	23	23	50	42	
C-4	20	12	35	16	16	82	40	
EASTERN FIELD	24	24	36	21	25	41	31	
E-1	29	24	37	19	25	61	36	
E-2	29	42	46	42	38		48	
E-3	21	22	38	19	23	39	28	
E-4	60	37	60	105	54	138	19	
E-5	20	22	31	20	22	38	31	
NORTHERN FIELD	18	14	34	16	17	33	31	
N-1	27	21	35	19	24	24	29	
N-2	19	17	39	15	19	17	34	
N-3	14	11	30	14	14	67	29	
N-4	16	13	32	14	15	42	31	
SOUTHERN FIELD	31	25	51	30	30	41	36	
S-1	27	31	58	32	33	59	38	
S-2	46	35	50	44	42	42	65	
S-3	18	14	38	16	17	29	33	
S-4	35	32	66	36	38	66	31	
WESTERN FIELD	25	15	43	17	20	37	30	
W-1	32	16	67	24	24		37	
W-2	38	21	38	25	27	30	33	
W-3	45	37	56	41	42	130	22	
W-4	17	11	35	10	14	67	33	
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	19	14	34	17	17	38	30	
CHAIN OVER \$2 MIL	22	14	35	17	19	47	28	
IND OVER \$2 MIL	17	13	31	15	16	25	34	
CHAIN UNDER \$2 MIL	53	43	95	47	53	38	41	
IND UNDER \$2 MIL	30	27	46	28	30	83	39	

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TABLE S10S

PAGE 23 OF 42

4200 DTW10401 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	KINGS		TOTAL	LIGHTS		TOTAL	
R.J. REYNOLDS	TOTAL	BOX	SOFT PACK		BOX	SOFT PACK		
TOTAL UNITED STATES	20	18	22	12	13	28	15	17
CENTRAL FIELD	23	19	28	15	16	36	17	19
C-1	24	19	28	16	17	44	18	19
C-2	23	19	30	14	15	24	17	18
C-3	25	21	25	18	18	52	21	23
C-4	20	16	23	13	14	41	15	17
EASTERN FIELD	18	14	16	11	12	21	13	15
E-1	21	15	17	11	13	17	13	15
E-2	18	16	25	9	12	34	13	17
E-3	15	12	13	8	9	23	11	13
E-4	20	15	13	15	14	16	14	14
E-5	17	14	16	12	13	25	15	16
NORTHERN FIELD	18	13	23	10	11	30	13	15
N-1	17	13	21	9	10	32	13	14
N-2	20	15	27	11	13	31	15	16
N-3	17	13	21	10	11	27	10	12
N-4	17	14	23	10	11	28	15	16
SOUTHERN FIELD	21	16	29	12	14	31	16	18
S-1	21	16	38	11	13	32	15	17
S-2	22	17	46	13	15	32	17	18
S-3	20	16	21	13	14	31	15	17
S-4	20	17	20	12	13	30	17	19
WESTERN FIELD	20	17	22	13	15	25	16	18
W-1	20	17	22	12	13	29	17	19
W-2	20	16	21	11	14	25	15	17
W-3	22	19	18	17	17	31	18	20
W-4	18	15	28	13	15	15	16	15
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	18	14	21	12	13	28	14	16
CHAIN OVER \$2 MIL	18	14	21	12	13	27	14	15
IND OVER \$2 MIL	19	15	21	12	13	30	14	16
CHAIN UNDER \$2 MIL	23	18	22	12	14	28	17	19
IND UNDER \$2 MIL	24	18	25	13	14	29	18	19

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 24 OF 42

4200 DTW10401 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a company of  
The Nielsen Company

	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS	MENTHOL 100'S
TOTAL UNITED STATES	16	29	21	24	17	18	19	18
CENTRAL FIELD	21	30	21	25	19	22	24	20
C-1	19	33	21	25	18	24	25	23
C-2	24	28	24	26	21	21	22	21
C-3	21	33	20	24	22	26	31	22
C-4	17	26	21	23	16	18	20	17
EASTERN FIELD	15	29	19	23	17	15	15	15
E-1	18	35	24	29	18	22	22	23
E-2	19	31	22	26	24	14	16	12
E-3	14	33	20	24	15	11	11	12
E-4	15	32	18	23	17	18	19	18
E-5	13	23	16	19	16	15	15	16
NORTHERN FIELD	14	26	18	21	14	15	16	15
N-1	13	24	17	20	15	15	16	14
N-2	17	28	18	22	14	18	19	17
N-3	13	25	16	20	12	13	12	13
N-4	13	27	19	22	14	16	16	16
SOUTHERN FIELD	15	29	24	26	18	19	19	19
S-1	15	33	24	27	19	21	21	21
S-2	16	26	27	27	20	18	17	19
S-3	14	30	20	24	15	20	20	20
S-4	17	23	24	23	20	17	18	15
WESTERN FIELD	16	33	22	26	17	21	22	20
W-1	19	28	20	23	20	21	23	20
W-2	17	30	25	27	17	19	19	19
W-3	19	28	28	32	20	23	23	22
W-4	13	42	20	25	13	22	23	21
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	14	25	17	20	15	16	17	15
CHAIN OVER \$2 MIL	13	25	17	19	14	16	17	15
IND OVER \$2 MIL	15	25	18	21	16	17	18	17
CHAIN UNDER \$2 MIL	20	32	28	30	22	21	20	22
IND UNDER \$2 MIL	21	38	32	35	23	22	22	23

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S105

PAGE 25 OF 42

4200 DTW10401 B2808 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
McGraw-Hill Information Group

	CIGARETTES				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	20	18	19	34	20	21	29	23
CENTRAL FIELD	24	19	24	44	26	27	30	28
C-1	23	21	21	38	23	25	27	25
C-2	29	23	28	55	29	34	43	37
C-3	28	18	26	45	29	31	27	30
C-4	20	15	20	48	23	20	26	21
EASTERN FIELD	18	14	20	11	20	20	32	22
E-1	20	17	20		20	19	42	21
E-2	15	12	12		12	35	18	29
E-3	19	13	23		23	24	35	26
E-4	20	15	25	11	25	20	33	22
E-5	17	14	17		17	19	28	21
NORTHERN FIELD	16	13	15	52	16	17	25	19
N-1	17	13	15		15	20	29	22
N-2	18	18	16		16	19	24	20
N-3	18	11	18	52	22	15	23	17
N-4	14	11	12	38	12	16	28	18
SOUTHERN FIELD	25	19	25		25	27	51	33
S-1	27	20	24		24	30	66	39
S-2	32	24	35		35	28	76	38
S-3	21	15	20		20	26	32	28
S-4	23	18	22		22	24	44	28
WESTERN FIELD	18	14	16	31	18	18	22	19
W-1	18	11	15	29	17	17	17	17
W-2	19	17	17	31	19	19	28	21
W-3	22	18	21	42	24	22	26	23
W-4	18	12	14	28	18	18	21	18
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	18	13	18	34	19	19	23	20
CHAIN OVER \$2 MIL	17	14	18	33	19	18	22	19
IND OVER \$2 MIL	18	13	17	36	19	23	25	23
CHAIN UNDER \$2 MIL	22	19	19	37	20	21	40	25
IND UNDER \$2 MIL	23	19	21	35	22	25	43	29

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 26 OF 42

4200 DTW10401 B2808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
 DB The Nielsen Company

	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	23	21	23	36
CENTRAL FIELD	24	22	22	34
C-1	30	29	29	37
C-2	21	20	21	29
C-3	27	27	23	41
C-4	22	20	20	42
EASTERN FIELD	25	22	28	43
E-1	29	26	28	71
E-2	21	19	23	16
E-3	25	21	30	37
E-4	25	20	31	32
E-5	23	20	25	36
NORTHERN FIELD	22	19	22	37
N-1	23	22	22	31
N-2	31	28	33	37
N-3	20	17	20	42
N-4	20	16	20	38
SOUTHERN FIELD	22	20	22	37
S-1	21	17	22	37
S-2	22	19	21	37
S-3	24	25	20	36
S-4	26	25	25	42
WESTERN FIELD	25	22	30	28
W-1	27	23	32	30
W-2	30	27	43	28
W-3	25	24	30	40
W-4	19	17	23	25
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	20	18	19	32
CHAIN OVER \$2 MIL	19	18	18	31
IND OVER \$2 MIL	22	20	22	34
CHAIN UNDER \$2 MIL	28	24	29	40
IND UNDER \$2 MIL	29	25	33	42

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TABLE S10S

PAGE 27 OF 42

4200 DTW10401 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
A Division of The Nielsen Company

	CIGARETTES				
	DORAL		MENTHOL		
	LIGHTS				
	FILTER				
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
TOTAL UNITED STATES	25	30	23	21	34
CENTRAL FIELD	28	37	25	20	41
C-1	31	50	27	21	44
C-2	28	32	25	19	38
C-3	30	41	24	22	56
C-4	24	36	21	16	32
EASTERN FIELD	25	29	24	22	26
E-1	32	41	30	24	47
E-2	53	101	50	43	38
E-3	21	23	20	19	23
E-4	47	58	51	34	48
E-5	19	20	18	19	16
NORTHERN FIELD	22	23	19	20	28
N-1	22	21	22	22	26
N-2	32	45	30	25	39
N-3	23	23	21	23	29
N-4	18	21	14	17	27
SOUTHERN FIELD	25	28	23	20	35
S-1	26	23	25	26	39
S-2	26	32	24	20	33
S-3	26	38	23	18	39
S-4	21	22	19	15	28
WESTERN FIELD	27	33	22	26	41
W-1	32	38	27	34	42
W-2	26	29	25	17	39
W-3	31	49	27	25	46
W-4	23	27	18	28	41
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	23	27	20	20	32
CHAIN OVER \$2 MIL	24	28	21	20	34
IND OVER \$2 MIL	21	27	18	18	29
CHAIN UNDER \$2 MIL	34	40	32	26	45
IND UNDER \$2 MIL	26	28	25	22	33

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TABLE S10S

PAGE 28 OF 42

4200 DTW10401 82808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Nielsen Company

	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	32	22	26	26	26
CENTRAL FIELD	35	21	26	27	29
C-1	37	21	27	30	26
C-2	33	22	26	28	34
C-3	38	21	27	29	29
C-4	34	21	26	25	29
EASTERN FIELD	29	26	27	25	26
E-1	35	33	34	33	32
E-2	101	31	53	53	31
E-3	20	22	21	21	23
E-4	68	54	61	50	32
E-5	25	19	22	19	24
NORTHERN FIELD	26	23	24	22	27
N-1	25	26	26	23	29
N-2	53	28	37	33	30
N-3	30	25	27	24	27
N-4	20	18	19	18	24
SOUTHERN FIELD	32	24	28	26	33
S-1	35	24	29	27	41
S-2	31	29	30	27	42
S-3	46	23	31	27	23
S-4	15	21	18	20	33
WESTERN FIELD	34	21	26	27	20
W-1	48	22	32	32	22
W-2	27	17	21	24	22
W-3	39	19	25	29	19
W-4	28	22	24	24	17
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	30	22	26	24	22
CHAIN OVER \$2 MIL	31	25	27	25	21
IND OVER \$2 MIL	28	18	22	22	25
CHAIN UNDER \$2 MIL	38	24	30	33	34
IND UNDER \$2 MIL	31	22	26	26	38

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TABLE 5105

PAGE 29 OF 42

4200 DTW10401 B2808 01 029 0273 1466

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
 A Division of  
 The Data & Marketing Corporation

	CIGARETTES							CENTURY TOTAL
	NOW			FILTER				
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL	TOTAL	
TOTAL UNITED STATES	24	31	50	36	17	23	19	32
CENTRAL FIELD	23	30	44	34	18	21	19	39
C-1	20	28	48	33	16	17	16	39
C-2	27	37	44	39	23	22	23	43
C-3	23	24	41	29	18	28	21	43
C-4	22	29	44	34	15	20	17	35
EASTERN FIELD	21	28	47	32	13	21	16	31
E-1	25	27	52	33	17	32	21	34
E-2	21	38	56	45	10	21	12	58
E-3	20	23	53	31	13	19	15	34
E-4	23	33	37	34	12	26	16	28
E-5	18	27	38	29	12	14	13	27
NORTHERN FIELD	24	33	48	38	16	21	18	28
N-1	24	33	47	38	16	20	18	26
N-2	27	42	62	50	17	23	20	28
N-3	20	30	41	33	14	17	15	25
N-4	25	30	47	35	17	25	20	35
SOUTHERN FIELD	27	40	66	47	17	25	20	36
S-1	33	51	110	67	19	35	24	35
S-2	32	47	79	56	20	25	22	52
S-3	20	30	54	35	14	23	17	23
S-4	23	34	37	35	16	20	18	60
WESTERN FIELD	22	27	40	30	17	26	20	24
W-1	21	26	51	30	16	21	17	24
W-2	26	31	38	33	19	36	23	30
W-3	20	29	22	27	16	24	18	31
W-4	22	23	54	27	18	27	21	18
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	19	28	46	33	13	18	15	28
CHAIN OVER \$2 MIL	18	27	44	31	12	18	14	26
IND OVER \$2 MIL	23	31	50	37	16	19	17	31
CHAIN UNDER \$2 MIL	34	35	53	40	27	40	31	41
IND UNDER \$2 MIL	37	41	57	46	31	36	33	41

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 30 OF 42

4200 DTW10401 B2808 01 030 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A Company of  
 The Data & Statistical Corporation

	CIGARETTES				
	MAGNA				
	TOTAL	FILTER KING	BOX	LIGHTS KING	ALL OTHER R.J. REYNOLDS
TOTAL UNITED STATES	18	22	11	20	39
CENTRAL FIELD	8	11	4	10	50
C-1	28	52	3	41	50
C-2					48
C-3	5	4	5	7	50
C-4	6	8	4	6	49
EASTERN FIELD	10	9	7	16	40
E-1	3	2	3	3	58
E-2	16	16			39
E-3	5	5	4	6	47
E-4	16			35	31
E-5	20	17	13	36	28
NORTHERN FIELD	24	25	23	24	32
N-1	27	32	29	18	24
N-2					56
N-3					60
N-4	21	18	15	28	35
SOUTHERN FIELD	21	28	11	23	41
S-1					52
S-2					83
S-3	20	28	11	23	28
S-4	#		#		31
WESTERN FIELD	21	25	11	26	39
W-1	57	34	34	264	33
W-2					36
W-3	180	145	122	494	50
W-4	9	16	3	7	30
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	11	11	7	14	38
CHAIN OVER \$2 MIL	13	14	9	16	36
IND OVER \$2 MIL	7	6	5	10	49
CHAIN UNDER \$2 MIL	21	36	10	19	43
IND UNDER \$2 MIL	27	26	20	39	46

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S10S

PAGE 31 OF 42

4200 DTW10401 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
DB COMPANY OF  
THE NIELSEN GROUP

	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	MENTHOL BOX & SOFT PACK KINGS 100'S	
TOTAL UNITED STATES	27	20	18	26
CENTRAL FIELD	29	21	19	25
C-1	32	25	25	25
C-2	27	17	18	21
C-3	31	24	23	26
C-4	29	23	20	30
EASTERN FIELD	24	20	17	27
E-1	32	25	23	34
E-2	25	20	18	24
E-3	21	16	14	24
E-4	25	20	18	29
E-5	23	19	17	26
NORTHERN FIELD	24	18	15	23
N-1	25	19	17	23
N-2	24	17	15	22
N-3	23	18	15	27
N-4	23	17	15	23
SOUTHERN FIELD	30	22	19	31
S-1	29	20	17	30
S-2	37	26	24	34
S-3	28	21	18	29
S-4	27	20	17	30
WESTERN FIELD	28	22	20	26
W-1	28	24	21	28
W-2	30	24	22	29
W-3	27	21	20	25
W-4	28	19	16	25
BY STORE TYPE				
SUPERMKT OVER \$2 MIL	24	18	16	22
CHAIN OVER \$2 MIL	24	17	15	21
IND OVER \$2 MIL	25	19	17	23
CHAIN UNDER \$2 MIL	34	24	21	35
IND UNDER \$2 MIL	30	22	20	30

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 32 OF 42

4200 DTW10401 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
Commercial  
 The Nielsen Company

	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	16	41			12
CENTRAL FIELD	71	288			
C-1	288	268			
C-2					
C-3					
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	10	22			7
N-1	22				#
N-2					
N-3	10	24			7
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					
WESTERN FIELD	38				38
W-1					
W-2	38				38
W-3					
W-4					
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	13	41			7
CHAIN OVER \$2 MIL	10	22			7
IND OVER \$2 MIL	268	268			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	31				31

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S10S

PAGE 33 OF 42

4200 DTW10401 B2808 01 033 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
DB a subsidiary of The Nielsen Company

	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	32	35	42	55	36	31	28
CENTRAL FIELD	35	39	44	63	37	33	30
C-1	36	41	38	158	34	44	42
C-2	38	36	48	55	41	31	30
C-3	35	44	40	60	33	33	30
C-4	32	38	47	88	37	31	23
EASTERN FIELD	26	32	35	35	36	27	23
E-1	29	40	40	12	41	34	31
E-2	41	35	48		48	24	31
E-3	23	30	38	34	37	26	20
E-4	28	27	57	113	56	28	25
E-5	25	28	28	51	27	24	19
NORTHERN FIELD	27	30	37	42	34	27	20
N-1	29	27	34	37	29	25	24
N-2	34	31	41	60	35	28	24
N-3	21	35	54	84	49	33	13
N-4	29	31	33	35	32	27	21
SOUTHERN FIELD	40	39	44	60	36	33	41
S-1	39	39	42	54	33	29	52
S-2	43	46	62	113	47	45	49
S-3	41	39	44	61	36	30	30
S-4	34	32	32	39	28	36	39
WESTERN FIELD	31	36	44	82	38	35	30
W-1	27	32	34	108	25	31	27
W-2	39	30	58	85	61	34	29
W-3	33	48	53	51	54	35	26
W-4	30	39	48	71	44	38	37
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	26	30	39	49	35	26	22
CHAIN OVER \$2 MIL	27	31	40	62	34	26	23
IND OVER \$2 MIL	25	28	38	40	37	26	19
CHAIN UNDER \$2 MIL	55	45	45	59	38	44	45
IND UNDER \$2 MIL	39	42	44	61	37	37	36

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 34 OF 42

4200 DTW10401 B2808 01 034 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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 The Nielsen Company

	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	58	55	52	74	57
CENTRAL FIELD	56	50	51	68	62
C-1	72	65	87	53	95
C-2	78	78	78	57	101
C-3	80	47	56	93	57
C-4	38	29	26	75	35
EASTERN FIELD	75	67	84	102	75
E-1	101	100	93	105	109
E-2	177	108	371	153	375
E-3	71	85	35	133	103
E-4	170	121	212	394	115
E-5	47	40	48	61	42
NORTHERN FIELD	49	49	38	66	49
N-1	61	63	43	90	64
N-2	54	54	48	59	58
N-3	72	65	61	83	74
N-4	38	37	28	48	35
SOUTHERN FIELD	62	83	65	68	53
S-1	48	51	44	61	37
S-2	78	87	87	73	64
S-3	53	53	80	52	45
S-4	63	52	64	99	60
WESTERN FIELD	60	54	52	93	58
W-1	43	30	42	60	74
W-2	63	83	54	125	53
W-3	83	117	62	108	67
W-4	58	47	50	84	50
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	52	52	42	72	50
CHAIN OVER \$2 MIL	54	54	41	75	54
IND OVER \$2 MIL	48	47	44	65	42
CHAIN UNDER \$2 MIL	75	71	92	78	63
IND UNDER \$2 MIL	64	50	62	76	80

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE \$10S

PAGE 35 OF 42

4200 DTW10401 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research

123 REPORT OF  
 THE AMERICAN TOBACCO COMPANY

	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM						
	TOTAL	KINGS	REGULAR 100'S	KINGS	MENTHOL 100'S		
TOTAL UNITED STATES	32		31		34	37	
CENTRAL FIELD	35		35		35	36	
C-1	34		34		34	37	
C-2	36		38		34	48	
C-3	35		34		37	26	
C-4						37	
EASTERN FIELD	32		28		37	29	
E-1	92		114		76	57	
E-2	16		14		18	52	
E-3	29		23		37	26	
E-4	25		22		29	19	
E-5	35		33		37	23	
NORTHERN FIELD	38		38		37	39	
N-1	81		92		73	36	
N-2	30		28		32	43	
N-3	13		13		13	55	
N-4	40		42		38	36	
SOUTHERN FIELD	34		36		32	41	
S-1	42		48		36	43	
S-2	61		87		43	69	
S-3	26		25		28	34	
S-4	34		36		33	37	
WESTERN FIELD	27		23		32	32	
W-1	28		22		37	36	
W-2	24		22		28	31	
W-3	20		18		23	20	
W-4	35		32		40	49	
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	25		23		27	35	
CHAIN OVER \$2 MIL	22		20		24	35	
IND OVER \$2 MIL	37		36		38	35	
CHAIN UNDER \$2 MIL	46		44		47	34	
IND UNDER \$2 MIL	41		43		38	41	

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TABLE 510S

PAGE 36 OF 42

4200 DTW10401 B2808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62800

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 Marketing Research  
Member of  
 The Nielsen Company

	CIGARETTES						
	NEWPORT						
	TOTAL LORILLARD	TOTAL	BOX	KINGS	MENTHOL 100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
				SOFT PACK	SOFT PACK		
TOTAL UNITED STATES	25	20	14	16	24	28	28
CENTRAL FIELD	34	36	43	27	47	54	43
C-1	35	40	43	27	49	63	
C-2	33	30	35	20	41	55	
C-3	39	40	93	34	49	35	15
C-4	30	53	78	42	63	65	68
EASTERN FIELD	18	15	9	15	17	20	32
E-1	22	17	9	21	19	26	28
E-2	16	12	5	17	22	18	21
E-3	16	14	9	12	16	19	28
E-4	18	16	9	18	19	19	51
E-5	18	15	11	14	15	18	31
NORTHERN FIELD	24	19	19	13	19	27	27
N-1	25	23	36	16	25	33	23
N-2	25	19	21	11	16	29	32
N-3	19	14	23	8	14	18	23
N-4	26	23	14	18	25	35	30
SOUTHERN FIELD	27	21	19	14	26	45	24
S-1	32	28	63	18	39	58	35
S-2	27	20	26	13	22	44	21
S-3	26	22	13	15	24	43	45
S-4	24	19	14	13	23	43	22
WESTERN FIELD	27	26	28	21	33	33	11
W-1	30	37	63	31	40		
W-2	27	28	27	26	29	45	
W-3	28	25	24	21	34	23	
W-4	26	22	34	15	30	32	11
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	23	21	16	16	25	28	25
CHAIN OVER \$2 MIL	22	21	15	16	25	28	23
IND OVER \$2 MIL	26	22	19	17	25	28	27
CHAIN UNDER \$2 MIL	27	18	11	14	22	29	37
IND UNDER \$2 MIL	28	19	13	17	23	26	22

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TABLE S10S

PAGE 37 OF 42

4200 DTW10401 82808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-82600

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 Marketing Research

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 The Nielsen Company

	CIGARETTES			TRUE			GOLDEN LIGHTS TOTAL	ALL OTHER LORILLARD
	TOTAL	KENT III	ALL OTHER	TOTAL	REGULAR & MENTHOL KINGS	FILTER 100'S		
TOTAL UNITED STATES	25	25	25	29	28	30	30	33
CENTRAL FIELD	30	29	31	36	36	37	36	39
C-1	29	30	28	37	36	37	39	49
C-2	30	28	32	35	35	36	37	58
C-3	34	34	34	39	35	43	44	52
C-4	27	25	28	34	38	30	27	30
EASTERN FIELD	19	20	17	20	19	21	23	28
E-1	26	24	27	23	21	25	34	28
E-2	17	22	14	20	19	22	19	21
E-3	15	21	13	18	19	18	20	31
E-4	16	17	15	18	16	21	21	30
E-5	20	19	20	23	21	25	23	26
NORTHERN FIELD	22	22	23	30	30	30	28	31
N-1	22	20	23	26	25	28	26	38
N-2	25	27	24	36	33	38	35	39
N-3	19	19	20	24	25	23	25	24
N-4	23	23	22	34	35	33	28	35
SOUTHERN FIELD	29	27	30	34	32	37	34	38
S-1	32	28	34	41	40	42	36	34
S-2	33	27	40	45	46	44	40	46
S-3	26	27	25	26	25	27	30	36
S-4	25	28	24	32	26	42	31	38
WESTERN FIELD	25	26	25	29	29	30	28	34
W-1	26	27	26	32	30	34	25	35
W-2	24	25	23	26	24	28	31	38
W-3	25	25	26	33	34	32	29	39
W-4	25	26	25	29	32	27	26	29
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	20	21	20	25	24	25	25	33
CHAIN OVER \$2 MIL	20	20	20	23	23	24	24	32
IND OVER \$2 MIL	23	23	22	29	29	29	29	34
CHAIN UNDER \$2 MIL	36	38	34	37	35	39	42	33
IND UNDER \$2 MIL	33	33	32	37	33	42	38	35

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 38 OF 42

4200 DTW10401 82808 01 038 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research  
DB a subsidiary of  
 The Nielsen Company

	TOTAL LIGGETT & MYERS	CIGARETTES				
		TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	25	22	22	22	22	18
CENTRAL FIELD	28	25	24	25	29	20
C-1	38	38	37	44	36	24
C-2	31	27	21	28	45	17
C-3	27	24	25	22	23	31
C-4	22	20	21	19	19	14
EASTERN FIELD	22	18	19	18	19	15
E-1	29	23	21	25	28	28
E-2	31	47	47	83	19	
E-3	18	14	14	17	14	7
E-4	26	31	31	29	33	
E-5	20	18	19	15	20	19
NORTHERN FIELD	22	19	18	22	18	17
N-1	22	18	19	14	19	18
N-2	27	22	20	24	24	27
N-3	20	17	18	21	13	12
N-4	22	19	17	25	19	15
SOUTHERN FIELD	34	31	31	32	29	24
S-1	33	28	29	26	33	24
S-2	45	41	41	43	35	33
S-3	27	23	25	25	18	22
S-4	28	26	23	38	25	10
WESTERN FIELD	20	17	19	15	15	18
W-1	21	18	21	16	14	42
W-2	23	19	23	18	15	9
W-3	23	20	20	18	23	40
W-4	17	14	15	12	13	18
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	22	20	20	21	17	17
CHAIN OVER \$2 MIL	23	20	20	23	18	15
IND OVER \$2 MIL	22	18	19	18	17	18
CHAIN UNDER \$2 MIL	44	41	42	37	44	31
IND UNDER \$2 MIL	28	24	23	21	34	21

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TABLE S10S

PAGE 39 OF 42

4200 DTW10401 82808 01 039 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research  
Division of The Data & World Street Corporation

	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	34	31	31	31	34
CENTRAL FIELD	42	33	32	39	39
C-1	33	39	37	46	38
C-2	51	48	47	45	45
C-3	45	28	30	18	41
C-4	45	25	24	33	30
EASTERN FIELD	28	27	28	22	28
E-1	40	33	38	16	37
E-2	27	28	34	18	29
E-3	25	24	23	39	25
E-4	26	26	27	22	25
E-5	24	24	24	24	25
NORTHERN FIELD	37	27	27	27	31
N-1	34	23	22	44	31
N-2	45	30	31	20	36
N-3	34	25	24	36	25
N-4	40	31	34	21	31
SOUTHERN FIELD	38	42	43	40	42
S-1	50	49	44	69	48
S-2	59	79	80	70	60
S-3	26	33	35	21	33
S-4	34	27	28	20	33
WESTERN FIELD	34	30	28	35	32
W-1	39	31	27	67	40
W-2	30	29	30	27	33
W-3	36	28	29	26	27
W-4	33	32	28	52	29
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	31	27	28	26	29
CHAIN OVER \$2 MIL	31	28	29	25	28
IND OVER \$2 MIL	32	26	26	28	32
CHAIN UNDER \$2 MIL	40	50	48	62	53
IND UNDER \$2 MIL	42	35	34	38	46

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TABLE S10S

PAGE 40 OF 42

4200 DTW10401 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	36	18	35	48	
CENTRAL FIELD	50	#	50		
C-1	30		30		
C-2	71	#	70		
C-3	52		52		
C-4					
EASTERN FIELD	13		13		
E-1	23		23		
E-2					
E-3					
E-4	1		1		
E-5					
NORTHERN FIELD	18		18		
N-1					
N-2	28		28		
N-3	57		57		
N-4	7		7		
SOUTHERN FIELD	44		46	61	
S-1	267		303	61	
S-2	41		#		
S-3	22		22		
S-4	80		80		
WESTERN FIELD	35	157	33	48	
W-1	14		14		
W-2	25		25		
W-3	53	157	45	74	
W-4	39		65	6	
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	42	174	41	48	
CHAIN OVER \$2 MIL	38		37	47	
IND OVER \$2 MIL	91	174	94	58	
CHAIN UNDER \$2 MIL	24		24		
IND UNDER \$2 MIL	28		29		

NCTI GROCERY/CONV - MAY/JUN 1988

# - LIMITED DATA

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TABLE S10S

PAGE 41 OF 42

4200 DTW10401 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
NUMBER OF DAYS SUPPLY AT CURRENT RATE OF SALE - CIGARETTE BASIS -000-  
GROCERY/CONVENIENCE

01-82800

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Marketing Research

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	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S

  

TOTAL UNITED STATES	
CENTRAL FIELD	
C-1	
C-2	
C-3	
C-4	
EASTERN FIELD	
E-1	
E-2	
E-3	
E-4	
E-5	
NORTHERN FIELD	
N-1	
N-2	
N-3	
N-4	
SOUTHERN FIELD	
S-1	
S-2	
S-3	
S-4	
WESTERN FIELD	
W-1	
W-2	
W-3	
W-4	
BY STORE TYPE	
SUPERMKT OVER \$2 MIL	
CHAIN OVER \$2 MIL	
IND OVER \$2 MIL	
CHAIN UNDER \$2 MIL	
IND UNDER \$2 MIL	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S10S

PAGE 42 OF 42

4200 DTW10401 82808 01 042 0273 1468

As the new shares are taken into issue, the value of this procedure decreases, and the resulting price of the new shares rises large stores of value are lost more quickly. Thus, the smaller the debt, the more difficult to reflect the owner's change in price until the old stocks are completely liquidated.

For example, a retail group, such as an all-chain retailer, can use the store-by-store consumer data gathered in the

If a store carried only one of the brands to be included in a classification of miscellaneous items, the price on that brand is entered, as of the date of audit.

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# Nielsen Marketing Research

*Retail Prices*

CONSUMER PRICES - CLIENT DESIGNATED BASIS

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Company

	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES	10.692	10.880	10.702	10.954	9.299	10.857	10.631	11.696
CENTRAL FIELD	10.897	11.053	10.908	11.052	9.669	11.056	10.872	10.384
C-1	11.287	11.314	11.235	11.273	10.213	11.462	11.159	10.827
C-2	10.871	11.113	10.964	11.149	9.407	11.013	10.872	12.400
C-3	10.788	10.950	10.784	10.879	9.601	10.953	10.769	10.205
C-4	10.659	10.882	10.657	10.896	9.794	10.737	10.686	
EASTERN FIELD	11.129	11.198	11.098	11.317	9.799	11.268	11.077	12.827
E-1	11.117	11.288	11.172	11.289	10.317	11.119	11.099	12.763
E-2	11.006	11.027	10.893	10.888	10.830	11.048	11.000	
E-3	10.854	10.982	10.809	11.141	9.387	11.029	10.755	10.812
E-4	12.063	12.054	12.078	12.027	11.651	12.095	12.089	13.026
E-5	11.014	11.041	10.998	11.244	9.432	11.243	10.998	
NORTHERN FIELD	10.689	10.891	10.646	11.020	9.261	10.814	10.850	13.665
N-1	10.533	10.779	10.500	10.812	9.303	10.642	10.500	
N-2	10.746	10.783	10.640	10.852	9.724	10.854	10.791	13.570
N-3	11.491	11.840	11.449	11.613	10.535	11.572	11.527	16.457
N-4	10.278	10.608	10.371	10.777	8.451	10.484	10.272	13.046
SOUTHERN FIELD	10.229	10.369	10.318	10.483	8.636	10.431	10.133	11.830
S-1	10.367	10.648	10.417	10.810	8.456	10.561	10.332	11.289
S-2	9.628	9.788	9.768	10.004	7.834	9.815	9.574	10.828
S-3	10.788	10.887	10.813	10.859	9.760	10.862	10.793	12.277
S-4	10.012	10.080	10.106	10.351	8.478	10.225	9.804	10.081
WESTERN FIELD	10.695	10.943	10.713	10.856	9.197	10.809	10.730	11.565
W-1	11.192	11.394	11.140	11.345	10.035	11.359	11.165	16.933
W-2	10.604	10.746	10.676	10.726	9.127	10.677	10.624	10.483
W-3	10.524	10.680	10.521	10.627	8.955	10.676	10.478	10.355
W-4	10.515	10.894	10.577	10.845	8.797	10.671	10.578	10.240

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TABLE S11

PAGE

1 OF 42

4200 DTW11002 B2808 01 001 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Data Resources Corporation

	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
TOTAL UNITED STATES	10.591	10.697	10.678	10.686	10.714	10.553
CENTRAL FIELD	10.732	10.902	10.877	10.883	10.927	10.724
C-1	10.874	11.299	11.284	11.297	11.296	11.211
C-2	10.829	10.872	10.826	10.816	10.902	10.628
C-3	10.708	10.791	10.774	10.759	10.831	10.643
C-4	10.573	10.653	10.639	10.601	10.709	10.517
EASTERN FIELD	10.936	11.140	11.135	11.149	11.158	11.030
E-1	11.161	11.115	11.094	11.104	11.112	11.019
E-2	10.592	11.027	11.028	10.867	11.067	11.188
E-3	10.624	10.867	10.858	10.849	10.896	10.761
E-4	11.888	12.067	12.038	12.020	12.068	11.986
E-5	10.778	11.027	11.022	11.118	11.029	10.782
NORTHERN FIELD	10.581	10.674	10.635	10.652	10.671	10.495
N-1	10.474	10.536	10.487	10.505	10.518	10.352
N-2	10.419	10.762	10.775	10.788	10.793	10.688
N-3	11.387	11.496	11.482	11.453	11.529	11.403
N-4	10.308	10.277	10.215	10.304	10.250	9.936
SOUTHERN FIELD	10.196	10.230	10.197	10.261	10.197	10.062
S-1	10.177	10.375	10.303	10.329	10.305	10.234
S-2	9.886	9.621	9.565	9.680	9.573	9.308
S-3	10.714	10.791	10.779	10.799	10.806	10.665
S-4	9.785	10.022	9.968	9.998	9.983	9.850
WESTERN FIELD	10.587	10.702	10.693	10.619	10.780	10.610
W-1	11.053	11.199	11.180	11.135	11.258	11.054
W-2	10.310	10.617	10.595	10.501	10.667	10.613
W-3	10.260	10.538	10.526	10.414	10.596	10.578
W-4	10.591	10.512	10.506	10.472	10.614	10.283

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 2 OF 42

4200 DTW11002 82808 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	10.746	10.843	10.693	10.788
CENTRAL FIELD	10.971	11.102	10.927	10.984
C-1	11.348	11.403	11.300	11.437
C-2	10.972	11.187	10.921	10.895
C-3	10.846	10.895	10.814	10.908
C-4	10.730	10.787	10.701	10.770
EASTERN FIELD	11.152	11.260	11.100	11.131
E-1	11.182	11.314	11.147	11.051
E-2	11.028	10.900	11.053	11.219
E-3	10.886	11.060	10.805	10.884
E-4	12.152	12.078	12.212	12.085
E-5	11.038	11.203	10.959	10.895
NORTHERN FIELD	10.761	10.891	10.705	10.801
N-1	10.647	10.819	10.587	10.641
N-2	10.739	10.748	10.717	10.806
N-3	11.529	11.592	11.497	11.558
N-4	10.427	10.613	10.369	10.439
SOUTHERN FIELD	10.306	10.421	10.247	10.329
S-1	10.560	10.728	10.469	10.660
S-2	9.731	9.843	9.636	9.620
S-3	10.820	10.853	10.800	10.842
S-4	10.144	10.315	10.071	10.109
WESTERN FIELD	10.732	10.756	10.673	10.890
W-1	11.278	11.364	11.185	11.468
W-2	10.689	10.688	10.647	10.826
W-3	10.574	10.574	10.504	10.822
W-4	10.533	10.632	10.485	10.582

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 3 OF 42

4200 DTW11002 82808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	10.504	10.873	11.239	10.467	10.957	11.199
CENTRAL FIELD	10.722	11.016	11.305	10.702	11.135	11.299
C-1	11.087	11.469	11.586	10.958	11.561	11.656
C-2	10.751	10.880	11.311	10.816	11.074	11.260
C-3	10.592	10.922	11.185	10.523	11.012	11.147
C-4	10.457	10.826	11.088	10.442	10.927	11.105
EASTERN FIELD	10.999	11.354	11.580	10.943	11.380	11.578
E-1	10.925	11.377	11.659	10.986	11.384	11.641
E-2	10.724	11.485	11.509	10.686	11.440	11.469
E-3	10.722	11.058	11.411	10.668	11.120	11.332
E-4	11.880	12.322	12.446	11.921	12.412	12.471
E-5	10.946	11.142	11.355	10.877	11.218	11.404
NORTHERN FIELD	10.486	10.819	11.200	10.477	10.991	11.199
N-1	10.319	10.712	11.110	10.310	10.810	11.096
N-2	10.580	11.012	11.188	10.395	11.025	11.217
N-3	11.299	11.705	11.930	11.264	11.767	11.918
N-4	10.144	10.283	10.872	10.188	10.603	10.933
SOUTHERN FIELD	10.029	10.404	10.854	10.044	10.525	10.760
S-1	10.110	10.556	11.020	10.242	10.832	10.888
S-2	9.519	9.626	9.969	9.615	9.850	9.965
S-3	10.627	10.927	11.178	10.561	10.981	11.134
S-4	9.791	10.205	10.578	9.913	10.360	10.545
WESTERN FIELD	10.431	10.939	11.320	10.309	10.970	11.291
W-1	10.873	11.497	11.780	10.762	11.559	11.894
W-2	10.351	10.841	11.212	10.327	10.929	11.140
W-3	10.190	10.807	11.037	10.103	10.827	11.023
W-4	10.297	10.683	11.320	10.155	10.719	11.254

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 4 OF 42

4200 DTW11002 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	11.515	8.788	9.443	9.254
CENTRAL FIELD	11.801	9.346	9.898	9.736
C-1	11.853	9.208	10.182	9.987
C-2	11.225	9.070	9.553	9.510
C-3	11.646	9.527	10.090	9.913
C-4	11.830	9.820	9.893	9.752
EASTERN FIELD	11.484	8.704	9.617	9.303
E-1	11.772	9.598	10.124	9.959
E-2	11.997	11.919	10.536	10.594
E-3	11.031	8.345	8.949	8.752
E-4	12.108	9.168	10.831	10.732
E-5	11.389	8.525	9.821	9.181
NORTHERN FIELD	11.590	8.608	9.392	9.147
N-1	11.205	8.532	9.239	9.099
N-2	11.415	9.236	10.008	9.777
N-3	12.792	10.140	11.005	10.720
N-4	11.182	7.887	8.520	8.279
SOUTHERN FIELD	10.880	7.921	8.713	8.550
S-1	10.875	7.705	8.705	8.437
S-2	10.231	7.753	7.875	7.848
S-3	11.742	9.619	10.025	9.978
S-4	10.481	7.101	7.859	7.727
WESTERN FIELD	12.008	9.021	9.823	9.580
W-1	12.904	9.776	10.787	10.404
W-2	11.318	8.592	9.664	9.312
W-3	11.245	8.620	9.317	9.136
W-4	11.417	8.646	9.436	9.191

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 5 OF 42

4200 DTW11002 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	10.880	10.834	10.801	12.075	11.206
CENTRAL FIELD	11.053	11.009	10.773	11.929	11.297
C-1	11.314	11.209	11.030	11.500	11.543
C-2	11.113	11.131	10.957	11.847	11.351
C-3	10.960	10.904	10.667	11.901	11.193
C-4	10.862	10.813	10.493	12.232	11.132
EASTERN FIELD	11.198	11.156	10.966	12.335	11.479
E-1	11.286	11.354	11.164	12.929	11.525
E-2	11.027	10.867	10.568	10.877	11.554
E-3	10.962	10.913	10.721	11.814	11.203
E-4	12.054	12.135	12.213	12.800	12.316
E-5	11.041	10.970	10.753	12.275	11.428
NORTHERN FIELD	10.891	10.858	10.642	12.244	11.212
N-1	10.779	10.711	10.497	11.729	11.146
N-2	10.763	10.638	10.355	12.228	11.099
N-3	11.640	11.628	11.363	13.544	11.841
N-4	10.608	10.696	10.516	11.748	11.060
SOUTHERN FIELD	10.369	10.371	10.240	11.122	10.863
S-1	10.848	10.550	10.288	11.645	11.109
S-2	9.788	8.894	9.772	10.362	10.526
S-3	10.867	10.863	10.748	12.856	11.195
S-4	10.060	10.026	9.877	10.061	10.529
WESTERN FIELD	10.943	10.865	10.494	12.412	11.231
W-1	11.394	11.464	10.857	13.423	11.740
W-2	10.746	10.581	10.354	11.408	10.965
W-3	10.680	10.497	10.211	11.941	11.026
W-4	10.894	10.896	10.601	11.619	11.308

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 8 OF 42

4200 DTW11002 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	FULL FLAVOR			LIGHTS			TOTAL
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	
TOTAL UNITED STATES	10.511	11.183	10.815	10.416	11.131	10.654	10.813
CENTRAL FIELD	10.862	11.361	11.094	10.342		10.342	11.092
C-1	10.883	11.813	11.282	10.299		10.299	11.273
C-2	11.141	11.365	11.256				11.256
C-3	10.687	11.148	10.903				10.903
C-4	10.546	11.168	10.873	11.524		11.524	10.873
EASTERN FIELD	10.972	11.818	11.247		11.805	11.805	11.249
E-1	10.952	11.765	11.369		11.018	11.018	11.385
E-2	10.798	11.873	11.108		11.700	11.700	11.120
E-3	10.926	11.449	11.142				11.142
E-4	11.506	11.812	11.666		12.921	12.921	11.670
E-5	10.854	11.537	11.118				11.118
NORTHERN FIELD	10.452	11.106	10.749	10.421	11.075	10.591	10.742
N-1	10.487	10.920	10.680	10.386	10.985	10.536	10.657
N-2	10.382	11.215	10.777	11.838	12.332	12.084	10.788
N-3	11.201	11.754	11.472				11.472
N-4	10.219	10.888	10.487		7.500	7.500	10.487
SOUTHERN FIELD	9.840	10.554	10.148				10.148
S-1	10.141	11.235	10.619				10.619
S-2	9.340	9.872	9.604				9.604
S-3	10.699	10.593	10.642				10.642
S-4	9.691	10.603	10.011				10.011
WESTERN FIELD	10.528	11.312	10.902		11.000	11.000	10.902
W-1	11.084	11.841	11.435				11.435
W-2	10.196	11.040	10.584				10.584
W-3	10.439	10.958	10.737		11.000	11.000	10.743
W-4	10.390	11.319	10.811				10.811

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 7 OF 42

4200 DTW11002 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER KINGS LIGHT	REMAINING	TOTAL	BOX FILTER 100'S	SOFT PACK	TOTAL
TOTAL UNITED STATES	10.538	11.085	11.011	11.157	11.218	11.195
CENTRAL FIELD		10.958	11.185	11.253	11.309	11.287
C-1		10.967	11.530	11.752	11.660	11.699
C-2		10.774	11.122	11.033	11.329	11.230
C-3		11.291	11.042	11.084	11.134	11.115
C-4		10.888	10.950	11.059	11.149	11.113
EASTERN FIELD		11.415	11.354	11.528	11.573	11.560
E-1		11.710	11.343	11.650	11.501	11.551
E-2			11.184	11.728	11.325	11.438
E-3		10.724	11.206	11.456	11.427	11.434
E-4		12.840	12.031	12.245	12.375	12.344
E-5		10.903	11.178	11.083	11.486	11.346
NORTHERN FIELD	10.538	10.998	11.052	11.250	11.207	11.221
N-1	10.538	11.082	10.899	11.281	11.079	11.129
N-2		11.104	10.981	11.003	11.097	11.061
N-3		11.898	11.827	12.043	12.027	12.033
N-4		10.459	10.751	10.819	10.874	10.858
SOUTHERN FIELD		10.998	10.522	10.583	10.730	10.676
S-1		11.496	10.859	10.979	10.980	10.980
S-2		9.855	9.737	9.739	9.994	9.889
S-3		11.128	11.039	11.220	11.153	11.177
S-4		10.116	10.204	10.195	10.532	10.415
WESTERN FIELD		11.584	11.058	11.286	11.278	11.282
W-1		11.647	11.436	11.760	11.703	11.728
W-2		10.749	10.932	11.095	11.054	11.069
W-3		11.909	10.877	11.114	11.093	11.101
W-4		11.574	11.038	11.197	11.380	11.301

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 8 OF 42

4200 DTW11002 82808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	CARLTON							
	FILTER KINGS		TOTAL	KINGS		MENTHOL 100'S		TOTAL
	BOX	SOFT PACK		SOFT PACK	BOX	SOFT PACK	TOTAL	
TOTAL UNITED STATES	10.604	10.559	10.560	10.578	11.060	11.140	11.128	10.928
CENTRAL FIELD	10.193	10.714	10.709	10.820	11.190	11.281	11.272	11.134
C-1	9.994	10.954	10.947	11.758	10.993	11.542	11.481	11.561
C-2	10.108	10.729	10.724	10.882	10.963	11.241	11.215	11.055
C-3	10.003	10.695	10.690	10.397	11.526	11.193	11.219	11.022
C-4	10.427	10.475	10.474	10.484	11.484	11.136	11.186	10.899
EASTERN FIELD	10.873	10.974	10.974	10.954	11.433	11.618	11.603	11.314
E-1	10.523	10.992	10.955	10.600	11.431	11.547	11.540	11.132
E-2		10.890	10.690	10.729	11.455	11.442	11.444	11.125
E-3	10.873	10.839	10.836	10.748	11.350	11.459	11.454	11.154
E-4	10.979	11.485	11.447	11.809	12.342	12.318	12.320	12.098
E-5	12.415	10.853	10.892	10.952	10.996	11.428	11.378	11.172
NORTHERN FIELD	10.322	10.614	10.612	10.642	11.288	11.196	11.218	11.024
N-1	10.038	10.482	10.482	10.498	11.070	11.150	11.135	10.884
N-2	9.782	10.485	10.484	10.426	11.461	11.098	11.209	11.031
N-3	10.748	11.389	11.382	11.544	12.094	11.709	11.817	11.726
N-4	10.238	10.393	10.390	10.381	10.675	11.022	10.944	10.753
SOUTHERN FIELD	9.984	10.155	10.154	10.151	10.329	10.587	10.524	10.403
S-1	9.784	10.512	10.503	10.443	11.103	11.003	11.019	10.810
S-2	10.588	9.527	9.536	9.493	9.752	9.601	9.632	9.583
S-3	9.873	10.624	10.623	10.739	11.088	11.153	11.145	11.031
S-4	9.067	9.808	9.804	9.972	9.874	10.286	10.189	10.123
WESTERN FIELD	10.132	10.427	10.423	10.428	11.618	11.244	11.291	10.927
W-1	9.000	10.504	10.503	10.585	12.075	11.738	11.816	11.342
W-2	10.101	10.483	10.449	10.514	11.650	11.123	11.183	10.847
W-3	10.428	10.210	10.212	10.295	11.162	11.005	11.012	10.750
W-4		10.501	10.501	10.294	10.820	11.172	11.136	10.785

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TABLE S11

PAGE

9 OF

42

4200 DTW11002 B2808 01 009 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	11.216	11.146	10.703	10.633	10.487	11.055	10.804
CENTRAL FIELD	11.289	11.467	10.905	10.686	10.775	11.269	11.069
C-1	11.588	12.704	10.965	10.601	10.752	11.541	11.173
C-2	11.255	11.413	11.149	10.845	11.464	11.640	11.572
C-3	11.131	11.438	10.877	10.711	10.746	11.150	10.895
C-4	11.135	11.043	10.666	10.589	10.221	10.895	10.624
EASTERN FIELD	11.541	11.652	10.986	11.003	10.637	11.355	11.010
E-1	11.862	11.295	11.055	11.118	10.383	11.330	10.745
E-2	11.176		10.800	10.642	10.545	11.840	11.068
E-3	11.300	10.717	10.679	10.715	10.193	10.871	10.617
E-4	12.359	13.957	11.941	11.995	12.174	12.688	12.460
E-5	11.345	11.153	10.931	10.881	10.800	11.505	11.148
NORTHERN FIELD	11.300	11.170	10.785	10.643	10.636	11.241	10.955
N-1	11.177	11.026	10.685	10.518	10.678	11.228	10.962
N-2	11.197	10.935	10.682	10.548	10.220	11.058	10.720
N-3	11.985	11.647	11.425	11.457	11.179	11.831	11.525
N-4	10.991	11.243	10.432	10.406	10.321	10.756	10.533
SOUTHERN FIELD	10.775	10.876	10.025	10.154	9.597	10.080	9.865
S-1	11.097	11.258	10.254	10.145	10.122	10.608	10.408
S-2	9.802	10.635	9.588	9.745	9.342	9.703	9.528
S-3	11.133	11.024	10.622	10.685	10.007	10.313	10.228
S-4	10.480	9.930	9.754	9.838	9.421	9.831	9.611
WESTERN FIELD	11.368	10.973	10.830	10.563	10.766	11.343	11.088
W-1	11.789	11.968	11.254	10.906	11.226	11.751	11.535
W-2	11.405	11.025	10.532	10.510	10.226	10.787	10.551
W-3	11.052	11.014	10.834	10.272	10.214	10.990	10.683
W-4	11.344	10.783	10.586	10.538	10.344	10.891	10.643

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 10 OF 42

4200 DTW11002 82808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & 100'S	MENTHOL TOTAL
TOTAL UNITED STATES	10.427	11.043	10.691	10.750	11.288	10.769
CENTRAL FIELD	10.702	11.260	10.994	11.037	11.348	11.044
C-1	10.958	11.633	11.258	11.216	11.795	11.225
C-2	10.754	11.308	11.040	11.367	11.663	11.374
C-3	10.408	11.090	10.850	10.934	11.138	10.942
C-4	10.617	11.128	10.859	10.718	11.044	10.722
EASTERN FIELD	10.735	11.248	10.908	10.951	11.087	10.955
E-1	10.812	11.369	10.981	10.877	11.607	10.895
E-2	10.960	11.422	11.125	11.103	11.032	11.101
E-3	10.470	10.834	10.605	10.610	10.848	10.617
E-4	11.315	12.432	11.557	11.888	11.162	11.825
E-5	10.688	11.344	10.904	11.013	10.974	11.013
NORTHERN FIELD	10.534	11.095	10.744	10.849	11.222	10.866
N-1	10.551	11.198	10.768	10.854	11.566	10.875
N-2	10.441	11.091	10.736	10.728	11.208	10.769
N-3	10.988	11.562	11.195	11.387	11.909	11.407
N-4	10.244	10.839	10.385	10.461	10.337	10.456
SOUTHERN FIELD	9.547	10.346	9.934	9.897	10.145	9.903
S-1	9.726	10.870	10.241	10.327	11.019	10.361
S-2	9.382	9.708	9.514	9.522	8.451	9.488
S-3	10.447	11.093	10.809	10.482	13.749	10.509
S-4	9.265	10.264	9.711	9.659	10.433	9.684
WESTERN FIELD	10.506	11.328	10.870	10.997	12.070	11.041
W-1	10.848	11.607	11.195	11.394	11.288	11.394
W-2	10.243	10.924	10.492	10.516	11.312	10.562
W-3	10.378	11.083	10.733	10.710	12.441	11.137
W-4	10.158	11.177	10.616	10.632	10.079	10.629

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 11 OF 42

4200 DTW11002 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	TAREYTON			LIGHTS	
	TOTAL	KINGS	FILTER 100'S	TOTAL	KINGS & 100'S
TOTAL UNITED STATES	10.937	10.598	11.244	10.918	11.088
CENTRAL FIELD	11.108	10.783	11.340	11.085	11.254
C-1	11.423	10.911	11.863	11.415	11.482
C-2	11.113	11.002	11.151	11.085	11.448
C-3	10.906	10.831	11.168	10.924	10.785
C-4	11.041	10.822	11.242	10.955	11.356
EASTERN FIELD	11.268	10.987	11.619	11.276	11.213
E-1	11.282	11.040	11.528	11.278	11.304
E-2	11.111	10.634	11.651	11.117	11.094
E-3	11.043	10.738	11.488	11.098	10.566
E-4	12.015	11.671	12.297	11.936	12.928
E-5	11.179	10.912	11.545	11.178	11.182
NORTHERN FIELD	10.914	10.553	11.272	10.910	10.939
N-1	10.822	10.446	11.191	10.823	10.814
N-2	10.849	10.350	11.272	10.860	10.788
N-3	11.828	11.248	11.885	11.567	11.955
N-4	10.831	10.399	10.955	10.645	10.564
SOUTHERN FIELD	10.468	10.140	10.814	10.458	10.565
S-1	10.768	10.299	11.203	10.739	11.093
S-2	9.937	9.647	10.283	9.923	10.075
S-3	10.899	10.635	11.154	10.899	10.905
S-4	10.152	9.944	10.416	10.157	10.105
WESTERN FIELD	10.878	10.505	11.152	10.837	11.187
W-1	11.253	10.778	11.758	11.270	11.197
W-2	10.798	10.512	10.987	10.724	11.483
W-3	10.725	10.301	11.073	10.716	10.870
W-4	10.717	10.448	10.880	10.697	10.934

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 12 OF 42

4200 DTW11002 B2B08 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	10.798	10.319	10.825	10.244	10.570	10.146
CENTRAL FIELD	10.978	10.811	10.994	10.818	10.855	10.750
C-1	11.244	10.229	11.288	10.653	10.407	9.539
C-2	10.985	10.870	11.029	10.880	10.874	10.856
C-3	10.993	11.334	10.987	11.059	11.483	11.549
C-4	10.829	10.589	10.837	10.424	10.785	10.511
EASTERN FIELD	10.995	10.458	11.013	10.620	10.534	10.180
E-1	11.144	10.384	11.180	9.800	11.045	10.405
E-2	11.416	9.992	11.622	9.955	10.074	8.979
E-3	10.797	10.314	10.801	10.798	8.898	9.976
E-4	11.849	12.853	11.803	12.838	12.909	13.364
E-5	10.843	10.049	10.871	10.014	10.174	10.033
NORTHERN FIELD	10.808	9.991	10.840	9.988	10.054	9.948
N-1	10.845	9.319	10.878	9.600	9.149	9.429
N-2	10.776	9.697	10.848	9.498	9.914	9.717
N-3	11.576	11.207	11.589	11.142	11.363	11.130
N-4	10.270	9.718	10.288	10.059	9.758	9.272
SOUTHERN FIELD	10.107	8.961	10.168	9.105	9.155	8.651
S-1	10.879	10.376	10.903	10.466	10.056	10.518
S-2	9.732	8.875	9.788	9.016	9.796	7.985
S-3	9.878	7.384	10.082	7.275	7.059	7.647
S-4	10.103	9.847	10.109	9.852	9.929	9.885
WESTERN FIELD	11.088	10.820	11.077	10.429	12.237	10.480
W-1	11.412	11.102	11.428	10.305	13.018	10.873
W-2	10.887	11.089	10.875	10.892	11.206	11.396
W-3	10.651	8.934	10.718	8.407	8.900	9.139
W-4	10.843	10.534	10.844	10.662	9.947	10.512

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 13 OF 42

4200 DTW11002 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	AMERICAN LIGHTS 85'S FILTER 100'S	
TOTAL UNITED STATES	10.816	10.811	10.842			11.081
CENTRAL FIELD	11.002	10.804	11.057			11.033
C-1	11.255	11.189	11.379			10.875
C-2	11.164	10.792	11.112			11.211
C-3	10.976	10.880	11.065			10.958
C-4	10.753	10.865	10.866			11.114
EASTERN FIELD	11.125	10.844	10.983			11.352
E-1	10.851	11.182	11.416			11.277
E-2	11.818	11.708	11.560			11.431
E-3	11.077	10.729	10.879			10.843
E-4	12.277	11.760	11.438			12.721
E-5	11.026	10.749	10.857			10.870
NORTHERN FIELD	10.868	10.888	10.772			11.082
N-1	11.012	10.981	10.573			11.182
N-2	10.866	10.844	10.838			10.774
N-3	11.485	11.613	11.644			12.338
N-4	10.382	10.323	10.203			10.778
SOUTHERN FIELD	10.198	10.117	10.186			10.688
S-1	10.722	11.014	10.988			10.853
S-2	9.800	9.783	9.785			9.368
S-3	10.243	10.227	9.823			11.132
S-4	10.163	9.884	10.286			10.642
WESTERN FIELD	10.935	11.179	11.101			11.303
W-1	11.276	11.528	11.454			11.906
W-2	10.572	10.956	10.985			10.667
W-3	10.732	10.705	10.715			10.703
W-4	10.741	10.966	10.833			11.670

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 14 OF 42

4200 DTW11002 82808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO			
			FILTER		FILTER LIGHTS	
			BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	10.857	10.887	10.777	10.820	10.719	10.590
CENTRAL FIELD	11.058	11.106	10.715	10.983	10.673	10.873
C-1	11.462	11.483	10.949	11.522	10.861	11.324
C-2	11.013	11.133	10.643	11.133	10.647	11.114
C-3	10.953	10.955	10.654	10.731	10.708	10.622
C-4	10.737	10.779	10.452	10.548	10.420	10.476
EASTERN FIELD	11.268	11.275	11.154	11.161	11.157	11.095
E-1	11.119	11.103	11.020	10.925	10.887	10.853
E-2	11.048	10.893	10.747	10.764	10.713	10.801
E-3	11.029	11.046	11.042	10.462	11.087	10.618
E-4	12.085	12.040	11.861	11.949	11.957	11.988
E-5	11.243	11.335	11.080	11.474	11.105	11.254
NORTHERN FIELD	10.814	10.870	10.770	10.863	10.725	10.645
N-1	10.642	10.885	10.531	10.555	10.312	10.423
N-2	10.854	10.900	10.486	10.756	10.484	10.774
N-3	11.572	11.570	11.302	11.367	11.263	11.387
N-4	10.484	10.624	10.559	10.455	10.536	10.459
SOUTHERN FIELD	10.431	10.469	10.536	10.162	10.411	10.175
S-1	10.561	10.540	10.483	10.285	10.478	10.319
S-2	9.815	9.962	9.715	9.853	9.470	9.798
S-3	10.862	10.898	10.777	10.719	10.623	10.717
S-4	10.225	10.257	10.370	9.832	10.319	9.939
WESTERN FIELD	10.809	10.794	10.447	10.468	10.384	10.504
W-1	11.359	11.332	10.854	10.755	10.921	10.775
W-2	10.677	10.686	10.458	10.432	10.400	10.516
W-3	10.676	10.532	10.252	10.240	10.255	10.258
W-4	10.671	10.739	10.505	10.375	10.252	10.437

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 15 OF 42

4200 DTW11002 82808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	MARLBORO			
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	11.324	11.284	12.308	10.857
CENTRAL FIELD	11.459	11.433	12.359	11.101
C-1	11.772	11.795	12.873	11.391
C-2	11.528	11.416	11.999	11.202
C-3	11.265	11.257	12.461	10.887
C-4	11.174	11.234	12.151	10.885
EASTERN FIELD	11.741	11.671	12.582	11.340
E-1	11.851	11.538	12.768	11.099
E-2	11.543	11.495	12.973	10.748
E-3	11.469	11.408	12.123	11.000
E-4	12.498	12.545	13.002	12.363
E-5	11.708	11.823	12.661	11.585
NORTHERN FIELD	11.301	11.253	12.355	10.813
N-1	11.159	11.093	12.120	10.898
N-2	11.502	11.403	12.091	10.687
N-3	11.953	11.914	13.792	11.337
N-4	10.863	10.877	11.908	10.753
SOUTHERN FIELD	10.958	10.957	11.622	10.426
S-1	11.027	11.056	11.711	10.572
S-2	10.305	10.882	10.918	9.794
S-3	11.238	11.211	13.021	10.849
S-4	10.702	10.852	11.249	10.302
WESTERN FIELD	11.259	11.211	12.593	10.760
W-1	11.714	11.675	13.732	11.231
W-2	11.080	11.067	11.128	10.939
W-3	11.038	11.027	11.995	10.389
W-4	11.294	11.179	12.008	10.511

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 16 OF 42

4200 DTW11002 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	BENSON & HEDGES							
	100'S							
	TOTAL	BOX	FILTER	SOFT PACK	BOX	MENTHOL	TOTAL	DELUXE
						100'S BOX		
TOTAL UNITED STATES	11.259	11.341		11.297	11.308	11.271	11.290	11.245
CENTRAL FIELD	11.466	11.478		11.438	11.855	11.530	11.500	11.469
C-1	11.776	11.789		11.677	11.880	11.809	11.794	11.714
C-2	11.479	11.368		11.506	12.267	11.578	11.575	11.511
C-3	11.252	11.000		11.269	11.233	11.186	11.224	11.332
C-4	11.120	11.284		11.109	11.098	11.229	11.170	11.058
EASTERN FIELD	11.588	11.523		11.651	11.613	11.449	11.577	11.634
E-1	11.609	11.655		11.766	11.477	11.556	11.690	11.504
E-2	11.507	11.608		11.429	11.855	11.314	11.485	11.635
E-3	11.422	11.445		11.431	11.293	11.348	11.405	11.547
E-4	12.258	11.825		12.411	12.527	12.069	12.223	12.469
E-5	11.388	11.136		11.453	11.312	11.215	11.330	11.311
NORTHERN FIELD	11.237	11.408		11.240	11.573	11.236	11.255	11.256
N-1	11.062	11.314		11.025	10.862	11.144	11.087	11.070
N-2	11.180	11.108		11.184	11.865	11.149	11.161	11.202
N-3	12.002	11.934		12.055	12.151	12.025	12.039	11.931
N-4	11.066	11.170		11.113	11.293	11.085	11.110	11.068
SOUTHERN FIELD	10.959	11.032		10.983	11.093	11.014	11.006	10.938
S-1	11.094	11.683		11.057	11.004	11.214	11.155	11.083
S-2	10.240	9.245		10.221	10.518	10.234	10.225	10.170
S-3	11.167	11.076		11.251	11.159	11.158	11.190	11.161
S-4	10.785	10.753		10.800	10.630	10.870	10.829	10.702
WESTERN FIELD	11.195	11.265		11.253	11.063	11.219	11.228	11.122
W-1	11.884	11.902		11.638	11.553	11.778	11.702	11.637
W-2	11.070	11.491		11.093	11.189	11.010	11.120	10.941
W-3	11.058	11.117		11.078	10.886	11.050	11.056	11.035
W-4	11.212	11.088		11.332	11.174	11.267	11.274	11.113

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 17 OF 42

4200 DTW11002 B2808 01 017 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES BENSON & HEDGES						
	LIGHT 100'S		MENTHOL		TOTAL	DELUXE ULTRA	ALL OTHER
	BOX	SOFT PACK	BOX	SOFT PACK		MENTHOL BOX	
TOTAL UNITED STATES	11.328	11.275	11.367	11.224	11.266	11.213	10.729
CENTRAL FIELD	11.385	11.512	11.431	11.472	11.479	11.406	10.377
C-1	11.525	11.848	11.719	11.858	11.812	11.770	10.825
C-2	11.562	11.459	11.320	11.427	11.442	11.253	10.192
C-3	10.974	11.280	11.035	11.235	11.229	11.334	10.242
C-4	11.022	11.185	11.298	11.117	11.156	11.136	10.286
EASTERN FIELD	11.428	11.671	11.616	11.543	11.605	11.553	11.286
E-1	11.143	11.612	11.355	11.601	11.565	11.624	10.621
E-2	11.315	11.609	11.088	11.343	11.409	11.600	9.959
E-3	11.817	11.519	11.286	11.275	11.425	11.342	10.895
E-4	12.224	12.251	12.097	12.345	12.272	12.047	12.177
E-5	11.269	11.593	12.343	11.809	11.590	11.290	11.054
NORTHERN FIELD	11.655	11.268	11.375	11.192	11.265	11.244	10.446
N-1	11.715	11.043	11.334	11.000	11.083	11.068	10.287
N-2	11.563	11.201	11.185	11.287	11.261	11.252	10.048
N-3	12.680	12.132	12.679	11.949	12.118	11.892	11.483
N-4	11.163	11.126	10.984	11.010	11.089	11.065	10.074
SOUTHERN FIELD	11.030	10.910	11.183	10.927	10.939	10.925	10.318
S-1	11.518	10.841	11.320	11.089	11.042	11.005	10.699
S-2	9.884	10.335	10.601	10.219	10.270	10.266	10.448
S-3	11.452	11.154	11.602	11.139	11.174	11.149	10.184
S-4	10.985	10.711	10.912	10.813	10.787	10.831	9.804
WESTERN FIELD	11.266	11.195	11.317	11.201	11.212	11.164	11.306
W-1	11.685	11.608	12.040	11.823	11.712	11.698	11.205
W-2	11.674	10.978	11.689	11.069	11.108	11.021	11.299
W-3	11.025	11.123	11.002	11.047	11.073	11.028	11.802
W-4	11.020	11.280	11.314	11.131	11.207	11.181	10.913

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 18 OF 42

4200 DTW11002 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DBA Nielsen Company

	CIGARETTES						
	MERIT						
	<div> <div>FILTER</div> <div> <div>ULTRA LIGHTS</div> <div>MENTHOL</div> </div> </div>						
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	10.940	10.672	11.258	10.643	11.296	10.982	11.021
CENTRAL FIELD	11.058	10.803	11.322	10.742	11.352	11.068	11.105
C-1	11.385	11.044	11.709	11.038	11.692	11.343	11.684
C-2	11.124	10.957	11.318	10.879	11.357	11.095	11.189
C-3	10.945	10.727	11.195	10.652	11.239	10.873	10.857
C-4	10.859	10.581	11.154	10.479	11.163	10.949	10.984
EASTERN FIELD	11.318	11.117	11.688	11.044	11.667	11.401	11.419
E-1	11.189	10.984	11.661	10.824	11.541	11.252	11.209
E-2	11.060	10.917	11.565	10.674	11.422	10.899	11.286
E-3	11.092	10.898	11.468	10.940	11.531	10.969	11.102
E-4	12.088	11.873	12.338	11.787	12.440	12.279	12.183
E-5	11.223	11.020	11.494	11.050	11.514	11.401	11.379
NORTHERN FIELD	11.020	10.738	11.368	10.745	11.351	11.018	11.109
N-1	10.897	10.418	11.041	10.457	10.971	10.893	10.941
N-2	10.875	10.567	11.268	10.815	11.282	10.796	10.912
N-3	11.823	11.347	11.963	11.286	11.922	11.733	11.606
N-4	10.847	10.420	10.905	10.383	10.854	10.734	10.833
SOUTHERN FIELD	10.404	10.148	10.703	10.148	10.787	10.466	10.436
S-1	10.714	10.439	11.042	10.385	11.032	10.862	10.805
S-2	9.855	9.720	10.112	9.620	10.047	9.929	9.919
S-3	10.820	10.528	11.187	10.629	11.079	10.927	10.833
S-4	10.183	9.878	10.456	9.905	10.668	10.089	10.204
WESTERN FIELD	10.934	10.507	11.323	10.582	11.387	11.043	11.084
W-1	11.302	10.814	11.713	10.850	11.732	11.396	11.839
W-2	10.821	10.439	11.082	10.641	11.261	10.948	11.283
W-3	10.712	10.375	11.066	10.221	11.075	10.997	10.789
W-4	10.782	10.389	11.359	10.428	11.162	10.811	10.854

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 18 OF 42

4200 DTW11002 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
a subsidiary of  
The P. D. & S. Corporation

	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	TOTAL	100'S	100 LIGHTS &	100'S	FILTER	120'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS		
TOTAL UNITED STATES	11.191	11.225	11.175	11.208	11.154	11.205
CENTRAL FIELD	11.351	11.410	11.313	11.378	11.364	11.281
C-1	11.695	11.778	11.735	11.782	11.692	11.569
C-2	11.318	11.410	11.211	11.344	11.303	11.270
C-3	11.244	11.257	11.227	11.248	11.305	11.172
C-4	11.091	11.115	11.085	11.105	11.115	11.040
EASTERN FIELD	11.642	11.727	11.528	11.662	11.609	11.646
E-1	11.498	11.554	11.347	11.494	11.511	11.477
E-2	11.471	11.513	11.367	11.480	11.413	11.638
E-3	11.459	11.539	11.403	11.494	11.433	11.399
E-4	12.643	12.545	12.867	12.635	12.550	12.861
E-5	11.448	11.691	11.245	11.518	11.394	11.320
NORTHERN FIELD	11.251	11.228	11.311	11.258	11.239	11.252
N-1	11.122	11.058	11.194	11.107	11.139	11.128
N-2	11.262	11.268	11.208	11.246	11.211	11.395
N-3	11.918	11.985	11.952	11.970	11.966	11.781
N-4	11.068	11.055	11.085	11.068	11.103	11.012
SOUTHERN FIELD	10.753	10.803	10.693	10.787	10.725	10.771
S-1	11.059	11.109	11.089	11.102	11.012	11.028
S-2	10.148	10.236	9.934	10.150	10.183	10.037
S-3	11.149	11.159	11.061	11.129	11.174	11.156
S-4	10.616	10.682	10.564	10.637	10.603	10.583
WESTERN FIELD	11.228	11.204	11.219	11.209	11.189	11.343
W-1	11.780	11.682	11.811	11.729	11.711	11.957
W-2	11.115	11.129	11.107	11.121	11.049	11.247
W-3	11.031	11.052	11.048	11.051	11.035	10.960
W-4	11.143	11.127	11.100	11.117	11.153	11.181

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 20 OF 42

4200 DTW11002 82808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research  
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 The Nielsen Company

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	11.100	11.526	11.659	11.104
CENTRAL FIELD	11.143	11.757	11.836	11.314
C-1	11.452	11.824	11.982	11.087
C-2	11.078	11.733	11.772	11.572
C-3	11.118	11.526	11.556	11.349
C-4	10.896	11.944	12.040	11.175
EASTERN FIELD	11.398	11.488	11.457	11.485
E-1	11.144	11.432	11.587	11.206
E-2	10.978	11.533	11.831	11.023
E-3	11.310	10.955	10.710	11.348
E-4	12.103	12.112	12.292	11.979
E-5	11.426	11.565	11.603	11.453
NORTHERN FIELD	11.030	11.548	11.657	10.886
N-1	10.750	11.290	11.258	11.461
N-2	10.923	11.365	11.443	10.419
N-3	11.748	12.735	12.879	11.316
N-4	10.860	11.073	11.225	10.531
SOUTHERN FIELD	10.552	11.025	11.088	10.733
S-1	10.882	11.332	11.424	10.870
S-2	9.778	10.308	10.389	9.974
S-3	10.831	11.250	11.288	11.099
S-4	10.211	10.705	10.819	10.414
WESTERN FIELD	10.851	11.732	12.117	11.040
W-1	11.288	12.750	13.051	11.925
W-2	10.782	11.432	11.937	10.911
W-3	10.764	10.901	11.146	10.717
W-4	10.793	11.221	11.449	10.510

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 21 OF 42

4200 DTW11002 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82600

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Marketing Research  
a subsidiary of  
The Dun & Bradstreet Corporation

	CIGARETTES					
	CAMBRIDGE					
	FULL FLAVOR					
	REGULAR		MENTHOL			
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
TOTAL UNITED STATES	8.991	8.958	9.194			9.093
CENTRAL FIELD	9.541	9.612	9.550			9.573
C-1	9.769	9.783	9.840			9.816
C-2	9.311	9.220	9.360			9.315
C-3	9.887	10.119	9.946			10.018
C-4	9.448	9.544	9.346			9.426
EASTERN FIELD	8.859	8.896	9.201			9.061
E-1	8.881	8.673	9.143			8.892
E-2	10.836	10.004	10.992			10.560
E-3	8.415	8.327	8.621			8.486
E-4	10.027	10.379	10.289			10.313
E-5	8.990	9.299	9.293			9.296
NORTHERN FIELD	8.948	8.879	8.996			8.944
N-1	8.655	8.624	8.830			8.740
N-2	8.784	8.954	9.188			9.093
N-3	10.571	10.469	10.636			10.556
N-4	8.332	8.212	8.377			8.305
SOUTHERN FIELD	8.322	8.134	8.488			8.315
S-1	8.174	8.480	8.497			8.489
S-2	7.634	7.488	7.497			7.491
S-3	9.337	9.069	9.409			9.271
S-4	7.435	7.344	7.540			7.440
WESTERN FIELD	9.087	9.084	9.356			9.241
W-1	9.712	10.155	10.245			10.205
W-2	9.257	9.400	9.693			9.580
W-3	8.819	8.591	9.030			8.845
W-4	8.844	8.701	9.020			8.884

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 22 OF 42

4200 DTW11002 82808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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A Division of The Nielsen Company

	CIGARETTES						
	CAMBRIDGE				PHILIP MORRIS		
	LIGHTS				PRIVATE LABEL		
	REGULAR		MENTHOL		/GENERIC	ALL OTHER	
	KINGS	100'S	KINGS	100'S	TOTAL		
TOTAL UNITED STATES	8.760	9.083	8.760	8.992	8.957	8.530	11.037
CENTRAL FIELD	8.430	9.623	9.400	9.436	9.527	9.133	11.183
C-1	9.670	9.813	9.715	9.714	9.750	9.412	11.492
C-2	9.062	9.455	9.080	9.346	9.309	9.036	11.025
C-3	9.846	9.879	9.796	9.664	9.829	8.313	11.226
C-4	9.440	9.542	9.321	9.241	9.454	8.755	10.945
EASTERN FIELD	8.608	8.942	8.861	8.832	8.800	8.656	11.366
E-1	8.545	8.827	9.369	9.023	8.855	9.454	11.662
E-2	10.117	11.624	10.852	9.290	10.931	8.683	11.441
E-3	8.268	8.580	8.001	8.448	8.392	8.292	11.066
E-4	9.587	9.896	9.869	9.726	9.787	8.898	12.810
E-5	8.721	9.014	8.787	9.027	8.901	9.361	10.928
NORTHERN FIELD	8.750	9.108	8.763	8.918	8.948	8.515	10.834
N-1	8.597	8.700	8.464	8.642	8.633	9.670	10.794
N-2	8.492	8.860	8.513	8.791	8.728	8.148	10.862
N-3	10.311	10.815	10.139	10.482	10.574	10.187	11.459
N-4	8.111	8.414	8.296	8.471	8.338	8.069	10.590
SOUTHERN FIELD	8.007	8.463	8.206	8.538	8.324	8.362	10.582
S-1	7.643	8.191	8.269	8.586	8.078	7.769	10.703
S-2	7.589	7.633	7.980	7.629	7.675	7.700	10.097
S-3	9.199	9.396	8.901	9.655	9.355	9.250	11.025
S-4	7.194	7.608	7.396	7.444	7.434	7.955	9.827
WESTERN FIELD	9.045	9.039	8.856	9.059	9.029	8.222	11.238
W-1	9.486	9.510	9.278	9.845	9.552		11.915
W-2	9.239	9.934	9.233	9.430	9.124	8.199	11.293
W-3	8.877	8.885	8.436	8.773	8.807	7.707	10.856
W-4	8.863	8.887	8.642	8.717	8.829	10.395	11.073

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 23 OF 42

4200 DTW11002 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES							
	WINSTON				FILTER			
	TOTAL	KINGS		LIGHTS		TOTAL		
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	10.831	10.776	10.696	10.552	10.570	10.694	10.547	10.565
CENTRAL FIELD	10.872	11.001	10.818	10.800	10.801	10.683	10.803	10.793
C-1	11.159	11.259	11.015	10.974	10.978	10.970	11.010	11.006
C-2	10.872	11.079	10.876	10.973	10.966	10.737	10.954	10.930
C-3	10.769	10.842	10.783	10.557	10.576	10.377	10.608	10.592
C-4	10.886	10.745	10.509	10.532	10.529	10.541	10.540	10.540
EASTERN FIELD	11.077	11.203	11.077	11.047	11.053	11.165	11.030	11.058
E-1	11.099	11.181	10.994	11.128	11.092	10.721	10.991	10.812
E-2	11.000	10.857	10.733	10.532	10.571	10.889	10.634	10.684
E-3	10.755	10.887	10.884	10.679	10.713	11.045	10.740	10.786
E-4	12.069	12.214	11.997	12.144	12.104	12.494	12.004	12.133
E-5	10.998	11.125	10.778	10.959	10.924	11.233	11.023	11.054
NORTHERN FIELD	10.850	10.781	10.630	10.554	10.561	10.675	10.605	10.612
N-1	10.500	10.649	10.454	10.445	10.445	10.539	10.399	10.413
N-2	10.791	10.838	10.821	10.593	10.596	10.819	10.637	10.635
N-3	11.527	11.523	11.340	11.302	11.305	11.316	11.342	11.339
N-4	10.272	10.540	10.382	10.357	10.360	10.381	10.390	10.389
SOUTHERN FIELD	10.133	10.374	10.329	10.187	10.199	10.309	10.145	10.151
S-1	10.332	10.571	10.310	10.369	10.366	10.500	10.299	10.314
S-2	9.574	9.869	9.828	9.771	9.774	9.537	9.732	9.721
S-3	10.793	10.895	10.705	10.699	10.700	10.715	10.717	10.717
S-4	9.804	10.078	10.010	9.885	9.899	9.952	9.905	9.911
WESTERN FIELD	10.730	10.807	10.809	10.465	10.473	10.585	10.533	10.541
W-1	11.165	11.150	10.975	10.731	10.771	10.877	10.822	10.830
W-2	10.624	10.663	10.438	10.278	10.320	10.746	10.453	10.518
W-3	10.478	10.542	10.224	10.241	10.237	10.222	10.225	10.225
W-4	10.578	10.788	10.481	10.522	10.514	10.090	10.487	10.450

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 24 OF 42

4200 DTW11002 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS	MENTHOL 100'S
TOTAL UNITED STATES	11.198	10.565	11.172	10.931	11.143	10.874	10.560	11.187
CENTRAL FIELD	11.406	10.795	11.289	11.089	11.292	11.107	10.825	11.351
C-1	11.804	10.968	11.543	11.347	11.852	11.411	11.053	11.748
C-2	11.376	10.943	11.182	11.074	11.280	11.173	10.992	11.339
C-3	11.251	10.686	11.238	11.043	11.171	10.924	10.575	11.178
C-4	11.137	10.592	11.117	10.912	11.032	10.896	10.550	11.187
EASTERN FIELD	11.851	10.942	11.462	11.254	11.573	11.239	10.959	11.517
E-1	11.551	10.982	11.437	11.246	11.555	11.225	10.901	11.524
E-2	11.491	10.781	11.566	11.205	11.482	11.148	10.777	11.478
E-3	11.274	10.344	11.088	10.825	11.282	11.017	10.706	11.328
E-4	12.484	11.808	12.349	12.144	12.513	12.194	11.865	12.519
E-5	11.436	11.001	11.409	11.236	11.457	11.224	11.044	11.417
NORTHERN FIELD	11.204	10.815	11.210	10.958	11.182	10.970	10.846	11.261
N-1	11.147	10.411	11.054	10.786	11.081	10.829	10.442	11.161
N-2	11.326	10.586	11.262	10.898	11.180	10.883	10.495	11.224
N-3	11.881	11.458	11.886	11.715	11.945	11.681	11.419	11.934
N-4	10.918	10.407	10.921	10.683	10.859	10.759	10.480	11.017
SOUTHERN FIELD	10.813	10.096	10.757	10.466	10.721	10.423	10.134	10.712
S-1	11.042	10.375	10.980	10.735	11.007	10.728	10.363	11.093
S-2	10.235	9.717	10.066	9.885	10.066	9.838	9.734	10.171
S-3	11.255	10.850	11.232	11.015	11.195	10.946	10.688	11.157
S-4	10.458	9.730	10.558	10.168	10.428	10.250	10.000	10.494
WESTERN FIELD	11.271	10.760	11.362	11.185	11.305	10.873	10.484	11.239
W-1	11.717	10.979	11.838	11.511	11.749	11.359	10.861	11.760
W-2	11.022	10.970	11.280	11.175	11.115	10.708	10.368	11.018
W-3	11.046	10.484	11.098	11.040	10.995	10.641	10.233	11.033
W-4	11.300	10.131	11.079	10.854	11.248	10.798	10.421	11.143

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 25 OF 42

4200 DTW11002 B2808 01 025 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES				CIGARETTES			
	CAMEL				CAMEL			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	10.706	10.582	10.647	11.375	10.705	10.641	11.308	10.814
CENTRAL FIELD	10.948	10.764	10.995	11.353	11.027	10.857	11.413	11.031
C-1	11.256	10.865	11.327	11.727	11.381	11.157	11.841	11.386
C-2	11.141	10.838	11.237	12.011	11.244	11.164	11.470	11.248
C-3	10.759	10.683	10.844	11.249	10.734	10.648	11.184	10.833
C-4	10.671	10.615	10.624	11.059	10.672	10.533	11.149	10.714
EASTERN FIELD	10.989	10.835	10.960	14.346	10.963	11.031	11.552	11.119
E-1	10.916	11.102	10.780		10.780	10.765	11.581	10.858
E-2	10.639	10.603	10.484		10.464	10.759	11.313	10.914
E-3	10.661	10.615	10.650		10.650	10.716	10.939	10.755
E-4	11.968	11.848	11.988	14.346	12.007	11.969	12.588	12.075
E-5	11.008	10.827	11.043		11.043	11.143	11.520	11.220
NORTHERN FIELD	10.702	10.555	10.640	11.930	10.685	10.730	11.269	10.861
N-1	10.539	10.458	10.456		10.456	10.509	11.263	10.715
N-2	10.705	10.421	10.778		10.778	10.697	11.210	10.847
N-3	11.449	11.293	11.473	11.965	11.528	11.427	11.870	11.518
N-4	10.407	10.318	10.375	11.018	10.376	10.400	10.930	10.518
SOUTHERN FIELD	10.305	10.251	10.332	11.264	10.332	10.195	10.803	10.342
S-1	10.342	10.138	10.427		10.427	10.382	10.988	10.525
S-2	9.979	10.284	9.816		9.816	9.770	9.998	9.810
S-3	10.747	10.833	10.740	11.264	10.741	10.717	11.232	10.893
S-4	9.916	9.782	9.968		9.968	9.908	10.354	9.994
WESTERN FIELD	10.654	10.492	10.525	11.343	10.645	10.528	11.404	10.768
W-1	10.979	10.775	10.769	11.870	10.934	10.805	11.789	11.129
W-2	10.579	10.391	10.487	11.218	10.597	10.509	11.229	10.883
W-3	10.340	10.230	10.206	11.020	10.314	10.287	11.014	10.477
W-4	10.529	10.514	10.435	10.945	10.509	10.371	11.146	10.858

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 26 OF 42

4200 DTW11002 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
The Nielsen Company

	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	10.742	10.711	10.822	10.579
CENTRAL FIELD	11.076	11.057	11.101	11.100
C-1	11.374	11.372	11.414	11.257
C-2	11.128	11.125	11.118	11.164
C-3	10.953	10.940	10.999	10.867
C-4	10.856	10.788	10.931	10.960
EASTERN FIELD	11.238	11.222	11.251	11.310
E-1	11.145	11.142	11.135	11.244
E-2	11.184	11.223	11.120	11.099
E-3	10.970	10.974	10.901	11.204
E-4	12.009	12.041	11.964	11.952
E-5	11.130	11.059	11.300	10.889
NORTHERN FIELD	10.794	10.758	10.904	10.673
N-1	10.607	10.597	10.660	10.618
N-2	10.868	10.903	10.941	10.593
N-3	11.602	11.545	11.749	11.425
N-4	10.530	10.469	10.649	10.527
SOUTHERN FIELD	10.281	10.250	10.362	10.231
S-1	10.544	10.474	10.689	10.546
S-2	9.800	9.776	9.860	9.771
S-3	10.812	10.786	10.881	10.747
S-4	9.886	9.921	9.853	9.806
WESTERN FIELD	10.860	10.798	10.998	10.874
W-1	11.167	11.110	11.284	11.113
W-2	10.843	10.705	11.032	12.676
W-3	10.706	10.629	10.899	10.685
W-4	10.704	10.710	10.799	10.148

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 27 OF 42

4200 DTW11002 B2808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL		LIGHTS		
	FILTER		MENTHOL		
	TOTAL	KING SIZE	100'S	100'S	KING SIZE
TOTAL UNITED STATES	8.858	8.605	8.970	9.012	8.862
CENTRAL FIELD	9.577	9.614	9.518	9.674	9.585
C-1	9.905	9.851	9.904	9.981	9.836
C-2	9.488	9.407	9.481	9.572	9.569
C-3	9.768	10.001	9.681	9.816	9.863
C-4	9.213	9.475	9.000	9.448	9.180
EASTERN FIELD	9.073	8.871	9.188	9.241	8.853
E-1	9.799	9.654	9.930	9.836	9.465
E-2	10.080	9.424	9.778	10.688	10.187
E-3	8.536	8.420	8.656	8.701	8.272
E-4	10.005	9.891	9.949	10.241	9.903
E-5	8.950	8.691	9.007	9.057	9.037
NORTHERN FIELD	8.556	8.283	8.611	8.800	8.546
N-1	8.600	8.541	8.663	8.593	8.395
N-2	9.034	9.092	8.956	9.046	9.141
N-3	10.156	10.096	10.226	10.289	9.872
N-4	7.818	7.391	7.893	8.210	7.914
SOUTHERN FIELD	8.081	7.675	8.273	8.328	7.892
S-1	8.141	7.694	8.332	8.524	8.036
S-2	7.483	7.269	7.588	7.589	7.271
S-3	9.551	9.452	9.634	9.509	9.469
S-4	7.256	6.871	7.408	7.623	7.121
WESTERN FIELD	9.429	9.767	9.450	9.227	9.050
W-1	9.981	9.788	10.076	10.008	9.915
W-2	8.940	9.193	8.997	8.606	8.835
W-3	8.775	8.611	8.745	8.910	8.808
W-4	9.484	10.205	9.474	9.181	8.664

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 511

PAGE 28 OF 42

4200 DTW11002 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	8.882	9.232	9.072	8.808	11.226
CENTRAL FIELD	9.604	9.708	9.668	9.600	11.353
C-1	9.922	9.854	9.878	9.897	11.652
C-2	9.487	9.752	9.656	9.532	11.348
C-3	9.708	9.754	9.736	9.760	11.220
C-4	9.357	9.204	9.287	9.224	11.148
EASTERN FIELD	9.107	9.472	9.292	9.119	11.573
E-1	9.651	9.851	9.759	9.791	11.659
E-2	9.584	9.447	9.490	9.929	11.448
E-3	8.489	8.863	8.673	8.563	11.330
E-4	9.719	10.112	9.919	9.988	12.251
E-5	9.274	9.707	9.484	9.068	11.554
NORTHERN FIELD	8.384	8.618	8.511	8.547	11.196
N-1	8.475	8.690	8.580	8.596	11.079
N-2	9.194	9.071	9.116	9.053	11.283
N-3	10.034	10.418	10.248	10.171	11.901
N-4	7.645	7.899	7.786	7.812	10.901
SOUTHERN FIELD	8.130	8.828	8.511	8.172	10.811
S-1	8.284	8.843	8.470	8.218	10.980
S-2	7.586	8.596	8.114	7.579	9.990
S-3	9.970	9.868	9.903	9.631	11.184
S-4	7.019	7.575	7.269	7.259	10.846
WESTERN FIELD	9.249	9.385	9.319	9.398	11.271
W-1	10.069	10.167	10.131	10.023	11.758
W-2	8.777	9.084	8.954	8.945	11.091
W-3	8.788	8.777	8.774	8.775	11.021
W-4	9.181	9.221	9.196	9.411	11.327

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 29 OF 42

4200 DTW11002 B2808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	NOW			FILTER			CENTURY TOTAL	
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL		
								TOTAL
TOTAL UNITED STATES	11.006	10.575	10.547	10.568	11.184	11.167	11.178	11.721
CENTRAL FIELD	11.132	10.761	10.817	10.779	11.276	11.230	11.260	11.932
C-1	11.437	11.026	10.943	11.005	11.580	11.536	11.584	11.804
C-2	11.122	11.011	10.847	10.958	11.279	11.036	11.186	11.561
C-3	11.038	10.478	10.885	10.597	11.172	11.254	11.194	12.101
C-4	10.964	10.535	10.669	10.583	11.094	11.148	11.115	12.217
EASTERN FIELD	11.284	10.904	10.878	10.897	11.510	11.427	11.485	11.598
E-1	11.197	10.803	10.838	10.811	11.408	11.461	11.421	11.945
E-2	11.329	10.973	10.664	10.854	11.484	11.539	11.494	12.715
E-3	11.162	10.877	10.618	10.810	11.331	11.368	11.345	10.945
E-4	12.056	11.576	11.571	11.575	12.437	12.088	12.337	11.938
E-5	11.085	10.654	10.807	10.687	11.282	11.197	11.251	11.523
NORTHERN FIELD	11.046	10.560	10.540	10.554	11.268	11.251	11.261	11.685
N-1	10.872	10.404	10.504	10.438	11.056	11.070	11.062	11.234
N-2	11.083	10.406	10.381	10.400	11.366	11.222	11.308	11.707
N-3	11.781	11.375	11.190	11.312	11.955	11.950	11.859	12.599
N-4	10.697	10.332	10.249	10.309	10.913	10.894	10.806	11.209
SOUTHERN FIELD	10.529	10.072	9.810	9.998	10.715	10.709	10.713	11.237
S-1	11.022	10.521	10.569	10.534	11.189	11.096	11.160	11.114
S-2	9.830	9.678	9.250	9.580	9.937	9.955	9.944	10.195
S-3	11.059	10.551	10.358	10.508	11.173	11.221	11.190	12.061
S-4	10.174	9.772	9.626	9.721	10.300	10.573	10.398	10.581
WESTERN FIELD	11.141	10.594	10.850	10.643	11.286	11.408	11.321	12.206
W-1	11.548	10.975	11.893	11.110	11.758	11.690	11.736	13.275
W-2	10.854	10.536	10.528	10.533	10.952	11.177	11.001	11.722
W-3	10.865	10.219	10.607	10.285	11.087	11.023	11.071	11.357
W-4	11.169	10.448	10.310	10.429	11.287	11.461	11.348	11.241

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 30 OF 42

4200 DTW11002 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES				
	MAGNA				
	FILTER KINGS		LIGHTS KINGS	ALL OTHER	
	TOTAL	SOFT PACK BOX		R.J. REYNOLDS	
TOTAL UNITED STATES	10.278	10.414	10.301	10.067	10.607
CENTRAL FIELD	10.076	10.253	10.078	9.901	11.427
C-1	10.990	10.278	11.693	10.664	11.472
C-2					11.412
C-3	9.775	9.973	9.810	9.528	11.615
C-4	10.040	10.393	9.780	9.950	11.004
EASTERN FIELD	10.038	10.276	9.972	9.772	11.610
E-1	10.046	10.333	10.013	9.730	11.651
E-2	11.748	11.748			11.800
E-3	9.820	10.163	9.859	9.629	11.636
E-4	10.734	10.244	10.209	11.326	11.651
E-5	10.015	10.213	10.052	9.610	11.440
NORTHERN FIELD	10.180	10.328	10.167	9.995	9.456
N-1	10.114	10.219	10.129	9.921	8.793
N-2					10.178
N-3					12.551
N-4	10.237	10.425	10.214	10.040	9.825
SOUTHERN FIELD	10.381	10.407	10.430	10.279	10.468
S-1					10.505
S-2					9.475
S-3	10.381	10.407	10.430	10.279	11.665
S-4					9.472
WESTERN FIELD	10.536	10.845	10.623	9.983	11.835
W-1	10.661	10.880	10.563	9.086	11.986
W-2					12.584
W-3	10.216	10.324	10.249	9.793	11.316
W-4	10.532	10.859	10.648	10.027	11.336

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 31 OF 42

4200 DTW11002 B2808 01 031 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT KINGS	PACK 100'S
TOTAL UNITED STATES	10.702	10.807	10.626	11.256
CENTRAL FIELD	10.908	11.047	10.862	11.395
C-1	11.235	11.386	11.087	11.826
C-2	10.864	11.109	10.995	11.349
C-3	10.784	10.848	10.637	11.187
C-4	10.657	10.772	10.592	11.189
EASTERN FIELD	11.098	11.182	11.050	11.638
E-1	11.172	11.157	11.005	11.652
E-2	10.893	10.826	10.628	11.406
E-3	10.809	10.929	10.827	11.286
E-4	12.076	12.140	12.064	12.409
E-5	10.996	11.147	10.976	11.781
NORTHERN FIELD	10.646	10.802	10.629	11.246
N-1	10.500	10.760	10.568	11.253
N-2	10.640	10.693	10.471	11.217
N-3	11.449	11.474	11.342	11.870
N-4	10.371	10.616	10.475	11.020
SOUTHERN FIELD	10.318	10.455	10.303	10.907
S-1	10.417	10.648	10.484	11.103
S-2	9.768	9.968	9.853	10.340
S-3	10.813	10.788	10.651	11.143
S-4	10.108	10.268	10.110	10.835
WESTERN FIELD	10.713	10.681	10.431	11.234
W-1	11.140	11.212	10.910	11.883
W-2	10.676	10.662	10.430	11.208
W-3	10.521	10.451	10.194	11.037
W-4	10.577	10.622	10.392	11.106

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 32 OF 42

4200 DTW11002 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	8.870	8.706			8.899
CENTRAL FIELD	8.839	8.731			8.879
C-1	8.731	8.731			
C-2					
C-3	8.879				8.879
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	8.868	8.704			8.901
N-1	8.661	8.661			
N-2					
N-3	8.871	8.709			8.901
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					
WESTERN FIELD	8.896				8.896
W-1					
W-2	8.896				8.896
W-3					
W-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 33 OF 42

4200 DTW11002 B2808 01 033 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES						
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL	BELAIR TOTAL
TOTAL UNITED STATES	10.820	10.795	9.924	9.282	10.233	10.791	10.917
CENTRAL FIELD	10.957	10.967	10.257	9.714	10.514	11.027	10.953
C-1	11.204	11.280	10.808	9.635	10.647	11.063	11.245
C-2	11.067	10.977	9.953	9.839	10.079	11.348	10.919
C-3	10.904	11.008	10.290	9.509	10.608	10.847	10.914
C-4	10.712	10.644	10.494	9.525	10.751	10.632	10.855
EASTERN FIELD	11.196	11.203	10.108	9.479	10.232	11.227	11.144
E-1	11.368	11.280	10.910	10.173	10.924	11.280	11.283
E-2	10.740	11.368	10.440		10.440	10.822	10.837
E-3	10.733	11.053	9.580	9.303	9.799	11.020	10.925
E-4	12.280	11.777	10.804	9.310	10.811	12.086	11.913
E-5	11.293	10.929	9.888	11.768	9.914	11.086	11.085
NORTHERN FIELD	10.833	10.727	9.802	8.867	10.158	10.734	10.951
N-1	10.584	10.484	9.255	8.877	9.837	10.616	10.750
N-2	10.835	10.700	10.110	9.517	10.326	10.860	10.798
N-3	11.522	11.608	11.205	10.211	11.400	11.555	11.515
N-4	10.409	10.567	9.128	8.481	9.682	10.571	10.542
SOUTHERN FIELD	10.307	10.348	9.595	9.205	9.833	10.391	10.471
S-1	10.519	10.888	9.286	8.979	9.558	10.515	10.410
S-2	9.740	9.578	9.174	8.788	9.304	9.662	10.160
S-3	10.931	10.818	10.729	10.649	10.765	10.820	10.790
S-4	10.163	10.193	9.207	8.447	9.626	10.168	10.356
WESTERN FIELD	10.972	10.869	10.312	9.788	10.415	10.769	11.044
W-1	11.295	11.245	10.574	10.409	10.595	11.114	11.408
W-2	10.813	10.735	10.581	10.302	10.666	10.671	10.843
W-3	10.702	10.522	9.819	9.019	10.063	10.672	10.754
W-4	10.732	10.956	9.998	9.264	10.155	10.710	11.064

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 34 OF 42

4200 DTW11002 B2808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

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 DB  
McGraw-Hill

	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	8.945	8.879	9.024	8.920	8.960
CENTRAL FIELD	9.515	9.545	9.585	9.519	9.361
C-1	9.674	9.360	9.761	9.732	9.992
C-2	9.382	9.304	9.288	9.422	9.579
C-3	9.822	9.664	10.111	9.902	9.625
C-4	9.410	8.681	8.480	9.294	9.010
EASTERN FIELD	8.862	8.911	8.845	8.838	8.839
E-1	9.580	9.441	9.868	9.966	8.867
E-2	9.301	9.078	10.213	9.045	10.177
E-3	8.527	8.482	8.374	8.805	8.748
E-4	9.859	10.379	9.216	8.954	9.482
E-5	8.571	8.778	8.544	8.038	8.755
NORTHERN FIELD	8.730	8.608	8.792	8.738	8.799
N-1	8.712	8.633	8.809	8.519	8.828
N-2	9.289	9.431	9.112	9.364	9.206
N-3	10.221	10.110	10.583	9.782	10.352
N-4	8.098	7.870	8.196	8.157	8.201
SOUTHERN FIELD	8.327	8.045	8.472	8.373	8.473
S-1	8.338	8.035	8.369	8.605	8.482
S-2	7.673	7.530	7.945	7.378	7.903
S-3	10.301	9.967	10.008	10.525	10.681
S-4	7.292	7.337	7.497	7.274	7.108
WESTERN FIELD	9.143	9.125	9.084	8.992	9.346
W-1	9.445	9.321	9.662	9.394	9.508
W-2	9.804	9.818	9.522	10.378	9.944
W-3	9.396	9.376	9.297	9.616	9.357
W-4	8.394	8.461	8.358	8.110	8.643

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 35 OF 42

4200 DTW11002 B2808 01 035 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 CONSUMER PRICES - CARTON BASIS  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM					
	TOTAL	KINGS	REGULAR 100'S	MENTHOL KINGS 100'S		
TOTAL UNITED STATES	11.148		11.165		11.128	10.346
CENTRAL FIELD	11.351		11.389		11.311	10.429
C-1	11.412		11.328		11.500	10.888
C-2	11.439		11.582		11.318	10.218
C-3	11.224		11.301		11.139	10.397
C-4						10.491
EASTERN FIELD	11.869		11.672		11.665	10.961
E-1	11.289		11.215		11.345	10.832
E-2	11.398		11.367		11.457	10.023
E-3	11.416		11.492		11.301	10.286
E-4	12.875		12.640		12.722	12.513
E-5	11.413		11.358		11.475	11.205
NORTHERN FIELD	10.835		10.904		10.768	10.370
N-1	9.966		9.629		10.201	10.533
N-2	11.077		11.163		10.990	10.152
N-3	11.574		11.619		11.532	10.939
N-4	10.681		10.787		10.593	10.151
SOUTHERN FIELD	10.922		10.939		10.905	10.172
S-1	10.945		10.904		10.980	10.315
S-2	10.526		10.399		10.615	9.436
S-3	11.051		11.057		11.043	10.998
S-4	10.716		10.834		10.594	9.268
WESTERN FIELD	11.131		11.099		11.174	10.148
W-1	11.832		11.711		11.997	10.105
W-2	11.084		11.037		11.164	10.034
W-3	10.989		10.969		11.016	10.465
W-4	10.903		10.919		10.885	10.408

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 38 OF 42

4200 DTW11002 B2808 01 036 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-52500

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	CIGARETTES						
	NEWPORT						
			KINGS		MENTHOL		
	TOTAL		BOX	SOFT PACK	100'S BOX & SOFT PACK	LIGHTS KINGS & 100'S	25'S
TOTAL UNITED STATES	10.954	10.954	11.019	10.619	11.375	11.108	11.016
CENTRAL FIELD	11.052	11.278	10.974	11.137	11.859	11.242	11.054
C-1	11.273	11.281	10.600	11.233	11.793	11.019	
C-2	11.149	11.515	11.264	11.387	11.816	11.705	
C-3	10.879	10.878	11.078	10.572	11.435	10.813	11.244
C-4	10.896	10.903	10.338	10.728	11.278	10.806	10.888
EASTERN FIELD	11.317	11.341	11.277	11.068	11.751	11.333	11.573
E-1	11.299	11.338	11.324	11.251	11.793	11.127	10.847
E-2	10.988	10.813	10.620	10.595	11.374	10.911	12.459
E-3	11.141	11.157	11.478	10.568	11.468	11.149	11.450
E-4	12.027	12.144	11.961	11.873	12.882	12.199	11.369
E-5	11.244	11.294	10.946	11.281	11.623	11.281	11.927
NORTHERN FIELD	11.020	11.077	10.656	10.831	11.447	11.101	12.112
N-1	10.812	10.849	10.430	10.730	11.491	10.867	11.547
N-2	10.852	10.769	10.358	10.430	11.156	10.919	11.405
N-3	11.613	11.658	11.306	11.488	11.902	11.549	12.907
N-4	10.777	10.837	10.583	10.866	11.304	10.807	12.141
SOUTHERN FIELD	10.483	10.451	10.431	10.291	10.883	10.535	10.282
S-1	10.810	10.880	10.776	10.725	11.246	10.944	11.258
S-2	10.004	10.078	9.744	9.957	10.454	10.181	10.182
S-3	10.859	10.828	10.842	10.599	11.087	11.021	10.289
S-4	10.351	10.492	10.146	10.401	11.079	10.400	10.319
WESTERN FIELD	10.858	10.542	10.355	10.293	11.207	10.453	10.145
W-1	11.345	11.200	10.421	10.781	12.071		
W-2	10.726	10.524	10.410	10.295	11.076	10.746	
W-3	10.627	10.376	10.200	10.133	10.982	10.297	
W-4	10.845	10.552	10.495	10.314	11.231	10.373	10.145

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 37 OF 42

4200 DTW11002 82808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	KENT			TRUE			GOLDEN LIGHTS	ALL OTHER
	TOTAL	III	ALL OTHER	TOTAL	KINGS	FILTER 100'S	TOTAL	LORILLARD
TOTAL UNITED STATES	10.819	10.947	10.895	10.945	10.646	11.291	10.926	11.123
CENTRAL FIELD	11.029	11.095	10.964	10.981	10.719	11.243	10.996	11.044
C-1	11.297	11.376	11.225	11.276	10.990	11.541	11.155	11.403
C-2	11.054	11.086	11.021	11.022	10.817	11.238	10.976	11.188
C-3	10.839	10.991	10.700	10.791	10.495	11.135	10.965	11.105
C-4	10.890	10.922	10.854	10.824	10.562	11.051	10.919	10.930
EASTERN FIELD	11.254	11.270	11.244	11.287	11.048	11.619	11.249	11.473
E-1	11.315	11.254	11.365	11.163	10.958	11.460	11.239	11.345
E-2	11.175	11.198	11.162	11.113	10.789	11.616	10.991	11.414
E-3	11.075	11.214	11.004	11.158	10.873	11.511	11.106	11.293
E-4	11.773	11.733	11.800	12.029	11.843	12.302	11.979	12.188
E-5	11.134	11.088	11.169	11.095	10.863	11.427	11.071	11.524
NORTHERN FIELD	10.936	10.991	10.889	10.914	10.586	11.275	10.968	11.237
N-1	10.706	10.702	10.709	10.731	10.341	11.167	10.761	11.097
N-2	10.956	11.123	10.821	10.786	10.475	11.181	10.926	11.080
N-3	11.554	11.610	11.480	11.609	11.286	11.925	11.695	11.550
N-4	10.770	10.740	10.795	10.741	10.500	10.996	10.722	10.771
SOUTHERN FIELD	10.468	10.459	10.475	10.552	10.243	10.899	10.486	10.633
S-1	10.783	10.805	10.785	10.834	10.425	11.185	10.675	10.786
S-2	9.845	9.805	9.890	9.872	9.771	9.988	9.879	10.045
S-3	10.815	10.850	10.784	10.917	10.675	11.174	10.857	11.033
S-4	10.126	10.124	10.126	10.202	9.836	10.831	10.280	10.440
WESTERN FIELD	10.915	10.974	10.857	10.893	10.478	11.351	10.957	11.010
W-1	11.439	11.423	11.456	11.317	10.785	11.978	11.414	11.203
W-2	10.757	10.828	10.691	10.717	10.405	11.146	10.808	11.076
W-3	10.682	10.785	10.600	10.725	10.301	11.095	10.766	10.862
W-4	10.941	10.946	10.935	11.011	10.530	11.444	10.870	10.734

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 38 OF 42

4200 DTW11002 82808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	L & M					
	PRIVATE LABEL/GENERIC					
	KINGS & 100'S					
TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER	
TOTAL UNITED STATES	9.288	8.679	8.603	8.798	8.767	8.368
CENTRAL FIELD	9.689	9.240	9.215	9.282	9.248	9.175
C-1	10.213	9.161	9.160	9.217	9.139	8.810
C-2	9.407	8.992	8.986	9.080	8.915	8.845
C-3	9.601	9.262	9.220	9.374	9.125	8.789
C-4	9.794	9.503	9.463	9.454	9.693	9.306
EASTERN FIELD	9.789	8.795	8.764	8.975	8.756	8.534
E-1	10.317	9.679	9.648	9.673	9.880	9.294
E-2	10.830	9.533	9.566	9.745	9.206	
E-3	9.387	8.432	8.465	8.512	8.295	8.266
E-4	11.651	9.762	9.732	9.312	10.231	
E-5	9.432	8.640	8.530	8.988	8.591	8.547
NORTHERN FIELD	9.261	8.618	8.521	8.735	8.818	8.368
N-1	9.303	8.436	8.467	8.422	8.315	8.582
N-2	9.724	9.199	9.083	9.435	9.261	9.294
N-3	10.535	10.133	10.089	10.066	10.328	9.593
N-4	8.451	7.856	7.804	8.001	7.922	7.617
SOUTHERN FIELD	8.636	7.930	7.851	8.108	7.921	7.660
S-1	8.458	7.834	7.778	8.037	7.706	7.640
S-2	7.834	7.361	7.307	7.512	7.299	7.218
S-3	9.760	9.101	9.063	9.081	9.293	9.040
S-4	8.478	7.343	7.307	7.438	7.430	6.997
WESTERN FIELD	9.197	8.707	8.640	8.821	8.784	7.043
W-1	10.035	9.751	9.576	10.081	9.761	8.423
W-2	9.127	8.373	8.482	8.463	8.472	5.912
W-3	8.955	8.145	8.047	8.239	8.243	9.953
W-4	8.797	8.365	8.277	8.437	8.451	8.002

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 39 OF 42

4200 DTW11002 82808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-82800

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	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	10.970	10.691	10.676	10.763	10.996
CENTRAL FIELD	11.009	10.709	10.731	10.630	11.188
C-1	11.449	10.823	10.699	11.149	11.460
C-2	10.952	10.831	10.700	10.537	11.280
C-3	10.543	10.856	10.756	10.133	11.030
C-4	10.878	10.736	10.740	10.695	11.004
EASTERN FIELD	11.316	11.008	10.913	11.471	11.342
E-1	11.018	11.259	11.077	11.952	11.331
E-2	11.064	10.776	10.755	10.814	11.242
E-3	10.988	10.820	10.811	10.970	11.107
E-4	12.231	11.507	11.297	12.166	12.101
E-5	11.370	10.727	10.702	10.877	11.250
NORTHERN FIELD	10.783	10.681	10.673	10.731	10.918
N-1	10.707	10.561	10.552	10.879	10.741
N-2	10.474	10.322	10.283	10.577	10.833
N-3	11.616	11.527	11.526	11.544	11.472
N-4	10.522	10.445	10.396	10.594	10.728
SOUTHERN FIELD	10.554	10.248	10.226	10.367	10.487
S-1	11.005	10.179	10.200	10.088	10.701
S-2	9.691	9.736	9.673	10.309	9.870
S-3	10.996	10.675	10.637	11.015	10.884
S-4	10.162	9.942	9.909	10.083	10.060
WESTERN FIELD	10.911	10.654	10.759	10.346	11.124
W-1	11.147	11.283	11.325	10.905	11.783
W-2	10.958	10.517	10.604	10.368	11.065
W-3	10.727	10.279	10.327	10.180	10.854
W-4	10.864	10.707	10.786	10.385	11.022

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TABLE S11

PAGE 40 OF 42

4200 DTW11002 82808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

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	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	11.698	10.822	11.822	10.234	
CENTRAL FIELD	10.384		10.384	10.400	
C-1	10.827		10.827		
C-2	12.400		12.449	10.400	
C-3	10.205		10.205		
C-4					
EASTERN FIELD	12.827		12.827		
E-1	12.783		12.783		
E-2					
E-3	10.812		10.812		
E-4	13.028		13.028		
E-5					
NORTHERN FIELD	13.665		13.665		
N-1					
N-2	13.570		13.570		
N-3	16.457		16.457		
N-4	13.046		13.046		
SOUTHERN FIELD	11.830	10.828	11.883	9.522	
S-1	11.289		11.610	9.522	
S-2	10.828	10.828			
S-3	12.277		12.277		
S-4	10.081		10.081		
WESTERN FIELD	11.565	10.778	11.793	10.250	
W-1	16.933		16.933		
W-2	10.463		10.463		
W-3	10.355	10.778	10.336	10.404	
W-4	10.240		10.426	10.009	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S11

PAGE 41 OF 42

4200 DTW11002 B2808 01 041 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
CONSUMER PRICES - CARTON BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB associated  
The Data Resources Corporation

	..... D-D .....
	..... CIGARETTES .....
	..... AUSTIN .....
TOTAL	KINGS 100'S

  

TOTAL UNITED STATES

CENTRAL FIELD

C-1

C-2

C-3

C-4

EASTERN FIELD

E-1

E-2

E-3

E-4

E-5

NORTHERN FIELD

N-1

N-2

N-3

N-4

SOUTHERN FIELD

S-1

S-2

S-3

S-4

WESTERN FIELD

W-1

W-2

W-3

W-4

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TABLE S11

PAGE 42 OF 42

4200 DTW11002 B2808 01 042 0273 1468

# Nielsen Marketing Research

*Distribution &  
Out-of-Stock*

## Visual Distribution - Table 14V

Visual distribution in key out-lets (chain and large independent) and Mass Merchandisers are also available by Nielsen area. Tables by client sales areas are preceded by an "S", e.g., S14V.

Visual distribution percentages (Table 14V) for key outlets and Mass Merchandisers include all merchandise in the selling area of stores. Regular shell stocks would be included, as well as display merchandise. Visual inventories would exclude any merchandise located under or behind shelves, on check-out counters, etc., even though it may be in the selling area of the store. Also excluded would be all back-room or reserve stock. The distribution percentages appearing on Table 14V reflect the extent to which the brand was *visually available to consumers* on the date of audit, weighted by the percent of all commodity importance of these stores for Food and Drug stores. Store count distribution is used for Mass Merchandisers.

Out-of-stock figures indicate the relative importance of outlets that handled the item during the period, but were without goods on the date of audit. These figures are weighted by the percent of all commodity importance of these stores for Food and Drug data. Hence, subtraction of the out-of-stock figure from the maximum distribution produces the measure of *in-stock* (net-effective) stock count distribution and out-of-stock is shown for all Nielsen Food and Drug markets and for key outlets versus remaining stores. Store count distribution and out-of-stock is shown for all Mass Merchandisers. Tables by client sales areas are preceded by an "S", e.g., S-14.

These data are produced two ways: all commodity and store count basis. Food and Drug outlets report all commodity distribution and out-of-stock while store count distribution and out-of-stock data are reported in Mass Merchandisers. All commodity distribution provides a weighting of a brand's distribution, by reflecting the volume of the commodity dollar volume of the stores handling it. For example, Brand "X" is stocked by 60% of the stores numerically, but these stores account for 84% of total store dollar volume, or "exposure to traffic." Store count distribution expresses a brand's distribution strictly as a numerical percent of projected stores handling. For example, Brand "X" is stocked in five of ten stores; store count distribution is 50%. The distribution percentages appearing on Table 14 represent the maximum distribution and the *out-of-stock* condition for each brand. Maximum available distribution reflects the extent to which the brand was in stores at any time during the period.

**DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	TOTAL		AMERICAN		BROWN &		LORILLARD		TOTAL		PHILIP	
	CIGARETTES		TOBACCO		WILLIAMSON		LIGGETT &		MYERS		MORRIS	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	98	0	98	#	98	#	98	#	97	#	98	0
CENTRAL FIELD	99	0	99	#	99	0	99	#	98	1	99	0
C-1	100	0	99	0	100	0	99	0	98	#	100	0
C-2	100	0	99	1	100	0	100	0	97	1	100	0
C-3	100	0	99	#	99	0	98	1	99	2	99	0
C-4	99	0	99	#	99	0	98	0	98	#	99	0
EASTERN FIELD	93	0	92	1	93	0	93	0	91	0	93	0
E-1	100	0	99	0	100	0	100	0	99	0	100	0
E-2	56	0	56	0	56	0	56	0	56	0	56	0
E-3	99	0	99	0	99	0	99	0	98	0	99	0
E-4	92	0	80	6	92	0	92	0	88	0	92	0
E-5	94	0	94	0	94	0	94	0	93	0	94	0
NORTHERN FIELD	99	0	99	#	99	0	99	#	98	#	99	0
N-1	99	0	99	#	99	0	99	#	99	#	99	0
N-2	100	0	100	0	100	0	100	0	99	0	100	0
N-3	100	0	100	0	100	0	99	0	100	0	100	0
N-4	98	0	96	0	96	0	96	0	93	0	96	0
SOUTHERN FIELD	99	0	99	0	99	0	99	0	98	1	99	0
S-1	100	0	100	0	100	0	100	0	99	#	100	0
S-2	97	0	97	0	97	0	97	0	97	0	97	0
S-3	100	0	100	0	100	0	99	0	99	2	100	0
S-4	98	0	98	0	98	0	98	0	97	#	98	0
WESTERN FIELD	99	0	99	0	99	#	98	#	98	#	99	0
W-1	100	0	100	0	100	0	100	0	98	0	100	0
W-2	99	0	99	0	99	0	99	0	97	0	99	0
W-3	98	0	98	0	98	0	98	0	96	1	98	0
W-4	100	0	100	0	100	1	100	#	99	1	100	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98	0	98	#	98	0	98	0	97	0	98	0
CHAIN OVER \$2 MIL	99	0	98	#	99	0	99	0	98	0	99	0
IND OVER \$2 MIL	95	0	95	0	95	0	95	0	95	0	95	0
CHAIN UNDER \$2 MIL	100	0	99	1	100	0	100	0	97	3	100	0
IND UNDER \$2 MIL	98	0	98	#	98	#	97	#	92	2	98	0

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 1 OF 42

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4200 DTW14100 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES									
	TOTAL					REGULAR FILTER				
	NON-FILTER		FILTER		TOTAL	FULL FLAVOR		LOW TAR		ULTRA LOW TAR
	MAX.	O-O-S	MAX.	O-O-S	MAX. O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX. O-O-S
TOTAL UNITED STATES	98	#	98	0	98 0	98	0	98	0	98 0
CENTRAL FIELD	99	1	99	0	99 0	99	0	99	0	99 0
C-1	99	0	100	0	100 0	100	0	100	0	100 0
C-2	99	1	100	0	99 0	99	0	99	0	99 0
C-3	99	1	100	0	100 0	100	0	100	0	99 0
C-4	99	#	99	0	99 0	99	0	99	0	98 0
EASTERN FIELD	92	#	93	0	93 0	93	0	93	0	92 0
E-1	100	0	100	0	100 0	100	0	100	0	100 0
E-2	56	0	56	0	56 0	56	0	56	0	56 0
E-3	98	0	99	0	99 0	99	0	99	0	99 0
E-4	88	#	92	0	92 0	92	0	92	0	90 0
E-5	94	0	94	0	94 0	94	0	94	0	94 0
NORTHERN FIELD	99	#	99	0	99 0	99	0	99	0	98 0
N-1	99	#	99	0	99 0	99	0	99	0	99 0
N-2	100	0	100	0	100 0	100	0	100	0	100 0
N-3	100	0	100	0	100 0	100	0	100	0	99 0
N-4	96	0	96	0	96 0	96	0	96	0	95 0
SOUTHERN FIELD	99	#	99	0	99 0	99	0	99	0	98 0
S-1	100	0	100	0	100 0	100	0	100	0	100 0
S-2	97	0	97	0	97 0	97	0	97	0	97 0
S-3	100	0	100	0	100 0	100	0	100	0	99 0
S-4	98	#	98	0	98 0	98	0	98	0	96 0
WESTERN FIELD	99	0	99	0	99 0	99	0	99	0	99 0
W-1	100	0	100	0	100 0	100	0	100	0	100 0
W-2	99	0	99	0	99 0	99	0	99	0	99 0
W-3	88	0	98	0	98 0	98	0	98	0	98 0
W-4	100	0	100	0	100 0	100	0	100	0	99 0
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	98	0	98	0	98 0	98	0	98	0	98 0
CHAIN OVER \$2 MIL	98	0	99	0	99 0	99	0	99	0	98 0
IND OVER \$2 MIL	95	0	95	0	95 0	95	0	95	0	85 0
CHAIN UNDER \$2 MIL	99	1	100	0	100 0	100	0	100	0	100 0
IND UNDER \$2 MIL	97	1	98	0	98 0	98	0	98	0	97 0

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TABLE 514

PAGE

2 OF 42

4200 DTW14100 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
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	CIGARETTES							
	MENTHOL FILTER							
	TOTAL		FULL FLAVOR		LOW TAR		ULTRA LOW TAR	
	MAX.	D-O-S	MAX.	D-O-S	MAX.	D-O-S	MAX.	D-O-S
TOTAL UNITED STATES	98	#	98	#	98	#	97	1
CENTRAL FIELD	99	#	99	0	99	#	99	#
C-1	100	0	100	0	100	0	99	#
C-2	100	0	100	0	100	0	99	0
C-3	100	1	99	0	100	1	98	0
C-4	99	0	99	0	99	0	98	#
EASTERN FIELD	93	0	93	0	93	0	91	1
E-1	100	0	100	0	100	0	99	0
E-2	56	0	58	0	56	0	54	0
E-3	99	0	99	0	99	0	99	0
E-4	92	0	92	0	92	0	89	7
E-5	94	0	94	0	94	0	93	0
NORTHERN FIELD	99	0	99	#	99	#	98	1
N-1	99	0	99	0	99	#	99	0
N-2	100	0	100	0	100	0	90	0
N-3	100	0	100	0	100	0	99	0
N-4	96	0	96	#	96	0	95	3
SOUTHERN FIELD	89	0	99	0	99	0	99	1
S-1	100	0	100	0	100	0	99	1
S-2	97	0	97	0	97	0	97	0
S-3	100	0	100	0	100	0	99	1
S-4	98	0	98	0	98	0	98	2
WESTERN FIELD	99	0	99	0	99	0	99	0
W-1	100	0	100	0	100	0	100	0
W-2	99	0	99	0	99	0	99	0
W-3	98	0	98	0	98	0	98	0
W-4	100	0	100	0	100	0	99	0
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	98	#	98	0	98	#	97	1
CHAIN OVER \$2 MIL	99	#	99	0	99	#	98	1
IND OVER \$2 MIL	95	0	95	0	95	0	94	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	0
IND UNDER \$2 MIL	98	0	98	#	98	#	94	1

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TABLE S14

PAGE 3 OF 42

4200 DTW14100 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
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	CIGARETTES											
	REGULAR FILTER						MENTHOL FILTER					
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	98 #	98 #	96 1	98 0	98 #	96 1						
CENTRAL FIELD	99 #	99 #	99 1	99 0	99 #	98 #						
C-1	100 0	100 0	99 1	100 0	100 0	99 1						
C-2	99 0	99 0	99 1	100 0	100 0	98 1						
C-3	100 1	100 0	99 1	99 0	100 1	98 #						
C-4	99 0	99 #	98 1	99 0	99 #	96 0						
EASTERN FIELD	93 0	93 0	86 1	93 0	93 #	85 2						
E-1	100 0	100 0	99 1	100 0	100 0	98 1						
E-2	56 0	56 0	56 0	56 0	56 0	56 0						
E-3	99 0	99 0	99 #	99 0	99 0	98 #						
E-4	92 0	92 0	73 8	92 0	92 0	67 10						
E-5	94 0	94 0	87 0	94 0	94 #	87 #						
NORTHERN FIELD	99 0	99 0	98 0	99 0	99 0	98 #						
N-1	99 0	99 0	98 0	99 0	99 0	98 0						
N-2	100 0	100 0	99 0	100 0	100 0	99 #						
N-3	100 0	100 0	99 0	100 0	99 0	99 0						
N-4	96 0	96 0	96 0	96 0	96 0	96 0						
SOUTHERN FIELD	99 0	98 0	98 1	99 0	99 0	98 #						
S-1	100 0	100 0	99 1	100 0	100 0	98 #						
S-2	97 0	97 0	96 1	97 0	97 0	96 0						
S-3	100 0	100 0	99 1	100 0	100 0	99 0						
S-4	98 0	98 0	97 #	98 0	98 0	97 1						
WESTERN FIELD	99 0	99 0	99 #	99 0	98 #	99 0						
W-1	100 0	100 0	100 0	100 0	100 0	100 0						
W-2	99 0	99 0	99 0	99 0	99 #	99 0						
W-3	98 0	98 0	98 #	98 0	98 0	98 0						
W-4	100 0	100 0	99 0	100 0	100 0	99 0						
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98 #	98 0	96 #	98 0	98 #	96 #						
CHAIN OVER \$2 MIL	99 #	99 0	97 #	99 0	99 #	97 1						
IND OVER \$2 MIL	95 0	95 0	93 0	95 0	95 0	93 0						
CHAIN UNDER \$2 MIL	100 0	100 0	99 1	100 0	100 0	98 1						
IND UNDER \$2 MIL	98 0	98 #	92 2	98 0	98 #	89 1						

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TABLE S14

PAGE

4 OF

42

4200 DTW14100 B2808 01 004 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
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01-82800

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	CIGARETTES							
	TOTAL				PRICE			
	25'S		GENERIC		BRANDED PRICE		CATEGORY	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	89	1	58	3	94	#	95	#
CENTRAL FIELD	96	1	70	5	99	#	99	#
C-1	96	1	68	#	99	0	99	0
C-2	93	#	65	11	99	#	99	#
C-3	97	1	65	9	99	1	99	1
C-4	95	#	86	1	97	#	98	#
EASTERN FIELD	71	2	46	4	81	#	81	#
E-1	93	1	57	0	96	0	96	0
E-2	24	0	9	0	53	0	53	0
E-3	71	0	56	6	88	0	88	0
E-4	54	6	24	4	63	2	63	2
E-5	82	#	56	7	87	#	87	#
NORTHERN FIELD	93	#	65	2	97	#	97	#
N-1	98	#	63	1	99	0	99	0
N-2	90	0	73	0	99	0	99	0
N-3	99	0	78	3	99	0	99	0
N-4	87	#	50	5	91	#	91	#
SOUTHERN FIELD	96	1	55	2	98	#	98	#
S-1	97	1	68	1	98	0	98	0
S-2	97	#	67	1	97	0	97	0
S-3	97	0	28	2	99	#	99	#
S-4	93	1	57	4	95	0	95	0
WESTERN FIELD	89	4	56	3	97	#	98	1
W-1	100	0	88	0	100	0	100	0
W-2	89	4	42	1	97	#	97	#
W-3	89	10	34	7	95	#	87	3
W-4	98	2	70	2	99	0	99	0
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	90	1	58	4	95	#	95	#
CHAIN OVER \$2 MIL	90	1	53	4	98	#	96	#
IND OVER \$2 MIL	89	0	76	2	92	0	92	0
CHAIN UNDER \$2 MIL	92	2	70	5	97	1	97	1
IND UNDER \$2 MIL	80	3	56	2	88	1	89	1

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TABLE S14

PAGE

5 OF

42

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4200 DTW14100 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
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	CIGARETTES									
	TOTAL AMERICAN TOBACCO					PALL MALL				
	TOTAL		NON-FILTER		MAX. O-O-S	NON-FILTER 25'S		GOLD FILTER 100'S		MAX. O-O-S
	MAX. O-O-S		MAX. O-O-S			MAX. O-O-S		MAX. O-O-S		
TOTAL UNITED STATES	98 #	98 1	97 7	43 6	95 3					
CENTRAL FIELD	98 #	98 1	97 4	45 3	97 3					
C-1	99 0	99 1	98 6	39 1	98 2					
C-2	99 1	99 1	99 4	48 5	98 2					
C-3	99 #	99 1	98 6	55 5	99 4					
C-4	99 #	99 #	95 #	35 0	97 3					
EASTERN FIELD	92 1	92 2	90 6	38 7	89 5					
E-1	98 0	99 0	99 2	48 4	95 1					
E-2	56 0	55 0	55 4	5 4	52 0					
E-3	99 0	99 0	99 7	40 0	99 4					
E-4	90 6	88 8	79 15	31 13	86 12					
E-5	94 0	94 #	94 4	43 12	92 5					
NORTHERN FIELD	99 #	99 #	98 3	55 7	98 2					
N-1	99 #	99 #	99 1	57 8	98 1					
N-2	100 0	100 0	100 7	34 7	94 5					
N-3	100 0	100 0	100 #	73 5	98 #					
N-4	96 0	96 0	95 3	58 6	94 #					
SOUTHERN FIELD	99 0	99 #	98 8	38 11	95 2					
S-1	100 0	100 0	100 2	47 16	95 1					
S-2	97 0	97 0	97 6	58 3	94 3					
S-3	100 0	100 0	100 9	5 1	97 2					
S-4	98 0	98 #	95 15	48 26	95 3					
WESTERN FIELD	99 0	99 #	99 12	41 2	98 1					
W-1	100 0	100 0	100 9	83 4	98 1					
W-2	98 0	98 0	99 8	25 2	98 2					
W-3	98 0	98 0	98 12	8 #	98 1					
W-4	100 0	100 #	99 17	60 4	98 2					
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	98 #	98 #	97 7	48 6	97 2					
CHAIN OVER \$2 MIL	98 #	98 1	98 8	45 6	98 2					
IND OVER \$2 MIL	98 0	95 0	94 3	58 7	94 3					
CHAIN UNDER \$2 MIL	99 1	99 1	97 6	25 6	92 5					
IND UNDER \$2 MIL	98 #	97 1	95 6	26 5	86 5					

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TABLE S14

PAGE

6 OF

42

4200 DTW14100 B2808 01 006 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
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	CIGARETTES						CIGARETTES					
	FULL FLAVOR			RED FILTER			PALL MALL			LIGHTS		
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	83 8	82 12	88 7	3 1	2 #	4 1	88 7					
CENTRAL FIELD	87 6	83 8	91 6	1 0		1 0	91 6					
C-1	88 2	88 4	94 1	4 0		4 0	94 1					
C-2	83 10	71 10	88 13				88 13					
C-3	92 10	85 3	94 8				94 8					
C-4	84 3	84 17	88 3	1 0		1 0	88 3					
EASTERN FIELD	73 17	68 24	78 13			1 1	78 13					
E-1	72 21	53 22	78 24			3 0	78 24					
E-2	36 4	35 8	36 0			3 3	36 0					
E-3	83 11	78 27	83 11				83 11					
E-4	72 20	73 34	81 19			1 1	81 19					
E-5	79 20	77 23	83 7				83 7					
NORTHERN FIELD	86 6	84 11	89 7	15 4		15 4	89 7					
N-1	92 5	91 18	95 7	60 18		60 18	95 7					
N-2	85 12	86 9	87 8	# #		# #	87 8					
N-3	87 4	87 4	88 4				88 4					
N-4	80 5	75 11	84 9			1 0	84 9					
SOUTHERN FIELD	78 4	81 7	87 4			1 0	87 4					
S-1	82 6	76 7	84 4				84 4					
S-2	88 0	89 6	93 #				93 #					
S-3	55 3	70 11	78 8			4 0	78 7					
S-4	91 7	92 7	94 3				94 3					
WESTERN FIELD	89 9	93 8	97 2			2 0	97 2					
W-1	96 4	93 2	97 #				97 #					
W-2	83 18	89 7	96 3				96 3					
W-3	84 8	95 6	97 4			5 0	97 4					
W-4	95 6	93 17	98 2				98 2					
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	87 8	87 11	92 6	3 1	1 #	4 1	92 6					
CHAIN OVER \$2 MIL	87 7	88 12	93 5	4 1	2 #	5 1	93 5					
IND OVER \$2 MIL	86 9	82 8	88 7	2 0		2 0	88 7					
CHAIN UNDER \$2 MIL	76 18	76 15	85 11	3 1	2 #	4 1	85 11					
IND UNDER \$2 MIL	61 9	50 12	67 9	3 1	2 #	3 1	67 9					

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TABLE S14

PAGE 7 OF 42

4200 DTW14100 B2808 01 007 0273 1488

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	CIGARETTES											
	PALL MALL						CARLTON					
	NON-FILTER		REMAINING		TOTAL		BOX		FILTER 100'S		TOTAL	
	KINGS	LIGHT										
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	1	#	28	3	96	1	77	8	94	5	95	2
CENTRAL FIELD			36	3	98	1	86	5	96	5	96	2
C-1			39	4	99	0	91	3	98	8	99	1
C-2			41	1	97	1	78	11	90	5	90	4
C-3			25	0	89	1	94	3	98	5	98	2
C-4			42	6	97	1	78	3	96	0	96	0
EASTERN FIELD			14	1	92	1	59	13	89	8	89	5
E-1			21	1	99	0	74	7	99	9	99	#
E-2					56	0	45	4	54	2	54	1
E-3			28	2	99	0	69	27	95	9	96	9
E-4			7	0	90	6	49	24	87	18	88	11
E-5			9	2	94	#	55	3	90	3	90	3
NORTHERN FIELD	5	1	48	6	96	#	71	11	95	2	95	1
N-1	19	6	70	15	97	0	39	11	96	3	96	3
N-2			31	2	99	0	75	14	99	#	99	#
N-3			43	5	99	0	88	13	99	0	99	0
N-4			45	1	90	1	55	7	88	4	88	2
SOUTHERN FIELD			34	5	96	1	79	6	94	8	95	1
S-1			44	4	96	#	78	13	93	10	93	#
S-2			30	9	95	0	86	2	94	4	94	#
S-3			18	0	98	1	71	1	97	12	98	3
S-4			45	10	95	1	82	5	94	7	94	1
WESTERN FIELD			12	1	98	#	92	5	97	2	98	1
W-1			16	1	100	1	94	1	98	0	98	0
W-2			10	2	98	0	90	8	99	3	99	0
W-3			4	0	96	#	90	8	96	5	96	3
W-4			19	0	97	0	85	4	97	1	97	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	1	#	31	3	97	#	84	8	98	5	98	1
CHAIN OVER \$2 MIL	1	#	28	3	98	#	85	7	97	6	97	2
IND OVER \$2 MIL	1	0	42	4	94	0	79	11	94	2	94	1
CHAIN UNDER \$2 MIL	#	#	11	2	97	2	59	9	94	8	95	6
IND UNDER \$2 MIL	1	1	22	2	90	2	47	5	82	6	84	4

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TABLE S14

PAGE

8 OF

42

4200 DTW14100 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
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The Data & Business Corporation

	CIGARETTES															
	CARLTON															
	FILTER						MENTHOL									
	KINGS		KINGS		KINGS		100'S		KINGS		KINGS		100'S		TOTAL	
BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL
MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	7	4	94	3	94	3	81	4	31	5	87	4	88	2	92	1
CENTRAL FIELD	6	2	95	2	95	2	72	4	13	1	93	2	93	2	95	1
C-1	4	0	98	3	98	3	70	7	17	0	97	1	97	1	97	0
C-2	3	#	90	2	90	2	80	4	8	0	90	1	90	1	91	1
C-3	2	2	95	#	95	#	58	3	10	3	92	2	92	2	96	1
C-4	17	4	95	3	95	3	86	1	18	2	92	2	92	2	96	1
EASTERN FIELD	14	7	90	6	90	6	78	7	17	8	77	6	78	4	83	3
E-1	28	14	99	0	99	0	70	9	13	4	82	8	85	8	89	9
E-2	4	0	56	4	56	4	48	11	24	12	48	8	48	8	48	8
E-3	14	2	94	4	95	2	98	7	27	11	93	#	93	#	97	0
E-4	9	7	88	17	88	17	69	3	18	12	63	8	64	6	72	4
E-5	11	9	91	4	91	4	84	6	10	5	81	7	82	2	86	#
NORTHERN FIELD	8	4	93	3	93	3	87	5	50	10	90	3	91	1	91	1
N-1	3	3	97	1	97	1	95	9	48	19	87	2	97	2	97	1
N-2	1	1	87	10	87	10	78	5	42	6	84	0	86	0	86	0
N-3	8	3	98	1	99	1	94	4	80	4	98	5	98	2	99	#
N-4	20	7	89	1	89	1	81	2	50	10	84	4	84	1	85	1
SOUTHERN FIELD	7	4	94	4	94	4	84	4	56	7	92	4	93	2	94	1
S-1	12	6	93	0	93	0	86	1	56	5	85	7	88	2	92	2
S-2	3	0	94	1	94	1	91	10	60	7	93	0	93	0	94	0
S-3	5	5	98	12	98	12	74	2	48	9	97	3	97	3	98	2
S-4	8	2	92	1	92	1	89	2	63	6	92	6	92	2	92	1
WESTERN FIELD	2	1	97	2	97	2	83	2	20	1	84	4	84	3	95	#
W-1	1	#	99	2	99	2	95	0	33	4	93	1	93	1	95	0
W-2	4	2	99	1	99	1	92	4	12	1	88	3	88	3	98	1
W-3	3	2	96	#	96	#	68	1	13	1	88	8	88	6	95	0
W-4	2	0	96	4	96	4	84	5	23	0	87	#	87	#	96	0
BY STORE TYPE																
SUPERMKT OVER \$2 MIL	8	4	96	3	96	3	84	4	34	6	90	3	90	1	94	1
CHAIN OVER \$2 MIL	8	4	97	3	97	3	84	4	32	6	91	3	91	1	95	1
IND OVER \$2 MIL	9	6	94	1	94	1	84	3	41	4	86	1	86	1	91	1
CHAIN UNDER \$2 MIL	2	#	91	7	91	7	69	8	16	3	87	8	88	8	93	5
IND UNDER \$2 MIL	6	2	80	4	81	4	63	5	19	6	69	6	70	6	76	4

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 9 OF 42

4200 DTW14100 B2808 01 009 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62500

Nielsen  
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A Division of The Nielsen Company

	CIGARETTES													
	CARLTON				LUCKY STRIKE									
	120'S		SLIM DELUXE		TOTAL		NON-FILTER		KINGS		FILTER		TOTAL	
	MENTHOL & REGULAR		MENTHOL & REGULAR								LIGHTS 100'S			
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	78	5	17	6	96	1	94	2	68	6	69	6	75	3
CENTRAL FIELD	86	2	17	4	96	2	92	1	72	5	72	8	81	5
C-1	94	4	6	5	97	1	94	0	77	7	72	12	80	1
C-2	82	1	15	2	93	2	85	2	60	9	70	5	78	4
C-3	89	3	26	7	98	2	92	1	77	4	76	8	88	9
C-4	80	0	18	1	97	1	96	2	71	1	70	3	74	4
EASTERN FIELD	53	10	15	7	91	4	90	5	59	10	56	10	62	6
E-1	54	15	17	10	99	0	99	1	54	14	48	3	58	6
E-2	35	3			54	0	54	0	29	12	31	10	32	10
E-3	76	9	22	4	99	7	99	7	74	13	71	12	77	6
E-4	47	10	10	3	87	10	80	10	44	8	49	17	50	9
E-5	48	10	16	11	93	#	93	4	69	6	62	6	71	4
NORTHERN FIELD	78	3	22	9	97	1	97	1	79	5	77	6	83	2
N-1	83	4	21	7	99	#	99	#	82	5	85	2	88	4
N-2	67	2	25	6	99	1	99	1	78	5	74	3	83	1
N-3	86	2	23	14	99	0	98	0	92	8	89	10	92	2
N-4	69	5	21	10	93	1	91	1	65	2	65	8	71	2
SOUTHERN FIELD	85	5	19	4	97	1	97	4	68	5	73	2	76	1
S-1	87	7	15	3	97	1	96	5	76	3	75	2	78	#
S-2	84	1	19	3	97	0	96	0	86	4	91	6	93	2
S-3	90	10	12	4	98	1	98	3	29	5	51	#	53	#
S-4	78	1	33	6	97	4	97	6	85	10	79	2	85	3
WESTERN FIELD	87	5	10	5	99	1	97	2	63	6	65	2	73	2
W-1	95	4	12	9	99	0	99	0	90	9	93	0	94	0
W-2	69	10	1	#	99	#	98	8	37	4	51	1	56	2
W-3	91	4	14	8	98	0	97	#	46	5	42	4	56	5
W-4	92	2	13	1	98	2	95	0	88	7	82	2	91	2
BY STORE TYPE														
SUPERMKT OVER \$2 MIL	82	5	17	6	97	1	96	2	75	6	75	5	81	3
CHAIN OVER \$2 MIL	82	5	17	6	98	1	97	2	73	6	73	6	80	3
IND OVER \$2 MIL	83	5	19	5	94	#	94	1	79	7	80	4	83	1
CHAIN UNDER \$2 MIL	65	8	15	4	95	6	91	5	41	6	48	7	56	7
IND UNDER \$2 MIL	53	4	14	6	89	1	83	3	40	7	41	6	48	7

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TABLE S14

PAGE 10 OF 42

4200 DTW14100 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES											
	LUCKY STRIKE											
	FILTER											
	KINGS		LOW TAR 100'S		TOTAL		TOTAL		MENTHOL KINGS & 100'S		FILTER & MENTHOL TOTAL	
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES	68	7	68	7	75	6	80	4	26	7	80	4
CENTRAL FIELD	66	7	71	7	80	6	86	5	26	8	87	5
C-1	61	11	71	17	80	11	83	1	17	4	83	1
C-2	64	5	60	5	73	3	84	1	18	5	84	2
C-3	68	6	87	3	88	4	93	7	39	18	93	7
C-4	69	5	60	5	75	5	81	10	23	2	86	11
EASTERN FIELD	65	9	55	10	66	8	69	7	21	8	69	7
E-1	61	10	53	15	66	13	67	10	19	11	67	10
E-2	31	0	30	6	31	0	32	0	8	0	32	0
E-3	78	8	65	17	78	7	81	7	35	14	82	7
E-4	59	15	39	8	59	11	63	12	14	5	63	12
E-5	71	8	67	5	72	5	77	5	20	6	77	5
NORTHERN FIELD	82	5	79	4	85	3	86	1	43	11	87	2
N-1	92	12	83	11	93	6	94	#	42	13	94	#
N-2	78	2	76	2	83	2	86	2	57	10	86	2
N-3	93	4	92	3	95	3	95	3	55	14	95	3
N-4	68	4	67	2	72	1	72	0	24	8	75	2
SOUTHERN FIELD	68	4	67	7	75	5	81	1	23	6	81	1
S-1	78	1	73	7	83	2	89	2	43	8	89	2
S-2	87	8	86	6	91	9	93	2	24	15	93	2
S-3	28	#	37	8	45	3	58	0	6	1	58	0
S-4	84	9	78	5	85	6	87	1	17	2	87	1
WESTERN FIELD	59	8	65	6	70	6	78	5	15	4	78	4
W-1	89	#	91	9	94	#	95	#	13	5	95	#
W-2	33	7	47	1	51	3	59	3	7	#	59	3
W-3	38	13	41	10	48	15	65	11	31	10	66	9
W-4	84	8	92	4	95	3	96	2	4	0	96	2
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	74	7	74	7	81	5	84	3	28	8	85	3
CHAIN OVER \$2 MIL	72	7	72	7	79	6	83	4	27	8	84	4
IND OVER \$2 MIL	81	5	80	5	85	3	87	2	35	8	87	2
CHAIN UNDER \$2 MIL	35	7	44	8	54	10	67	7	15	4	68	8
IND UNDER \$2 MIL	46	8	37	8	51	6	59	5	13	5	60	5

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TABLE S14

PAGE 11 OF 42

4200 DTW14100 82808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-52800

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	CIGARETTES									
	TAREYTON					LIGHTS				
	TOTAL	KINGS		FILTER 100'S		TOTAL	KINGS & 100'S			
	MAX.	O-O-S		MAX.	O-O-S	MAX.	O-O-S		MAX.	O-O-S
TOTAL UNITED STATES	95	2	95	4	93	4	95	2	48	6
CENTRAL FIELD	96	2	95	4	93	4	96	2	49	6
C-1	98	1	98	8	97	0	98	1	51	13
C-2	91	2	89	2	86	3	91	2	42	8
C-3	97	3	96	4	96	4	97	3	39	3
C-4	95	0	94	1	91	12	95	0	66	0
EASTERN FIELD	91	1	90	4	88	6	91	2	46	9
E-1	99	0	99	1	99	0	99	1	68	5
E-2	53	0	53	9	53	1	53	0	28	0
E-3	96	0	96	3	95	11	96	2	47	16
E-4	89	6	84	6	81	10	89	6	32	6
E-5	93	1	93	4	93	6	93	1	47	11
NORTHERN FIELD	97	1	97	4	96	2	97	1	60	5
N-1	99	0	98	7	97	0	99	0	51	3
N-2	99	0	99	6	99	1	99	1	48	4
N-3	99	1	98	1	98	1	98	1	78	8
N-4	94	4	93	4	91	5	94	4	62	5
SOUTHERN FIELD	94	3	93	9	90	6	94	4	40	6
S-1	89	2	88	12	85	7	89	2	37	11
S-2	95	3	94	7	90	7	94	7	38	8
S-3	99	3	98	12	96	3	99	3	43	1
S-4	94	5	93	5	90	6	94	5	43	1
WESTERN FIELD	99	1	99	1	98	3	99	#	47	4
W-1	100	0	100	1	100	2	100	0	88	11
W-2	99	0	99	0	99	#	99	0	29	1
W-3	98	1	98	1	97	5	98	1	34	1
W-4	99	2	98	2	95	2	98	1	45	4
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	97	1	96	4	96	4	97	1	52	6
CHAIN OVER \$2 MIL	98	1	97	5	97	4	98	1	48	6
IND OVER \$2 MIL	93	1	93	3	93	1	93	#	66	7
CHAIN UNDER \$2 MIL	94	7	94	10	89	9	94	8	26	5
IND UNDER \$2 MIL	87	4	83	4	77	5	87	3	40	7

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TABLE S14

PAGE 12 OF 42

4200 DTW14100 B2808 01 012 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES											
	MALIBU											
	TOTAL		85'S TOTAL		100'S TOTAL		FILTER 85'S		MENTHOL 85'S		LIGHTS 85'S	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	74	3	25	1	74	3	22	1	22	2	23	1
CENTRAL FIELD	83	1	36	2	83	1	33	2	33	6	33	3
C-1	85	1	24	0	84	1	23	1	19	#	20	0
C-2	77	#	70	6	77	2	58	9	69	28	68	12
C-3	89	1	27	0	89	1	26	0	23	0	25	0
C-4	77	1	32	1	76	1	27	1	28	1	24	1
EASTERN FIELD	61	5	18	1	61	6	13	1	15	2	16	1
E-1	61	2	22	2	49	2	20	2	18	8	20	2
E-2	33	0	1	0	33	0	1	0	1	0	1	0
E-3	88	3	11	0	88	5	8	0	8	0	11	0
E-4	58	10	13	0	58	10	13	0	9	0	13	0
E-5	73	7	30	1	73	7	15	1	26	1	23	1
NORTHERN FIELD	77	2	32	0	77	2	30	1	29	0	30	0
N-1	82	1	21	0	82	1	20	0	16	0	17	0
N-2	73	5	36	0	73	5	30	5	32	0	33	0
N-3	93	0	47	0	90	0	45	0	46	0	47	0
N-4	66	#	26	0	66	#	25	0	25	0	26	0
SOUTHERN FIELD	72	3	26	#	71	3	24	#	21	0	24	#
S-1	78	6	31	0	74	6	27	0	28	0	27	0
S-2	87	1	38	0	87	1	37	0	38	0	34	0
S-3	41	5	5	#	41	5	3	0	5	0	5	#
S-4	89	0	32	#	89	0	32	#	14	0	32	0
WESTERN FIELD	76	4	12	1	76	4	9	#	10	#	12	1
W-1	89	2	19	2	89	2	13	2	15	2	19	2
W-2	67	2	6	0	67	2	6	0	5	0	5	0
W-3	61	6	14	0	61	6	13	0	13	0	14	0
W-4	92	4	9	2	92	4	1	0	6	0	8	2
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	78	3	26	1	78	3	22	1	22	2	24	1
CHAIN OVER \$2 MIL	77	3	23	1	76	3	20	1	19	1	21	1
IND OVER \$2 MIL	84	3	37	1	83	4	33	1	33	4	36	2
CHAIN UNDER \$2 MIL	61	3	23	#	61	3	22	1	21	#	22	#
IND UNDER \$2 MIL	53	4	19	#	52	4	16	1	17	1	15	0

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TABLE S14

PAGE 13 OF 42

4200 DTW14100 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-B2600

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	CIGARETTES								
	AMERICAN						ALL OTHER AMERICAN TOBACCO		
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	LIGHTS 85'S	FILTER 100'S			
MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S		
TOTAL UNITED STATES	71	6	69	5	71	7		39	4
CENTRAL FIELD	82	5	80	3	80	3		54	3
C-1	83	1	83	1	84	4		50	0
C-2	76	4	75	5	75	0		55	3
C-3	88	11	87	6	83	7		49	3
C-4	78	2	72	0	74	0		64	9
EASTERN FIELD	58	10	55	8	58	13		22	4
E-1	46	4	45	7	49	11		27	0
E-2	33	8	33	2	33	0		14	0
E-3	62	10	63	6	65	14		34	5
E-4	58	16	47	14	58	18		15	4
E-5	70	12	69	9	67	14		19	8
NORTHERN FIELD	74	1	75	3	76	3		46	4
N-1	80	1	82	7	78	1		49	1
N-2	67	1	68	3	72	10		54	10
N-3	85	0	90	3	90	0		32	1
N-4	64	#	65	1	66	3		48	4
SOUTHERN FIELD	70	4	68	6	69	6		39	5
S-1	73	8	72	12	68	7		48	7
S-2	86	3	86	4	83	7		24	7
S-3	38	6	35	5	40	5		53	0
S-4	89	0	85	2	88	4		28	5
WESTERN FIELD	70	8	67	6	72	8		34	4
W-1	88	3	82	2	88	2		52	5
W-2	53	2	42	3	56	2		29	6
W-3	53	13	57	9	59	7		20	1
W-4	91	11	89	7	87	17		41	8
BY STORE TYPE									
SUPERMKT OVER \$2 MIL	75	5	73	5	75	7		44	5
CHAIN OVER \$2 MIL	74	5	72	5	74	8		39	4
IND OVER \$2 MIL	81	7	80	4	80	8		60	7
CHAIN UNDER \$2 MIL	57	3	59	6	59	6		7	1
IND UNDER \$2 MIL	48	8	48	7	47	5		28	1

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TABLE S14

PAGE

14 OF

42

4200 DTW14100 B2808 01 014 0273 1468

**CIGARETTES - THE AMERICAN TOBACCO COMPANY**  
**THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX**  
**DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS**  
**GROCERY/CONVENIENCE**

01-62600

Nielsen  
Marketing Research

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	CIGARETTES									
	TOTAL PHILIP MORRIS		TOTAL		BOX		MARLBORO FILTER		BOX	
							SOFT PACK		FILTER LIGHTS	
							SOFT PACK			
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	98	0	98	#	96	4	97	2	90	8
CENTRAL FIELD	99	0	99	0	97	3	99	#	92	3
C-1	100	0	100	0	100	0	99	#	96	2
C-2	100	0	99	0	96	1	99	1	91	8
C-3	99	0	99	0	98	8	99	#	90	4
C-4	99	0	99	0	93	0	99	0	89	1
EASTERN FIELD	93	0	92	#	92	4	81	5	89	7
E-1	100	0	100	0	100	0	99	1	98	10
E-2	98	0	98	0	98	0	49	0	86	4
E-3	99	0	99	0	99	6	89	8	96	1
E-4	92	0	90	#	88	8	87	5	86	12
E-5	94	0	94	0	94	3	94	7	91	6
NORTHERN FIELD	99	0	99	0	96	6	97	#	86	5
N-1	99	0	99	0	95	5	99	0	78	3
N-2	100	0	100	0	98	10	100	0	89	12
N-3	100	0	100	0	98	3	99	#	95	5
N-4	98	0	96	0	95	5	92	1	85	3
SOUTHERN FIELD	99	0	99	0	97	5	99	3	83	13
S-1	100	0	100	0	95	5	100	2	80	10
S-2	97	0	97	0	96	7	87	#	72	5
S-3	100	0	100	0	98	7	88	7	94	17
S-4	98	0	98	0	98	1	98	0	85	19
WESTERN FIELD	99	0	99	0	99	4	99	1	98	10
W-1	100	0	100	0	99	12	100	1	98	10
W-2	99	0	99	0	99	2	99	4	99	5
W-3	98	0	98	0	98	0	88	0	98	10
W-4	100	0	100	0	99	3	100	0	96	15
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	98	0	98	0	97	4	97	2	92	8
CHAIN OVER \$2 MIL	99	0	98	0	98	5	98	2	93	9
IND OVER \$2 MIL	95	0	95	0	84	2	94	2	91	4
CHAIN UNDER \$2 MIL	100	0	100	0	97	4	100	1	91	6
IND UNDER \$2 MIL	98	0	98	#	87	5	95	2	70	6

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 15 OF 42

4200 DTW14100 B2808 01 015 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company, Inc.

	CIGARETTES							
	MARLBORO							
	FILTER 100'S		LIGHT 100'S		FILTER &		KING SIZE	
	BOX & SOFT PACK		BOX & SOFT PACK		LIGHTS 25'S		MENTHOL	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	97	1	97	1	59	4	92	5
CENTRAL FIELD	99	#	99	1	64	2	98	2
C-1	100	1	100	0	70	6	99	1
C-2	99	0	99	#	57	#	98	1
C-3	99	0	99	1	74	2	99	1
C-4	97	0	98	0	48	1	96	6
EASTERN FIELD	92	3	91	4	49	6	79	10
E-1	100	1	100	2	72	6	98	16
E-2	56	0	56	0	18	12	50	2
E-3	98	6	97	#	43	9	98	15
E-4	89	4	87	5	27	0	59	10
E-5	94	2	94	8	63	5	78	3
NORTHERN FIELD	98	#	98	1	65	8	98	3
N-1	99	#	99	#	73	10	97	1
N-2	100	#	100	#	42	10	99	0
N-3	100	0	99	2	80	0	99	0
N-4	93	1	93	1	65	2	95	11
SOUTHERN FIELD	98	2	98	1	66	3	95	4
S-1	100	5	100	1	72	7	96	0
S-2	97	#	97	#	68	0	94	5
S-3	100	1	100	1	55	2	98	9
S-4	96	3	86	3	73	0	93	#
WESTERN FIELD	99	1	99	1	51	4	90	9
W-1	100	0	100	0	89	6	98	7
W-2	99	2	99	0	40	4	87	14
W-3	98	0	98	0	15	4	79	8
W-4	100	3	100	3	73	1	99	8
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	97	1	97	1	59	4	93	6
CHAIN OVER \$2 MIL	98	2	98	2	57	4	93	7
IND OVER \$2 MIL	95	0	94	0	69	3	91	3
CHAIN UNDER \$2 MIL	100	2	100	2	64	3	98	1
IND UNDER \$2 MIL	97	2	97	3	54	4	84	4

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 16 OF 42

4200 DTW14100 B2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
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The Nielsen Company

	CIGARETTES											
	BENSON & HEDGES											
	100'S											
	FILTER						MENTHOL					
	TOTAL		BOX		SOFT PACK		BOX		SOFT PACK		TOTAL	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	97	#	40	6	97	2	30	8	96	3	97	#
											93	4
CENTRAL FIELD	98	0	30	4	98	1	25	7	97	2	98	0
C-1	100	0	42	1	99	1	37	2	98	8	100	0
C-2	99	0	34	6	98	0	29	3	98	1	99	0
C-3	99	0	19	1	99	#	19	15	98	#	99	0
C-4	97	0	26	9	95	1	14	4	91	0	96	0
EASTERN FIELD	92	#	56	10	91	6	32	11	88	3	92	1
E-1	99	0	63	5	98	0	25	12	96	2	99	0
E-2	56	2	45	1	56	7	38	0	54	0	56	2
E-3	99	0	57	8	98	#	44	7	97	1	99	#
E-4	90	0	65	15	88	13	27	7	86	9	90	6
E-5	94	#	46	13	84	8	29	19	87	3	94	#
NORTHERN FIELD	98	0	28	2	97	1	25	4	97	1	98	0
N-1	97	0	18	2	97	1	16	3	97	2	97	0
N-2	99	0	5	#	99	#	9	1	99	0	99	0
N-3	99	0	46	0	99	1	38	4	98	0	99	0
N-4	96	0	41	6	96	1	35	7	96	2	96	0
SOUTHERN FIELD	99	1	23	3	98	1	24	7	98	6	99	1
S-1	100	0	7	2	99	#	16	9	98	12	99	0
S-2	97	0	9	3	96	1	6	5	96	2	97	0
S-3	99	3	51	1	99	3	61	13	98	8	99	3
S-4	98	0	25	6	97	#	10	0	97	0	98	0
WESTERN FIELD	99	0	61	9	99	3	45	12	98	1	99	0
W-1	100	0	31	4	100	0	25	24	99	0	100	0
W-2	99	0	52	3	99	6	35	5	98	0	99	0
W-3	98	0	91	20	98	4	67	18	98	2	98	0
W-4	99	0	55	2	99	1	42	#	97	0	99	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98	#	44	6	98	2	33	9	97	3	98	1
CHAIN OVER \$2 MIL	98	#	47	7	98	2	34	10	98	3	98	1
IND OVER \$2 MIL	95	#	32	2	95	1	27	8	93	1	95	#
CHAIN UNDER \$2 MIL	99	0	24	5	98	2	19	7	98	3	99	0
IND UNDER \$2 MIL	95	#	21	3	90	2	17	4	87	3	93	#

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TABLE S14

PAGE 17 OF 42

4200 DTW14100 82808 01 017 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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The Data & Financial Corporation

	CIGARETTES											
	BENSON & HEDGES											
	LIGHT 100'S						DELUXE ULTRA					
	MENTHOL						LIGHTS 100'S					
	BOX		SOFT PACK		BOX		SOFT PACK		TOTAL		MENTHOL BOX	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	44	10	95	3	40	13	93	3	96	#	92	3
CENTRAL FIELD	56	11	97	2	50	13	96	4	99	#	96	2
C-1	66	15	99	0	67	10	97	7	100	0	98	1
C-2	70	6	95	#	53	16	97	3	99	1	95	3
C-3	53	15	98	3	42	12	98	2	99	#	96	1
C-4	38	4	95	3	38	15	89	7	97	0	94	3
EASTERN FIELD	40	12	88	6	36	18	80	4	88	1	80	6
E-1	42	17	99	1	33	19	91	2	99	0	88	9
E-2	24	2	53	3	18	14	54	1	54	0	49	0
E-3	51	17	96	11	50	27	87	0	97	#	88	2
E-4	33	9	86	10	20	7	71	8	87	3	70	10
E-5	41	11	85	3	45	18	81	4	86	#	83	6
NORTHERN FIELD	38	12	97	4	37	13	94	2	97	#	92	2
N-1	47	13	97	3	46	27	96	7	97	0	93	#
N-2	27	11	99	5	35	21	88	1	99	0	88	4
N-3	32	12	98	3	32	4	98	0	98	0	98	1
N-4	45	11	93	3	34	3	95	1	95	1	89	2
SOUTHERN FIELD	42	9	95	2	36	11	96	3	98	1	94	5
S-1	51	6	94	1	41	10	96	3	97	#	93	7
S-2	40	7	93	#	39	12	98	1	96	0	91	1
S-3	37	13	99	4	25	11	99	5	99	3	98	4
S-4	40	13	94	1	40	13	92	5	97	#	94	8
WESTERN FIELD	41	6	99	2	41	11	99	2	99	0	98	3
W-1	28	8	100	3	25	11	99	1	100	0	99	0
W-2	34	6	99	2	30	10	99	1	99	0	99	10
W-3	49	9	98	#	57	15	97	4	98	0	98	2
W-4	50	1	99	4	44	7	99	3	99	0	97	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	46	11	96	3	42	14	94	2	97	#	94	4
CHAIN OVER \$2 MIL	46	11	97	3	41	15	94	3	98	#	94	4
IND OVER \$2 MIL	44	10	93	4	46	13	93	1	94	0	93	4
CHAIN UNDER \$2 MIL	46	9	96	2	43	10	96	6	99	1	95	4
IND UNDER \$2 MIL	29	7	86	3	27	8	85	7	91	1	77	2

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TABLE S14

PAGE 18 OF 42

4200 DTW14100 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
DB a subsidiary of The Nielsen Company

	CIGARETTES											
	..... FILTER .....						..... MERIT .....					
	KINGS BOX & SOFT PACK			100'S			ULTRA LIGHTS			MENTHOL		
	TOTAL						KINGS			KINGS & 100'S		ULTRA LIGHTS MENTHOL KINGS & 100'S
	MAX. 0-0-S			MAX. 0-0-S			MAX. 0-0-S			MAX. 0-0-S		MAX. 0-0-S
TOTAL UNITED STATES	97 #	97	2	95	2		93	5	92	5	85	2 74 3
CENTRAL FIELD	99 #	99	2	98	3		97	3	97	3	97	1 84 3
C-1	100 1	99	4	99	4		97	1	99	3	99	1 73 4
C-2	99 0	99	#	98	2		98	2	95	2	98	# 84 2
C-3	99 #	99	1	99	3		97	8	97	3	95	2 85 3
C-4	98 0	98	3	97	4		97	0	96	6	95	1 95 2
EASTERN FIELD	91 #	91	3	89	2		89	8	84	4	77	3 61 5
E-1	100 0	100	0	100	#		99	15	99	7	86	10 86 2
E-2	56 0	56	0	56	0		56	5	54	1	22	0 16 0
E-3	96 0	96	#	96	0		96	#	92	1	82	0 54 9
E-4	87 1	87	8	85	6		80	16	74	5	68	3 41 1
E-5	94 0	94	4	88	1		93	4	83	5	90	# 76 9
NORTHERN FIELD	98 0	98	1	93	1		94	4	91	7	94	2 88 2
N-1	99 0	99	0	98	#		97	#	94	10	99	1 88 4
N-2	100 0	100	5	85	0		83	10	83	10	89	4 76 #
N-3	100 0	99	1	99	#		99	2	99	2	99	# 98 0
N-4	98 0	93	#	90	2		95	3	90	5	92	1 88 2
SOUTHERN FIELD	98 0	98	1	98	3		95	5	92	6	92	4 78 4
S-1	99 0	99	0	99	0		94	1	92	2	96	2 84 9
S-2	97 0	97	3	96	0		96	1	89	6	89	4 57 #
S-3	99 0	99	3	99	7		98	15	93	15	81	6 74 2
S-4	96 0	96	0	95	6		95	3	94	0	81	3 85 5
WESTERN FIELD	99 0	99	#	99	1		92	6	95	4	64	2 61 2
W-1	100 0	100	0	100	0		100	9	99	0	98	0 89 3
W-2	99 0	99	#	99	#		92	6	83	4	63	2 52 1
W-3	98 0	98	0	96	2		83	8	98	1	25	1 30 2
W-4	100 0	100	#	100	1		98	3	99	11	87	6 84 1
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	97 #	97	1	95	2		94	6	93	4	84	2 75 3
CHAIN OVER \$2 MIL	98 0	98	2	96	2		95	6	93	4	82	2 72 3
IND OVER \$2 MIL	94 #	94	#	94	1		83	4	92	3	91	1 86 2
CHAIN UNDER \$2 MIL	100 #	99	3	99	3		98	6	98	7	86	4 75 5
IND UNDER \$2 MIL	96 #	95	3	91	3		85	4	83	8	83	4 66 6

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TABLE S14

PAGE 19 OF 42

4200 DTW14100 82808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
The Dun & Bradstreet Corporation

	CIGARETTES									
	VIRGINIA SLIMS									
	REGULAR & MENTHOL									
	TOTAL	100'S	100'S	100 LIGHTS &	100'S	100'S	100'S	100'S	100'S	100'S
	MAX. O-O-S	LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S	100'S	100'S	100'S	100'S	100'S
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	97 #	96 2	85 3	96 1	97 1	86 2				
CENTRAL FIELD	99 #	99 1	93 4	99 1	99 #	94 2				
C-1	100 1	99 #	98 3	99 #	99 0	97 2				
C-2	99 #	99 2	97 4	99 2	99 #	92 2				
C-3	99 0	99 1	94 2	99 1	99 1	97 0				
C-4	98 0	97 0	83 7	97 0	97 #	89 4				
EASTERN FIELD	91 2	87 3	75 5	88 2	90 2	86 3				
E-1	100 0	98 2	85 2	99 2	99 #	72 5				
E-2	54 0	54 0	54 3	54 0	54 0	51 7				
E-3	96 0	84 0	86 1	98 0	96 0	82 0				
E-4	85 2	80 9	61 12	80 6	85 2	44 2				
E-5	94 4	88 2	77 5	88 #	94 4	70 5				
NORTHERN FIELD	88 0	98 2	85 4	98 1	98 0	86 #				
N-1	99 0	98 1	93 4	98 0	99 0	91 0				
N-2	100 0	100 5	82 8	100 5	99 0	84 0				
N-3	89 0	99 0	89 1	99 0	99 0	92 1				
N-4	96 0	95 1	78 4	95 0	96 0	80 0				
SOUTHERN FIELD	98 #	98 1	86 3	98 1	98 1	91 3				
S-1	99 0	99 0	88 1	99 0	99 0	98 2				
S-2	97 #	97 #	85 4	97 #	96 #	88 1				
S-3	99 0	99 1	84 1	99 1	99 4	91 4				
S-4	98 0	95 1	87 7	95 1	96 1	87 4				
WESTERN FIELD	99 0	98 2	87 1	99 0	99 0	92 2				
W-1	100 0	100 0	86 1	100 0	100 0	98 1				
W-2	99 0	99 6	97 3	99 0	99 0	78 4				
W-3	98 0	95 2	83 #	98 0	98 0	95 3				
W-4	100 0	99 0	86 #	98 0	98 0	97 0				
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	97 #	96 1	86 2	96 1	97 1	87 2				
CHAIN OVER \$2 MIL	98 #	96 2	86 3	97 1	98 1	87 2				
IND OVER \$2 MIL	94 #	94 1	88 1	94 1	93 #	89 2				
CHAIN UNDER \$2 MIL	100 #	98 1	93 7	99 #	99 1	92 5				
IND UNDER \$2 MIL	98 #	93 3	77 7	94 2	95 1	75 2				

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TABLE S14

PAGE 20 OF 42

4200 DTW14100 B2808 01 020 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

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	CIGARETTES							
	PARLIAMENT				PLAYERS			
	TOTAL				LIGHT			
	TOTAL				25'S			
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	91	1	77	4	69	4	39	5
CENTRAL FIELD	90	2	86	6	82	5	35	8
C-1	95	3	84	14	81	13	41	19
C-2	82	0	80	3	76	1	39	2
C-3	94	1	87	2	87	2	34	4
C-4	87	2	92	5	83	3	26	5
EASTERN FIELD	92	1	83	4	50	3	38	9
E-1	99	0	83	6	66	8	41	7
E-2	58	0	31	2	18	0	27	2
E-3	98	0	83	2	49	1	34	6
E-4	92	4	45	7	29	5	36	9
E-5	94	0	72	4	64	3	37	14
NORTHERN FIELD	87	1	85	2	81	2	40	4
N-1	88	2	87	0	86	#	44	4
N-2	73	#	76	5	68	5	26	2
N-3	96	#	96	3	95	3	45	2
N-4	90	0	81	#	75	#	44	5
SOUTHERN FIELD	85	2	78	5	70	7	39	4
S-1	84	3	86	0	77	2	42	3
S-2	79	#	86	7	59	7	24	9
S-3	88	1	82	9	64	15	52	3
S-4	89	4	78	3	77	3	35	#
WESTERN FIELD	98	1	74	1	62	1	47	3
W-1	96	#	99	#	93	0	42	2
W-2	99	0	65	3	51	2	45	8
W-3	96	#	82	1	40	#	60	1
W-4	99	2	75	#	74	1	36	1
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	95	1	79	3	72	3	40	6
CHAIN OVER \$2 MIL	96	1	78	4	70	3	38	5
IND OVER \$2 MIL	91	1	85	3	79	3	43	6
CHAIN UNDER \$2 MIL	78	5	76	6	66	7	41	6
IND UNDER \$2 MIL	68	1	64	3	52	5	35	3

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TABLE S14

PAGE 21 OF 42

4200 DTW14100 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	CAMBRIDGE									
	FULL FLAVOR									
	REGULAR					MENTHOL				
	TOTAL		KINGS		100'S		KINGS		100'S	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	81	3	84	5	63	8			69	5
CENTRAL FIELD	95	2	85	5	80	6			87	4
C-1	95	2	82	4	78	4			82	2
C-2	97	4	91	6	87	5			93	7
C-3	98	2	87	3	81	8			92	7
C-4	92	0	81	8	72	6			82	0
EASTERN FIELD	68	3	49	6	48	10			56	8
E-1	89	0	62	2	52	3			74	2
E-2	43	0	31	0	32	8			33	0
E-3	73	7	56	4	58	12			61	6
E-4	53	8	34	10	31	9			41	13
E-5	89	#	52	9	56	13			58	12
NORTHERN FIELD	87	2	70	6	69	7			74	5
N-1	96	#	77	11	79	8			83	3
N-2	85	#	52	4	49	7			55	4
N-3	98	0	80	2	80	4			83	4
N-4	87	5	69	7	68	10			75	8
SOUTHERN FIELD	76	1	59	5	58	7			82	4
S-1	92	1	78	5	81	10			85	5
S-2	67	1	59	2	55	3			61	2
S-3	58	#	39	7	40	7			41	7
S-4	87	4	58	4	56	5			58	#
WESTERN FIELD	80	6	58	4	58	12			64	5
W-1	92	0	79	11	79	16			89	7
W-2	75	6	42	2	45	12			45	3
W-3	69	9	43	2	41	14			50	8
W-4	91	9	75	5	74	5			77	3
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	82	3	88	5	64	8			70	5
CHAIN OVER \$2 MIL	81	3	63	5	62	8			67	5
IND OVER \$2 MIL	84	4	76	5	75	6			80	6
CHAIN UNDER \$2 MIL	88	1	65	7	65	11			73	7
IND UNDER \$2 MIL	73	4	54	5	51	9			60	6

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 22 OF 42

4200 DTW14100 B2808 01 022 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
BB Incorporated  
The Nielsen Company

	CIGARETTES													
	CAMBRIDGE								PHILIP MORRIS					
	LIGHTS				MENTHOL				PRIVATE LABEL				MORRIS	
	REGULAR		100'S		KINGS		100'S		TOTAL		/GENERIC		ALL OTHER	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	71	6	73	5	60	4	64	5	79	3	10	2	78	2
CENTRAL FIELD	89	6	88	5	78	5	82	5	95	2	7	0	89	2
C-1	88	4	86	7	69	3	82	6	95	2	4	0	96	1
C-2	94	10	94	5	85	2	90	9	95	5	25	0	92	1
C-3	88	6	85	4	82	10	74	4	96	2	1	0	87	3
C-4	87	4	90	4	76	1	87	3	92	0	3	0	83	0
EASTERN FIELD	52	7	58	4	43	5	44	7	65	3	10	3	55	4
E-1	58	11	71	8	55	13	62	16	88	1	4	2	49	1
E-2	33	1	42	2	27	0	25	2	43	1	8	8	30	3
E-3	56	12	68	6	45	#	44	0	70	8	23	8	80	12
E-4	31	2	31	7	25	6	29	11	43	8	2	0	23	1
E-5	65	6	60	#	52	3	47	4	68	0	9	0	68	1
NORTHERN FIELD	81	4	81	7	70	4	75	7	84	2	13	2	83	3
N-1	91	3	95	13	76	4	92	16	96	3	10	2	87	1
N-2	57	#	56	3	55	1	54	4	59	#	9	0	80	7
N-3	97	#	94	4	79	4	77	3	98	0	7	#	93	0
N-4	82	10	80	7	68	6	76	7	84	5	25	6	75	4
SOUTHERN FIELD	69	4	70	5	68	4	65	4	74	2	15	3	71	4
S-1	75	4	84	8	69	6	70	5	87	1	12	0	83	6
S-2	66	1	66	5	65	5	64	7	66	#	17	4	33	4
S-3	51	1	52	3	48	1	48	2	54	1	25	9	83	1
S-4	86	13	80	7	81	6	79	3	87	7	5	#	78	6
WESTERN FIELD	63	7	69	6	46	4	55	3	77	5	5	0	93	#
W-1	79	1	90	9	54	5	77	0	92	0			98	0
W-2	45	14	62	5	31	9	50	1	72	6	19	0	82	0
W-3	51	5	46	2	27	1	29	#	61	4	2	0	96	#
W-4	79	8	88	9	75	4	77	12	90	9	1	0	94	1
BY STORE TYPE														
SUPERMKT OVER \$2 MIL	73	5	74	5	61	4	66	5	80	3	10	2	81	2
CHAIN OVER \$2 MIL	72	5	73	6	58	4	64	5	79	3	10	2	79	3
IND OVER \$2 MIL	77	4	77	2	73	5	73	5	82	2	9	0	88	1
CHAIN UNDER \$2 MIL	71	9	76	10	65	6	59	7	83	1	14	1	89	7
IND UNDER \$2 MIL	59	7	65	6	53	6	53	7	71	4	8	1	63	2

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 23 OF 42

4200 DTW14100 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Corporation

	CIGARETTES											
	WINSTON						FILTER					
	TOTAL			KINGS			LIGHTS			TOTAL		
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL	BOX
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	98 0	98 #	91 4	98 1	98 1	79 7	97 2	97 1				
CENTRAL FIELD	99 0	99 #	92 7	99 #	99 #	84 7	99 1	99 #				
C-1	100 0	100 0	96 10	100 0	100 0	88 9	99 1	100 1				
C-2	99 0	99 0	86 4	99 0	99 0	91 5	99 #	99 0				
C-3	99 0	99 0	95 12	99 #	99 #	82 12	99 #	99 #				
C-4	99 0	99 #	88 1	99 1	99 1	73 1	98 1	98 1				
EASTERN FIELD	93 0	92 0	86 4	92 3	92 2	76 5	90 5	90 2				
E-1	100 0	100 0	99 0	100 0	100 0	92 2	99 6	99 1				
E-2	56 0	56 0	50 10	56 0	56 0	52 7	56 1	56 1				
E-3	99 0	99 0	92 2	99 0	99 0	80 2	86 #	88 1				
E-4	92 0	90 0	81 7	90 12	90 7	83 9	83 14	83 7				
E-5	84 0	94 0	89 4	94 2	94 2	79 4	94 3	94 #				
NORTHERN FIELD	99 0	99 0	89 2	99 1	99 1	86 5	99 1	99 1				
N-1	99 0	99 0	93 2	99 0	99 0	93 7	99 0	99 0				
N-2	100 0	100 0	83 2	100 #	100 0	76 5	100 0	100 0				
N-3	100 0	100 0	94 0	100 0	100 0	96 2	100 #	100 #				
N-4	96 0	96 0	86 3	96 2	96 2	79 6	96 4	96 2				
SOUTHERN FIELD	99 0	99 #	92 4	99 #	99 #	88 7	99 3	99 2				
S-1	100 0	100 0	91 3	100 1	100 0	88 8	100 3	100 0				
S-2	97 0	97 0	88 #	97 0	97 0	82 8	97 3	97 3				
S-3	100 0	100 0	98 8	100 1	100 1	96 9	99 5	99 4				
S-4	98 0	98 #	89 3	98 #	98 #	84 3	98 #	98 #				
WESTERN FIELD	99 0	99 0	97 1	99 0	99 0	63 10	99 #	99 #				
W-1	100 0	100 0	98 0	100 0	100 0	94 11	100 0	100 0				
W-2	99 0	99 0	95 #	99 0	99 0	69 1	99 0	99 0				
W-3	98 0	98 0	96 2	98 0	98 0	56 9	96 1	96 #				
W-4	100 0	100 0	97 2	100 0	100 0	38 19	99 #	99 0				
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98 0	98 0	94 3	98 1	98 1	83 7	97 2	97 1				
CHAIN OVER \$2 MIL	99 0	99 0	96 3	98 1	98 1	83 7	98 2	98 1				
IND OVER \$2 MIL	95 0	95 0	88 2	95 1	95 1	83 8	94 1	94 0				
CHAIN UNDER \$2 MIL	100 0	100 #	89 10	100 2	100 1	79 9	99 6	99 1				
IND UNDER \$2 MIL	98 0	97 #	73 5	97 1	97 1	55 5	96 1	96 1				

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TABLE S14

PAGE 24 OF 42

4200 DTW14100 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB Corporation of America  
The Nielsen Brandmark Corporation

	CIGARETTES											
	WINSTON				SALEM				MENTHOL			
	FILTER		ULTRA LIGHTS		LONG LIGHTS		TOTAL		KINGS		100'S	
	100'S		100'S		100'S							
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	97	1	80	3	90	2	92	1	87	1	98	1
CENTRAL FIELD	99	#	96	4	96	2	97	1	99	1	99	#
C-1	99	#	97	8	97	#	98	1	99	0	100	0
C-2	99	0	96	1	95	4	96	1	99	0	99	1
C-3	99	#	97	3	97	3	98	2	99	#	99	0
C-4	98	#	93	5	95	#	96	1	98	3	99	#
EASTERN FIELD	91	3	68	3	78	3	81	3	90	3	93	2
E-1	100	6	86	0	96	3	97	0	99	#	100	0
E-2	54	0	39	0	39	0	39	0	56	0	56	0
E-3	97	0	87	3	87	2	88	#	96	0	99	0
E-4	87	10	57	5	85	9	88	7	92	6	90	6
E-5	94	0	72	6	81	1	87	5	94	5	94	#
NORTHERN FIELD	99	1	94	1	93	2	94	1	98	2	99	#
N-1	99	#	97	3	97	4	98	3	99	5	99	0
N-2	100	0	89	0	89	2	89	0	99	#	100	0
N-3	99	#	97	1	98	2	99	0	99	1	100	#
N-4	96	2	91	#	87	1	92	1	95	1	96	0
SOUTHERN FIELD	99	1	93	3	94	2	96	#	99	2	99	#
S-1	100	0	96	#	97	2	98	0	100	0	100	0
S-2	97	1	95	4	95	1	95	#	97	0	97	0
S-3	99	1	88	4	91	4	96	1	99	5	100	0
S-4	98	#	84	3	93	2	94	1	98	#	98	#
WESTERN FIELD	99	#	50	1	89	1	90	1	99	#	99	0
W-1	100	0	99	#	99	1	100	#	100	0	100	0
W-2	99	0	42	3	73	0	73	0	99	0	99	#
W-3	98	#	22	2	89	1	90	1	98	0	98	0
W-4	100	0	49	0	96	3	99	3	99	#	100	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	97	1	81	2	92	1	93	1	97	1	98	#
CHAIN OVER \$2 MIL	98	1	79	2	93	1	94	1	98	#	99	#
IND OVER \$2 MIL	94	1	87	1	90	1	90	0	94	1	95	1
CHAIN UNDER \$2 MIL	100	1	87	6	92	11	94	4	100	2	100	#
IND UNDER \$2 MIL	95	1	71	3	75	3	79	2	95	1	97	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 25 OF 42

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4200 DTW14100 B2808 01 025 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
The Nielsen Company  
A Division of Information Resources, Inc.

	CIGARETTES											
	CAMEL											
	FILTER 100'S				LIGHTS 100'S							
	TOTAL	NON-FILTER	KINGS		TOTAL	KINGS			TOTAL	KINGS		
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	98 #	97 2	97 1	31 2	97 1	96 2	88 3	96 1				
CENTRAL FIELD	99 #	99 1	99 1	37 4	99 #	99 1	95 2	99 #				
C-1	100 1	99 0	99 0	27 7	99 0	99 1	97 1	99 1				
C-2	99 0	99 1	99 2	1 0	99 #	99 1	89 3	99 1				
C-3	99 0	99 1	99 1	59 7	99 1	99 2	98 2	99 1				
C-4	99 0	98 0	98 #	49 0	98 #	98 0	96 1	98 0				
EASTERN FIELD	92 1	91 3	89 2	# 0	89 2	87 5	62 6	88 4				
E-1	100 0	100 1	99 0		99 0	95 1	84 8	98 0				
E-2	54 0	54 3	49 0		49 0	50 1	15 1	51 1				
E-3	99 0	98 1	97 0		97 0	99 10	60 7	99 8				
E-4	87 5	85 8	83 12	1 0	83 12	79 13	53 4	79 9				
E-5	94 #	94 1	93 0		93 0	90 #	70 7	90 #				
NORTHERN FIELD	99 #	99 1	98 1	19 #	98 1	98 #	92 2	98 #				
N-1	99 #	99 #	99 #		99 #	99 #	98 0	99 #				
N-2	100 0	100 0	100 0		100 0	100 0	88 6	100 0				
N-3	100 0	100 0	100 #	84 1	100 0	100 #	88 2	100 0				
N-4	98 0	98 4	93 2	# 0	93 2	93 #	87 #	93 #				
SOUTHERN FIELD	99 #	98 3	98 3	2 2	98 3	97 2	94 3	98 1				
S-1	100 0	100 #	98 7		98 7	97 #	97 1	99 #				
S-2	97 0	94 3	95 0		96 0	97 1	92 2	97 1				
S-3	100 0	99 5	99 2	6 6	99 2	99 8	98 2	99 1				
S-4	98 #	97 4	95 2		95 2	94 1	87 6	95 1				
WESTERN FIELD	99 0	99 #	99 #	97 3	99 #	99 #	99 1	99 0				
W-1	100 0	100 0	100 0	99 #	100 0	100 0	100 2	100 0				
W-2	99 0	99 #	99 0	95 5	99 0	99 0	99 0	99 0				
W-3	98 0	98 0	95 0	95 2	96 0	96 #	95 1	96 0				
W-4	100 0	100 0	100 2	98 3	100 2	100 0	99 #	100 0				
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98 #	97 1	97 1	33 1	97 1	98 1	90 2	96 1				
CHAIN OVER \$2 MIL	98 0	98 1	98 1	33 1	98 1	97 2	90 2	97 1				
IND OVER \$2 MIL	94 1	94 1	93 1	30 2	93 1	93 #	90 2	93 #				
CHAIN UNDER \$2 MIL	100 1	99 3	98 2	29 3	98 1	99 2	93 5	100 1				
IND UNDER \$2 MIL	97 #	96 3	94 2	21 2	94 2	83 3	75 4	93 2				

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 26 OF 42

4200 DTW14100 B2808 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
The Dun & Bradstreet Corporation

	CIGARETTES							
	VANTAGE							
	TOTAL		FILTER KINGS & 100'S		ULTRA LIGHTS KINGS & 100'S		MENTHOL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	97	1	97	1	93	1	71	3
CENTRAL FIELD	99	#	99	#	98	1	94	3
C-1	100	0	99	#	98	0	90	7
C-2	99	1	99	1	99	1	97	2
C-3	99	0	99	0	98	2	95	2
C-4	98	#	98	#	96	0	94	1
EASTERN FIELD	90	3	90	3	87	4	51	7
E-1	99	0	99	#	99	1	68	16
E-2	56	0	58	0	52	0	10	8
E-3	97	0	98	0	95	1	51	2
E-4	85	13	85	13	79	15	49	11
E-5	93	#	93	#	87	1	52	4
NORTHERN FIELD	97	#	97	#	92	#	85	1
N-1	98	#	98	0	97	0	84	#
N-2	100	0	100	0	87	0	86	1
N-3	100	0	100	0	97	1	87	#
N-4	91	#	91	1	88	0	77	2
SOUTHERN FIELD	99	1	99	1	98	1	94	3
S-1	100	0	100	0	100	0	100	1
S-2	97	0	97	0	97	0	97	0
S-3	100	1	99	1	99	4	87	7
S-4	97	2	97	2	93	1	80	7
WESTERN FIELD	98	0	98	#	89	#	34	2
W-1	100	0	100	0	100	0	68	#
W-2	98	0	99	0	61	1	17	4
W-3	96	0	96	0	93	1	13	2
W-4	100	0	100	1	99	0	46	2
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	97	1	97	1	94	1	71	3
CHAIN OVER \$2 MIL	98	1	98	1	94	1	69	3
IND OVER \$2 MIL	94	0	94	0	93	#	80	4
CHAIN UNDER \$2 MIL	99	1	99	2	96	4	85	6
IND UNDER \$2 MIL	95	1	94	1	84	2	65	4

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 27 OF 42

4200 DTW14100 82808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
A COMPANY OF  
THE DUN & B. ADVERTISING CORPORATION

	CIGARETTES									
	DORAL					MENTHOL				
	LIGHTS					FILT				
	TOTAL		KING SIZE		100'S		100'S		KING SIZE	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	87	2	84	4	85	3	83	5	79	5
CENTRAL FIELD	97	1	96	2	96	1	95	8	95	6
C-1	99	#	98	2	99	#	97	14	97	5
C-2	99	2	97	1	97	3	96	4	97	4
C-3	97	1	97	3	97	3	97	5	95	8
C-4	91	#	90	3	90	#	90	7	80	4
EASTERN FIELD	69	2	65	3	65	5	64	5	60	5
E-1	79	1	77	1	78	7	76	3	61	5
E-2	53	6	48	0	49	3	49	3	31	4
E-3	72	0	71	0	69	8	69	2	71	3
E-4	45	1	40	5	43	2	37	10	38	7
E-5	81	4	75	6	75	4	76	5	74	8
NORTHERN FIELD	91	1	88	3	88	1	88	3	85	2
N-1	88	0	88	2	97	#	97	1	97	4
N-2	88	#	75	2	84	#	83	7	72	2
N-3	96	2	95	3	93	#	93	0	93	2
N-4	85	2	83	5	81	3	80	3	81	2
SOUTHERN FIELD	91	1	90	5	91	5	81	9	89	4
S-1	94	1	94	1	94	1	84	4	94	1
S-2	97	#	96	#	97	#	97	3	96	2
S-3	84	1	83	16	83	15	83	20	76	6
S-4	91	3	87	3	91	3	90	7	90	10
WESTERN FIELD	87	3	82	4	85	1	79	3	87	8
W-1	97	0	97	0	86	0	96	0	87	6
W-2	87	0	87	9	86	1	65	6	69	13
W-3	78	5	62	3	74	1	73	#	42	5
W-4	90	4	90	8	90	5	86	6	80	11
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	88	1	85	3	86	3	85	4	80	4
CHAIN OVER \$2 MIL	88	2	84	3	86	3	84	5	78	5
IND OVER \$2 MIL	88	1	88	1	88	2	88	2	87	3
CHAIN UNDER \$2 MIL	92	3	92	8	92	6	90	11	88	8
IND UNDER \$2 MIL	78	3	74	6	74	3	72	10	69	10

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TABLE S14

PAGE 28 OF 42

4200 DTW14100 B2808 01 028 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research

DB a company of  
The Data Resources Corporation

	CIGARETTES									
	DORAL									
	FULL FLAVOR					MORE				
	KINGS		100'S		TOTAL		TOTAL		TOTAL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	78	5	80	5	82	3	87	2	95	#
CENTRAL FIELD	95	4	94	2	95	2	97	#	98	1
C-1	98	6	98	2	98	1	99	#	98	1
C-2	97	2	98	1	97	0	99	#	98	2
C-3	96	3	96	3	96	3	97	1	97	0
C-4	88	5	84	2	88	5	91	#	97	#
EASTERN FIELD	88	7	88	8	60	3	69	2	84	2
E-1	87	18	87	10	68	3	79	1	99	#
E-2	45	3	49	11	49	7	53	6	56	0
E-3	57	5	61	0	61	0	72	0	98	0
E-4	37	5	31	1	39	4	45	1	64	7
E-5	71	4	70	16	71	4	81	4	87	1
NORTHERN FIELD	81	4	80	5	83	3	91	1	98	0
N-1	86	2	91	6	96	2	98	#	98	0
N-2	70	9	70	7	70	7	85	#	98	0
N-3	84	4	82	2	85	1	96	2	99	0
N-4	73	2	78	5	79	1	85	2	96	0
SOUTHERN FIELD	82	6	86	4	86	2	91	1	98	#
S-1	88	3	88	5	88	2	94	1	98	0
S-2	86	4	85	2	87	1	97	#	98	0
S-3	71	11	81	3	81	2	84	1	99	#
S-4	86	5	90	7	90	4	91	3	96	#
WESTERN FIELD	73	5	82	6	86	4	88	3	99	0
W-1	95	3	96	#	96	#	97	0	100	0
W-2	70	7	79	8	82	1	90	0	99	0
W-3	53	4	73	10	77	8	78	5	98	0
W-4	83	6	87	5	92	6	92	6	99	0
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	79	4	82	4	83	3	88	1	96	#
CHAIN OVER \$2 MIL	77	5	81	5	82	3	88	2	97	#
IND OVER \$2 MIL	85	2	86	3	86	2	89	1	93	0
CHAIN UNDER \$2 MIL	85	9	86	11	88	5	92	2	98	1
IND UNDER \$2 MIL	68	8	66	6	70	5	79	2	88	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 29 OF 42

4200 DTW14100 B2808 01 029 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	NOW						FILTER					
	KINGS			100'S			KINGS			100'S		
	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	94 1	83 2	60 3	84 2	93 2	83 3	94 1	84 3				
CENTRAL FIELD	96 #	86 2	74 4	87 1	95 2	90 2	96 #	93 1				
C-1	97 0	89 3	74 10	90 2	97 1	89 2	97 0	93 1				
C-2	94 0	89 3	78 5	90 2	94 1	86 3	94 0	91 4				
C-3	97 1	78 1	61 0	78 1	96 3	91 #	97 1	93 2				
C-4	95 0	93 0	87 0	93 0	95 3	94 3	95 0	94 0				
EASTERN FIELD	87 2	83 3	52 4	84 3	85 5	68 5	85 4	61 3				
E-1	99 0	90 3	62 10	92 3	98 0	75 5	99 0	90 1				
E-2	54 0	52 3	44 0	52 3	54 2	48 0	54 0	10 0				
E-3	93 2	89 2	54 #	90 0	89 4	71 1	90 2	64 11				
E-4	79 9	77 7	56 11	79 9	75 20	58 9	75 17	43 2				
E-5	90 #	88 #	45 1	89 #	89 #	69 8	89 #	69 1				
NORTHERN FIELD	96 1	87 1	80 1	88 1	95 2	90 2	96 1	92 #				
N-1	97 #	92 #	85 #	94 #	97 3	86 1	97 #	95 1				
N-2	99 1	80 0	72 #	80 0	99 2	83 4	99 1	89 #				
N-3	99 0	91 #	85 3	84 0	97 0	87 1	99 1	98 0				
N-4	92 3	85 3	78 2	86 3	89 2	85 #	89 1	86 #				
SOUTHERN FIELD	95 #	85 2	65 1	85 2	94 2	92 6	95 1	93 8				
S-1	94 #	82 6	72 3	83 4	92 1	93 2	94 #	96 1				
S-2	95 0	87 #	55 0	87 #	95 4	91 0	95 0	91 #				
S-3	97 1	78 2	59 1	78 2	97 3	96 5	97 1	96 19				
S-4	94 #	94 2	72 1	94 2	90 1	90 19	93 4	86 0				
WESTERN FIELD	97 #	73 3	29 3	75 2	97 1	78 2	97 #	83 4				
W-1	98 0	98 1	41 5	98 1	98 #	96 5	98 0	98 0				
W-2	98 0	53 3	55 3	64 2	96 3	56 0	97 0	57 8				
W-3	95 1	70 3	12 2	70 3	95 2	61 1	95 1	83 6				
W-4	97 0	71 4	19 1	73 3	97 0	97 3	97 0	92 1				
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98 1	86 1	63 3	88 1	96 2	86 3	96 1	88 2				
CHAIN OVER \$2 MIL	97 1	85 1	59 2	87 1	97 2	85 3	97 1	87 3				
IND OVER \$2 MIL	92 0	90 2	81 4	91 2	92 1	90 3	92 0	88 1				
CHAIN UNDER \$2 MIL	94 2	87 6	38 4	88 6	89 4	79 5	93 2	77 11				
IND UNDER \$2 MIL	80 2	68 4	51 2	69 3	77 3	63 6	78 2	65 2				

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 30 OF 42

4200 DTW14100 B2808 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
A Division of  
The Dun & Bradstreet Corporation

	CIGARETTES									
	MAGNA									
	..... FILTER KINGS .....					LIGHTS		ALL OTHER		
	TOTAL	SOFT PACK		BOX		KINGS		R.J. REYNOLDS		
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		
TOTAL UNITED STATES	10 5	9 8		9 6		9 5		70 8		
CENTRAL FIELD	10 3	10 5		9 6		10 4		74 7		
C-1	10 #	10 #		9 4		9 0		90 1		
C-2								69 14		
C-3	12 6	11 7		11 6		12 9		80 10		
C-4	16 6	16 12		16 13		16 6		50 2		
EASTERN FIELD	16 12	15 13		14 12		15 12		58 10		
E-1	15 12	15 12		14 11		15 12		61 14		
E-2	2 0	2 0						29 0		
E-3	22 19	20 19		20 19		21 19		63 10		
E-4	8 7	7 7		5 5		6 5		43 3		
E-5	24 15	22 18		19 15		20 14		64 16		
NORTHERN FIELD	9 3	8 4		8 4		9 3		75 7		
N-1	23 7	19 7		18 7		22 7		86 15		
N-2								68 2		
N-3								75 6		
N-4	13 8	11 5		11 7		11 4		73 4		
SOUTHERN FIELD	4 0	4 #		4 2		3 0		83 10		
S-1								72 8		
S-2								83 7		
S-3	13 0	13 1		13 8		13 0		89 13		
S-4	3 0			3 0				90 14		
WESTERN FIELD	9 5	9 6		8 5		8 6		60 8		
W-1	5 4	5 3		3 2		3 1		54 10		
W-2								51 1		
W-3	6 #	6 #		6 #		6 #		89 10		
W-4	26 19	26 19		24 19		24 21		37 9		
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	10 5	10 8		9 6		9 5		74 9		
CHAIN OVER \$2 MIL	11 5	10 6		10 7		10 5		76 9		
IND OVER \$2 MIL	9 4	8 6		8 4		8 4		64 7		
CHAIN UNDER \$2 MIL	12 7	11 8		9 7		10 6		63 7		
IND UNDER \$2 MIL	6 2	5 2		4 2		5 2		45 7		

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TABLE S14

PAGE 31 OF 42

4200 DTW14100 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
The Nielsen Company

	CIGARETTES							
	TOTAL BROWN & WILLIAMSON				KING			
					MENTHOL			
					BOX & SOFT PACK			
	TOTAL		TOTAL		KINGS		100'S	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	98	#	98	#	98	#	97	1
CENTRAL FIELD	99	0	99	#	99	#	99	#
C-1	100	0	100	0	100	0	99	0
C-2	100	0	100	0	100	0	100	1
C-3	99	0	99	#	99	#	99	#
C-4	99	0	99	0	98	0	98	0
EASTERN FIELD	93	0	93	0	93	0	91	4
E-1	100	0	100	0	100	0	99	0
E-2	56	0	56	0	56	0	56	0
E-3	99	0	99	0	99	0	99	8
E-4	92	0	92	0	92	0	89	9
E-5	94	0	94	0	94	0	90	1
NORTHERN FIELD	99	0	99	#	99	1	99	#
N-1	99	0	99	#	99	#	99	#
N-2	100	0	100	0	100	0	99	0
N-3	100	0	100	0	100	0	99	0
N-4	96	0	96	0	96	2	96	0
SOUTHERN FIELD	99	0	99	1	99	1	99	2
S-1	100	0	100	0	100	0	100	0
S-2	97	0	97	0	97	0	97	0
S-3	100	0	100	4	100	4	99	4
S-4	98	0	98	0	98	0	97	2
WESTERN FIELD	99	#	99	#	99	#	98	0
W-1	100	0	100	0	100	0	99	0
W-2	99	0	99	0	99	0	99	0
W-3	98	0	98	0	98	0	94	0
W-4	100	1	100	1	100	1	99	0
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	98	0	98	#	98	#	97	1
CHAIN OVER \$2 MIL	99	0	99	#	99	1	98	1
IND OVER \$2 MIL	95	0	95	0	95	0	95	#
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	#
IND UNDER \$2 MIL	98	#	98	#	98	#	95	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 32 OF 42

4200 DTW14100 B2808 01 032 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-B2600

Nielsen  
Marketing Research

IBB A subsidiary of  
The Data & Analysis Corporation

CIGARETTES					
BROWN & WILLIAMSON					
PRIVATE LABEL/GENERIC					
KINGS & 100'S					
TOTAL		FULL FLAVOR		LIGHTS	
				ULTRA LIGHT	
MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	NON-FILTER
					MAX. 0-0-S
TOTAL UNITED STATES	1 #	1 #			1 #
CENTRAL FIELD	1 #	# 0			# #
C-1	1 0	1 0			
C-2					
C-3	1 1				1 1
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	3 0	3 1			3 0
N-1	3 0	3 3			3 0
N-2					
N-3	10 0	10 0			10 0
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					
WESTERN FIELD	# 0				# 0
W-1					
W-2	2 0				2 0
W-3					
W-4					
BY STORE TYPE					
SUPERMKT OVER \$2 MIL	1 0	1 #			1 0
CHAIN OVER \$2 MIL	1 0	1 #			1 0
IND OVER \$2 MIL	# 0	# 0			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	1 #				1 #

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 33 OF 42

4200 DTW14100 B2808 01 033 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
A Division of  
McGraw-Hill Information Group

	CIGARETTES															
	RALEIGH		BARCLAY		TOTAL		RICHLAND		25'S		VICEROY		BELAIR			
	TOTAL		TOTAL		TOTAL		20'S		25'S		TOTAL		TOTAL			
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S		
TOTAL UNITED STATES	94	1	93	1	80	3	32	2	78	6	97	1	93	2		
CENTRAL FIELD	98	1	93	1	93	1	42	2	91	3	98	1	96	#		
C-1	98	1	94	0	96	1	28	4	92	#	99	1	97	#		
C-2	98	0	89	3	89	#	41	#	87	4	99	#	94	#		
C-3	98	1	95	1	93	1	51	#	92	4	98	2	96	0		
C-4	98	#	93	0	92	2	48	3	92	2	97	#	97	0		
EASTERN FIELD	86	3	85	3	58	3	10	2	58	5	90	5	85	5		
E-1	89	2	98	0	80	6	6	1	80	6	97	5	95	#		
E-2	55	3	46	0	8	0			8	0	58	0	46	0		
E-3	97	#	91	#	54	#	28	4	54	6	98	1	96	0		
E-4	74	4	78	10	39	1	5	3	39	1	87	17	69	13		
E-5	92	5	87	4	75	6	5	0	74	6	93	1	92	7		
NORTHERN FIELD	90	1	94	#	89	1	55	1	86	5	98	#	94	#		
N-1	98	0	95	#	96	1	75	1	87	6	99	0	98	0		
N-2	89	#	99	0	89	#	61	1	89	5	99	0	99	0		
N-3	98	0	96	#	92	#	46	#	91	2	99	0	99	0		
N-4	79	2	86	0	81	1	40	1	78	5	96	#	83	#		
SOUTHERN FIELD	97	0	94	1	90	7	38	3	86	8	99	#	95	2		
S-1	99	0	96	2	96	3	61	3	92	3	99	0	90	#		
S-2	97	0	96	2	85	6	36	1	83	7	97	0	96	1		
S-3	97	0	92	#	88	16	22	2	83	16	99	0	99	1		
S-4	97	0	94	0	89	4	29	3	87	8	97	#	97	5		
WESTERN FIELD	87	1	97	#	68	6	17	4	67	7	99	#	95	2		
W-1	100	0	97	0	96	9	15	#	96	9	100	0	98	0		
W-2	97	1	97	1	58	8	24	3	58	10	99	0	92	1		
W-3	93	0	95	1	49	6	9	4	46	7	98	1	93	6		
W-4	99	4	97	0	78	0	25	8	76	5	99	0	96	0		
BY STORE TYPE																
SUPERMKT OVER \$2 MIL	94	1	95	1	81	4	32	2	80	5	97	1	95	2		
CHAIN OVER \$2 MIL	95	1	96	1	80	4	28	2	79	6	98	1	96	2		
IND OVER \$2 MIL	80	#	91	1	84	#	49	1	81	3	94	#	92	1		
CHAIN UNDER \$2 MIL	98	2	95	1	82	5	38	3	77	7	99	4	92	1		
IND UNDER \$2 MIL	89	2	76	3	67	2	32	4	64	6	92	2	81	2		

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TABLE S14

PAGE 34 OF 42

4200 DTW14100 82808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
a subsidiary of  
The Data Resources Corporation

	CIGARETTES									
	FALCON									
	REGULAR FILTER					MENTHOL FILTER				
	TOTAL	KINGS		100'S		KINGS		100'S		
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	51	5	45	6	44	7	43	7	42	6
CENTRAL FIELD	52	4	54	4	52	6	56	10	49	5
C-1	57	5	54	3	54	9	57	18	44	2
C-2	60	5	58	5	57	4	54	3	57	9
C-3	61	1	50	1	45	3	51	6	42	3
C-4	73	6	58	8	55	8	64	13	59	8
EASTERN FIELD	34	4	27	5	26	5	28	3	28	3
E-1	31	3	29	4	27	3	26	1	25	1
E-2	8	0	8	0	6	0	6	0	8	0
E-3	42	2	39	6	35	8	39	4	33	1
E-4	31	5	25	8	21	1	20	1	19	1
E-5	40	7	24	5	27	7	33	5	37	8
NORTHERN FIELD	58	7	55	11	52	11	53	10	51	9
N-1	78	6	72	18	66	18	67	18	65	12
N-2	40	3	37	5	31	8	35	3	31	5
N-3	73	10	69	11	70	12	72	10	71	11
N-4	45	8	43	9	42	8	41	10	39	8
SOUTHERN FIELD	48	6	43	5	44	6	43	7	44	8
S-1	48	15	39	9	39	11	44	15	44	18
S-2	57	2	54	3	55	2	56	5	53	3
S-3	22	1	21	2	17	#	16	2	21	1
S-4	72	4	65	7	69	11	61	4	61	9
WESTERN FIELD	51	4	45	5	47	6	37	6	39	4
W-1	58	1	48	2	51	4	26	6	39	9
W-2	55	4	40	8	50	9	29	8	28	1
W-3	49	3	48	3	48	4	49	3	48	3
W-4	42	6	42	8	39	8	40	8	35	4
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	54	5	48	6	47	7	46	7	45	8
CHAIN OVER \$2 MIL	51	4	46	6	45	7	43	8	42	5
IND OVER \$2 MIL	66	8	58	7	56	7	58	11	57	10
CHAIN UNDER \$2 MIL	42	4	37	6	35	8	37	6	36	7
IND UNDER \$2 MIL	34	5	28	4	26	4	29	6	26	5

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TABLE S14

PAGE 35 OF 42

4200 DTW14100 82808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
Intergovernmental Tobacco & Cigarette Corporation

	CIGARETTES							
	CAPRI TRIM				ALL OTHER BROWN & WILLIAMSON			
	REGULAR		MENTHOL		REGULAR		MENTHOL	
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL	KINGS	100'S
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	87	2	66	5	64	4	39	5
CENTRAL FIELD	82	3	61	5	82	4	51	5
C-1	82	8	89	15	92	9	59	8
C-2	61	0	61	3	61	0	43	2
C-3	81	1	80	#	80	4	35	6
C-4							72	4
EASTERN FIELD	55	5	55	9	52	9	21	5
E-1	56	2	56	2	55	2	18	8
E-2	46	4	45	12	46	5	4	0
E-3	75	#	74	11	68	4	43	5
E-4	87	13	65	13	63	27	6	4
E-5	35	5	35	8	34	5	21	4
NORTHERN FIELD	47	3	46	4	46	3	49	3
N-1	43	1	38	1	43	1	78	7
N-2	76	1	75	5	75	1	45	#
N-3	8	2	8	2	6	0	39	2
N-4	58	7	58	7	56	8	37	1
SOUTHERN FIELD	79	1	79	1	77	3	58	8
S-1	90	0	89	0	87	#	66	8
S-2	32	2	32	2	32	5	41	6
S-3	98	#	98	#	96	1	61	7
S-4	90	1	90	3	90	6	63	9
WESTERN FIELD	91	1	90	6	86	2	18	3
W-1	92	#	92	16	91	#	25	7
W-2	91	#	89	3	69	1	17	2
W-3	87	3	87	2	87	4	13	3
W-4	95	0	95	4	95	0	20	2
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	69	2	69	5	67	4	42	5
CHAIN OVER \$2 MIL	72	3	72	5	70	4	37	5
IND OVER \$2 MIL	58	1	58	4	58	2	61	6
CHAIN UNDER \$2 MIL	71	3	71	5	70	4	19	3
IND UNDER \$2 MIL	47	4	44	4	43	5	35	3

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 36 OF 42

4200 DTW14100 B2808 01 036 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	NEWPORT											
	TOTAL			KINGS			MENTHOL			LIGHTS		
	LORILLARD	TOTAL		BOX		SOFT PACK	100'S BOX &		SOFT PACK	KINGS & 100'S		25'S
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	MAX. O-O-S		MAX. O-O-S	MAX. O-O-S		MAX. O-O-S
TOTAL UNITED STATES	98 #	97 1		70 8		95 4	93 3		89 4		24 4	
CENTRAL FIELD	99 #	98 2		38 8		94 3	82 3		50 6		# #	
C-1	99 0	88 0		49 18		98 7	94 1		80 7			
C-2	100 0	97 1		80 8		97 3	92 1		60 3			
C-3	99 1	95 5		14 #		90 1	91 5		31 8		# #	
C-4	98 0	93 0		19 8		91 #	89 4		33 7		1 0	
EASTERN FIELD	93 0	93 1		90 6		88 5	91 4		89 1		41 8	
E-1	100 0	100 1		98 4		98 1	97 2		99 1		38 7	
E-2	58 0	56 0		56 4		48 0	54 0		54 0		17 12	
E-3	99 0	99 0		97 10		99 16	99 3		97 1		36 9	
E-4	92 0	92 2		88 7		76 8	87 7		82 2		30 4	
E-5	94 0	94 0		93 4		94 #	94 4		93 #		81 9	
NORTHERN FIELD	99 #	98 #		78 8		97 2	98 1		92 1		34 2	
N-1	99 #	98 0		69 5		98 0	96 #		85 1		29 2	
N-2	100 0	98 0		73 9		99 0	98 #		99 1		37 4	
N-3	99 0	99 0		83 5		99 3	97 #		91 #		38 0	
N-4	96 0	96 2		79 13		93 5	95 2		91 3		35 3	
SOUTHERN FIELD	99 0	98 1		84 17		98 8	97 4		94 6		46 8	
S-1	100 0	98 0		73 14		98 3	96 1		87 10		33 11	
S-2	97 0	97 0		89 11		97 2	97 2		97 3		67 3	
S-3	99 0	99 4		88 27		99 10	99 6		98 6		22 9	
S-4	98 0	98 #		86 17		97 9	97 6		97 3		70 7	
WESTERN FIELD	99 #	98 1		82 2		98 2	87 2		18 4		# #	
W-1	100 0	97 #		28 3		97 #	88 1					
W-2	99 0	99 2		85 #		97 4	75 2		19 2			
W-3	98 0	88 0		73 4		98 4	94 2		22 7			
W-4	100 #	97 1		56 #		97 2	87 2		28 6		1 #	
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	98 0	98 1		73 8		96 4	94 2		70 4		25 4	
CHAIN OVER \$2 MIL	99 0	98 #		74 9		98 4	95 2		68 4		23 4	
IND OVER \$2 MIL	95 0	94 2		89 4		90 2	92 2		73 4		32 3	
CHAIN UNDER \$2 MIL	100 0	99 2		75 12		97 6	96 5		77 4		27 3	
IND UNDER \$2 MIL	97 #	88 2		47 6		83 4	78 4		56 3		17 4	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 37 OF 42

4200 DTW14100 B2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
A Division of  
The Data Resources Corporation

	CIGARETTES									
	KENT					TRUE				
	III					REGULAR & MENTHOL				
	TOTAL		ALL OTHER		TOTAL	FILTER	100'S	GOLDEN LIGHTS	ALL OTHER	
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	97 #	95 1	97 1	96 #	95 1	94 1	96 2	84 3		
CENTRAL FIELD	99 #	97 #	99 1	97 #	96 1	96 #	97 #	80 2		
C-1	99 0	99 0	99 1	98 0	98 0	97 0	99 0	76 1		
C-2	99 1	95 #	99 1	94 0	94 2	92 1	97 #	69 6		
C-3	98 1	96 0	98 1	97 0	97 2	97 0	97 0	81 1		
C-4	98 0	98 0	98 0	98 1	95 1	95 0	97 1	93 #		
EASTERN FIELD	92 #	90 2	92 1	91 #	91 2	88 3	90 3	81 5		
E-1	99 0	99 #	99 0	99 0	99 0	99 7	97 0	97 3		
E-2	98 0	98 0	98 3	98 0	98 0	98 0	98 0	46 0		
E-3	99 0	98 0	99 0	98 0	98 0	95 0	96 0	86 2		
E-4	90 1	88 8	90 5	88 1	88 3	85 1	90 10	64 15		
E-5	94 0	93 0	94 1	94 1	94 4	87 5	93 3	83 2		
NORTHERN FIELD	98 #	96 #	98 #	97 #	96 #	93 1	97 1	96 1		
N-1	99 0	97 1	99 0	98 #	97 #	97 #	99 1	95 3		
N-2	100 0	98 0	100 0	100 0	100 #	89 1	99 1	99 1		
N-3	99 #	99 #	99 1	99 #	97 0	99 #	98 #	99 0		
N-4	98 #	88 0	96 #	92 #	91 #	90 3	93 #	91 2		
SOUTHERN FIELD	98 #	96 1	98 #	96 #	95 2	95 1	96 2	91 4		
S-1	99 0	97 1	99 0	95 0	94 0	93 2	86 2	86 11		
S-2	97 0	95 0	97 0	94 #	94 #	94 0	93 0	95 3		
S-3	99 #	98 0	99 #	99 0	98 7	97 0	99 5	93 #		
S-4	95 #	94 2	95 #	95 0	95 0	94 #	94 #	91 1		
WESTERN FIELD	99 #	98 #	99 #	98 #	98 #	97 #	98 2	70 2		
W-1	99 0	99 #	99 0	100 0	99 0	99 0	99 0	98 0		
W-2	99 0	99 #	99 0	99 0	99 #	98 0	99 #	43 3		
W-3	98 0	96 0	98 0	96 1	96 1	96 1	98 4	58 1		
W-4	100 #	99 0	98 #	97 0	97 0	97 0	99 2	88 3		
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	98 #	97 #	97 #	97 #	97 1	96 1	97 1	88 2		
CHAIN OVER \$2 MIL	98 #	97 1	98 #	98 #	98 1	96 1	98 1	88 2		
IND OVER \$2 MIL	95 0	94 0	94 #	94 0	94 #	94 #	95 1	87 1		
CHAIN UNDER \$2 MIL	99 #	98 1	99 1	99 #	99 2	99 2	99 2	68 5		
IND UNDER \$2 MIL	94 1	84 1	94 2	84 1	82 3	77 1	83 2	65 7		

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TABLE S14

PAGE 38 OF 42

4200 DTW14100 B2808 01 038 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

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	CIGARETTES									
	L & M					PRIVATE LABEL/GENERIC				
	KINGS & 100'S									
	TOTAL LIGGETT & MYERS	TOTAL	LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER				
	MAX. O-D-S	MAX. O-D-S	MAX. O-D-S	MAX. O-D-S	MAX. O-D-S	MAX. O-D-S				
TOTAL UNITED STATES	97 #	78 3	73 3	67 5	70 5	19 2				
CENTRAL FIELD	98 1	90 3	83 3	78 5	83 4	27 1				
C-1	98 #	89 2	78 2	73 3	78 6	20 1				
C-2	97 1	78 6	75 4	76 8	70 3	10 1				
C-3	99 2	96 3	85 3	84 4	93 6	36 #				
C-4	98 #	96 1	92 4	78 5	88 1	39 1				
EASTERN FIELD	91 0	80 4	58 5	47 6	46 1	12 0				
E-1	99 0	75 0	69 0	53 2	60 2	21 0				
E-2	98 0	27 0	27 0	12 0	15 0					
E-3	99 0	75 6	72 9	65 14	57 0	18 0				
E-4	88 0	31 4	29 4	11 3	22 3					
E-5	93 0	68 6	88 6	64 6	54 1	13 0				
NORTHERN FIELD	98 #	77 5	67 3	58 4	68 8	32 4				
N-1	99 #	85 11	61 1	47 5	78 13	31 9				
N-2	99 0	80 0	72 2	68 7	81 #	34 2				
N-3	100 0	83 3	83 4	79 2	81 2	37 1				
N-4	93 0	62 6	55 4	44 2	55 8	29 4				
SOUTHERN FIELD	98 1	76 2	73 2	65 3	70 5	13 2				
S-1	99 #	84 1	77 1	78 4	77 2	19 5				
S-2	97 0	85 1	85 1	77 4	81 2	22 0				
S-3	99 2	57 2	56 5	49 2	54 10	4 1				
S-4	97 #	79 3	77 3	58 3	68 6	8 0				
WESTERN FIELD	98 #	86 3	85 3	85 7	83 7	11 4				
W-1	98 0	93 0	92 0	92 0	91 #	27 15				
W-2	97 0	78 1	77 2	78 8	74 9	8 3				
W-3	96 1	82 7	81 7	82 9	79 11	2 0				
W-4	99 1	92 2	91 2	89 9	88 6	12 0				
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	97 0	82 3	77 3	70 4	76 5	20 2				
CHAIN OVER \$2 MIL	98 0	83 4	77 3	70 5	77 5	15 3				
IND OVER \$2 MIL	95 0	78 2	76 3	72 4	72 3	40 2				
CHAIN UNDER \$2 MIL	97 3	68 7	66 8	57 10	47 8	8 2				
IND UNDER \$2 MIL	92 2	57 2	53 2	49 5	44 3	22 1				

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TABLE S14

PAGE 39 OF 42

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4200 DTW14100 82808 01 039 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
a subsidiary of  
The Dun & Bradstreet Corporation

	CIGARETTES									
	LARK		TOTAL		CHESTERFIELD		ALL OTHER		LIGGETT	
	TOTAL				NON-FILTER		FILTER		& MYERS	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	80	4	89	2	79	3	23	4	95	1
CENTRAL FIELD	72	8	87	2	71	3	24	3	97	1
C-1	78	8	87	2	62	2	31	0	97	0
C-2	65	16	79	7	57	9	34	2	96	3
C-3	75	1	90	#	77	0	14	1	98	2
C-4	87	9	90	1	88	#	23	9	97	0
EASTERN FIELD	85	2	88	4	84	5	24	5	89	2
E-1	96	2	98	8	93	13	27	9	97	1
E-2	48	3	54	0	51	0	32	0	55	0
E-3	94	0	94	0	94	0	9	#	98	1
E-4	74	2	87	2	84	3	31	7	85	10
E-5	90	3	89	6	80	6	25	5	92	#
NORTHERN FIELD	79	3	93	1	87	3	19	2	97	#
N-1	89	2	95	#	93	1	15	#	99	#
N-2	74	6	95	2	87	1	14	7	99	0
N-3	86	3	97	0	94	2	25	0	99	0
N-4	69	1	85	#	77	7	21	2	92	0
SOUTHERN FIELD	80	5	90	3	77	3	22	5	96	1
S-1	74	4	87	10	68	10	35	10	87	1
S-2	81	2	88	0	76	0	14	3	97	0
S-3	82	8	83	2	84	1	13	1	97	1
S-4	84	5	91	1	81	1	25	7	94	3
WESTERN FIELD	84	2	89	2	74	3	24	5	95	#
W-1	89	2	94	1	83	7	26	3	97	0
W-2	66	2	73	0	60	0	27	10	92	0
W-3	91	4	93	4	80	4	23	4	93	1
W-4	85	1	93	4	72	2	22	2	99	1
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	87	4	95	2	84	3	24	4	96	1
CHAIN OVER \$2 MIL	88	4	95	3	84	4	25	5	97	1
IND OVER \$2 MIL	85	3	91	1	83	1	20	2	94	0
CHAIN UNDER \$2 MIL	42	5	66	4	55	3	16	2	94	5
IND UNDER \$2 MIL	54	4	67	2	58	3	16	1	86	2

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TABLE S14

PAGE 40 OF 42

4200 DTW14100 82808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-52600

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Marketing Research  
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The Nielsen Company

	CIGARETTES									
	ALL OTHER									
	TOTAL		NON-FILTER		FULL FLAVOR		LIGHTS		ULTRA LIGHTS	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	9	1	#	#	9	1	2	#		
CENTRAL FIELD	11	3	1	0	11	3	1	1		
C-1	18	3			18	3				
C-2	14	2	3	0	12	2	4	4		
C-3	11	7			11	7				
C-4										
EASTERN FIELD	1	1			1	1				
E-1	3	1			3	1				
E-2										
E-3	1	1			1	1				
E-4	2	1			2	1				
E-5										
NORTHERN FIELD	1	#			1	#				
N-1										
N-2	#	#			#	#				
N-3	#	0			#	0				
N-4	2	#			2	#				
SOUTHERN FIELD	19	1	#	#	19	1	#	0		
S-1	11	#			9	#	1	0		
S-2	2	#	#	#	2	0				
S-3	32	0			32	0				
S-4	31	3			31	3				
WESTERN FIELD	14	2	#	0	14	2	6	0		
W-1	10	0			10	0				
W-2	6	#			6	#				
W-3	28	4	1	0	28	4	17	0		
W-4	8	1			8	1	3	0		
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	10	1	#	0	10	1	2	#		
CHAIN OVER \$2 MIL	12	1			12	1	2	#		
IND OVER \$2 MIL	5	1	1	0	4	1	1	0		
CHAIN UNDER \$2 MIL	5	2			5	2				
IND UNDER \$2 MIL	5	1	#	#	5	1				

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TABLE S14

PAGE 41 OF 42

4200 DTW14100 B2808 01 041 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A Division of The Nielsen Company

	D-D		
	CIGARETTES		
	AUSTIN		
TOTAL	KINGS	100'S	
MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	
TOTAL UNITED STATES			
CENTRAL FIELD			
C-1			
C-2			
C-3			
C-4			
EASTERN FIELD			
E-1			
E-2			
E-3			
E-4			
E-5			
NORTHERN FIELD			
N-1			
N-2			
N-3			
N-4			
SOUTHERN FIELD			
S-1			
S-2			
S-3			
S-4			
WESTERN FIELD			
W-1			
W-2			
W-3			
W-4			
BY STORE TYPE			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			

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TABLE S14

PAGE 42 OF 42

4200 DTW14100 B2608 01 042 0273 1468

**DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
BB Nielsen Business Information Corporation

	CIGARETTES															
	TOTAL		AMERICAN		BROWN &		LORILLARD		TOTAL		PHILIP		R.J. REYNOLDS		ALL OTHER	
	CIGARETTES		TOBACCO		WILLIAMSON				LIGGETT &		MORRIS				MYERS	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES																
SUPERMKT OVER \$2 MIL	98	0	98	#	98	0	98	0	97	0	98	0	98	0	10	1
CHAIN OVER \$2 MIL	99	0	98	#	99	0	99	0	98	0	99	0	99	0	12	1
IND OVER \$2 MIL	95	0	95	0	95	0	95	0	95	0	95	0	95	0	5	1
CHAIN UNDER \$2 MIL	100	0	99	1	100	0	100	0	97	3	100	0	100	0	5	2
IND UNDER \$2 MIL	98	0	98	#	98	#	97	#	92	2	98	0	98	0	5	1
CENTRAL FIELD																
SUPERMKT OVER \$2 MIL	100	0	99	0	99	0	99	0	100	0	99	0	99	0	13	4
CHAIN OVER \$2 MIL	100	0	99	0	99	0	99	0	100	0	99	0	99	0	14	4
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0	100	0	100	0	10	4
CHAIN UNDER \$2 MIL	100	0	98	2	100	0	100	0	97	6	100	0	100	0	#	#
IND UNDER \$2 MIL	98	0	97	1	98	0	96	1	91	3	98	0	98	0	6	3
EASTERN FIELD																
SUPERMKT OVER \$2 MIL	81	0	81	1	91	0	91	0	91	0	91	0	91	0	1	#
CHAIN OVER \$2 MIL	93	0	82	2	93	0	93	0	92	0	93	0	93	0	#	0
IND OVER \$2 MIL	86	0	86	0	86	0	86	0	86	0	86	0	86	0	1	1
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	100	0	100	0	100	0	13	7
IND UNDER \$2 MIL	99	0	99	0	99	0	99	0	94	0	99	0	99	0	1	0
NORTHERN FIELD																
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	98	0	99	0	99	0	1	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	99	0	100	0	100	0	1	0
IND OVER \$2 MIL	97	0	97	0	97	0	97	0	97	0	97	0	97	0		
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	97	0	100	0	100	0	4	1
IND UNDER \$2 MIL	97	0	97	#	97	0	96	#	96	#	97	0	97	0	2	#
SOUTHERN FIELD																
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0	99	0	99	0	24	1
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0	100	0	100	0	26	1
IND OVER \$2 MIL	95	0	96	0	95	0	96	0	96	0	96	0	96	0	13	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	98	2	100	0	100	0	1	0
IND UNDER \$2 MIL	95	0	95	0	95	0	95	0	91	3	95	0	95	0	2	1
WESTERN FIELD																
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0	99	0	99	0	15	1
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	99	0	100	0	100	0	15	2
IND OVER \$2 MIL	96	0	96	0	96	0	96	0	96	0	96	0	96	0	9	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	94	4	100	0	100	0	15	6
IND UNDER \$2 MIL	99	0	99	0	99	2	99	#	90	2	99	0	99	0	13	1

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TABLE S14A

PAGE

1 OF 42

4200 DUW14100 B2808 01 001 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-B2500

Nielsen  
Marketing Research  
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	CIGARETTES									
	TOTAL					REGULAR FILTER				
	NON-FILTER		FILTER		TOTAL	FULL FLAVOR		LOW TAR		ULTRA LOW TAR
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	98	0	98	0	98	0	98	0	98	0
CHAIN OVER \$2 MIL	98	0	99	0	99	0	99	0	98	0
IND OVER \$2 MIL	95	0	95	0	95	0	95	0	95	0
CHAIN UNDER \$2 MIL	99	1	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	97	1	98	0	98	0	98	0	97	0
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99	0	100	0	100	0	100	0	100	0
CHAIN OVER \$2 MIL	99	0	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
CHAIN UNDER \$2 MIL	99	2	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	97	2	98	0	98	0	98	0	97	0
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	91	0	91	0	91	0	91	0	91	0
CHAIN OVER \$2 MIL	92	0	93	0	93	0	93	0	92	0
IND OVER \$2 MIL	86	0	86	0	86	0	86	0	86	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	96	1	99	0	99	0	99	0	99	0
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	99	0
IND OVER \$2 MIL	97	0	97	0	97	0	97	0	97	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	97	#	97	0	97	0	97	0	95	0
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	99	0
IND OVER \$2 MIL	96	0	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	1	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	95	0	95	0	95	0	95	0	95	0
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	96	0	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	99	0	99	0	99	0	99	0	98	0

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TABLE S14A

PAGE

2 OF

42

4200 DUW14100 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62800

Nielsen  
 Marketing Research  
 DB a division of  
 The Dun & Bradstreet Corporation

	CIGARETTES							
	MENTHOL FILTER							
	TOTAL		FULL FLAVOR		LOW TAR		ULTRA LOW TAR	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	98	#	98	0	98	#	97	1
CHAIN OVER \$2 MIL	99	#	99	0	99	#	98	1
IND OVER \$2 MIL	95	0	95	0	95	0	94	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	0
IND UNDER \$2 MIL	98	0	98	#	98	#	94	1
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	100	#	99	0	100	#	99	0
CHAIN OVER \$2 MIL	100	#	99	0	100	#	99	0
IND OVER \$2 MIL	100	0	100	0	100	0	100	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	0
IND UNDER \$2 MIL	98	0	98	0	98	0	93	1
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	91	0	91	0	91	0	90	2
CHAIN OVER \$2 MIL	93	0	93	0	93	0	92	2
IND OVER \$2 MIL	86	0	86	0	86	0	84	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	98	0	99	0	99	0	94	0
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	96	1
CHAIN OVER \$2 MIL	100	0	100	0	100	0	98	1
IND OVER \$2 MIL	97	0	97	0	97	0	97	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	97	0	97	#	97	#	85	1
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	1
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	1
IND OVER \$2 MIL	88	0	95	0	95	0	98	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	95	0	95	0	95	0	93	4
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	96	0	96	0	95	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	88	0	99	0	99	0	98	0

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TABLE S14A

PAGE

3 OF

42

4200 DUW14100 B2808 01 003 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	REGULAR FILTER					MENTHOL FILTER				
	85 MM		100 MM		120 MM	85 MM		100 MM		120 MM
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	98	#	98	0	96	#	98	0	98	#
CHAIN OVER \$2 MIL	99	#	99	0	97	#	99	0	99	#
IND OVER \$2 MIL	95	0	95	0	93	0	95	0	95	0
CHAIN UNDER \$2 MIL	100	0	100	0	99	1	100	0	100	0
IND UNDER \$2 MIL	98	0	98	#	92	2	98	0	98	#
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	100	#	100	0	99	0	99	0	100	#
CHAIN OVER \$2 MIL	100	#	100	0	99	0	99	0	100	#
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
CHAIN UNDER \$2 MIL	100	0	100	0	98	1	100	0	100	0
IND UNDER \$2 MIL	98	0	98	#	94	5	98	0	98	#
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	91	0	91	0	86	1	91	0	91	0
CHAIN OVER \$2 MIL	93	0	93	0	87	2	93	0	93	0
IND OVER \$2 MIL	86	0	86	0	81	0	86	0	86	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	2	100	0	100	0
IND UNDER \$2 MIL	99	0	99	0	86	2	99	0	99	1
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	89	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	97	0	97	0	97	0	97	0	97	0
CHAIN UNDER \$2 MIL	100	0	100	0	97	0	100	0	100	0
IND UNDER \$2 MIL	97	0	97	0	93	0	97	0	97	0
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	98	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	96	0	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	1	100	0	100	0
IND UNDER \$2 MIL	95	0	95	0	89	4	95	0	95	0
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
IND OVER \$2 MIL	96	0	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	99	0	100	0	100	0
IND UNDER \$2 MIL	99	0	99	0	98	#	99	0	99	#

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TABLE S14A

PAGE

4 OF

42

4200 DUW14100 B2808 01 004 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
DB Company of  
The Data & Analytics Corporation

	CIGARETTES							
	TOTAL							
	25'S		GENERIC		BRANDED PRICE		PRICE CATEGORY	
	MAX. 0-0-5		MAX. 0-0-5		MAX. 0-0-5		MAX. 0-0-5	
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	90	1	58	4	95	#	95	#
CHAIN OVER \$2 MIL	90	1	53	4	96	#	96	#
IND OVER \$2 MIL	89	0	76	2	92	0	92	0
CHAIN UNDER \$2 MIL	92	2	70	5	97	1	97	1
IND UNDER \$2 MIL	80	3	56	2	88	1	89	1
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	99	0	70	8	99	0	100	0
CHAIN OVER \$2 MIL	99	0	82	7	99	0	100	0
IND OVER \$2 MIL	98	0	98	3	100	0	100	0
CHAIN UNDER \$2 MIL	93	0	73	2	100	3	100	3
IND UNDER \$2 MIL	77	5	88	5	92	#	94	#
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	71	1	47	5	81	#	81	#
CHAIN OVER \$2 MIL	89	2	43	7	83	#	83	#
IND OVER \$2 MIL	75	0	58	0	76	0	76	0
CHAIN UNDER \$2 MIL	83	8	52	0	86	0	86	0
IND UNDER \$2 MIL	89	#	37	0	76	1	76	1
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	94	0	64	3	98	0	98	0
CHAIN OVER \$2 MIL	93	0	58	2	99	0	99	0
IND OVER \$2 MIL	96	0	82	3	96	0	96	0
CHAIN UNDER \$2 MIL	91	0	70	4	98	0	98	0
IND UNDER \$2 MIL	88	1	65	1	93	#	94	#
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	98	0	52	1	99	0	99	0
CHAIN OVER \$2 MIL	98	0	48	1	99	0	99	0
IND OVER \$2 MIL	96	0	80	0	96	0	96	0
CHAIN UNDER \$2 MIL	94	4	77	10	100	0	100	0
IND UNDER \$2 MIL	81	2	48	1	88	1	88	1
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	90	4	55	3	98	0	99	1
CHAIN OVER \$2 MIL	90	5	55	3	99	0	100	1
IND OVER \$2 MIL	85	0	58	5	94	0	94	0
CHAIN UNDER \$2 MIL	91	2	63	6	95	2	95	2
IND UNDER \$2 MIL	86	8	58	0	93	1	93	1

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TABLE S14A

PAGE 5 OF 42

4200 DUW14100 B2808 01 005 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	TOTAL AMERICAN TOBACCO					PALL MALL				
	TOTAL		NON-FILTER		MAX. O-O-S	NON-FILTER 25'S		GOLD FILTER 100'S		MAX. O-O-S
	MAX. O-O-S		MAX. O-O-S			MAX. O-O-S		MAX. O-O-S		
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	98	#	98	#	97	7	48	6	97	2
CHAIN OVER \$2 MIL	98	#	98	1	98	8	45	6	98	2
IND OVER \$2 MIL	95	0	95	0	94	3	59	7	94	3
CHAIN UNDER \$2 MIL	99	1	99	1	97	8	25	8	92	5
IND UNDER \$2 MIL	98	#	97	1	95	8	28	5	86	5
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	#	99	3	53	2	99	1
CHAIN OVER \$2 MIL	99	0	99	#	98	1	49	3	99	1
IND OVER \$2 MIL	100	0	100	0	100	11	64	0	100	2
CHAIN UNDER \$2 MIL	99	2	98	2	92	10	17	3	98	6
IND UNDER \$2 MIL	97	1	97	3	95	5	21	6	88	9
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	91	1	91	2	89	7	40	8	90	5
CHAIN OVER \$2 MIL	92	2	92	2	90	9	35	4	92	5
IND OVER \$2 MIL	86	0	86	0	86	0	56	19	83	7
CHAIN UNDER \$2 MIL	100	0	100	0	99	3	24	7	89	6
IND UNDER \$2 MIL	99	0	95	1	90	7	24	5	84	3
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	3	60	6	97	1
CHAIN OVER \$2 MIL	100	0	100	0	100	4	54	8	97	0
IND OVER \$2 MIL	97	0	97	0	97	0	73	2	97	4
CHAIN UNDER \$2 MIL	100	0	100	0	100	1	24	9	93	4
IND UNDER \$2 MIL	97	#	97	1	94	6	38	8	90	5
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	8	43	13	99	2
CHAIN OVER \$2 MIL	100	0	100	0	100	10	42	14	100	2
IND OVER \$2 MIL	96	0	96	0	90	0	52	8	96	0
CHAIN UNDER \$2 MIL	100	0	100	1	100	7	26	3	87	6
IND UNDER \$2 MIL	95	0	95	0	95	3	18	7	79	2
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	12	42	2	99	1
CHAIN OVER \$2 MIL	100	0	100	0	100	14	44	1	100	#
IND OVER \$2 MIL	99	0	96	0	96	3	35	5	96	3
CHAIN UNDER \$2 MIL	100	0	100	0	96	3	41	13	93	0
IND UNDER \$2 MIL	99	0	99	1	99	13	28	1	89	6

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TABLE S14A

PAGE

6 OF

42

4200 DUW14100 B2808 01 006 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
DS COMPANY OF  
The Nielsen Company

	FULL FLAVOR						CIGARETTES PALL MALL RED FILTER						LIGHTS						TOTAL					
	KINGS		100'S		TOTAL		KINGS		100'S		TOTAL		KINGS		100'S		TOTAL		KINGS		100'S		TOTAL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES																								
SUPERMKT OVER \$2 MIL	87	8	87	11	92	6	3	1	1	#	4	1					92	6						
CHAIN OVER \$2 MIL	87	7	88	12	93	5	4	1	2	#	5	1					93	5						
IND OVER \$2 MIL	86	9	82	8	88	7	2	0			2	0					88	7						
CHAIN UNDER \$2 MIL	76	16	76	15	85	11	3	1	2	#	4	1					85	11						
IND UNDER \$2 MIL	61	9	50	12	67	9	3	1	2	#	3	1					67	9						
CENTRAL FIELD																								
SUPERMKT OVER \$2 MIL	93	5	88	5	96	5	1	0			1	0					96	5						
CHAIN OVER \$2 MIL	92	5	88	6	96	5	2	0			2	0					96	5						
IND OVER \$2 MIL	94	2	89	3	96	2											96	2						
CHAIN UNDER \$2 MIL	84	18	80	21	87	10	2	0			2	0					87	10						
IND UNDER \$2 MIL	60	8	52	12	69	12	2	0			2	0					69	12						
EASTERN FIELD																								
SUPERMKT OVER \$2 MIL	77	18	72	27	82	14			1	1	1	1					82	14						
CHAIN OVER \$2 MIL	80	19	76	31	86	13			1	1	1	1					86	13						
IND OVER \$2 MIL	65	14	59	15	68	17											68	17						
CHAIN UNDER \$2 MIL	60	21	54	16	68	15			2	0	2	0					68	15						
IND UNDER \$2 MIL	54	8	43	6	57	6			2	0	2	0					57	6						
NORTHERN FIELD																								
SUPERMKT OVER \$2 MIL	89	4	89	11	91	5	15	4	3	0	15	4					91	5						
CHAIN OVER \$2 MIL	87	2	87	11	90	5	18	8	4	0	18	6					90	5						
IND OVER \$2 MIL	93	7	94	8	95	6	7	0			7	0					95	6						
CHAIN UNDER \$2 MIL	82	20	76	8	84	9	18	9	11	2	20	9					86	11						
IND UNDER \$2 MIL	68	19	58	14	72	18	12	4	10	1	12	4					72	18						
SOUTHERN FIELD																								
SUPERMKT OVER \$2 MIL	84	4	88	6	92	3			1	0	1	0					92	3						
CHAIN OVER \$2 MIL	83	2	89	7	92	3			1	0	1	0					92	3						
IND OVER \$2 MIL	90	12	83	4	90	4											90	4						
CHAIN UNDER \$2 MIL	67	8	80	12	86	12			2	0	2	0					86	10						
IND UNDER \$2 MIL	54	3	41	10	57	3											57	3						
WESTERN FIELD																								
SUPERMKT OVER \$2 MIL	92	8	98	6	99	2			2	0	2	0					99	2						
CHAIN OVER \$2 MIL	92	7	100	7	100	1			2	0	2	0					100	1						
IND OVER \$2 MIL	92	16	84	3	96	2											96	2						
CHAIN UNDER \$2 MIL	86	25	77	13	93	11											93	11						
IND UNDER \$2 MIL	71	5	59	17	79	5											79	5						

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TABLE S14A

PAGE

7 OF

42

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4200 DUW14100 B2808 01 007 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	PALL MALL					CARLTON				
	NON-FILTER		REMAINING	TOTAL		FILTER 100'S		BOX	SOFT PACK	TOTAL
	KINGS	LIGHT								
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	1	#	31	3	97	#	84	8	98	5
CHAIN OVER \$2 MIL	1	#	28	3	98	#	85	7	97	6
IND OVER \$2 MIL	1	0	42	4	94	0	79	11	94	2
CHAIN UNDER \$2 MIL	#	#	11	2	97	2	59	9	94	8
IND UNDER \$2 MIL	1	1	22	2	90	2	47	6	82	6
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL			41	3	99	0	96	4	99	4
CHAIN OVER \$2 MIL			39	3	99	0	97	3	98	4
IND OVER \$2 MIL			49	0	100	0	92	6	98	3
CHAIN UNDER \$2 MIL			8	#	96	2	64	8	94	11
IND UNDER \$2 MIL			28	4	91	3	48	6	80	6
EASTERN FIELD										
SUPERMKT OVER \$2 MIL			15	2	91	1	63	15	88	9
CHAIN OVER \$2 MIL			10	1	92	2	63	13	89	10
IND OVER \$2 MIL			30	5	86	0	61	22	85	4
CHAIN UNDER \$2 MIL			4	0	100	4	44	6	100	8
IND UNDER \$2 MIL			11	0	95	1	41	3	89	2
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	5	1	51	8	97	0	76	12	97	2
CHAIN OVER \$2 MIL	6	2	49	8	97	0	71	11	97	2
IND OVER \$2 MIL	3	0	55	5	97	0	88	12	97	0
CHAIN UNDER \$2 MIL	1	1	24	1	94	0	41	10	94	1
IND UNDER \$2 MIL	3	3	36	7	90	2	46	8	83	5
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL			41	8	99	0	89	4	99	8
CHAIN OVER \$2 MIL			41	6	99	0	92	5	99	10
IND OVER \$2 MIL			37	7	98	0	69	0	96	0
CHAIN UNDER \$2 MIL			8	5	98	4	62	10	91	10
IND UNDER \$2 MIL			18	0	79	3	36	9	71	9
WESTERN FIELD										
SUPERMKT OVER \$2 MIL			11	1	98	0	96	5	98	2
CHAIN OVER \$2 MIL			7	#	99	0	98	5	99	2
IND OVER \$2 MIL			33	4	93	0	82	6	93	0
CHAIN UNDER \$2 MIL			19	0	98	0	76	14	96	2
IND UNDER \$2 MIL			14	0	97	2	71	6	92	8

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE

8 OF

42

4200 DUN14100 B2808 01 008 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	CARLTON											
	FILTER			KINGS			MENTHOL					
	BOX	SOFT PACK		TOTAL		SOFT PACK	BOX	SOFT PACK		TOTAL		TOTAL
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	8 4	96 3	96 3	84 4	34 6	90 3	90 1	94 1				
CHAIN OVER \$2 MIL	8 4	97 3	97 3	84 4	32 6	91 3	91 1	95 1				
IND OVER \$2 MIL	9 6	94 1	94 1	84 3	41 4	86 1	86 1	91 1				
CHAIN UNDER \$2 MIL	2 #	91 7	91 7	69 8	16 3	87 8	88 8	93 5				
IND UNDER \$2 MIL	6 2	80 4	81 4	63 5	19 6	69 6	70 6	76 4				
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	7 2	99 #	99 #	78 3	15 1	97 0	97 0	99 0				
CHAIN OVER \$2 MIL	9 2	99 0	99 0	78 3	14 1	99 0	99 0	99 0				
IND OVER \$2 MIL	2 0	98 1	98 1	77 3	20 1	90 0	90 0	97 0				
CHAIN UNDER \$2 MIL	3 0	87 10	87 10	44 9	6 2	84 3	84 3	88 2				
IND UNDER \$2 MIL	1 1	78 5	79 5	60 4	6 2	72 10	72 10	78 5				
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	14 8	90 7	90 6	79 6	17 8	79 5	80 3	84 3				
CHAIN OVER \$2 MIL	13 6	92 8	92 7	79 6	15 7	81 6	81 3	85 3				
IND OVER \$2 MIL	19 14	86 2	86 2	79 4	23 12	75 3	75 3	79 2				
CHAIN UNDER \$2 MIL	4 0	92 0	94 0	88 8	17 2	91 19	91 13	95 8				
IND UNDER \$2 MIL	17 8	81 4	82 4	64 13	21 7	57 5	62 5	72 5				
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	9 5	94 3	94 3	89 5	54 10	93 2	93 1	93 0				
CHAIN OVER \$2 MIL	10 5	93 4	93 4	88 7	48 14	91 2	91 1	91 0				
IND OVER \$2 MIL	7 4	97 0	97 0	93 1	69 1	96 2	96 0	96 0				
CHAIN UNDER \$2 MIL	2 0	90 3	90 3	79 10	17 2	87 12	87 12	89 12				
IND UNDER \$2 MIL	3 #	83 3	83 3	72 2	34 12	77 4	80 3	83 1				
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	9 3	99 3	99 3	92 3	66 8	97 3	97 0	99 0				
CHAIN OVER \$2 MIL	10 5	99 3	99 3	92 3	67 9	98 4	98 0	99 0				
IND OVER \$2 MIL		96 2	96 2	91 3	60 3	89 0	92 0	96 0				
CHAIN UNDER \$2 MIL		93 11	93 11	76 6	25 4	92 11	96 11	97 5				
IND UNDER \$2 MIL		70 2	70 2	50 3	18 4	61 5	61 5	66 6				
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	2 1	98 1	98 1	85 2	21 1	86 3	86 2	97 0				
CHAIN OVER \$2 MIL		99 1	99 1	86 2	19 1	87 4	87 3	99 0				
IND OVER \$2 MIL	11 9	91 3	91 3	81 3	29 1	77 0	77 0	88 0				
CHAIN UNDER \$2 MIL	1 1	98 6	98 6	77 7	16 1	82 2	82 2	97 0				
IND UNDER \$2 MIL	11 2	91 4	91 3	72 4	15 7	75 7	75 7	80 3				

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TABLE S14A

PAGE

9 OF 42

4200 DUW14100 B2808 01 009 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES													
	CARLTON						LUCKY STRIKE							
	120'S		SLIM DELUXE		TOTAL		NON-FILTER		KINGS		FILTER LIGHTS		TOTAL	
	MENTHOL & REGULAR		MENTHOL & REGULAR						100'S					
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES														
SUPERMKT OVER \$2 MIL	82	5	17	6	97	1	96	2	75	6	75	5	81	3
CHAIN OVER \$2 MIL	82	5	17	6	98	1	97	2	73	6	73	6	80	3
IND OVER \$2 MIL	83	5	19	5	94	#	94	1	79	7	80	4	83	1
CHAIN UNDER \$2 MIL	65	8	15	4	95	6	91	5	41	6	48	7	56	7
IND UNDER \$2 MIL	53	4	14	6	89	1	83	3	40	7	41	6	48	7
CENTRAL FIELD														
SUPERMKT OVER \$2 MIL	93	1	19	4	99	#	98	0	82	5	82	7	90	3
CHAIN OVER \$2 MIL	93	0	18	5	99	#	98	0	82	5	81	9	90	4
IND OVER \$2 MIL	93	4	24	0	100	0	100	0	84	6	86	2	90	2
CHAIN UNDER \$2 MIL	70	9	12	5	89	11	75	8	37	5	46	9	58	13
IND UNDER \$2 MIL	63	8	7	5	81	2	71	2	41	4	38	7	48	7
EASTERN FIELD														
SUPERMKT OVER \$2 MIL	55	11	15	7	90	4	89	5	83	11	60	11	56	7
CHAIN OVER \$2 MIL	52	11	16	8	91	5	90	7	62	12	58	11	65	9
IND OVER \$2 MIL	66	13	13	4	85	0	85	1	67	6	68	8	69	1
CHAIN UNDER \$2 MIL	42	2	9	2	99	0	99	0	26	7	20	2	32	4
IND UNDER \$2 MIL	40	2	17	7	98	1	93	4	37	9	39	4	44	3
NORTHERN FIELD														
SUPERMKT OVER \$2 MIL	80	3	23	10	98	0	98	0	85	3	83	5	88	1
CHAIN OVER \$2 MIL	78	3	19	9	99	0	98	0	82	2	81	5	87	1
IND OVER \$2 MIL	86	2	33	14	97	0	97	0	91	7	89	5	92	0
CHAIN UNDER \$2 MIL	48	3	15	0	98	11	95	12	37	4	43	5	47	1
IND UNDER \$2 MIL	57	6	19	8	91	#	89	#	53	14	50	10	58	15
SOUTHERN FIELD														
SUPERMKT OVER \$2 MIL	95	5	20	3	99	1	99	3	75	5	81	1	83	1
CHAIN OVER \$2 MIL	96	5	22	4	100	1	100	4	76	4	81	1	84	0
IND OVER \$2 MIL	88	0	8	0	98	0	96	0	71	12	80	4	80	4
CHAIN UNDER \$2 MIL	68	14	18	6	99	2	99	4	52	9	58	7	64	5
IND UNDER \$2 MIL	45	1	16	8	84	2	80	5	38	5	40	5	45	2
WESTERN FIELD														
SUPERMKT OVER \$2 MIL	91	5	10	5	99	#	99	2	68	6	69	1	76	2
CHAIN OVER \$2 MIL	92	5	10	6	100	0	100	1	67	6	68	2	76	2
IND OVER \$2 MIL	87	6	8	1	96	3	93	8	76	4	75	0	80	0
CHAIN UNDER \$2 MIL	83	2	21	2	96	2	94	2	44	5	60	10	64	7
IND UNDER \$2 MIL	60	3	11	3	92	0	87	1	32	7	34	4	45	7

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TABLE S14A

PAGE

10 OF

42

4200 DUW14100 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	LUCKY STRIKE									
	FILTER									
	KINGS		LOW TAR 100'S		TOTAL		TOTAL		MENTHOL KINGS & 100'S	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	74	7	74	7	81	5	84	3	28	8
CHAIN OVER \$2 MIL	72	7	72	7	79	5	83	4	27	8
IND OVER \$2 MIL	81	5	80	5	85	3	87	2	35	8
CHAIN UNDER \$2 MIL	35	7	44	8	54	10	67	7	15	4
IND UNDER \$2 MIL	46	5	37	8	51	6	59	5	13	5
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	76	7	82	7	90	4	93	3	30	9
CHAIN OVER \$2 MIL	74	7	80	7	90	5	93	4	27	8
IND OVER \$2 MIL	82	6	89	7	89	0	92	0	38	14
CHAIN UNDER \$2 MIL	30	13	49	12	59	20	75	20	21	8
IND UNDER \$2 MIL	35	0	28	6	42	5	55	5	7	2
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	70	10	81	11	71	9	73	8	22	8
CHAIN OVER \$2 MIL	70	11	88	14	71	11	74	10	21	12
IND OVER \$2 MIL	89	8	88	3	71	3	71	3	25	1
CHAIN UNDER \$2 MIL	33	4	20	0	35	4	40	1	11	0
IND UNDER \$2 MIL	40	6	30	6	41	3	52	5	14	2
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	86	5	85	2	89	1	90	0	48	12
CHAIN OVER \$2 MIL	85	6	83	3	88	2	88	0	47	11
IND OVER \$2 MIL	91	2	90	0	92	0	94	0	52	13
CHAIN UNDER \$2 MIL	49	3	40	7	54	4	58	1	15	4
IND UNDER \$2 MIL	63	10	50	16	67	13	69	9	22	11
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	75	3	74	7	80	5	85	1	25	5
CHAIN OVER \$2 MIL	74	4	74	5	79	4	85	0	25	6
IND OVER \$2 MIL	81	3	70	13	88	7	88	7	25	4
CHAIN UNDER \$2 MIL	35	3	48	3	53	2	73	1	18	3
IND UNDER \$2 MIL	57	11	45	11	60	10	64	3	18	10
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	64	9	70	6	74	6	81	5	17	5
CHAIN OVER \$2 MIL	61	8	89	6	71	5	79	4	17	5
IND OVER \$2 MIL	79	7	79	8	87	8	90	6	21	7
CHAIN UNDER \$2 MIL	34	6	52	19	61	16	72	7	8	2
IND UNDER \$2 MIL	34	1	31	1	41	1	56	3		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 11 OF 42

4200 DUW14100 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
NORWELT INCORPORATED

	CIGARETTES									
	TAREYTON									
	TOTAL		KINGS		FILTER 100'S		TOTAL		LIGHTS	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	97	1	96	4	96	4	97	1	52	6
CHAIN OVER \$2 MIL	98	1	97	5	97	4	98	1	48	6
IND OVER \$2 MIL	93	1	93	3	93	1	93	#	66	7
CHAIN UNDER \$2 MIL	94	7	94	10	89	9	94	8	26	5
IND UNDER \$2 MIL	87	4	83	4	77	5	87	3	40	7
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	3	97	3	99	0	57	7
CHAIN OVER \$2 MIL	99	0	99	3	97	4	99	0	57	8
IND OVER \$2 MIL	98	0	98	4	98	2	98	0	56	3
CHAIN UNDER \$2 MIL	91	7	91	9	90	8	91	7	14	2
IND UNDER \$2 MIL	84	7	78	8	71	7	84	7	29	7
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	90	1	89	4	88	6	90	2	48	9
CHAIN OVER \$2 MIL	91	2	90	4	90	7	91	2	37	9
IND OVER \$2 MIL	84	0	84	4	84	2	84	0	73	10
CHAIN UNDER \$2 MIL	100	5	100	14	91	3	100	9	64	13
IND UNDER \$2 MIL	93	#	93	1	87	7	93	#	42	5
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	88	1	98	5	98	2	98	1	63	5
CHAIN OVER \$2 MIL	99	1	99	6	98	2	99	1	60	3
IND OVER \$2 MIL	97	2	97	3	97	2	97	2	72	10
CHAIN UNDER \$2 MIL	100	0	100	4	96	3	100	3	30	0
IND UNDER \$2 MIL	80	2	86	#	84	2	89	1	44	6
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	98	1	98	10	97	5	98	3	45	5
CHAIN OVER \$2 MIL	99	2	99	11	98	6	99	3	44	5
IND OVER \$2 MIL	93	0	93	0	93	0	93	0	46	4
CHAIN UNDER \$2 MIL	89	11	89	12	84	14	89	11	14	5
IND UNDER \$2 MIL	74	7	67	6	58	4	72	6	37	12
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99	#	99	0	98	2	99	0	47	3
CHAIN OVER \$2 MIL	100	0	100	0	100	2	100	0	43	3
IND OVER \$2 MIL	96	3	93	0	90	0	93	0	71	5
CHAIN UNDER \$2 MIL	100	7	100	10	91	12	100	7	38	13
IND UNDER \$2 MIL	98	#	97	4	92	3	98	#	52	3

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TABLE S14A

PAGE 12 OF 42

4200 DUW14100 B2808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

DS COMPANY OF  
The Data & Marketing Corporation

	CIGARETTES									
	MALIBU									
	TOTAL	85'S	100'S	FILTER	MENTHOL	LIGHTS				
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S				
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	78 3	28 1	78 3	22 1	22 2	24 1				
CHAIN OVER \$2 MIL	77 3	23 1	76 3	20 1	19 1	21 1				
IND OVER \$2 MIL	84 3	37 1	83 4	33 1	33 4	36 2				
CHAIN UNDER \$2 MIL	61 3	23 #	61 3	22 1	21 #	22 #				
IND UNDER \$2 MIL	53 4	19 #	52 4	18 1	17 1	15 0				
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	90 0	39 2	90 1	35 2	35 7	35 4				
CHAIN OVER \$2 MIL	90 0	35 2	90 0	30 3	32 6	30 2				
IND OVER \$2 MIL	92 0	55 1	92 2	53 1	45 11	53 8				
CHAIN UNDER \$2 MIL	63 3	25 0	63 3	25 3	25 1	25 0				
IND UNDER \$2 MIL	57 3	28 #	55 3	25 3	27 4	26 0				
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	64 6	20 1	64 6	14 1	16 2	18 1				
CHAIN OVER \$2 MIL	62 5	16 1	62 5	9 1	11 1	12 1				
IND OVER \$2 MIL	73 8	34 0	73 11	29 0	31 6	34 0				
CHAIN UNDER \$2 MIL	36 2	13 0	36 2	13 0	10 0	10 0				
IND UNDER \$2 MIL	47 2	8 0	44 2	6 0	8 0	6 0				
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	80 1	33 0	80 1	31 1	30 0	32 0				
CHAIN OVER \$2 MIL	76 2	29 0	76 2	28 2	28 0	28 0				
IND OVER \$2 MIL	90 0	44 0	90 0	40 0	41 0	44 0				
CHAIN UNDER \$2 MIL	67 6	22 0	63 6	21 0	18 0	22 0				
IND UNDER \$2 MIL	64 1	27 0	61 1	21 0	26 0	20 0				
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	78 4	28 0	77 4	26 0	22 0	26 0				
CHAIN OVER \$2 MIL	76 4	28 0	75 4	28 0	22 0	28 0				
IND OVER \$2 MIL	90 0	24 0	87 0	17 0	24 0	16 0				
CHAIN UNDER \$2 MIL	71 2	27 1	71 2	25 0	23 0	25 1				
IND UNDER \$2 MIL	40 #	15 1	40 #	11 1	10 0	9 0				
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	79 3	11 1	79 3	7 #	10 #	11 1				
CHAIN OVER \$2 MIL	80 2	11 1	80 2	7 0	9 0	11 1				
IND OVER \$2 MIL	73 6	17 3	73 6	11 3	14 3	17 3				
CHAIN UNDER \$2 MIL	56 0	22 0	56 0	22 0	18 0	20 0				
IND UNDER \$2 MIL	59 15	12 0	59 16	12 0	8 0	11 0				

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TABLE S14A

PAGE 13 OF 42

4200 DUW14100 B2808 01 013 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research

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	CIGARETTES									
	AMERICAN LIGHTS					ALL OTHER AMERICAN TOBACCO				
	FILTER		MALIBU MENTHOL		LIGHTS		TOTAL		85'S	
	100'S		100'S		100'S		100'S		100'S	
	MAX. D-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	75	5	73	5	75	7			44	5
CHAIN OVER \$2 MIL	74	5	72	5	74	6			39	4
IND OVER \$2 MIL	81	7	80	4	80	8			60	7
CHAIN UNDER \$2 MIL	57	3	59	6	59	6			7	1
IND UNDER \$2 MIL	48	8	48	7	47	5			28	1
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	90	4	89	2	88	3			67	4
CHAIN OVER \$2 MIL	90	5	88	2	88	4			66	5
IND OVER \$2 MIL	92	2	90	0	90	0			70	0
CHAIN UNDER \$2 MIL	61	5	63	9	62	8			9	0
IND UNDER \$2 MIL	48	10	48	6	54	2			17	2
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	61	11	58	9	62	14			23	5
CHAIN OVER \$2 MIL	59	8	56	8	59	11			18	4
IND OVER \$2 MIL	69	22	67	10	71	23			38	8
CHAIN UNDER \$2 MIL	32	1	33	4	34	10			5	0
IND UNDER \$2 MIL	43	7	42	7	42	7			26	2
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	77	0	79	3	79	3			48	4
CHAIN OVER \$2 MIL	72	0	74	4	75	3			41	2
IND OVER \$2 MIL	88	0	90	0	90	4			68	9
CHAIN UNDER \$2 MIL	81	11	59	8	60	7			14	5
IND UNDER \$2 MIL	56	1	60	6	59	4			42	2
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	76	4	73	7	74	7			48	6
CHAIN OVER \$2 MIL	75	4	72	8	75	7			47	6
IND OVER \$2 MIL	84	3	82	0	71	4			55	4
CHAIN UNDER \$2 MIL	61	0	69	4	69	4			3	0
IND UNDER \$2 MIL	40	8	38	5	34	4			20	1
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	73	7	70	5	76	7			35	5
CHAIN OVER \$2 MIL	73	7	69	4	76	7			29	2
IND OVER \$2 MIL	73	8	71	8	73	9			73	18
CHAIN UNDER \$2 MIL	56	1	56	4	55	4			8	4
IND UNDER \$2 MIL	54	15	49	14	46	12			38	1

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TABLE S14A

PAGE

14 OF

42

4200 DUW14100 B2808 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Company

	CIGARETTES									
	TOTAL PHILIP MORRIS		TOTAL		BOX		MARLBORO FILTER		BOX	
							SOFT PACK		FILTER LIGHTS	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	98	0	98	0	97	4	97	2	92	8
CHAIN OVER \$2 MIL	99	0	98	0	98	5	98	2	93	9
IND OVER \$2 MIL	95	0	95	0	94	2	94	2	91	4
CHAIN UNDER \$2 MIL	100	0	100	0	97	4	100	1	91	6
IND UNDER \$2 MIL	98	0	98	#	87	5	95	2	70	6
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	2	99	0	97	2
CHAIN OVER \$2 MIL	99	0	98	0	99	3	99	0	97	1
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	98	5
CHAIN UNDER \$2 MIL	100	0	100	0	94	4	100	3	85	5
IND UNDER \$2 MIL	98	0	98	0	83	5	97	1	86	10
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	91	0	91	0	91	4	90	5	89	7
CHAIN OVER \$2 MIL	93	0	92	0	92	4	92	6	91	7
IND OVER \$2 MIL	88	0	88	0	86	4	83	4	82	8
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	5	98	9
IND UNDER \$2 MIL	99	0	99	1	94	2	91	5	89	3
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	5	98	#	91	5
CHAIN OVER \$2 MIL	100	0	100	0	99	7	98	#	90	6
IND OVER \$2 MIL	97	0	97	0	97	2	97	0	95	2
CHAIN UNDER \$2 MIL	100	0	100	0	94	3	100	0	84	13
IND UNDER \$2 MIL	97	0	97	0	79	9	95	2	55	6
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	98	5	99	3	86	15
CHAIN OVER \$2 MIL	100	0	100	0	99	5	100	4	86	18
IND OVER \$2 MIL	96	0	96	0	92	4	96	0	86	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	5	100	0	94	7
IND UNDER \$2 MIL	95	0	95	0	86	5	92	1	56	1
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	3	99	1	99	11
CHAIN OVER \$2 MIL	100	0	100	0	100	4	100	0	99	13
IND OVER \$2 MIL	96	0	96	0	94	0	96	6	93	2
CHAIN UNDER \$2 MIL	100	0	100	0	100	3	100	0	100	0
IND UNDER \$2 MIL	99	0	99	0	97	5	99	2	91	7

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 15 OF 42

4200 DUW14100 B2808 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Company of  
McGraw-Hill Information Group

CIGARETTES									
MARLBORO									
	FILTER 100'S		LIGHT 100'S		FILTER & LIGHTS		KING SIZE		
	BOX & SOFT PACK		BOX & SOFT PACK		25'S		MENTHOL		
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	
TOTAL UNITED STATES									
SUPERMKT OVER \$2 MIL	97	1	97	1	59	4	93	6	
CHAIN OVER \$2 MIL	98	2	98	2	57	4	93	7	
IND OVER \$2 MIL	95	0	94	0	69	3	91	3	
CHAIN UNDER \$2 MIL	100	2	100	2	84	3	98	1	
IND UNDER \$2 MIL	97	2	97	3	54	4	84	4	
CENTRAL FIELD									
SUPERMKT OVER \$2 MIL	99	0	99	0	66	2	99	2	
CHAIN OVER \$2 MIL	99	0	99	0	61	2	99	2	
IND OVER \$2 MIL	100	0	100	0	82	1	100	0	
CHAIN UNDER \$2 MIL	100	2	100	3	62	2	99	1	
IND UNDER \$2 MIL	95	0	97	2	55	5	90	4	
EASTERN FIELD									
SUPERMKT OVER \$2 MIL	90	2	90	3	50	7	79	11	
CHAIN OVER \$2 MIL	92	3	92	4	47	7	80	11	
IND OVER \$2 MIL	86	0	84	0	57	6	77	10	
CHAIN UNDER \$2 MIL	100	9	100	3	47	0	93	0	
IND UNDER \$2 MIL	98	4	98	8	48	0	72	5	
NORTHERN FIELD									
SUPERMKT OVER \$2 MIL	98	#	98	1	66	6	99	4	
CHAIN OVER \$2 MIL	99	#	99	1	62	6	100	5	
IND OVER \$2 MIL	97	0	97	0	74	5	97	1	
CHAIN UNDER \$2 MIL	100	2	100	0	70	1	96	0	
IND UNDER \$2 MIL	96	#	95	1	56	3	80	0	
SOUTHERN FIELD									
SUPERMKT OVER \$2 MIL	99	2	99	1	68	2	98	4	
CHAIN OVER \$2 MIL	99	2	99	1	64	2	98	5	
IND OVER \$2 MIL	96	0	96	0	86	0	96	3	
CHAIN UNDER \$2 MIL	100	0	100	2	69	6	100	0	
IND UNDER \$2 MIL	94	5	93	3	58	5	77	2	
WESTERN FIELD									
SUPERMKT OVER \$2 MIL	99	1	99	1	49	4	90	9	
CHAIN OVER \$2 MIL	100	1	100	1	50	4	90	11	
IND OVER \$2 MIL	96	0	96	0	46	0	87	0	
CHAIN UNDER \$2 MIL	100	0	100	0	73	5	95	4	
IND UNDER \$2 MIL	99	1	99	0	51	4	91	11	

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TABLE S14A

PAGE 16 OF 42

4200 DUW14100 B2808 01 018 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES													
	BENSON & HEDGES													
	100'S													
	FILTER						MENTHOL							
TOTAL	BOX		SOFT PACK		BOX		SOFT PACK		TOTAL		DELUXE ULTRA LIGHTS			
MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S			
TOTAL UNITED STATES														
SUPERMKT OVER \$2 MIL	98	#	44	6	98	2	33	9	97	3	98	1	95	4
CHAIN OVER \$2 MIL	98	#	47	7	98	2	34	10	98	3	98	1	98	5
IND OVER \$2 MIL	95	#	32	2	95	1	27	6	93	1	95	#	93	3
CHAIN UNDER \$2 MIL	99	0	24	5	98	2	19	7	98	3	99	0	95	1
IND UNDER \$2 MIL	95	#	21	3	90	2	17	4	87	3	93	#	81	2
CENTRAL FIELD														
SUPERMKT OVER \$2 MIL	99	0	35	4	99	#	28	8	99	2	99	0	99	1
CHAIN OVER \$2 MIL	99	0	37	4	99	1	28	8	99	3	99	0	99	0
IND OVER \$2 MIL	100	0	28	4	100	0	29	14	96	0	100	0	100	5
CHAIN UNDER \$2 MIL	100	0	15	5	97	3	16	6	96	1	100	0	99	3
IND UNDER \$2 MIL	94	0	13	2	87	0	10	#	86	3	90	0	80	3
EASTERN FIELD														
SUPERMKT OVER \$2 MIL	91	#	59	11	91	6	34	12	88	4	91	2	88	11
CHAIN OVER \$2 MIL	92	0	65	14	92	6	35	13	89	3	92	2	87	14
IND OVER \$2 MIL	86	1	39	1	86	5	31	7	83	6	86	1	82	3
CHAIN UNDER \$2 MIL	100	0	33	3	99	3	14	6	100	4	100	0	100	1
IND UNDER \$2 MIL	98	1	38	5	91	6	24	6	81	1	96	1	78	5
NORTHERN FIELD														
SUPERMKT OVER \$2 MIL	99	0	31	2	99	0	28	4	99	1	99	0	85	1
CHAIN OVER \$2 MIL	100	0	34	3	100	0	32	5	100	1	100	0	94	2
IND OVER \$2 MIL	97	0	23	0	97	0	20	1	97	0	97	0	97	0
CHAIN UNDER \$2 MIL	96	0	13	3	96	1	3	0	96	7	96	0	86	3
IND UNDER \$2 MIL	92	0	13	4	87	5	9	7	87	#	90	0	80	0
SOUTHERN FIELD														
SUPERMKT OVER \$2 MIL	99	1	28	4	99	1	27	8	99	6	99	1	97	4
CHAIN OVER \$2 MIL	100	1	24	5	100	1	26	8	100	7	100	1	97	4
IND OVER \$2 MIL	96	0	38	0	96	0	33	4	96	0	96	0	96	4
CHAIN UNDER \$2 MIL	100	0	24	2	100	1	25	9	100	3	100	0	92	0
IND UNDER \$2 MIL	94	0	9	0	90	1	11	2	87	7	92	0	75	1
WESTERN FIELD														
SUPERMKT OVER \$2 MIL	99	0	84	8	99	3	48	13	99	1	99	0	99	3
CHAIN OVER \$2 MIL	100	0	88	10	100	4	50	15	100	1	100	0	100	3
IND OVER \$2 MIL	96	0	38	5	96	0	25	5	93	0	96	0	93	6
CHAIN UNDER \$2 MIL	100	0	49	13	100	4	37	8	98	0	100	0	98	0
IND UNDER \$2 MIL	98	0	40	4	87	0	38	3	85	1	88	0	95	0

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TABLE S14A

PAGE 17 OF 42

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4200 DUW14100 B2808 01 017 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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The Data Resources Corporation

	CIGARETTES													
	BENSON & HEDGES													
	LIGHT 100'S						DELUXE ULTRA							
	FILTER						MENTHOL				LIGHTS 100'S		ALL OTHER	
BOX		SOFT PACK		BOX		SOFT PACK		TOTAL		MENTHOL	BOX			
MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S			MAX. 0-0-S	
TOTAL UNITED STATES														
SUPERMKT OVER \$2 MIL	48	11	98	3	42	14	94	2	97	#	94	4	34	2
CHAIN OVER \$2 MIL	46	11	97	3	41	15	94	3	98	#	94	4	31	2
IND OVER \$2 MIL	44	10	93	4	46	13	93	1	94	0	93	4	42	4
CHAIN UNDER \$2 MIL	46	9	98	2	43	10	96	6	99	1	95	4	5	#
IND UNDER \$2 MIL	29	7	88	3	27	8	85	7	91	1	77	2	15	3
CENTRAL FIELD														
SUPERMKT OVER \$2 MIL	51	12	99	2	56	16	98	4	99	0	99	1	32	0
CHAIN OVER \$2 MIL	50	12	99	1	54	15	98	4	99	0	98	1	34	0
IND OVER \$2 MIL	62	9	97	3	62	16	100	4	100	0	100	0	27	0
CHAIN UNDER \$2 MIL	56	12	97	1	44	3	93	4	100	0	96	10	5	#
IND UNDER \$2 MIL	32	7	87	2	22	6	84	6	93	2	75	0	17	0
EASTERN FIELD														
SUPERMKT OVER \$2 MIL	43	13	87	6	37	18	79	3	87	1	80	7	21	2
CHAIN OVER \$2 MIL	46	14	89	6	37	20	80	4	89	1	80	7	14	1
IND OVER \$2 MIL	31	7	82	5	38	13	78	0	83	0	81	5	45	7
CHAIN UNDER \$2 MIL	29	7	95	4	30	8	92	5	100	0	95	1	9	0
IND UNDER \$2 MIL	26	10	88	5	33	16	80	8	90	3	68	4	10	1
NORTHERN FIELD														
SUPERMKT OVER \$2 MIL	41	13	99	4	38	14	96	1	99	0	94	2	46	2
CHAIN OVER \$2 MIL	38	11	99	5	32	13	96	2	99	0	93	1	47	2
IND OVER \$2 MIL	48	17	97	1	53	16	97	0	97	0	97	4	44	1
CHAIN UNDER \$2 MIL	31	5	93	7	46	26	92	8	96	7	88	4	4	0
IND UNDER \$2 MIL	21	7	84	2	26	7	85	7	88	0	77	2	22	2
SOUTHERN FIELD														
SUPERMKT OVER \$2 MIL	43	10	98	1	37	12	98	2	99	1	97	8	34	1
CHAIN OVER \$2 MIL	43	11	99	1	37	14	99	2	100	1	98	5	33	2
IND OVER \$2 MIL	42	8	96	0	33	6	98	0	96	0	96	7	40	0
CHAIN UNDER \$2 MIL	44	6	97	1	39	10	100	9	100	0	96	2	2	0
IND UNDER \$2 MIL	37	8	78	5	30	6	80	6	86	1	73	4	14	12
WESTERN FIELD														
SUPERMKT OVER \$2 MIL	42	6	99	3	42	12	98	2	99	0	99	3	34	5
CHAIN OVER \$2 MIL	44	7	100	1	43	12	99	2	100	0	100	3	30	4
IND OVER \$2 MIL	31	3	96	12	33	10	96	3	96	0	93	6	60	13
CHAIN UNDER \$2 MIL	61	14	100	2	58	13	100	0	100	0	98	1	5	0
IND UNDER \$2 MIL	28	3	97	2	27	4	96	7	97	0	85	0	13	0

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TABLE S14A

PAGE

18 OF

42

4200 DUW14100 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

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Data Services of  
The Nielsen Company

	CIGARETTES													
	..... FILTER .....						..... MERIT .....							
	TOTAL		KINGS BOX & SOFT PACK	100'S	ULTRA LIGHTS		MENTHOL		ULTRA LIGHTS					
					KINGS	100'S	KINGS & 100'S	KINGS & 100'S						
MAX. 0-0-S		MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S						
TOTAL UNITED STATES														
SUPERMKT OVER \$2 MIL	97	#	97	1	95	2	94	6	93	4	84	2	75	3
CHAIN OVER \$2 MIL	98	0	98	2	96	2	95	6	93	4	82	2	72	3
IND OVER \$2 MIL	94	#	94	#	94	1	93	4	92	3	91	1	86	2
CHAIN UNDER \$2 MIL	100	#	99	3	99	3	98	6	98	7	96	4	75	5
IND UNDER \$2 MIL	96	#	95	3	91	3	85	4	83	8	83	4	66	6
CENTRAL FIELD														
SUPERMKT OVER \$2 MIL	99	0	99	1	99	3	99	3	99	3	99	0	91	1
CHAIN OVER \$2 MIL	99	0	99	2	99	2	99	4	99	3	99	0	91	1
IND OVER \$2 MIL	100	0	100	0	100	6	100	2	100	2	98	0	88	0
CHAIN UNDER \$2 MIL	100	1	100	1	99	1	99	5	97	3	96	5	59	3
IND UNDER \$2 MIL	97	#	95	6	91	4	81	2	85	7	82	5	63	13
EASTERN FIELD														
SUPERMKT OVER \$2 MIL	90	#	90	3	88	1	88	8	83	3	75	3	58	6
CHAIN OVER \$2 MIL	92	0	92	4	90	2	90	10	84	4	74	3	54	7
IND OVER \$2 MIL	84	1	84	1	83	0	84	1	80	0	78	0	71	2
CHAIN UNDER \$2 MIL	100	0	100	3	100	3	100	5	96	3	100	0	95	1
IND UNDER \$2 MIL	97	0	96	4	90	5	90	9	86	11	82	3	68	5
NORTHERN FIELD														
SUPERMKT OVER \$2 MIL	99	0	98	1	93	#	94	4	93	6	95	1	89	1
CHAIN OVER \$2 MIL	99	0	98	2	91	1	94	5	92	8	95	2	86	1
IND OVER \$2 MIL	97	0	97	0	97	0	97	2	97	2	97	0	97	2
CHAIN UNDER \$2 MIL	100	0	100	4	100	2	100	0	95	12	97	1	92	3
IND UNDER \$2 MIL	96	0	94	1	91	2	86	2	79	6	89	4	78	3
SOUTHERN FIELD														
SUPERMKT OVER \$2 MIL	99	0	98	1	99	4	98	5	93	4	94	3	79	3
CHAIN OVER \$2 MIL	99	0	99	1	99	5	99	5	94	4	94	3	76	4
IND OVER \$2 MIL	96	0	98	0	96	0	92	5	88	8	96	6	92	2
CHAIN UNDER \$2 MIL	100	0	98	4	100	1	96	9	100	10	92	7	72	7
IND UNDER \$2 MIL	94	0	91	1	88	1	76	3	77	11	77	6	62	6
WESTERN FIELD														
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	91	7	95	3	60	2	60	2
CHAIN OVER \$2 MIL	100	0	99	0	98	0	91	5	96	3	55	2	55	1
IND OVER \$2 MIL	98	0	96	0	96	0	93	14	95	6	90	2	83	5
CHAIN UNDER \$2 MIL	100	0	100	0	100	10	100	8	100	10	99	0	82	6
IND UNDER \$2 MIL	99	0	99	1	99	4	95	5	91	3	84	5	82	3

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TABLE S14A

PAGE 19 OF 42

4200 DUW14100 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES									
	VIRGINIA SLIMS									
	REGULAR & MENTHOL									
	TOTAL	100'S	100'S	100'S	100'S	100'S	100'S	100'S	100'S	100'S
		LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	97 #	98 1	86 2	96 1	97 1	87 2				
CHAIN OVER \$2 MIL	98 #	86 2	86 3	97 1	98 1	87 2				
IND OVER \$2 MIL	94 #	84 1	88 1	94 1	93 #	89 2				
CHAIN UNDER \$2 MIL	100 #	99 1	93 7	99 #	99 1	92 5				
IND UNDER \$2 MIL	96 #	93 3	77 7	94 2	95 1	75 2				
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99 0	99 1	96 2	99 1	99 0	97 2				
CHAIN OVER \$2 MIL	99 0	99 0	96 2	99 0	99 0	97 1				
IND OVER \$2 MIL	100 0	100 2	97 2	100 2	100 0	98 5				
CHAIN UNDER \$2 MIL	100 1	99 1	88 9	99 1	99 3	94 1				
IND UNDER \$2 MIL	98 #	93 2	76 7	84 2	94 1	78 #				
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	89 2	85 3	75 5	86 2	89 2	86 3				
CHAIN OVER \$2 MIL	81 2	86 3	75 6	87 2	91 2	84 4				
IND OVER \$2 MIL	83 1	83 1	76 1	83 1	83 1	74 3				
CHAIN UNDER \$2 MIL	100 0	100 4	92 3	100 0	100 0	79 2				
IND UNDER \$2 MIL	97 #	94 3	71 8	96 1	95 2	60 4				
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	99 0	99 1	86 4	99 1	99 0	88 0				
CHAIN OVER \$2 MIL	100 0	99 2	84 5	99 2	100 0	86 0				
IND OVER \$2 MIL	97 0	97 0	92 1	87 0	87 0	95 0				
CHAIN UNDER \$2 MIL	100 0	96 0	90 7	88 0	100 0	80 2				
IND UNDER \$2 MIL	93 0	91 4	74 6	92 0	93 0	75 1				
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	99 0	99 0	87 1	99 0	99 1	92 2				
CHAIN OVER \$2 MIL	99 0	99 0	86 1	99 0	99 1	92 2				
IND OVER \$2 MIL	96 0	96 0	92 0	96 0	96 0	96 0				
CHAIN UNDER \$2 MIL	100 0	100 0	89 7	100 0	100 0	98 9				
IND UNDER \$2 MIL	95 #	92 5	79 8	92 4	92 3	81 2				
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	99 0	98 2	87 0	99 0	99 0	93 2				
CHAIN OVER \$2 MIL	100 0	98 3	88 0	100 0	100 0	95 2				
IND OVER \$2 MIL	96 0	96 2	82 0	96 0	93 0	82 0				
CHAIN UNDER \$2 MIL	100 0	100 0	98 8	100 0	100 0	99 6				
IND UNDER \$2 MIL	99 0	98 0	88 7	98 0	99 0	79 2				

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TABLE S14A

PAGE 20 OF 42

4200 DUW14100 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES							
	PARLIAMENT				PLAYERS			
	TOTAL		TOTAL		LIGHT 25'S		ALL OTHER	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	95	1	79	3	72	3	40	6
CHAIN OVER \$2 MIL	96	1	78	4	70	3	39	5
IND OVER \$2 MIL	91	1	85	3	79	3	43	8
CHAIN UNDER \$2 MIL	78	5	76	6	66	7	41	6
IND UNDER \$2 MIL	68	1	64	3	52	5	35	3
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	99	#	93	6	91	5	39	9
CHAIN OVER \$2 MIL	99	0	93	6	91	5	40	9
IND OVER \$2 MIL	98	1	91	3	91	3	36	6
CHAIN UNDER \$2 MIL	71	11	74	13	64	10	27	11
IND UNDER \$2 MIL	57	1	57	2	47	2	20	0
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	91	1	63	5	50	3	33	10
CHAIN OVER \$2 MIL	93	1	61	5	46	2	28	8
IND OVER \$2 MIL	86	0	69	4	63	6	49	15
CHAIN UNDER \$2 MIL	100	0	78	0	59	6	64	6
IND UNDER \$2 MIL	94	0	61	3	46	5	43	4
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	91	1	87	2	84	2	42	3
CHAIN OVER \$2 MIL	92	1	84	1	80	1	43	5
IND OVER \$2 MIL	91	0	95	4	95	4	38	0
CHAIN UNDER \$2 MIL	68	3	66	5	57	3	32	4
IND UNDER \$2 MIL	64	0	73	5	66	5	31	4
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	94	2	83	5	74	7	42	5
CHAIN OVER \$2 MIL	96	2	83	6	73	8	42	4
IND OVER \$2 MIL	87	0	87	0	81	0	45	10
CHAIN UNDER \$2 MIL	70	2	74	4	69	5	34	1
IND UNDER \$2 MIL	46	2	52	5	42	9	24	1
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	99	#	73	1	62	0	43	2
CHAIN OVER \$2 MIL	99	0	70	1	62	0	43	2
IND OVER \$2 MIL	96	3	86	2	59	0	48	2
CHAIN UNDER \$2 MIL	98	3	90	2	77	7	70	5
IND UNDER \$2 MIL	88	1	79	#	61	3	65	8

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 21 OF 42

4200 DUW14100 B2808 01 021 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A subsidiary of  
McGraw-Hill Information & Analytics Corporation

	CIGARETTES									
	CAMBRIDGE									
	FULL FLAVOR									
	REGULAR					MENTHOL				
TOTAL	KINGS		100'S		KINGS		100'S		TOTAL	
MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	82	3	66	5	64	8			70	5
CHAIN OVER \$2 MIL	81	3	63	5	62	8			67	5
IND OVER \$2 MIL	84	4	76	5	75	6			80	6
CHAIN UNDER \$2 MIL	88	1	65	7	65	11			73	7
IND UNDER \$2 MIL	73	4	54	5	51	9			60	6
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	99	2	93	4	85	3			93	2
CHAIN OVER \$2 MIL	98	2	92	5	82	3			92	2
IND OVER \$2 MIL	100	3	95	2	96	3			98	4
CHAIN UNDER \$2 MIL	97	2	70	14	69	19			77	14
IND UNDER \$2 MIL	74	2	55	2	55	10			63	8
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	69	3	50	6	49	10			57	9
CHAIN OVER \$2 MIL	69	2	46	7	46	11			53	9
IND OVER \$2 MIL	70	7	64	4	60	10			68	9
CHAIN UNDER \$2 MIL	59	0	46	0	39	11			46	0
IND UNDER \$2 MIL	65	4	44	6	45	4			53	8
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	88	1	72	8	74	7			77	5
CHAIN OVER \$2 MIL	87	2	70	8	70	7			75	4
IND OVER \$2 MIL	92	0	79	8	82	7			85	7
CHAIN UNDER \$2 MIL	76	0	50	1	44	4			55	2
IND UNDER \$2 MIL	81	5	58	9	49	11			59	6
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	73	1	58	4	56	8			58	3
CHAIN OVER \$2 MIL	70	0	53	5	53	7			55	4
IND OVER \$2 MIL	88	6	74	4	77	0			77	0
CHAIN UNDER \$2 MIL	98	1	73	11	78	10			87	9
IND UNDER \$2 MIL	78	5	60	3	56	6			62	3
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	82	7	58	5	58	12			64	6
CHAIN OVER \$2 MIL	84	7	58	4	59	12			63	5
IND OVER \$2 MIL	88	7	61	11	52	8			67	9
CHAIN UNDER \$2 MIL	87	2	71	0	73	4			77	2
IND UNDER \$2 MIL	66	2	53	4	52	15			60	5

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 22 OF 42

4200 DUW14100 B2808 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

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Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	CAMBRIDGE						PHILIP MORRIS					
	REGULAR			LIGHTS			PRIVATE LABEL			ALL OTHER		
	KINGS	100'S		KINGS	100'S		/GENERIC					
	MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S			MAX. 0-0-S		
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	73	5	74	5	61	4	66	5	80	3	10	2
CHAIN OVER \$2 MIL	72	5	73	8	58	4	64	5	79	3	10	2
IND OVER \$2 MIL	77	4	77	2	73	5	73	5	82	2	9	0
CHAIN UNDER \$2 MIL	71	9	76	10	65	6	59	7	83	1	14	1
IND UNDER \$2 MIL	59	7	65	6	53	6	53	7	71	4	8	1
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	96	5	92	3	83	4	89	4	99	2	6	0
CHAIN OVER \$2 MIL	96	5	91	4	82	3	88	3	98	2	4	0
IND OVER \$2 MIL	95	8	97	0	89	5	95	8	100	3	12	0
CHAIN UNDER \$2 MIL	77	12	85	22	71	9	58	12	94	2	16	0
IND UNDER \$2 MIL	60	7	69	6	55	8	60	7	73	3	6	0
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	53	8	57	4	43	5	44	7	66	3	11	3
CHAIN OVER \$2 MIL	52	8	57	6	38	7	39	7	67	4	11	4
IND OVER \$2 MIL	57	5	55	0	60	0	60	7	63	0	9	0
CHAIN UNDER \$2 MIL	41	3	48	1	42	2	42	0	56	0	5	0
IND UNDER \$2 MIL	46	3	58	6	43	3	44	2	61	5	6	0
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	84	3	83	6	71	3	79	7	85	2	13	2
CHAIN OVER \$2 MIL	82	4	81	7	66	3	76	9	83	3	15	3
IND OVER \$2 MIL	89	0	88	6	84	5	86	1	90	1	6	0
CHAIN UNDER \$2 MIL	66	10	73	8	56	1	52	6	75	0	19	5
IND UNDER \$2 MIL	68	8	73	9	64	7	58	10	81	5	16	3
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	67	3	69	5	65	4	65	4	71	2	17	4
CHAIN OVER \$2 MIL	64	3	66	5	63	3	64	5	68	1	17	5
IND OVER \$2 MIL	86	6	82	5	76	6	70	0	88	6	18	0
CHAIN UNDER \$2 MIL	78	9	85	6	72	4	68	5	89	2	19	1
IND UNDER \$2 MIL	73	7	69	7	61	6	60	5	77	4	#	0
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	64	6	71	6	45	3	57	2	79	5	4	0
CHAIN OVER \$2 MIL	68	6	73	7	44	2	59	1	81	5	4	0
IND OVER \$2 MIL	52	6	60	0	51	10	45	7	65	4		
CHAIN UNDER \$2 MIL	78	8	71	7	69	16	66	8	79	0	6	0
IND UNDER \$2 MIL	45	9	63	1	39	7	40	12	60	2	15	0

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TABLE S14A

PAGE 23 OF 42

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4200 DUW14100 B2808 01 023 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

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The Data & Financial Corporation

	CIGARETTES											
	WINSTON						FILTER					
	TOTAL		TOTAL		BOX		KINGS		TOTAL		BOX	
	R.J. REYNOLDS						SOFT PACK				SOFT PACK	LIGHTS
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	98	0	98	0	94	3	98	1	98	1	83	7
CHAIN OVER \$2 MIL	99	0	99	0	96	3	98	1	98	1	83	7
IND OVER \$2 MIL	95	0	95	0	88	2	95	1	95	1	83	8
CHAIN UNDER \$2 MIL	100	0	100	#	89	10	100	2	100	1	79	9
IND UNDER \$2 MIL	98	0	97	#	73	5	97	1	97	1	55	5
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99	0	99	0	98	6	99	0	99	0	92	8
CHAIN OVER \$2 MIL	99	0	99	0	99	7	99	0	99	0	94	7
IND OVER \$2 MIL	100	0	100	0	91	1	100	0	100	0	83	11
CHAIN UNDER \$2 MIL	100	0	100	0	87	17	100	1	100	1	76	13
IND UNDER \$2 MIL	98	0	98	#	64	7	98	1	98	1	44	3
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	91	0	91	0	87	3	91	3	91	2	78	4
CHAIN OVER \$2 MIL	93	0	93	0	89	3	93	3	93	2	80	3
IND OVER \$2 MIL	86	0	86	0	80	4	86	5	86	3	72	7
CHAIN UNDER \$2 MIL	100	0	100	0	89	3	100	0	100	0	84	14
IND UNDER \$2 MIL	99	0	96	0	78	6	96	1	96	1	56	4
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0	99	0	93	1	99	1	99	1	89	4
CHAIN OVER \$2 MIL	100	0	100	0	93	1	100	1	100	1	88	4
IND OVER \$2 MIL	97	0	97	0	92	0	97	0	97	0	91	2
CHAIN UNDER \$2 MIL	100	0	100	0	83	1	100	0	100	0	84	14
IND UNDER \$2 MIL	97	0	97	0	67	7	97	2	97	1	66	11
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0	99	0	96	3	99	0	98	0	93	8
CHAIN OVER \$2 MIL	100	0	100	0	97	2	100	0	100	0	94	8
IND OVER \$2 MIL	96	0	96	0	92	6	96	0	96	0	92	8
CHAIN UNDER \$2 MIL	100	0	100	1	86	15	100	4	100	2	86	4
IND UNDER \$2 MIL	95	0	95	0	69	#	95	0	95	0	56	4
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	99	0	99	0	97	1	99	0	99	0	64	11
CHAIN OVER \$2 MIL	100	0	100	0	99	1	100	0	100	0	62	9
IND OVER \$2 MIL	96	0	96	0	87	0	96	0	96	0	77	21
CHAIN UNDER \$2 MIL	100	0	100	0	95	0	100	0	100	0	60	0
IND UNDER \$2 MIL	99	0	99	0	92	6	99	0	99	0	55	6

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TABLE S14A

PAGE 24 OF 42

4200 DUW14100 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

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A Division of Nielsen Corporation

	CIGARETTES											
	WINSTON						SALEM					
	FILTER		ULTRA LIGHTS		LONG LIGHTS		KINGS		MENTHOL			
	100'S	KINGS	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	97 1	81 2	92 1	93 1	97 1	98 #	98 #	98 #	98 #	98 #	98 #	98 #
CHAIN OVER \$2 MIL	98 1	79 2	93 1	94 1	98 1	98 #	98 #	98 #	98 #	98 #	98 #	98 #
IND OVER \$2 MIL	94 1	87 1	90 1	90 0	94 1	95 0	95 0	95 0	95 0	95 0	95 0	95 0
CHAIN UNDER \$2 MIL	100 1	87 8	92 11	94 4	100 2	100 #	100 1	100 1	100 1	100 1	100 1	100 1
IND UNDER \$2 MIL	95 1	71 3	75 3	79 2	95 1	98 #	97 #	97 #	97 #	97 #	97 #	97 #
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	98 0	99 3	99 #	99 0	98 1	99 0	99 0	99 0	99 0	99 0	99 0	99 0
CHAIN OVER \$2 MIL	98 0	99 4	99 0	99 0	98 0	99 0	99 0	99 0	99 0	99 0	99 0	99 0
IND OVER \$2 MIL	100 0	98 0	98 2	98 0	100 3	100 0	100 0	100 0	100 0	100 0	100 0	100 0
CHAIN UNDER \$2 MIL	100 1	98 16	97 10	97 6	100 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND UNDER \$2 MIL	96 1	76 4	79 3	85 4	98 #	98 0	98 0	98 0	98 0	98 0	98 0	98 0
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	80 4	69 3	80 2	84 3	89 3	91 1	91 1	91 1	91 1	91 1	91 1	91 1
CHAIN OVER \$2 MIL	82 3	70 3	83 3	88 4	91 3	93 2	93 2	93 2	93 2	93 2	93 2	93 2
IND OVER \$2 MIL	85 8	67 3	71 0	71 0	82 3	86 0	86 0	86 0	86 0	86 0	86 0	86 0
CHAIN UNDER \$2 MIL	100 0	77 0	82 15	82 3	100 4	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND UNDER \$2 MIL	93 2	52 6	61 5	63 4	91 2	99 0	98 1	98 1	98 1	98 1	98 1	98 1
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	99 1	95 1	94 2	95 1	99 2	99 0	99 0	99 0	99 0	99 0	99 0	99 0
CHAIN OVER \$2 MIL	100 1	94 1	93 3	94 1	98 2	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND OVER \$2 MIL	97 0	97 0	97 0	97 0	97 0	97 0	97 0	97 0	97 0	97 0	97 0	97 0
CHAIN UNDER \$2 MIL	100 2	97 0	96 2	100 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND UNDER \$2 MIL	95 1	82 1	81 5	87 1	93 2	97 #	97 #	97 #	97 #	97 #	97 #	97 #
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	98 0	97 3	97 1	99 0	99 1	99 0	99 0	99 0	99 0	99 0	99 0	99 0
CHAIN OVER \$2 MIL	100 0	98 3	98 0	99 0	100 2	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND OVER \$2 MIL	96 0	93 0	96 5	96 0	96 0	96 0	96 0	96 0	96 0	96 0	96 0	96 0
CHAIN UNDER \$2 MIL	100 3	88 4	92 13	94 2	100 5	100 1	100 2	100 2	100 2	100 2	100 2	100 2
IND UNDER \$2 MIL	94 1	75 4	76 3	80 2	95 0	95 0	95 0	95 0	95 0	95 0	95 0	95 0
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	99 0	47 1	91 1	91 1	99 0	99 0	99 0	99 0	99 0	99 0	99 0	99 0
CHAIN OVER \$2 MIL	100 0	42 1	91 1	91 1	100 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND OVER \$2 MIL	98 0	78 4	89 0	92 0	96 0	96 0	96 0	96 0	96 0	96 0	96 0	96 0
CHAIN UNDER \$2 MIL	100 0	62 3	90 12	94 7	100 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0
IND UNDER \$2 MIL	99 1	64 0	78 1	80 1	98 #	98 0	98 0	98 0	98 0	98 0	98 0	98 0

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TABLE S14A

PAGE 25 OF 42

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4200 DUW14100 B2808 01 025 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

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The Data & Statistical Corporation

	CIGARETTES											
	CAMEL											
	TOTAL			NON-FILTER			KINGS			LIGHTS		
	100'S			100'S			100'S			100'S		
	MAX.	0-0-S		MAX.	0-0-S		MAX.	0-0-S		MAX.	0-0-S	
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	98	#		97	1		97	1		96	1	
CHAIN OVER \$2 MIL	98	0		98	1		98	1		90	2	
IND OVER \$2 MIL	94	1		94	1		93	1		90	2	
CHAIN UNDER \$2 MIL	100	1		99	3		98	2		93	5	
IND UNDER \$2 MIL	97	#		98	3		94	2		76	4	
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	0		99	0		98	1	
CHAIN OVER \$2 MIL	99	0		99	0		99	0		98	0	
IND OVER \$2 MIL	100	0		100	0		100	0		100	2	
CHAIN UNDER \$2 MIL	100	1		98	2		99	4		94	7	
IND UNDER \$2 MIL	97	0		95	3		95	3		80	4	
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	90	1		89	2		89	3		83	6	
CHAIN OVER \$2 MIL	92	0		91	1		91	3		80	6	
IND OVER \$2 MIL	84	5		84	5		81	3		71	4	
CHAIN UNDER \$2 MIL	100	0		100	4		100	0	4	75	5	
IND UNDER \$2 MIL	96	1		95	7		89	1		52	7	
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	1		98	#		93	2	
CHAIN OVER \$2 MIL	100	0		100	2		99	1		93	3	
IND OVER \$2 MIL	97	0		97	0		97	0		95	0	
CHAIN UNDER \$2 MIL	100	0		100	1		100	0		97	1	
IND UNDER \$2 MIL	97	#		97	1		98	3		81	2	
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	3		99	2		97	2	
CHAIN OVER \$2 MIL	100	0		99	4		99	2		88	1	
IND OVER \$2 MIL	96	0		98	0		96	2		96	6	
CHAIN UNDER \$2 MIL	100	1		100	5		96	3		94	4	
IND UNDER \$2 MIL	95	0		94	2		91	5		71	7	
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	89	0		99	0		99	#		99	1	
CHAIN OVER \$2 MIL	100	0		100	0		99	0		99	1	
IND OVER \$2 MIL	96	0		96	0		93	11		96	0	
CHAIN UNDER \$2 MIL	100	0		100	0		98	2		100	4	
IND UNDER \$2 MIL	99	0		99	1		83	10		97	1	

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TABLE \$14A

PAGE 28 OF 42

4200 DUW14100 82808 01 026 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
BB Incorporated  
The Nielsen Company

	CIGARETTES							
	VANTAGE							
	FILTER		ULTRA LIGHTS					
	TOTAL	KINGS & 100'S	TOTAL	KINGS & 100'S	TOTAL	KINGS & 100'S	TOTAL	KINGS & 100'S
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	97 1	97 1	94 1	94 1	71 3			
CHAIN OVER \$2 MIL	98 1	98 1	94 1	94 1	69 3			
IND OVER \$2 MIL	94 0	94 0	93 #	93 #	80 4			
CHAIN UNDER \$2 MIL	99 1	99 2	98 4	98 4	85 6			
IND UNDER \$2 MIL	95 1	94 1	84 2	84 2	65 4			
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	99 0	99 0	99 0	99 0	98 2			
CHAIN OVER \$2 MIL	99 0	99 0	99 0	99 0	98 3			
IND OVER \$2 MIL	100 0	100 0	100 0	100 0	100 0			
CHAIN UNDER \$2 MIL	100 2	99 3	98 6	98 6	88 9			
IND UNDER \$2 MIL	95 1	95 1	87 1	87 1	74 6			
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	90 3	90 3	88 4	88 4	50 8			
CHAIN OVER \$2 MIL	92 4	92 4	89 4	89 4	47 6			
IND OVER \$2 MIL	83 0	83 0	82 1	82 1	60 12			
CHAIN UNDER \$2 MIL	100 0	100 0	88 5	88 5	77 7			
IND UNDER \$2 MIL	91 #	88 1	80 1	80 1	41 8			
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	97 0	97 0	94 0	94 0	86 1			
CHAIN OVER \$2 MIL	97 0	97 0	93 0	93 0	84 1			
IND OVER \$2 MIL	97 0	97 0	96 0	96 0	92 0			
CHAIN UNDER \$2 MIL	97 0	97 7	96 0	96 0	79 0			
IND UNDER \$2 MIL	96 1	95 #	78 1	78 1	79 6			
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	98 1	99 1	99 #	99 #	96 4			
CHAIN OVER \$2 MIL	100 1	100 1	99 #	99 #	96 4			
IND OVER \$2 MIL	96 0	96 0	96 0	96 0	96 0			
CHAIN UNDER \$2 MIL	100 1	100 2	99 4	99 4	90 4			
IND UNDER \$2 MIL	94 2	94 2	90 4	90 4	83 1			
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	99 0	99 0	89 0	89 0	31 2			
CHAIN OVER \$2 MIL	99 0	99 0	88 0	88 0	27 1			
IND OVER \$2 MIL	96 0	96 0	95 0	95 0	50 7			
CHAIN UNDER \$2 MIL	100 0	100 0	100 5	100 5	81 7			
IND UNDER \$2 MIL	99 0	89 2	83 2	83 2	37 0			

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TABLE S14A

PAGE 27 OF 42

4200 DUW14100 B2808 01 027 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62500

Nielsen  
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a company of  
The Nielsen Company

	CIGARETTES									
	DORAL					MENTHOL				
	TOTAL		KING SIZE		LIGHTS FILTER 100'S		100'S		KING SIZE	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	88	1	85	3	86	3	85	4	80	4
CHAIN OVER \$2 MIL	88	2	84	3	86	3	84	5	78	5
IND OVER \$2 MIL	88	1	88	1	88	2	88	2	87	3
CHAIN UNDER \$2 MIL	92	3	92	9	92	6	90	11	88	8
IND UNDER \$2 MIL	78	3	74	6	74	3	72	10	69	10
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	98	0	98	#	98	0	98	4	98	3
CHAIN OVER \$2 MIL	98	0	98	1	98	0	98	5	98	4
IND OVER \$2 MIL	98	0	98	0	98	0	98	0	98	0
CHAIN UNDER \$2 MIL	98	6	98	14	98	10	97	17	92	13
IND UNDER \$2 MIL	89	2	83	3	83	3	80	20	80	16
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	70	2	66	2	66	6	65	5	61	4
CHAIN OVER \$2 MIL	69	2	64	3	64	5	63	4	58	3
IND OVER \$2 MIL	72	1	71	0	72	7	71	6	71	7
CHAIN UNDER \$2 MIL	71	0	71	12	71	0	60	7	63	6
IND UNDER \$2 MIL	62	3	57	2	56	4	57	4	50	14
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	92	1	88	1	90	0	89	2	87	1
CHAIN OVER \$2 MIL	91	1	86	1	88	0	87	3	84	2
IND OVER \$2 MIL	94	0	94	1	93	0	94	0	93	1
CHAIN UNDER \$2 MIL	89	2	89	10	89	11	89	6	87	9
IND UNDER \$2 MIL	84	5	81	14	80	4	78	9	76	6
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	91	1	90	6	91	6	91	9	89	4
CHAIN OVER \$2 MIL	90	1	89	7	90	7	90	11	87	4
IND OVER \$2 MIL	96	0	96	2	96	0	96	0	96	5
CHAIN UNDER \$2 MIL	100	3	100	6	100	4	100	10	96	5
IND UNDER \$2 MIL	85	1	81	1	83	1	81	6	81	5
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	90	3	84	4	88	1	82	2	68	9
CHAIN OVER \$2 MIL	91	3	84	5	89	1	82	1	66	10
IND OVER \$2 MIL	85	2	85	2	83	0	83	6	79	0
CHAIN UNDER \$2 MIL	85	0	85	1	85	1	85	12	84	4
IND UNDER \$2 MIL	85	2	64	8	61	4	57	6	53	7

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 28 OF 42

4200 DUW14100 B2808 01 028 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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DB Division of The Data Resources Corporation

	CIGARETTES									
	DORAL									
	FULL FLAVOR									
	KINGS		100'S		TOTAL		TOTAL		MORE TOTAL	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	79	4	82	4	83	3	88	1	96	#
CHAIN OVER \$2 MIL	77	5	81	5	82	3	88	2	97	#
IND OVER \$2 MIL	85	2	85	3	86	2	89	1	93	0
CHAIN UNDER \$2 MIL	85	9	88	11	88	5	92	2	98	1
IND UNDER \$2 MIL	68	8	66	6	70	5	79	2	88	1
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	98	2	97	#	98	1	98	0	98	0
CHAIN OVER \$2 MIL	98	1	97	#	98	1	98	0	98	0
IND OVER \$2 MIL	98	4	98	0	98	0	98	0	100	0
CHAIN UNDER \$2 MIL	93	14	93	14	93	11	98	3	93	3
IND UNDER \$2 MIL	80	10	77	4	80	2	89	1	90	2
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	59	7	59	8	61	3	70	2	84	1
CHAIN OVER \$2 MIL	58	8	58	9	60	3	69	2	85	2
IND OVER \$2 MIL	62	4	62	7	64	3	72	1	81	0
CHAIN UNDER \$2 MIL	66	4	67	2	69	2	71	0	100	0
IND UNDER \$2 MIL	48	7	48	5	49	2	62	3	81	4
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	82	3	83	4	84	2	92	1	99	0
CHAIN OVER \$2 MIL	78	3	79	4	80	2	91	1	100	0
IND OVER \$2 MIL	92	1	92	5	92	1	94	0	97	0
CHAIN UNDER \$2 MIL	84	5	78	7	84	5	89	2	97	0
IND UNDER \$2 MIL	74	13	67	7	76	10	85	5	90	0
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	83	6	86	3	86	1	91	1	99	0
CHAIN OVER \$2 MIL	82	7	85	3	85	2	90	1	100	0
IND OVER \$2 MIL	92	0	92	0	92	0	96	0	96	0
CHAIN UNDER \$2 MIL	88	8	92	13	94	3	100	3	100	1
IND UNDER \$2 MIL	74	6	78	5	78	4	85	1	85	1
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	74	5	85	5	89	5	91	3	99	0
CHAIN OVER \$2 MIL	72	5	86	6	88	5	91	3	100	0
IND OVER \$2 MIL	87	3	83	2	89	3	91	5	96	0
CHAIN UNDER \$2 MIL	82	9	84	8	84	0	85	0	100	0
IND UNDER \$2 MIL	61	4	58	11	62	4	68	1	97	0

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TABLE S14A

PAGE 29 OF 42

4200 DUW14100 B2808 01 029 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES											
	NOW						CENTURY					
	KINGS			100'S			KINGS			100'S		
	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL	TOTAL	REGULAR	MENTHOL
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	96 1	86 1	63 3	88 1	96 2	86 3	96 1	88 2				
CHAIN OVER \$2 MIL	97 1	85 1	59 2	87 1	97 2	85 3	97 1	87 3				
IND OVER \$2 MIL	92 0	90 2	81 4	91 2	92 1	90 3	92 0	88 1				
CHAIN UNDER \$2 MIL	94 2	87 6	38 4	68 6	89 4	79 5	93 2	77 11				
IND UNDER \$2 MIL	80 2	68 4	51 2	69 3	77 3	63 6	78 2	65 2				
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99 0	93 1	85 5	94 #	99 2	99 1	99 0	99 0				
CHAIN OVER \$2 MIL	99 0	92 #	85 6	92 1	99 3	98 0	99 0	99 0				
IND OVER \$2 MIL	100 0	100 2	82 0	100 0	100 0	100 5	100 0	98 0				
CHAIN UNDER \$2 MIL	90 0	57 4	26 0	59 4	88 0	65 #	89 0	84 10				
IND UNDER \$2 MIL	81 2	68 5	48 2	69 3	78 2	62 8	79 2	64 4				
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	88 3	85 3	52 4	86 3	86 6	68 6	86 4	63 3				
CHAIN OVER \$2 MIL	91 3	87 3	45 4	89 3	89 7	68 7	89 8	60 4				
IND OVER \$2 MIL	78 0	77 3	74 5	78 3	78 2	71 3	78 0	73 3				
CHAIN UNDER \$2 MIL	99 0	89 3	65 8	90 3	97 0	73 4	99 0	53 4				
IND UNDER \$2 MIL	75 #	67 1	48 6	68 #	68 4	48 3	69 1	52 2				
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	98 1	80 1	84 1	92 1	98 1	92 1	98 0	94 0				
CHAIN OVER \$2 MIL	99 1	88 1	80 2	90 1	98 2	91 0	98 0	93 0				
IND OVER \$2 MIL	97 0	97 0	96 1	97 0	97 0	96 2	97 0	96 0				
CHAIN UNDER \$2 MIL	96 7	75 7	44 1	79 7	85 1	84 7	89 4	82 4				
IND UNDER \$2 MIL	85 5	70 2	66 1	71 #	82 5	76 5	85 5	80 1				
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99 0	92 1	72 1	93 1	98 1	98 6	99 1	98 4				
CHAIN OVER \$2 MIL	98 0	94 1	71 #	94 0	98 1	98 7	99 1	98 5				
IND OVER \$2 MIL	96 0	82 0	81 4	85 4	96 0	96 0	96 0	96 0				
CHAIN UNDER \$2 MIL	93 3	56 5	33 5	56 5	89 11	89 6	93 4	84 20				
IND UNDER \$2 MIL	76 1	64 9	47 0	68 7	71 2	62 6	73 1	68 1				
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	88 0	72 2	27 2	75 1	98 1	77 1	98 0	88 4				
CHAIN OVER \$2 MIL	99 0	89 1	20 1	72 1	99 0	74 0	99 0	88 4				
IND OVER \$2 MIL	93 0	91 7	64 11	91 4	93 4	90 5	93 0	79 0				
CHAIN UNDER \$2 MIL	100 4	85 15	44 9	86 15	95 6	89 12	99 4	67 7				
IND UNDER \$2 MIL	86 2	71 5	45 0	75 2	84 4	66 11	84 2	58 5				

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TABLE S14A

PAGE 30 OF 42

4200 DUW14100 B2808 01 030 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES									
	MAGNA					LIGHTS				
	..... FILTER KINGS .....					ALL OTHER				
	TOTAL	SOFT PACK		BOX		KINGS		R.J. REYNOLDS		
	MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	10 5	10	6	9	6	9	5	74	9	
CHAIN OVER \$2 MIL	11 5	10	6	10	7	10	5	78	9	
IND OVER \$2 MIL	9 4	8	6	8	4	8	4	84	7	
CHAIN UNDER \$2 MIL	12 7	11	6	9	7	10	6	83	7	
IND UNDER \$2 MIL	6 2	5	2	4	2	5	2	45	7	
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	12 3	12	6	11	7	12	4	82	8	
CHAIN OVER \$2 MIL	13 4	13	7	12	8	13	5	88	8	
IND OVER \$2 MIL	9 0	9	4	9	1	9	4	68	7	
CHAIN UNDER \$2 MIL	5 5	2	2	4	4	4	4	60	3	
IND UNDER \$2 MIL	2 2	2	2	2	2	2	2	39	5	
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	17 13	16	14	14	13	15	13	57	12	
CHAIN OVER \$2 MIL	17 15	17	15	14	14	15	14	59	15	
IND OVER \$2 MIL	16 9	14	13	14	9	16	9	51	1	
CHAIN UNDER \$2 MIL	15 14	15	14	15	14	11	10	82	7	
IND UNDER \$2 MIL	12 5	11	5	10	3	11	5	43	3	
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	10 3	8	4	8	4	9	3	80	7	
CHAIN OVER \$2 MIL	13 4	11	4	10	4	13	4	79	7	
IND OVER \$2 MIL	3 3	1	1	3	3	1	1	83	7	
CHAIN UNDER \$2 MIL	15 10	16	10	8	8	11	8	56	2	
IND UNDER \$2 MIL	4 1	4	1	3	1	4	1	52	6	
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	4 0	3	#	4	3	3	0	91	9	
CHAIN OVER \$2 MIL	4 0	3	0	4	3	3	0	93	7	
IND OVER \$2 MIL	5 0	5	3	5	3	5	0	79	24	
CHAIN UNDER \$2 MIL	10 0	10	0	9	2	9	0	69	10	
IND UNDER \$2 MIL	1 0	1	0	1	0	1	0	50	18	
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	8 5	8	5	8	5	7	5	82	8	
CHAIN OVER \$2 MIL	8 5	8	5	8	5	7	5	86	9	
IND OVER \$2 MIL	11 7	11	7	9	5	7	7	38	4	
CHAIN UNDER \$2 MIL	24 16	22	18	19	16	24	19	68	12	
IND UNDER \$2 MIL	11 4	11	4	6	4	11	4	42	3	

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TABLE S14A

PAGE 31 OF 42

4200 DUW14100 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	TOTAL BROWN & WILLIAMSON				KOOL			
					MENTHOL			
					BOX & SOFT PACK			
	TOTAL		TOTAL		KINGS		100'S	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES								
SUPERMKT OVER \$2 MIL	98	0	98	#	98	#	97	1
CHAIN OVER \$2 MIL	99	0	99	#	99	1	98	1
IND OVER \$2 MIL	95	0	95	0	95	0	95	#
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	#
IND UNDER \$2 MIL	98	#	98	#	98	#	95	1
CENTRAL FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	99	0
CHAIN OVER \$2 MIL	99	0	99	0	99	0	99	0
IND OVER \$2 MIL	100	0	100	0	100	0	100	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	98	0	98	#	98	#	98	2
EASTERN FIELD								
SUPERMKT OVER \$2 MIL	91	0	91	0	91	0	90	4
CHAIN OVER \$2 MIL	93	0	93	0	93	0	91	5
IND OVER \$2 MIL	86	0	86	0	86	0	88	1
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	99	0	99	0	99	0	97	5
NORTHERN FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	1	99	0
CHAIN OVER \$2 MIL	100	0	100	0	100	1	100	0
IND OVER \$2 MIL	97	0	97	0	97	0	97	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	97	0	97	#	97	#	95	#
SOUTHERN FIELD								
SUPERMKT OVER \$2 MIL	98	0	99	1	99	1	98	2
CHAIN OVER \$2 MIL	100	0	100	2	100	2	100	2
IND OVER \$2 MIL	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	100	1
IND UNDER \$2 MIL	95	0	95	0	95	0	93	#
WESTERN FIELD								
SUPERMKT OVER \$2 MIL	99	0	99	0	99	0	98	0
CHAIN OVER \$2 MIL	100	0	100	0	100	0	98	0
IND OVER \$2 MIL	96	0	96	0	96	0	96	0
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	0
IND UNDER \$2 MIL	99	2	99	2	99	2	97	0

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TABLE S14A

PAGE 32 OF 42

4200 DUW14100 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES					
SUPERMKT OVER \$2 MIL	1 0	1 #			1 0
CHAIN OVER \$2 MIL	1 0	1 #			1 0
IND OVER \$2 MIL	# 0	# 0			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	1 #				1 #
CENTRAL FIELD					
SUPERMKT OVER \$2 MIL	# 0	# 0			
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL	2 0	2 0			
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	2 2				2 2
EASTERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL					
NORTHERN FIELD					
SUPERMKT OVER \$2 MIL	3 0	3 1			3 0
CHAIN OVER \$2 MIL	5 0	5 1			5 0
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL					
SOUTHERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL					
WESTERN FIELD					
SUPERMKT OVER \$2 MIL					
CHAIN OVER \$2 MIL					
IND OVER \$2 MIL					
CHAIN UNDER \$2 MIL					
IND UNDER \$2 MIL	5 0				5 0

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TABLE S14A

PAGE 33 OF 42

4200 DUW14100 B2808 01 033 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

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	CIGARETTES											
	RALEIGH			BARCLAY			TOTAL			RICHLAND		
	TOTAL			TOTAL			TOTAL			20'S		
	MAX. 0-0-S			MAX. 0-0-S			MAX. 0-0-S			MAX. 0-0-S		
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	94	1		95	1		81	4		32	2	
CHAIN OVER \$2 MIL	95	1		96	1		80	4		28	2	
IND OVER \$2 MIL	90	#		91	1		84	#		49	1	
CHAIN UNDER \$2 MIL	96	2		95	1		82	5		38	3	
IND UNDER \$2 MIL	89	2		78	3		67	2		32	4	
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	1		99	#		47	2	
CHAIN OVER \$2 MIL	99	0		99	0		99	#		40	2	
IND OVER \$2 MIL	98	0		98	3		98	0		70	3	
CHAIN UNDER \$2 MIL	97	1		89	0		80	4		22	2	
IND UNDER \$2 MIL	92	4		62	3		65	3		30	2	
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	85	3		84	4		58	3		9	1	
CHAIN OVER \$2 MIL	88	4		87	5		54	4		9	2	
IND OVER \$2 MIL	75	1		78	0		69	0		12	0	
CHAIN UNDER \$2 MIL	93	8		88	1		66	9		16	0	
IND UNDER \$2 MIL	86	0		81	1		57	1		10	4	
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	91	1		96	0		91	#		56	#	
CHAIN OVER \$2 MIL	90	1		96	0		91	#		49	#	
IND OVER \$2 MIL	95	0		96	0		93	0		73	0	
CHAIN UNDER \$2 MIL	90	0		96	1		87	1		38	5	
IND UNDER \$2 MIL	87	#		78	1		77	3		48	3	
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		97	0		93	8		34	2	
CHAIN OVER \$2 MIL	100	0		98	0		95	9		30	2	
IND OVER \$2 MIL	93	0		96	0		83	3		55	3	
CHAIN UNDER \$2 MIL	100	0		97	1		89	7		57	6	
IND UNDER \$2 MIL	86	0		75	7		69	2		45	5	
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	97	1		98	0		68	6		16	4	
CHAIN OVER \$2 MIL	98	1		99	0		67	7		14	4	
IND OVER \$2 MIL	91	0		91	0		73	0		28	3	
CHAIN UNDER \$2 MIL	97	2		100	0		82	3		32	2	
IND UNDER \$2 MIL	92	5		84	5		64	2		22	5	

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TABLE S14A

PAGE 34 OF 42

4200 DUW14100 B2808 01 034 0273 1468

CIGARETTES
FALCON
REGULAR FILTER
KINGS
100'S
TOTAL
MAX. 0-0-S
MAX. 0-0-S
MENTHOL FILTER
KINGS
100'S
MAX. 0-0-S
MAX. 0-0-S

TOTAL UNITED STATES															
54	5	48	8	47	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL															
IND UNDER \$2 MIL															
34	4	28	5	27	7	27	6	20	4	28	5	34	5	28	8
SUPERMKT OVER \$2 MIL															
CHAIN OVER \$2 MIL															
IND OVER \$2 MIL															
CHAIN UNDER \$2 MIL						</									

NCTI GROCERY/CONV - MAY/JUN 1988  
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TABLE S14A

PAGE 35 OF 42

4200 DUM14100 B2808 01 035 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Company

	CIGARETTES										ALL OTHER BROWN & WILLIAMSON	
	CAPRI TRIM											
	REGULAR											
	KINGS		100'S		KINGS		100'S					
TOTAL												
MAX. 0-0-S	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	69	2		69	5		67	4		42	5	
CHAIN OVER \$2 MIL	72	3		72	5		70	4		37	5	
IND OVER \$2 MIL	58	1		58	4		58	2		61	6	
CHAIN UNDER \$2 MIL	71	3		71	5		70	4		19	3	
IND UNDER \$2 MIL	47	4		44	4		43	5		35	3	
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	64	2		64	4		64	3		59	6	
CHAIN OVER \$2 MIL	66	2		66	6		66	4		58	7	
IND OVER \$2 MIL	59	0		59	0		59	0		62	3	
CHAIN UNDER \$2 MIL	68	3		68	5		68	3		20	3	
IND UNDER \$2 MIL	46	6		38	5		44	8		27	2	
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	58	5		57	9		54	9		19	5	
CHAIN OVER \$2 MIL	63	6		63	12		59	11		11	2	
IND OVER \$2 MIL	40	1		40	1		40	4		44	12	
CHAIN UNDER \$2 MIL	57	3		55	9		56	3		20	3	
IND UNDER \$2 MIL	36	5		35	4		35	6		31	5	
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	50	3		48	4		49	3		52	2	
CHAIN OVER \$2 MIL	47	4		45	4		46	4		43	3	
IND OVER \$2 MIL	56	0		56	4		58	0		73	0	
CHAIN UNDER \$2 MIL	42	4		41	4		42	6		20	1	
IND UNDER \$2 MIL	31	3		31	3		28	2		44	6	
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	82	1		82	1		82	3		67	10	
CHAIN OVER \$2 MIL	85	0		85	1		85	3		63	11	
IND OVER \$2 MIL	69	4		69	4		69	4		86	0	
CHAIN UNDER \$2 MIL	84	1		84	1		80	3		14	3	
IND UNDER \$2 MIL	52	1		51	2		48	2		47	0	
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	93	1		93	5		88	1		17	4	
CHAIN OVER \$2 MIL	95	1		95	4		88	1		12	2	
IND OVER \$2 MIL	84	0		84	14		84	0		42	15	
CHAIN UNDER \$2 MIL	91	5		89	12		90	8		26	4	
IND UNDER \$2 MIL	70	2		67	6		66	7		28	0	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 38 OF 42

4200 DUW14100 82808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Dun & Bradstreet Corporation

	CIGARETTES											
	NEWPORT											
	TOTAL		TOTAL		KINGS		MENTHOL		LIGHTS			
	LORILLARD				BOX		100'S BOX &		SOFT PACK		KINGS & 100'S	25'S
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	98 0		98 1		73 8		96 4		94 2		70 4	25 4
CHAIN OVER \$2 MIL	99 0		99 #		74 9		98 4		95 2		69 4	23 4
IND OVER \$2 MIL	95 0		94 2		69 4		90 2		92 2		73 4	32 3
CHAIN UNDER \$2 MIL	100 0		99 2		75 12		97 6		96 5		77 4	27 3
IND UNDER \$2 MIL	97 #		88 2		47 6		83 4		79 4		56 3	17 4
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99 0		99 1		39 8		98 3		97 3		54 8	
CHAIN OVER \$2 MIL	99 0		99 0		36 8		99 3		97 2		52 6	
IND OVER \$2 MIL	100 0		100 6		47 9		92 2		98 6		81 14	
CHAIN UNDER \$2 MIL	100 0		99 2		62 17		91 3		93 5		82 4	3 0
IND UNDER \$2 MIL	98 1		73 3		15 0		72 4		59 5		20 0	# #
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	91 0		91 #		91 6		88 6		90 3		88 #	42 8
CHAIN OVER \$2 MIL	93 0		93 1		93 8		92 7		92 4		91 1	40 9
IND OVER \$2 MIL	86 0		86 0		83 1		77 0		81 3		81 0	48 7
CHAIN UNDER \$2 MIL	100 0		100 2		100 8		97 5		100 8		100 4	46 10
IND UNDER \$2 MIL	99 0		99 0		84 4		83 2		95 2		93 1	34 5
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	99 0		99 0		82 8		99 2		99 #		93 #	36 2
CHAIN OVER \$2 MIL	100 0		100 0		81 11		100 2		99 #		92 0	32 1
IND OVER \$2 MIL	97 0		97 0		86 1		95 0		97 0		97 1	47 4
CHAIN UNDER \$2 MIL	100 0		100 7		56 5		100 11		89 2		90 9	34 2
IND UNDER \$2 MIL	96 #		90 1		43 9		85 3		83 3		81 7	23 4
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99 0		99 1		90 18		98 7		99 3		98 7	49 8
CHAIN OVER \$2 MIL	100 0		100 2		94 21		100 7		100 4		98 7	48 10
IND OVER \$2 MIL	96 0		96 0		65 4		96 6		96 0		92 6	57 0
CHAIN UNDER \$2 MIL	100 0		100 1		82 15		100 3		100 5		100 1	49 3
IND UNDER \$2 MIL	95 0		91 0		50 13		89 5		83 3		67 2	26 8
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	99 0		99 #		62 2		99 2		88 1		17 4	
CHAIN OVER \$2 MIL	100 0		100 0		64 2		100 2		88 1		17 4	
IND OVER \$2 MIL	96 0		93 3		51 5		93 3		87 0		21 3	
CHAIN UNDER \$2 MIL	100 0		100 2		80 2		98 13		86 5		26 4	5 2
IND UNDER \$2 MIL	98 #		88 4		49 2		87 4		77 7		21 5	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 37 OF 42

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4200 DUN14100 B2808 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research

Member of  
The Nielsen Company

	CIGARETTES											
	TOTAL			KENT			ALL OTHER			TRUE		
				III						REGULAR & MENTHOL		
	MAX. 0-0-S			MAX. 0-0-S			MAX. 0-0-S			KINGS		
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	98	#		97	#		97	#		97	1	
CHAIN OVER \$2 MIL	98	#		97	1		98	#		98	1	
IND OVER \$2 MIL	95	0		94	0		94	#		94	#	
CHAIN UNDER \$2 MIL	99	#		98	1		99	1		99	2	
IND UNDER \$2 MIL	94	1		84	1		94	2		82	3	
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	0		99	0		99	0	
CHAIN OVER \$2 MIL	99	0		99	0		99	0		99	0	
IND OVER \$2 MIL	100	0		100	0		100	0		100	0	
CHAIN UNDER \$2 MIL	99	0		98	0		99	2		98	2	
IND UNDER \$2 MIL	93	2		81	#		93	3		72	0	
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	91	#		90	2		91	2		88	3	
CHAIN OVER \$2 MIL	92	#		92	2		92	#		92	3	
IND OVER \$2 MIL	86	0		85	0		86	1		84	1	
CHAIN UNDER \$2 MIL	100	0		96	0		100	0		99	0	
IND UNDER \$2 MIL	98	0		90	2		98	1		81	3	
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		97	0		99	0		95	1	
CHAIN OVER \$2 MIL	100	0		97	0		100	0		94	2	
IND OVER \$2 MIL	87	0		97	0		97	0		97	0	
CHAIN UNDER \$2 MIL	100	0		99	3		100	0		97	3	
IND UNDER \$2 MIL	94	1		84	1		93	1		82	1	
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		99	1		99	0		99	#	
CHAIN OVER \$2 MIL	99	0		98	1		99	0		99	#	
IND OVER \$2 MIL	96	0		96	0		96	0		96	0	
CHAIN UNDER \$2 MIL	100	1		100	1		100	1		98	4	
IND UNDER \$2 MIL	91	1		76	1		90	1		66	0	
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	99	0		98	0		98	0		98	0	
CHAIN OVER \$2 MIL	100	0		98	0		100	0		99	0	
IND OVER \$2 MIL	96	0		96	0		93	0		93	0	
CHAIN UNDER \$2 MIL	100	0		100	2		100	0		100	4	
IND UNDER \$2 MIL	98	1		91	1		96	1		88	0	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 38 OF 42

4200 DUW14100 B2808 01 038 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB Corporation of America  
The Data & Analytics Company

	CIGARETTES											
	L & M											
	PRIVATE LABEL/GENERIC											
	KINGS & 100'S											
TOTAL LIGGETT & MYERS	TOTAL		LIGHTS		FULL FLAVOR		ULTRA LIGHTS		NON-FILTER			
MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S			
TOTAL UNITED STATES												
SUPERMKT OVER \$2 MIL	97	0	82	3	77	3	70	4	76	5	20	2
CHAIN OVER \$2 MIL	98	0	83	4	77	3	70	5	77	5	15	3
IND OVER \$2 MIL	95	0	76	2	76	3	72	4	72	3	40	2
CHAIN UNDER \$2 MIL	97	3	89	7	66	9	57	10	47	8	6	2
IND UNDER \$2 MIL	92	2	57	2	53	2	49	5	44	3	22	1
CENTRAL FIELD												
SUPERMKT OVER \$2 MIL	100	0	96	2	87	2	84	2	92	3	31	#
CHAIN OVER \$2 MIL	100	0	96	1	84	1	80	1	91	2	22	0
IND OVER \$2 MIL	100	0	98	5	98	5	98	8	95	8	61	2
CHAIN UNDER \$2 MIL	97	8	75	8	71	9	61	18	56	13	6	5
IND UNDER \$2 MIL	91	3	68	5	64	5	59	9	53	2	23	1
EASTERN FIELD												
SUPERMKT OVER \$2 MIL	91	0	63	5	61	5	49	6	49	2	11	0
CHAIN OVER \$2 MIL	92	0	64	8	62	7	49	8	48	2	5	0
IND OVER \$2 MIL	86	0	58	0	58	0	52	0	52	0	33	0
CHAIN UNDER \$2 MIL	100	0	55	0	52	0	36	5	29	0	5	0
IND UNDER \$2 MIL	94	0	38	0	36	0	31	4	31	0	19	0
NORTHERN FIELD												
SUPERMKT OVER \$2 MIL	98	0	79	6	67	3	58	4	71	7	33	5
CHAIN OVER \$2 MIL	98	0	76	7	59	2	51	4	67	8	28	5
IND OVER \$2 MIL	97	0	86	3	86	4	75	3	82	3	50	4
CHAIN UNDER \$2 MIL	97	0	67	4	67	4	65	5	42	5	25	3
IND UNDER \$2 MIL	96	#	68	1	67	3	61	6	56	2	33	2
SOUTHERN FIELD												
SUPERMKT OVER \$2 MIL	99	0	80	1	79	1	71	3	78	4	15	2
CHAIN OVER \$2 MIL	100	0	82	1	80	1	70	3	80	5	14	2
IND OVER \$2 MIL	96	0	74	0	74	0	74	0	74	0	21	0
CHAIN UNDER \$2 MIL	98	2	73	9	68	15	58	7	47	9	1	1
IND UNDER \$2 MIL	91	3	49	1	46	1	40	2	37	5	10	#
WESTERN FIELD												
SUPERMKT OVER \$2 MIL	99	0	91	3	90	3	90	7	90	7	10	5
CHAIN OVER \$2 MIL	99	0	96	3	96	3	95	7	96	8	9	5
IND OVER \$2 MIL	96	0	58	5	56	5	58	7	51	0	19	3
CHAIN UNDER \$2 MIL	94	4	63	6	63	6	63	8	49	6		
IND UNDER \$2 MIL	90	2	58	0	51	1	55	4	41	4	24	0

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 39 OF 42

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4200 DUW14100 B2808 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	LARK		TOTAL		CHESTERFIELD		ALL OTHER		LIGGETT	
	TOTAL		TOTAL		NON-FILTER		FILTER		& MYERS	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	87	4	95	2	84	3	24	4	96	1
CHAIN OVER \$2 MIL	88	4	95	3	84	4	25	5	97	1
IND OVER \$2 MIL	85	3	91	1	83	1	20	2	94	0
CHAIN UNDER \$2 MIL	42	5	66	4	55	3	16	2	94	5
IND UNDER \$2 MIL	54	4	67	2	58	3	16	1	86	2
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	85	8	99	2	82	2	27	3	99	0
CHAIN OVER \$2 MIL	84	10	99	3	83	3	26	4	99	0
IND OVER \$2 MIL	91	3	98	0	78	0	32	0	100	0
CHAIN UNDER \$2 MIL	16	5	47	3	38	2	13	1	95	9
IND UNDER \$2 MIL	36	7	53	2	39	4	18	1	85	2
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	86	2	90	4	85	5	25	5	90	2
CHAIN OVER \$2 MIL	90	2	91	5	86	6	25	5	92	3
IND OVER \$2 MIL	75	2	84	0	81	0	25	6	82	0
CHAIN UNDER \$2 MIL	94	2	92	6	88	9	24	0	95	4
IND UNDER \$2 MIL	73	0	78	3	74	4	18	#	86	3
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	83	2	95	0	91	2	19	2	98	0
CHAIN OVER \$2 MIL	82	2	95	0	90	3	24	3	99	0
IND OVER \$2 MIL	88	3	96	0	93	1	8	0	97	0
CHAIN UNDER \$2 MIL	52	7	79	1	85	0	16	1	97	0
IND UNDER \$2 MIL	60	3	79	4	69	6	20	4	89	#
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	93	5	97	3	83	3	26	6	99	1
CHAIN OVER \$2 MIL	94	5	99	4	84	4	28	7	99	1
IND OVER \$2 MIL	88	0	83	0	77	0	14	0	96	0
CHAIN UNDER \$2 MIL	33	6	71	4	60	2	13	3	95	4
IND UNDER \$2 MIL	42	6	62	2	57	1	7	2	80	2
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	88	2	93	2	78	4	25	5	97	0
CHAIN OVER \$2 MIL	89	2	93	2	78	4	25	6	97	0
IND OVER \$2 MIL	83	5	94	7	80	3	24	3	98	0
CHAIN UNDER \$2 MIL	55	3	61	8	41	5	21	4	86	4
IND UNDER \$2 MIL	63	4	68	0	57	0	21	0	87	2

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 40 OF 42

4200 DUW14100 B2808 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A subsidiary of  
The Dun & Bradstreet Corporation

	CIGARETTES									
	ALL OTHER									
	TOTAL	NON-FILTER		FULL FLAVOR		LIGHTS	ULTRA LIGHTS			
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	MAX. O-O-S			
TOTAL UNITED STATES										
SUPERMKT OVER \$2 MIL	10 1	#	0	10 1		2 #				
CHAIN OVER \$2 MIL	12 1			12 1		2 #				
IND OVER \$2 MIL	5 1	1	0	4 1		1 0				
CHAIN UNDER \$2 MIL	5 2			5 2						
IND UNDER \$2 MIL	5 1	#	#	5 1						
CENTRAL FIELD										
SUPERMKT OVER \$2 MIL	13 4	1	0	13 4		1 1				
CHAIN OVER \$2 MIL	14 4			14 4		1 1				
IND OVER \$2 MIL	10 4	3	0	6 4						
CHAIN UNDER \$2 MIL	# #			# #						
IND UNDER \$2 MIL	6 3			6 3						
EASTERN FIELD										
SUPERMKT OVER \$2 MIL	1 #			1 #						
CHAIN OVER \$2 MIL	# 0			# 0						
IND OVER \$2 MIL	1 1			1 1						
CHAIN UNDER \$2 MIL	13 7			13 7						
IND UNDER \$2 MIL	1 0			1 0						
NORTHERN FIELD										
SUPERMKT OVER \$2 MIL	1 0			1 0						
CHAIN OVER \$2 MIL	1 0			1 0						
IND OVER \$2 MIL										
CHAIN UNDER \$2 MIL	4 1			4 1						
IND UNDER \$2 MIL	2 #			2 #						
SOUTHERN FIELD										
SUPERMKT OVER \$2 MIL	24 1			24 1		1 0				
CHAIN OVER \$2 MIL	28 1			28 1						
IND OVER \$2 MIL	13 0			10 0		4 0				
CHAIN UNDER \$2 MIL	1 0			1 0						
IND UNDER \$2 MIL	2 1	#	#	2 1						
WESTERN FIELD										
SUPERMKT OVER \$2 MIL	15 1	#	0	15 1		7 0				
CHAIN OVER \$2 MIL	15 2			15 2		8 0				
IND OVER \$2 MIL	9 0	2	0	9 0		2 0				
CHAIN UNDER \$2 MIL	15 8			15 8						
IND UNDER \$2 MIL	13 1			13 1						

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TABLE S14A

PAGE 41 OF 42

4200 DUW14100 B2808 01 041 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION AND OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
a company of  
 The Data & Marketing Corporation

	D-D		
	CIGARETTES		
	AUSTIN		
TOTAL	KINGS	100'S	
MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	
TOTAL UNITED STATES			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			
CENTRAL FIELD			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			
EASTERN FIELD			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			
NORTHERN FIELD			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			
SOUTHERN FIELD			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			
WESTERN FIELD			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14A

PAGE 42 OF 42

4200 DUW14100 B2808 01 042 0273 1488

**VISUAL DISTRIBUTION - ALL COMMODITY BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research

DM a subsidiary of  
The Nielsen Company

	TOTAL CIGARETTES	CIGARETTES						ALL OTHER
		AMERICAN TOBACCO	BROWN & WILLIAMSON	LORILLARD	TOTAL LIGGETT & MYERS	PHILIP MORRIS	R.J. REYNOLDS	
TOTAL UNITED STATES	95	83	94	93	91	94	94	6
CENTRAL FIELD	98	95	97	95	94	97	97	5
C-1	97	94	96	91	94	95	95	10
C-2	99	94	96	96	93	98	96	8
C-3	99	94	97	97	94	98	98	1
C-4	99	99	99	98	97	99	99	
EASTERN FIELD	86	82	83	83	80	84	84	#
E-1	100	97	92	93	91	100	93	2
E-2	52	52	52	52	52	52	52	
E-3	81	77	78	79	76	78	78	
E-4	85	77	85	85	80	85	85	1
E-5	90	86	86	86	85	86	89	
NORTHERN FIELD	96	94	95	94	93	95	94	1
N-1	95	90	94	90	89	94	90	
N-2	91	91	91	91	90	91	91	#
N-3	99	99	99	97	98	99	99	
N-4	96	95	85	95	92	95	95	2
SOUTHERN FIELD	96	92	94	93	89	95	83	14
S-1	99	99	99	98	95	99	99	9
S-2	97	97	97	97	95	97	96	
S-3	92	80	85	83	78	89	84	20
S-4	94	93	94	93	92	94	94	28
WESTERN FIELD	99	98	99	99	96	99	99	11
W-1	99	99	99	99	97	99	99	10
W-2	99	99	99	99	95	99	99	6
W-3	98	98	98	98	95	98	98	20
W-4	100	99	99	99	96	100	100	8

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TABLE S14V

PAGE

1 OF 42

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4200 DTW14300 B2808 01 001 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Branding Corporation

	CIGARETTES					
	TOTAL		TOTAL	REGULAR FILTER		ULTRA LOW TAR
	NON-FILTER	FILTER		FULL FLAVOR	LOW TAR	
TOTAL UNITED STATES	92	95	95	94	94	94
CENTRAL FIELD	94	98	98	98	98	98
C-1	93	97	97	97	97	97
C-2	92	99	98	96	98	97
C-3	94	99	99	99	99	98
C-4	99	99	99	99	99	98
EASTERN FIELD	81	86	85	84	84	82
E-1	92	100	99	99	93	93
E-2	52	52	52	52	52	52
E-3	77	81	81	78	81	78
E-4	81	85	85	83	85	83
E-5	85	90	88	86	86	85
NORTHERN FIELD	94	96	96	94	96	94
N-1	90	95	95	90	95	94
N-2	90	91	91	91	91	91
N-3	99	99	99	99	99	99
N-4	95	96	96	95	96	94
SOUTHERN FIELD	90	96	96	96	96	95
S-1	94	99	99	99	99	99
S-2	94	97	97	97	97	97
S-3	79	82	82	91	91	91
S-4	92	94	94	94	94	94
WESTERN FIELD	98	99	99	99	99	99
W-1	99	99	99	99	99	99
W-2	99	99	99	99	99	99
W-3	98	98	98	98	98	98
W-4	99	100	100	100	100	99

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TABLE S14V

PAGE

2 OF

42

4200 DTW14300 B2808 01 002 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62800

Nielsen  
 Marketing Research  
 DB a company of  
 The Nielsen Company

	CIGARETTES			
	MENTHOL FILTER			
	TOTAL	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
TOTAL UNITED STATES	95	94	94	92
CENTRAL FIELD	97	97	97	97
C-1	97	96	97	94
C-2	98	97	98	97
C-3	99	98	99	97
C-4	99	99	99	98
EASTERN FIELD	86	83	84	81
E-1	100	93	94	98
E-2	52	52	52	50
E-3	79	79	79	78
E-4	85	85	85	74
E-5	90	86	90	85
NORTHERN FIELD	94	94	94	93
N-1	90	90	90	90
N-2	91	91	91	89
N-3	99	99	99	99
N-4	95	95	95	92
SOUTHERN FIELD	96	95	96	92
S-1	99	98	99	97
S-2	97	97	97	97
S-3	92	90	92	79
S-4	94	94	94	93
WESTERN FIELD	89	89	89	98
W-1	99	99	99	99
W-2	99	99	99	99
W-3	98	98	98	98
W-4	100	100	100	97

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 3 OF 42

4200 DTW14300 B2808 01 003 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
a company of  
PricewaterhouseCoopers Corporation

	CIGARETTES					
	REGULAR FILTER			MENTHOL FILTER		
	85 MM	100 MM	120 MM	85 MM	100 MM	120 MM
TOTAL UNITED STATES	94	94	90	95	94	89
CENTRAL FIELD	97	98	94	98	97	94
C-1	97	97	92	97	97	92
C-2	97	97	93	98	98	95
C-3	99	99	96	99	99	95
C-4	99	99	96	99	99	96
EASTERN FIELD	84	84	75	86	83	73
E-1	93	99	91	100	93	86
E-2	52	52	52	52	52	52
E-3	81	79	77	79	79	75
E-4	85	85	58	85	85	50
E-5	86	86	83	90	86	82
NORTHERN FIELD	96	94	93	94	94	92
N-1	95	91	88	90	90	88
N-2	91	91	89	91	91	89
N-3	99	99	98	99	98	96
N-4	95	96	95	95	95	95
SOUTHERN FIELD	96	96	87	96	96	87
S-1	99	99	93	99	99	92
S-2	97	97	93	97	97	92
S-3	92	92	72	92	92	73
S-4	94	94	92	94	94	92
WESTERN FIELD	99	99	98	99	99	98
W-1	99	99	99	99	99	99
W-2	99	99	98	99	99	99
W-3	98	98	98	98	98	98
W-4	100	100	98	100	99	98

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TABLE S14V

PAGE 4 OF 42

4200 DTW14300 B2808 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A Division of The Nielsen Company

	CIGARETTES			
	TOTAL			
	25'S	GENERIC	BRANDED PRICE	PRICE CATEGORY
TOTAL UNITED STATES	83	50	90	81
CENTRAL FIELD	93	59	97	97
C-1	90	65	97	97
C-2	90	49	96	97
C-3	94	45	98	98
C-4	95	85	97	98
EASTERN FIELD	65	37	76	76
E-1	85	48	95	95
E-2	24	9	49	49
E-3	68	40	76	76
E-4	44	16	58	58
E-5	78	48	84	84
NORTHERN FIELD	88	58	93	93
N-1	88	53	94	94
N-2	85	84	90	90
N-3	96	75	97	97
N-4	86	44	90	90
SOUTHERN FIELD	84	50	89	89
S-1	81	85	98	98
S-2	87	84	97	97
S-3	82	19	69	69
S-4	90	52	93	93
WESTERN FIELD	84	50	96	97
W-1	99	84	99	99
W-2	65	38	97	97
W-3	79	27	94	94
W-4	94	60	99	99

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TABLE S14V

PAGE

5 OF 42

4200 DTW14300 B2808 01 005 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-B2800

Nielsen  
 Marketing Research  
a subsidiary of  
 The Nielsen Company

	CIGARETTES				
	TOTAL AMERICAN TOBACCO	TOTAL	NON-FILTER	PALL MALL NON-FILTER 25'S	GOLD FILTER 100'S
TOTAL UNITED STATES	93	91	83	35	85
CENTRAL FIELD	95	94	85	40	89
C-1	94	93	79	37	89
C-2	94	94	86	39	84
C-3	94	92	87	47	90
C-4	99	98	93	34	92
EASTERN FIELD	82	78	73	27	73
E-1	97	86	83	31	81
E-2	52	51	45	1	48
E-3	77	76	76	39	75
E-4	77	73	58	15	69
E-5	86	85	81	31	78
NORTHERN FIELD	94	94	90	48	89
N-1	90	89	87	43	86
N-2	91	91	84	27	79
N-3	99	99	98	65	95
N-4	95	95	91	51	93
SOUTHERN FIELD	92	91	80	28	79
S-1	99	97	92	30	87
S-2	97	97	88	50	85
S-3	80	78	67	4	61
S-4	93	92	73	22	86
WESTERN FIELD	98	98	88	39	95
W-1	99	99	90	79	96
W-2	99	97	90	23	93
W-3	98	98	82	8	96
W-4	98	99	81	58	95

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE

B OF

42

4200 DTW14300 B2808 01 008 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
BB a company of  
The Dun & Bradstreet Corporation

	CIGARETTES			CIGARETTES			
	FULL FLAVOR			RED FILTER			
	KINGS	100'S	TOTAL	KINGS	100'S	TOTAL	TOTAL
TOTAL UNITED STATES	71	87	78	1	1	2	78
CENTRAL FIELD	78	72	82	#		#	82
C-1	83	81	90	#		#	90
C-2	72	61	71				71
C-3	78	77	81				81
C-4	80	65	84	1		1	84
EASTERN FIELD	53	41	61		#	#	61
E-1	48	28	52		3	3	52
E-2	32	27	36				36
E-3	64	47	66				66
E-4	47	35	57				57
E-5	58	53	74				74
NORTHERN FIELD	77	69	78	7	3	7	78
N-1	78	64	78	29	10	29	79
N-2	73	70	78				78
N-3	82	83	83				83
N-4	74	62	73		1	1	73
SOUTHERN FIELD	87	67	75				75
S-1	75	62	78				78
S-2	86	83	91				91
S-3	31	47	50				50
S-4	81	80	84				84
WESTERN FIELD	79	83	93		2	2	93
W-1	92	86	97				97
W-2	62	81	89				89
W-3	76	89	93		5	5	93
W-4	88	74	94				94

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TABLE S14V

PAGE

7 OF

42

4200 DTW14300 B2808 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
The Data Resources Corporation

	CIGARETTES					
	PALL MALL			CARLTON		
	NON-FILTER			FILTER 100'S		
	KINGS LIGHT	REMAINING	TOTAL	BOX	SOFT PACK	TOTAL
TOTAL UNITED STATES	1	24	89	63	82	86
CENTRAL FIELD		32	92	75	84	89
C-1		32	86	80	69	86
C-2		35	92	63	81	82
C-3		25	95	85	92	92
C-4		36	95	71	95	95
EASTERN FIELD		11	80	39	72	73
E-1		13	88	55	80	81
E-2			52	29	48	49
E-3		25	76	32	65	66
E-4		7	77	20	63	71
E-5		7	86	51	83	84
NORTHERN FIELD	4	39	89	54	88	86
N-1	13	45	87	47	83	83
N-2		29	84	53	84	84
N-3		38	98	71	97	97
N-4		41	88	47	82	84
SOUTHERN FIELD		26	87	84	77	84
S-1		40	93	58	77	85
S-2		17	93	82	87	91
S-3		12	74	51	66	70
S-4		35	91	72	83	89
WESTERN FIELD		11	96	86	91	95
W-1		14	98	92	97	97
W-2		8	97	82	88	96
W-3		4	95	82	90	92
W-4		18	94	88	92	94

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TABLE S14V

PAGE

8 OF

42

4200 DTW14300 B2808 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
Data Corporation  
11000 Wilshire Boulevard  
Beverly Hills, California 90210

	CIGARETTES							
	CARLTON							
	FILTER				MENTHOL			
	KINGS		TOTAL	SOFT PACK	100'S		TOTAL	TOTAL
	BOX	SOFT PACK			BOX	SOFT PACK		
TOTAL UNITED STATES	3	84	84	71	24	76	79	84
CENTRAL FIELD	3	87	87	61	11	85	85	88
C-1		84	84	48	15	83	83	84
C-2	2	85	85	73	8	82	82	86
C-3	#	88	88	49	7	85	85	90
C-4	13	89	89	83	16	89	89	93
EASTERN FIELD	7	74	75	63	6	62	64	70
E-1	14	88	88	51	6	64	65	68
E-2	4	52	52	37	1	36	36	37
E-3	12	70	73	70	12	73	73	75
E-4	2	64	64	58	5	50	51	61
E-5	2	79	79	75	5	71	77	82
NORTHERN FIELD	4	88	88	77	38	82	84	88
N-1		83	83	77	24	85	85	88
N-2		77	77	67	36	78	80	80
N-3	3	98	98	86	54	90	93	98
N-4	13	85	86	77	39	77	80	82
SOUTHERN FIELD	3	81	81	73	47	75	81	83
S-1	8	87	87	81	48	72	82	87
S-2	3	90	90	79	52	89	89	90
S-3		63	63	51	32	58	66	69
S-4	4	87	87	84	57	81	85	88
WESTERN FIELD	1	93	93	79	18	79	80	93
W-1		95	95	94	28	91	91	94
W-2	2	95	95	85	11	65	65	93
W-3	1	95	95	66	12	79	82	94
W-4	2	88	88	77	22	83	85	92

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TABLE S14V

PAGE

9 OF

42

4200 DTW14300 B2808 01 009 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES						
	CARLTON 120'S MENTHOL & REGULAR	SLIM DELUXE MENTHOL & REGULAR	TOTAL	NON-FILTER	LUCKY STRIKE KINGS	FILTER LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	68	10	88	85	58	60	68
CENTRAL FIELD	78	12	92	87	63	62	75
C-1	78	#	91	87	60	58	75
C-2	75	9	90	81	48	65	74
C-3	82	19	90	87	70	61	78
C-4	79	17	95	93	70	67	70
EASTERN FIELD	39	6	78	76	46	44	51
E-1	38	6	89	88	39	37	44
E-2	31		49	49	17	21	22
E-3	58	11	76	76	59	57	68
E-4	36	7	69	65	32	28	37
E-5	34	5	85	82	58	55	63
NORTHERN FIELD	69	11	90	90	69	68	77
N-1	70	13	88	88	62	75	75
N-2	64	14	89	89	72	69	80
N-3	80	9	96	95	83	77	88
N-4	82	10	88	85	61	57	66
SOUTHERN FIELD	70	13	85	81	58	64	68
S-1	76	11	89	82	68	68	73
S-2	75	10	95	93	80	84	89
S-3	59	8	71	66	18	35	37
S-4	72	27	88	87	71	75	78
WESTERN FIELD	80	5	97	94	56	62	70
W-1	90	3	97	97	80	92	93
W-2	52	1	98	90	33	49	54
W-3	87	6	98	96	41	38	50
W-4	88	12	95	93	77	77	87

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE

10 OF

42

4200 DTW14300 B2808 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES					
	LUCKY STRIKE					
	FILTER			FILTER &		
	KINGS	LOW TAR 100'S	TOTAL	TOTAL	KINGS & 100'S	MENTHOL MENTHOL TOTAL
TOTAL UNITED STATES	59	59	67	73	17	73
CENTRAL FIELD	59	63	73	80	15	80
C-1	49	54	69	81	10	81
C-2	58	55	68	82	12	81
C-3	62	83	83	84	18	84
C-4	64	54	69	71	17	71
EASTERN FIELD	53	41	55	58	13	58
E-1	42	30	43	50	7	50
E-2	30	24	31	32	8	32
E-3	69	41	70	73	21	74
E-4	41	31	45	47	9	47
E-5	83	60	66	68	13	68
NORTHERN FIELD	74	71	79	81	28	82
N-1	74	63	78	83	24	83
N-2	76	73	81	84	48	84
N-3	87	88	90	90	33	90
N-4	63	64	70	71	11	72
SOUTHERN FIELD	80	57	66	73	16	73
S-1	72	61	76	83	34	83
S-2	78	78	81	90	8	90
S-3	23	23	32	41	5	41
S-4	72	72	79	84	13	84
WESTERN FIELD	51	58	63	72	11	73
W-1	89	82	94	94	8	94
W-2	26	46	48	56	7	56
W-3	25	31	33	53	21	56
W-4	73	86	90	91	4	91

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TABLE S14V

PAGE 11 OF 42

4200 DTW14300 B2808 01 011 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62500

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 Marketing Research  
A Division of  
 The Nielsen Company

	CIGARETTES TAREYTON				
	TOTAL	KINGS	FILTER 100'S	TOTAL	LIGHTS KINGS & 100'S
TOTAL UNITED STATES	86	83	81	86	39
CENTRAL FIELD	89	85	82	89	40
C-1	90	82	85	90	30
C-2	82	80	77	82	29
C-3	88	85	86	88	35
C-4	94	92	78	94	65
EASTERN FIELD	78	74	71	77	34
E-1	84	79	82	83	51
E-2	49	40	38	49	24
E-3	75	73	71	74	30
E-4	76	71	64	76	24
E-5	84	81	81	84	36
NORTHERN FIELD	90	86	87	90	53
N-1	89	81	83	89	40
N-2	89	82	89	89	44
N-3	94	93	93	93	69
N-4	89	88	84	89	56
SOUTHERN FIELD	80	73	71	79	30
S-1	83	72	70	83	25
S-2	81	85	82	85	23
S-3	67	58	58	67	37
S-4	84	82	80	84	37
WESTERN FIELD	96	96	93	97	42
W-1	99	98	97	99	76
W-2	97	98	95	97	26
W-3	96	96	91	96	31
W-4	93	93	89	93	40

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 12 OF 42

4200 DTW14300 82808 01 012 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

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 Marketing Research  
 DB a company of  
 The Dun & Bradstreet Corporation

	CIGARETTES					
	MALIBU					
	TOTAL	85'S TOTAL	100'S TOTAL	FILTER 85'S	MENTHOL 85'S	LIGHTS 85'S
TOTAL UNITED STATES	69	22	68	19	18	19
CENTRAL FIELD	79	30	78	25	22	28
C-1	75	15	74	12	9	11
C-2	73	60	71	46	38	52
C-3	86	24	86	23	20	22
C-4	76	30	75	22	26	22
EASTERN FIELD	54	15	53	10	13	13
E-1	49	14	47	12	10	12
E-2	33	1	33	1	1	1
E-3	61	10	59	7	7	11
E-4	45	10	45	10	8	10
E-5	65	28	65	13	25	21
NORTHERN FIELD	74	29	74	26	27	26
N-1	77	13	77	12	12	9
N-2	66	34	68	23	30	31
N-3	91	46	88	44	45	46
N-4	65	26	65	25	25	23
SOUTHERN FIELD	64	24	63	22	19	22
S-1	87	29	63	25	26	25
S-2	81	34	81	33	34	30
S-3	31	3	31	1	3	3
S-4	85	31	85	31	13	31
WESTERN FIELD	71	10	71	8	9	10
W-1	86	14	85	11	13	14
W-2	65	5	65	5	4	4
W-3	55	14	55	13	13	14
W-4	86	6	86	1	6	5

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 13 OF 42

4200 DTW14300 B2808 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A subsidiary of Nielsen Corporation

	CIGARETTES				AMERICAN LIGHTS		ALL OTHER AMERICAN TOBACCO
	FILTER 100'S	MALIBU MENTHOL 100'S	LIGHTS 100'S	TOTAL	FILTER 85'S	100'S	
TOTAL UNITED STATES	63	60	61				31
CENTRAL FIELD	73	73	73				44
C-1	73	73	74				31
C-2	68	66	71				46
C-3	75	78	73				46
C-4	74	72	74				55
EASTERN FIELD	46	44	43				14
E-1	42	32	38				21
E-2	25	31	33				14
E-3	48	52	47				21
E-4	38	30	37				11
E-5	57	59	52				10
NORTHERN FIELD	72	68	69				39
N-1	75	63	68				35
N-2	65	63	60				44
N-3	83	88	87				31
N-4	63	63	63				44
SOUTHERN FIELD	61	57	57				30
S-1	60	55	53				39
S-2	79	77	72				17
S-3	27	24	30				38
S-4	85	78	77				23
WESTERN FIELD	62	60	64				29
W-1	85	79	85				46
W-2	51	39	53				23
W-3	40	48	52				17
W-4	78	80	68				34

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TABLE S14V

PAGE 14 OF 42

4200 DTW14300 B2808 01 014 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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 Marketing Research  
 DB a Division of  
 The Nielsen Company

	CIGARETTES					
	TOTAL PHILIP MORRIS	TOTAL	MARLBORO		FILTER LIGHTS	
			BOX	SOFT PACK	BOX	SOFT PACK
TOTAL UNITED STATES	94	93	86	89	76	86
CENTRAL FIELD	97	97	91	94	84	91
C-1	95	95	93	92	88	85
C-2	98	95	92	92	81	88
C-3	98	98	88	94	77	93
C-4	99	99	92	89	88	97
EASTERN FIELD	84	82	77	76	73	71
E-1	100	94	88	81	80	78
E-2	52	52	52	49	50	46
E-3	78	78	74	75	75	74
E-4	85	83	73	77	68	58
E-5	86	86	82	80	78	82
NORTHERN FIELD	95	94	85	90	73	88
N-1	94	90	80	86	59	86
N-2	91	91	79	91	68	84
N-3	99	99	93	96	86	92
N-4	95	95	88	89	79	87
SOUTHERN FIELD	95	93	84	89	64	85
S-1	99	97	86	92	65	92
S-2	97	97	84	95	66	95
S-3	89	84	75	74	60	70
S-4	94	94	90	93	66	85
WESTERN FIELD	99	99	95	97	86	94
W-1	99	99	86	98	87	90
W-2	99	99	97	95	84	99
W-3	98	98	97	97	85	91
W-4	100	99	95	99	78	97

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 15 OF 42

4200 DTW14300 B2808 01 015 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62800

Nielsen  
 Marketing Research  
A subsidiary of  
 The Nielsen Company

CIGARETTES				
MARLBORO				
	FILTER 100'S BOX & SOFT PACK	LIGHT 100'S BOX & SOFT PACK	FILTER & LIGHTS 25'S	KING SIZE MENTHOL
TOTAL UNITED STATES	89	89	51	82
CENTRAL FIELD	95	94	59	92
C-1	91	94	80	93
C-2	93	93	55	89
C-3	97	92	88	95
C-4	97	98	47	90
EASTERN FIELD	78	76	41	66
E-1	85	81	60	76
E-2	52	52	8	44
E-3	77	77	33	75
E-4	77	75	22	46
E-5	81	80	57	73
NORTHERN FIELD	91	92	57	89
N-1	87	89	56	87
N-2	90	90	32	90
N-3	96	94	78	97
N-4	91	91	61	82
SOUTHERN FIELD	86	87	54	83
S-1	90	95	57	91
S-2	93	95	63	89
S-3	76	71	30	64
S-4	80	90	72	91
WESTERN FIELD	87	98	46	80
W-1	99	99	83	90
W-2	97	99	36	73
W-3	97	98	11	71
W-4	96	96	69	89

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 16 OF 42

4200 DTW14300 B2808 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES						
	BENSON & HEDGES						
	100'S		100'S		DELUXE		ULTRA LIGHTS
	TOTAL	FILTER BOX	SOFT PACK	MENTHOL BOX	SOFT PACK	TOTAL	
							100'S BOX
TOTAL UNITED STATES	92	31	89	20	86	91	84
CENTRAL FIELD	95	23	92	15	85	93	89
C-1	91	29	86	22	75	89	86
C-2	94	26	91	26	90	92	87
C-3	97	18	96	4	87	96	89
C-4	97	17	94	10	90	96	92
EASTERN FIELD	81	39	75	20	74	80	66
E-1	92	49	90	13	83	92	72
E-2	50	44	46	38	48	50	49
E-3	78	38	76	34	74	77	63
E-4	82	44	69	16	69	77	57
E-5	86	28	78	10	79	86	75
NORTHERN FIELD	93	23	90	19	89	92	87
N-1	88	6	88	13	86	88	85
N-2	90	5	85	3	85	85	88
N-3	98	45	96	32	85	98	87
N-4	95	34	93	27	93	95	83
SOUTHERN FIELD	93	20	90	15	81	92	85
S-1	97	5	92	7	79	94	89
S-2	96	6	92	1	91	94	89
S-3	84	50	84	42	68	84	77
S-4	93	19	92	10	89	93	83
WESTERN FIELD	99	51	95	32	96	98	95
W-1	99	26	99		98	99	98
W-2	99	48	92	30	97	99	86
W-3	98	68	93	48	95	98	97
W-4	98	52	97	38	96	98	93

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 17 OF 42

4200 DTW14300 B2808 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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a subsidiary of The Nielsen Company

	CIGARETTES						
	BENSON & HEDGES						
	LIGHT 100'S						
	FILTER		MENTHOL			DELUXE ULTRA	
	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	LIGHTS 100'S	ALL OTHER
						MENTHOL BOX	
TOTAL UNITED STATES	32	86	25	85	90	83	24
CENTRAL FIELD	43	89	34	86	94	88	25
C-1	46	83	48	78	91	83	11
C-2	62	87	38	84	90	85	21
C-3	37	93	30	85	97	91	31
C-4	34	82	23	82	97	91	36
EASTERN FIELD	25	72	16	69	78	66	15
E-1	25	84	8	77	92	71	18
E-2	18	38	4	49	50	44	8
E-3	28	65	18	74	76	70	20
E-4	23	70	13	58	76	54	4
E-5	28	80	28	74	82	72	21
NORTHERN FIELD	24	88	22	89	92	87	36
N-1	27	84	18	79	88	83	52
N-2	18	85	14	86	90	83	13
N-3	20	94	24	87	97	97	48
N-4	34	89	31	93	93	86	33
SOUTHERN FIELD	29	85	23	84	90	79	20
S-1	42	88	31	88	93	78	23
S-2	31	89	26	91	94	86	8
S-3	16	77	8	78	80	74	23
S-4	27	89	27	82	92	79	24
WESTERN FIELD	34	95	29	96	98	95	24
W-1	20	85	14	97	99	98	33
W-2	28	96	19	96	98	87	15
W-3	38	97	40	93	98	95	15
W-4	48	93	37	95	98	95	34

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 18 OF 42

4200 DTW14300 B2808 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of The Nielsen Company

	CIGARETTES						
	..... FILTER .....			..... MERIT .....		..... ULTRA LIGHTS .....	
	TOTAL	KINGS BOX & SOFT PACK	100'S	KINGS	100'S	MENTHOL KINGS & 100'S	MENTHOL KINGS & 100'S
TOTAL UNITED STATES	92	89	87	82	80	77	67
CENTRAL FIELD	94	92	88	88	87	91	78
C-1	89	84	81	87	81	88	61
C-2	95	94	88	93	90	94	79
C-3	96	96	93	79	88	89	81
C-4	98	94	93	97	90	94	92
EASTERN FIELD	81	78	78	71	70	64	50
E-1	92	90	92	76	80	68	72
E-2	52	51	52	47	48	21	15
E-3	76	76	76	75	71	61	36
E-4	79	71	71	59	62	58	37
E-5	85	79	83	81	74	81	63
NORTHERN FIELD	94	91	88	86	80	89	83
N-1	93	89	88	88	68	88	74
N-2	91	88	81	70	71	82	73
N-3	99	97	98	94	86	97	97
N-4	94	91	88	91	84	89	88
SOUTHERN FIELD	91	88	87	82	75	79	64
S-1	95	93	93	90	85	88	68
S-2	95	90	92	91	76	80	53
S-3	79	75	75	59	52	61	55
S-4	94	93	86	90	88	86	78
WESTERN FIELD	99	98	97	85	88	61	58
W-1	99	99	99	90	98	97	84
W-2	99	98	98	85	71	61	50
W-3	98	98	94	75	93	24	28
W-4	100	98	87	93	87	80	80

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 19 OF 42

4200 DTW14300 B2808 01 019 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

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	CIGARETTES					
	VIRGINIA SLIMS					
	REGULAR & MENTHOL					
	100'S	100 LIGHTS &	100'S	FILTER	120'S	
TOTAL	LIGHTS	ULTRA LIGHTS	ULTRA LIGHTS	100'S		
TOTAL UNITED STATES	91	89	77	90	91	77
CENTRAL FIELD	95	93	84	94	94	87
C-1	89	87	85	89	89	84
C-2	95	92	87	93	94	87
C-3	96	95	89	96	95	91
C-4	88	97	76	97	96	85
EASTERN FIELD	80	75	63	76	79	54
E-1	92	85	69	85	91	60
E-2	50	50	47	50	50	44
E-3	75	73	70	75	75	62
E-4	78	64	46	67	75	34
E-5	85	82	70	83	84	62
NORTHERN FIELD	93	90	77	91	93	81
N-1	90	88	80	89	89	81
N-2	91	86	74	86	89	83
N-3	98	94	87	96	98	87
N-4	95	93	71	94	95	76
SOUTHERN FIELD	91	90	76	91	88	74
S-1	96	94	82	96	94	91
S-2	95	94	80	95	92	82
S-3	79	78	66	79	74	50
S-4	83	92	76	92	93	77
WESTERN FIELD	98	95	85	98	98	87
W-1	99	99	84	99	99	96
W-2	99	92	93	99	99	70
W-3	98	92	82	98	98	87
W-4	98	96	84	97	96	84

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TABLE S14V

PAGE 20 OF 42

4200 DTW14300 B2808 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
 DB Company of  
 The Nielsen Company

	CIGARETTES			
	PARLIAMENT TOTAL	TOTAL	PLAYERS LIGHT 25'S	ALL OTHER
TOTAL UNITED STATES	84	68	61	30
CENTRAL FIELD	84	76	73	24
C-1	81	60	57	12
C-2	79	74	71	37
C-3	89	84	84	30
C-4	84	87	80	17
EASTERN FIELD	80	54	43	24
E-1	89	69	58	26
E-2	52	29	18	25
E-3	76	58	44	25
E-4	81	33	20	25
E-5	84	64	58	22
NORTHERN FIELD	83	80	75	34
N-1	75	77	77	32
N-2	72	70	61	23
N-3	93	90	90	41
N-4	89	80	73	38
SOUTHERN FIELD	74	61	53	29
S-1	77	75	70	31
S-2	76	48	40	13
S-3	53	52	28	37
S-4	82	72	71	33
WESTERN FIELD	96	71	60	43
W-1	95	98	90	40
W-2	98	60	47	38
W-3	96	81	40	57
W-4	94	72	71	34

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 21 OF 42

4200 DTW14300 B2808 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A subsidiary of  
The Nielsen Company

	CIGARETTES					
	CAMBRIDGE					
	REGULAR			FULL FLAVOR		
	TOTAL	KINGS	100'S	KINGS	100'S	TOTAL
TOTAL UNITED STATES	74	56	52			61
CENTRAL FIELD	87	75	70			78
C-1	78	65	66			71
C-2	90	83	81			84
C-3	89	81	70			82
C-4	91	70	62			79
EASTERN FIELD	61	40	36			45
E-1	89	49	44			61
E-2	43	31	24			33
E-3	58	50	45			54
E-4	41	20	18			25
E-5	66	43	42			45
NORTHERN FIELD	82	61	60			67
N-1	86	62	68			76
N-2	64	43	41			51
N-3	94	76	74			76
N-4	81	61	57			66
SOUTHERN FIELD	70	51	47			54
S-1	87	71	65			74
S-2	64	56	49			58
S-3	47	28	28			28
S-4	81	50	49			54
WESTERN FIELD	73	53	44			57
W-1	91	67	57			75
W-2	69	40	32			42
W-3	60	41	27			42
W-4	80	70	66			72

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 22 OF 42

4200 DTW14300 B2808 01 022 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

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A Division of  
International Business Corporation

	CIGARETTES							
	CAMBRIDGE				PHILIP MORRIS			
	REGULAR		LIGHTS		MENTHOL		PRIVATE LABEL	
	KINGS	100'S	KINGS	100'S	TOTAL	/GENERIC	ALL OTHER	
TOTAL UNITED STATES	61	63	53	55	72	8	71	
CENTRAL FIELD	75	74	70	71	87	6	84	
C-1	64	60	57	63	77	4	88	
C-2	78	87	82	79	88	19	89	
C-3	78	69	69	68	89	1	81	
C-4	83	88	75	78	91	3	82	
EASTERN FIELD	43	48	37	36	58	7	44	
E-1	44	63	39	41	87	2	39	
E-2	32	40	27	23	42		23	
E-3	44	54	44	43	56	15	51	
E-4	26	20	19	18	31	2	21	
E-5	58	57	48	42	65	9	63	
NORTHERN FIELD	73	71	64	65	78	10	77	
N-1	80	72	64	67	83	8	77	
N-2	58	53	54	50	58	9	73	
N-3	92	88	72	72	94	4	91	
N-4	70	71	62	68	76	19	69	
SOUTHERN FIELD	58	60	56	55	68	11	58	
S-1	67	72	62	60	82	12	73	
S-2	63	59	58	55	64	13	29	
S-3	42	42	35	32	45	15	62	
S-4	67	70	73	74	79	5	65	
WESTERN FIELD	55	63	40	50	72	5	91	
W-1	77	81	49	71	91		97	
W-2	30	57	20	47	66	19	79	
W-3	46	44	26	29	57	1	95	
W-4	68	77	64	64	79	1	91	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 23 OF 42

4200 DTW14300 B2808 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				FILTER			
	TOTAL R.J. REYNOLDS	TOTAL	BOX	KINGS		TOTAL	LIGHTS	
				SOFT PACK	BOX		SOFT PACK	TOTAL
TOTAL UNITED STATES	94	92	82	90	91	67	89	90
CENTRAL FIELD	97	95	80	94	94	70	94	95
C-1	95	94	79	91	91	62	91	93
C-2	96	95	77	94	94	85	95	95
C-3	98	95	80	94	94	65	94	94
C-4	99	89	87	98	98	72	97	97
EASTERN FIELD	84	81	73	76	80	66	75	76
E-1	93	93	92	88	93	80	83	88
E-2	52	52	28	52	52	45	51	51
E-3	78	77	72	69	77	72	76	77
E-4	85	82	68	71	76	48	64	68
E-5	89	85	78	85	85	70	82	83
NORTHERN FIELD	94	94	84	91	93	76	93	93
N-1	90	90	83	90	90	72	89	90
N-2	91	91	80	85	91	70	81	91
N-3	99	98	93	97	98	93	98	98
N-4	95	95	82	92	92	71	91	92
SOUTHERN FIELD	93	90	77	89	89	70	88	89
S-1	99	97	83	96	97	76	97	97
S-2	96	96	85	94	96	74	93	93
S-3	84	77	60	76	76	54	74	75
S-4	94	89	79	88	89	78	89	89
WESTERN FIELD	98	89	95	98	98	52	98	98
W-1	99	99	97	99	99	82	99	99
W-2	99	99	94	99	99	66	98	99
W-3	98	98	94	97	97	47	95	96
W-4	100	89	92	89	89	18	97	97

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 24 OF 42

4200 DTW14300 B2808 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	WINSTON				SALEM			
	FILTER 100'S	KINGS	ULTRA LIGHTS 100'S	TOTAL	LONG LIGHTS 100'S	TOTAL	KINGS MENTHOL	100'S
TOTAL UNITED STATES	89	72	82	85	89	92	92	91
CENTRAL FIELD	93	87	89	92	93	95	95	94
C-1	90	80	86	92	90	94	94	93
C-2	92	90	85	90	92	95	95	92
C-3	94	91	90	93	94	96	95	95
C-4	87	87	94	94	94	98	98	97
EASTERN FIELD	77	58	68	71	77	81	80	80
E-1	88	77	83	87	89	93	93	92
E-2	50	39	38	39	49	52	52	52
E-3	75	53	69	71	73	78	78	76
E-4	72	46	50	55	68	79	76	76
E-5	83	63	79	81	85	85	85	85
NORTHERN FIELD	92	89	87	89	91	94	94	93
N-1	86	84	84	85	84	90	90	89
N-2	90	88	86	88	88	91	91	90
N-3	97	95	94	98	97	99	99	98
N-4	93	88	84	86	93	95	95	94
SOUTHERN FIELD	86	79	80	83	88	80	80	89
S-1	94	89	87	92	98	97	97	94
S-2	92	86	88	89	95	96	96	95
S-3	68	58	61	66	73	76	75	74
S-4	89	84	85	86	87	92	92	92
WESTERN FIELD	98	47	85	87	98	99	99	98
W-1	99	98	97	99	99	99	99	99
W-2	98	36	67	87	89	99	99	98
W-3	98	20	87	88	98	98	98	98
W-4	99	46	91	95	97	100	100	99

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 25 OF 42

4200 DTW14300 B2808 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES							
	CAMEL							
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL
TOTAL UNITED STATES	92	89	89	28	89	89	80	90
CENTRAL FIELD	94	92	93	30	93	93	87	94
C-1	89	87	89	15	89	87	84	88
C-2	95	91	95		95	94	80	94
C-3	96	93	92	48	92	95	91	96
C-4	98	97	97	48	97	97	94	97
EASTERN FIELD	80	78	75		75	74	51	76
E-1	92	91	87		87	86	67	88
E-2	50	47	44		44	45	14	46
E-3	77	76	76		76	76	49	77
E-4	75	69	63		63	60	44	63
E-5	85	85	85		85	85	60	85
NORTHERN FIELD	94	91	92	17	92	93	87	93
N-1	89	89	90		90	90	88	90
N-2	91	85	91		91	91	81	91
N-3	99	98	98	74	99	98	92	99
N-4	95	91	90		90	92	85	92
SOUTHERN FIELD	89	85	84		84	84	80	88
S-1	95	94	88		88	93	91	94
S-2	96	88	95		95	95	87	95
S-3	77	73	66		66	63	66	74
S-4	89	84	87		87	87	76	88
WESTERN FIELD	99	98	98	93	98	99	98	99
W-1	99	99	99	98	99	99	97	99
W-2	99	99	98	98	99	99	99	99
W-3	98	97	96	93	96	95	95	96
W-4	100	88	98	90	98	100	97	100

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 26 OF 42

4200 DTW14300 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
DB Corporation of America

	CIGARETTES			
	VANTAGE			
	TOTAL	FILTER KINGS & 100'S	ULTRA LIGHTS KINGS & 100'S	MENTHOL
TOTAL UNITED STATES	89	89	85	63
CENTRAL FIELD	93	92	93	86
C-1	91	88	91	78
C-2	91	91	92	87
C-3	93	93	92	89
C-4	97	97	95	92
EASTERN FIELD	78	78	73	40
E-1	91	91	86	49
E-2	51	51	47	1
E-3	76	75	74	43
E-4	65	65	57	31
E-5	87	83	81	47
NORTHERN FIELD	91	91	87	81
N-1	88	89	87	78
N-2	89	89	80	82
N-3	98	98	94	94
N-4	90	89	87	73
SOUTHERN FIELD	87	88	85	79
S-1	94	94	94	94
S-2	95	93	93	94
S-3	69	67	65	49
S-4	88	87	85	78
WESTERN FIELD	98	98	87	31
W-1	99	99	99	67
W-2	98	98	57	13
W-3	96	96	92	11
W-4	97	96	96	42

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 27 OF 42

4200 DTW14300 B2808 01 027 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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 The Nielsen Company

	CIGARETTES				
	DORAL				
	LIGHTS				
	TOTAL	KING SIZE	FILTER 100'S	100'S	MENTHOL KING SIZE
TOTAL UNITED STATES	81	76	78	72	69
CENTRAL FIELD	93	91	91	84	88
C-1	90	89	90	74	84
C-2	95	94	93	90	92
C-3	95	92	91	91	84
C-4	91	87	90	83	86
EASTERN FIELD	62	57	56	54	50
E-1	71	69	69	63	49
E-2	43	42	32	42	23
E-3	63	62	59	58	59
E-4	41	30	38	24	28
E-5	73	67	67	68	64
NORTHERN FIELD	84	82	81	80	80
N-1	89	87	88	86	85
N-2	76	72	70	66	70
N-3	91	90	90	90	90
N-4	81	77	78	76	77
SOUTHERN FIELD	80	76	78	72	76
S-1	91	89	89	84	89
S-2	94	94	94	90	92
S-3	53	43	48	37	45
S-4	86	82	86	79	77
WESTERN FIELD	84	77	83	74	56
W-1	97	97	98	96	81
W-2	87	78	85	52	50
W-3	73	59	73	73	37
W-4	85	82	84	79	86

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 28 OF 42

4200 DTW14300 B2808 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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	CIGARETTES				
	DORAL				
	FULL FLAVOR				
	KINGS	100'S	TOTAL	TOTAL	MORE TOTAL
TOTAL UNITED STATES	70	71	75	81	88
CENTRAL FIELD	87	87	89	94	92
C-1	84	85	89	90	90
C-2	93	93	95	96	91
C-3	93	93	93	95	93
C-4	78	77	78	91	94
EASTERN FIELD	49	47	54	62	73
E-1	51	57	64	71	91
E-2	41	28	42	43	52
E-3	50	59	59	63	74
E-4	29	27	32	41	49
E-5	64	51	64	73	82
NORTHERN FIELD	74	72	77	84	93
N-1	85	76	85	89	88
N-2	60	82	62	76	88
N-3	80	79	83	91	98
N-4	69	72	77	81	95
SOUTHERN FIELD	72	72	76	82	87
S-1	81	78	83	91	92
S-2	81	81	83	94	93
S-3	53	48	57	61	70
S-4	78	82	84	86	90
WESTERN FIELD	66	74	80	85	98
W-1	91	95	95	97	99
W-2	57	65	75	90	98
W-3	48	63	68	73	98
W-4	76	81	85	85	98

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 29 OF 42

4200 DTW14300 B2808 01 029 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-B2600

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 The Nielsen Company

	CIGARETTES						CENTURY TOTAL	
	NOW			FILTER				
	TOTAL	REGULAR	KINGS MENTHOL	TOTAL	REGULAR	100'S MENTHOL		
								TOTAL
TOTAL UNITED STATES	86	75	53	77	83	74	86	76
CENTRAL FIELD	91	82	68	83	86	84	90	87
C-1	89	81	61	83	80	79	86	81
C-2	89	83	64	84	88	79	89	84
C-3	92	78	61	76	89	89	91	91
C-4	94	92	87	92	91	90	94	93
EASTERN FIELD	73	69	42	70	68	53	70	54
E-1	91	77	43	79	83	60	88	82
E-2	50	44	44	45	47	44	50	10
E-3	67	62	46	65	60	54	64	52
E-4	64	64	44	64	50	43	52	36
E-5	81	79	37	80	81	58	81	65
NORTHERN FIELD	89	81	76	84	87	85	90	87
N-1	86	81	76	85	84	85	87	85
N-2	89	79	72	79	88	78	89	83
N-3	98	88	82	91	93	94	97	95
N-4	87	77	74	82	83	84	86	84
SOUTHERN FIELD	85	73	56	75	82	76	84	77
S-1	91	73	67	78	88	86	90	86
S-2	92	83	48	83	88	88	92	87
S-3	67	54	40	55	65	67	67	54
S-4	90	85	68	88	85	67	86	83
WESTERN FIELD	95	69	28	71	84	72	95	78
W-1	98	97	38	97	96	90	97	97
W-2	98	47	50	60	91	52	95	47
W-3	93	67	10	67	93	59	93	77
W-4	94	64	16	68	93	91	94	88

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 30 OF 42

4200 DTW14300 B2808 01 030 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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 The Nielsen Company

	CIGARETTES				
	MAGNA				
	FILTER KINGS		LIGHTS		ALL OTHER
	TOTAL	SOFT PACK	BOX	KINGS	R.J. REYNOLDS
TOTAL UNITED STATES	4	3	3	4	57
CENTRAL FIELD	7	5	3	6	63
C-1	10	10	5	9	83
C-2					51
C-3	6	4	5	3	67
C-4	10	4	3	10	46
EASTERN FIELD	3	2	2	3	40
E-1	3	3	3	3	46
E-2	2	2			29
E-3	3	1	1	2	39
E-4	1			1	37
E-5	9	4	4	6	42
NORTHERN FIELD	4	4	4	5	67
N-1	12	12	11	11	70
N-2					66
N-3					67
N-4	7	5	4	7	67
SOUTHERN FIELD	3	3	1	3	62
S-1					55
S-2					72
S-3	11	10	4	12	55
S-4					70
WESTERN FIELD	3	3	2	2	50
W-1	1	2	1	2	37
W-2					46
W-3	6	6	6	6	78
W-4	5	4	3	3	28

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 31 OF 42

4200 DTW14300 B2808 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

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	CIGARETTES			
	TOTAL BROWN & WILLIAMSON	TOTAL	KOOL	MENTHOL
			BOX & SOFT PACK KINGS 100'S	
TOTAL UNITED STATES	94	93	92	91
CENTRAL FIELD	97	96	96	96
C-1	96	95	95	94
C-2	96	96	96	95
C-3	97	96	96	96
C-4	99	99	98	98
EASTERN FIELD	83	82	82	77
E-1	92	92	92	84
E-2	52	52	52	52
E-3	78	76	76	70
E-4	85	84	84	74
E-5	86	86	86	85
NORTHERN FIELD	95	94	93	94
N-1	94	89	89	89
N-2	91	91	91	90
N-3	99	99	99	98
N-4	95	95	93	95
SOUTHERN FIELD	94	92	92	89
S-1	99	97	95	97
S-2	97	97	95	97
S-3	85	83	83	73
S-4	94	93	93	89
WESTERN FIELD	99	98	98	97
W-1	99	99	99	98
W-2	99	99	99	98
W-3	98	98	98	94
W-4	99	99	99	98

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 32 OF 42

4200 DTW14300 B2808 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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 Marketing Research  
A Division of  
 Nielsen Business Information Corporation

	CIGARETTES				
	BROWN & WILLIAMSON				
	PRIVATE LABEL/GENERIC				
	KINGS & 100'S				
	TOTAL	FULL FLAVOR	LIGHTS	ULTRA LIGHT	NON-FILTER
TOTAL UNITED STATES	1	1			1
CENTRAL FIELD	1	#			
C-1	1	1			
C-2					
C-3					
C-4					
EASTERN FIELD					
E-1					
E-2					
E-3					
E-4					
E-5					
NORTHERN FIELD	3	2			3
N-1	3				3
N-2					
N-3	10	10			10
N-4					
SOUTHERN FIELD					
S-1					
S-2					
S-3					
S-4					
WESTERN FIELD	#				#
W-1					
W-2	2				2
W-3					
W-4					

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 33 OF 42

4200 DTW14300 B2808 01 033 0273 1458

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

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 Marketing Research  
 A Division of  
 The Dun & Bradstreet Corporation

	CIGARETTES					
	RALEIGH TOTAL	BARCLAY TOTAL	TOTAL	RICHLAND 20'S	25'S	VICEROY TOTAL
TOTAL UNITED STATES	87	86	73	28	68	89
CENTRAL FIELD	93	87	90	39	84	92
C-1	92	81	90	24	81	91
C-2	91	84	85	40	81	92
C-3	92	91	92	49	86	92
C-4	98	93	90	45	90	96
EASTERN FIELD	76	73	51	7	51	75
E-1	86	88	65	5	85	84
E-2	48	46	8		8	52
E-3	76	71	48	20	45	75
E-4	65	60	37	2	37	62
E-5	83	80	68	5	67	84
NORTHERN FIELD	86	89	87	53	76	92
N-1	88	86	91	73	71	89
N-2	88	90	89	58	79	88
N-3	95	94	90	44	87	96
N-4	75	85	78	39	68	95
SOUTHERN FIELD	86	84	75	32	68	89
S-1	93	89	93	54	87	93
S-2	93	93	79	27	72	94
S-3	71	66	48	19	43	76
S-4	92	92	79	22	74	92
WESTERN FIELD	94	96	62	12	59	98
W-1	99	96	86	13	86	99
W-2	93	95	50	20	48	99
W-3	93	94	43	5	39	97
W-4	91	96	76	16	69	96

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 34 OF 42

4200 DTW14300 B2808 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62500

Nielsen  
 Marketing Research  
A subsidiary of The Nielsen Company

	CIGARETTES				
	FALCON				
	REGULAR FILTER		MENTHOL FILTER		
	TOTAL	KINGS	100'S	KINGS	100'S
TOTAL UNITED STATES	43	37	38	34	33
CENTRAL FIELD	52	47	45	40	39
C-1	49	48	42	36	39
C-2	54	50	49	47	41
C-3	52	42	42	38	33
C-4	56	50	47	41	49
EASTERN FIELD	29	20	20	24	23
E-1	28	22	22	25	19
E-2	6	4	4	6	6
E-3	39	33	27	34	32
E-4	22	13	17	16	12
E-5	33	18	20	28	28
NORTHERN FIELD	48	43	40	41	39
N-1	63	48	47	43	45
N-2	36	32	23	31	26
N-3	63	58	55	62	58
N-4	36	34	34	31	31
SOUTHERN FIELD	40	35	36	34	34
S-1	30	25	26	25	24
S-2	54	50	51	50	49
S-3	20	18	15	13	19
S-4	66	58	55	55	49
WESTERN FIELD	45	37	40	31	32
W-1	51	40	47	20	24
W-2	51	32	41	21	27
W-3	46	45	44	48	45
W-4	32	29	27	32	26

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 35 OF 42

4200 DTW14300 B2808 01 035 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
a subsidiary of  
The Nielsen Company

	CIGARETTES						ALL OTHER BROWN & WILLIAMSON
	CAPRI TRIM						
	TOTAL	KINGS	REGULAR 100'S	KINGS	MENTHOL 100'S		
TOTAL UNITED STATES	58		56		55	32	
CENTRAL FIELD	54		51		53	42	
C-1	69		56		69	45	
C-2	55		53		55	35	
C-3	79		79		74	26	
C-4						67	
EASTERN FIELD	41		38		36	15	
E-1	48		48		47	10	
E-2	32		23		31	4	
E-3	51		40		48	31	
E-4	49		48		31	2	
E-5	28		25		27	16	
NORTHERN FIELD	43		41		42	43	
N-1	38		34		38	82	
N-2	75		70		74	45	
N-3	6		6		6	34	
N-4	51		50		47	36	
SOUTHERN FIELD	68		68		64	47	
S-1	88		87		83	57	
S-2	29		29		25	34	
S-3	66		66		64	43	
S-4	87		84		81	54	
WESTERN FIELD	88		82		83	13	
W-1	91		75		90	12	
W-2	87		83		65	15	
W-3	83		83		82	10	
W-4	93		89		93	17	

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TABLE S14V

PAGE 38 OF 42

4200 DTW14300 B2808 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES						
	NEWPORT						
			MENTHOL				
	TOTAL		KINGS	100'S BOX &	LIGHTS		
	LORILLARD	TOTAL	BOX	SOFT PACK	SOFT PACK	KINGS & 100'S	25'S
TOTAL UNITED STATES	93	91	56	85	84	60	19
CENTRAL FIELD	95	90	28	87	85	41	#
C-1	91	85	28	84	82	65	
C-2	98	93	66	87	87	55	
C-3	97	90	9	87	86	23	#
C-4	98	93	11	90	84	26	#
EASTERN FIELD	83	82	73	73	77	79	32
E-1	93	82	78	83	82	91	31
E-2	52	52	46	46	50	50	5
E-3	79	77	70	67	73	77	25
E-4	85	83	74	63	73	73	21
E-5	86	86	80	85	86	85	52
NORTHERN FIELD	94	93	65	87	89	86	29
N-1	90	89	60	81	88	78	22
N-2	91	90	62	90	83	89	31
N-3	97	98	76	93	96	90	35
N-4	95	93	62	84	91	85	31
SOUTHERN FIELD	93	90	54	83	83	79	36
S-1	98	96	53	81	89	71	18
S-2	97	87	77	82	93	94	63
S-3	83	77	28	66	68	67	10
S-4	93	92	62	82	85	91	81
WESTERN FIELD	99	97	59	95	85	14	#
W-1	99	95	24	95	86		
W-2	98	97	84	93	73	17	
W-3	98	98	69	94	91	15	
W-4	99	95	55	94	84	22	1

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TABLE S14V

PAGE 37 OF 42

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4200 DTW14300 B2808 01 037 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
 A Division of  
 The Nielsen Company

	CIGARETTES							
	TRUE				GOLDEN LIGHTS			
	REGULAR & MENTHOL				ALL OTHER			
	TOTAL	KENT III	ALL OTHER	TOTAL	KINGS FILTER	100'S	TOTAL	LORILLARD
TOTAL UNITED STATES	91	89	91	90	88	88	89	76
CENTRAL FIELD	95	93	94	93	91	93	92	77
C-1	91	91	87	91	91	90	92	72
C-2	93	89	93	89	88	88	91	63
C-3	95	93	96	95	94	96	93	79
C-4	97	95	97	94	93	93	95	92
EASTERN FIELD	81	79	80	80	79	76	77	68
E-1	91	91	91	91	91	82	89	83
E-2	52	52	49	52	52	52	52	46
E-3	79	76	79	75	75	74	75	75
E-4	82	74	78	80	78	77	73	45
E-5	85	85	84	86	82	78	82	77
NORTHERN FIELD	93	90	93	91	89	88	91	89
N-1	90	87	90	88	87	88	89	83
N-2	91	89	91	89	84	86	88	89
N-3	97	96	97	97	94	98	95	96
N-4	95	88	95	91	90	86	92	86
SOUTHERN FIELD	91	88	91	88	85	85	88	77
S-1	95	93	95	92	90	86	90	69
S-2	97	95	97	92	92	92	92	92
S-3	80	76	78	79	71	77	73	65
S-4	92	88	92	91	91	84	90	86
WESTERN FIELD	98	97	98	96	96	96	95	67
W-1	98	97	98	99	98	98	98	97
W-2	99	99	99	97	96	96	98	40
W-3	98	95	98	95	95	95	92	56
W-4	97	97	95	95	95	95	95	80

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TABLE S14V

PAGE 38 OF 42

4200 DTW14300 B2808 01 038 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES					
	TOTAL LIGGETT & MYERS	TOTAL	L & M			
			PRIVATE LABEL/GENERIC			
			KINGS & 100'S			
			LIGHTS	FULL FLAVOR	ULTRA LIGHTS	NON-FILTER
TOTAL UNITED STATES	91	70	65	59	62	16
CENTRAL FIELD	94	84	74	71	73	26
C-1	94	81	69	68	62	19
C-2	93	70	68	67	66	9
C-3	94	91	72	78	78	36
C-4	97	95	88	71	86	38
EASTERN FIELD	80	51	48	40	41	12
E-1	91	66	60	47	55	20
E-2	52	27	27	12	15	
E-3	76	59	53	50	50	18
E-4	80	23	21	8	15	
E-5	85	60	60	57	52	13
NORTHERN FIELD	93	67	60	50	59	26
N-1	89	64	50	37	56	17
N-2	90	71	61	53	61	32
N-3	88	80	79	77	79	36
N-4	92	55	50	41	46	24
SOUTHERN FIELD	89	89	65	57	62	11
S-1	95	81	74	71	72	14
S-2	95	82	82	72	76	22
S-3	78	41	37	34	38	3
S-4	92	74	72	54	62	5
WESTERN FIELD	96	80	79	75	73	6
W-1	97	91	90	90	90	8
W-2	95	74	72	68	64	5
W-3	95	75	74	73	68	2
W-4	96	82	81	71	72	11

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14V

PAGE 39 OF 42

4200 DTW14300 82808 01 039 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES				ALL OTHER LIGGETT & MYERS
	LARK TOTAL	TOTAL	CHESTERFIELD NON-FILTER	FILTER	
TOTAL UNITED STATES	71	79	68	18	87
CENTRAL FIELD	60	75	60	20	92
C-1	85	69	46	29	91
C-2	45	71	46	32	90
C-3	67	80	68	13	92
C-4	57	79	78	13	95
EASTERN FIELD	73	74	69	18	75
E-1	86	82	72	18	88
E-2	45	50	47	30	51
E-3	73	74	74	8	75
E-4	65	78	74	20	66
E-5	79	74	65	18	83
NORTHERN FIELD	73	86	79	16	91
N-1	78	85	83	15	88
N-2	68	84	77	7	89
N-3	82	94	90	23	97
N-4	65	82	68	18	91
SOUTHERN FIELD	67	75	64	14	83
S-1	68	72	55	24	89
S-2	78	86	74	11	92
S-3	54	57	52	6	67
S-4	73	87	78	16	87
WESTERN FIELD	80	85	69	19	92
W-1	86	82	75	23	96
W-2	51	71	58	17	89
W-3	86	89	75	18	92
W-4	81	86	68	19	94

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TABLE S14V

PAGE 40 OF 42

4200 DTW14300 B2808 01 040 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
 GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A subsidiary of The Nielsen Company

	CIGARETTES				
	ALL OTHER				
	TOTAL	NON-FILTER	FULL FLAVOR	LIGHTS	ULTRA LIGHTS
TOTAL UNITED STATES	6	#	6	1	
CENTRAL FIELD	5	1	5		
C-1	10		10		
C-2	8	3	6		
C-3	1		1		
C-4					
EASTERN FIELD	#		#		
E-1	2		2		
E-2					
E-3					
E-4	1		1		
E-5					
NORTHERN FIELD	1		1		
N-1					
N-2	#		#		
N-3					
N-4	2		2		
SOUTHERN FIELD	14		15		
S-1	9		9		
S-2					
S-3	20		20		
S-4	28		28		
WESTERN FIELD	11		11	5	
W-1	10		10		
W-2	6		6		
W-3	20		20	13	
W-4	6		6	3	

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TABLE S14V

PAGE 41 OF 42

4200 DTW14300 B2808 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
VISUAL DISTRIBUTION - ALL COMMODITY BASIS  
GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
a subsidiary of  
The Data & Statistical Corporation

	D-D	
	CIGARETTES	
	AUSTIN	
TOTAL	KINGS	100'S

  

TOTAL UNITED STATES	
CENTRAL FIELD	
C-1	
C-2	
C-3	
C-4	
EASTERN FIELD	
E-1	
E-2	
E-3	
E-4	
E-5	
NORTHERN FIELD	
N-1	
N-2	
N-3	
N-4	
SOUTHERN FIELD	
S-1	
S-2	
S-3	
S-4	
WESTERN FIELD	
W-1	
W-2	
W-3	
W-4	

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TABLE S14V

PAGE 42 OF 42

4200 DTW14300 B2808 01 042 0273 1488

**DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS**

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
Division of The Nielsen Company

	CIGARETTES															
	TOTAL CIGARETTES		AMERICAN TOBACCO		BROWN & WILLIAMSON		LORILLARD		TOTAL		PHILIP MORRIS		R. J. REYNOLDS		ALL OTHER	
									LIGGETT & MYERS							
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	100	0	99	#	99	#	99	#	98	1	99	0	99	0	7	1
CENTRAL FIELD	100	0	99	1	99	0	99	#	99	2	99	0	99	0	9	3
C-1	100	0	99	0	100	0	99	0	99	#	100	0	100	0	9	2
C-2	100	0	99	3	100	0	100	0	97	3	100	0	99	0	20	6
C-3	100	0	99	#	99	0	99	1	99	4	99	0	99	0	6	4
C-4	100	0	99	#	100	0	99	0	99	#	100	0	100	0		
EASTERN FIELD	100	0	99	#	100	0	100	0	99	0	100	0	100	0	3	1
E-1	100	0	99	0	100	0	100	0	99	0	100	0	100	0	9	2
E-2	100	0	100	0	100	0	100	0	100	0	100	0	100	0		
E-3	100	0	100	0	100	0	100	0	99	0	100	0	100	0	2	2
E-4	100	0	99	1	100	0	100	0	99	0	100	0	100	0	2	1
E-5	100	0	100	0	100	0	100	0	99	0	100	0	100	0		
NORTHERN FIELD	100	0	100	#	100	0	99	#	99	#	100	0	100	0	1	#
N-1	100	0	100	#	100	0	99	#	100	#	100	0	100	0		
N-2	100	0	100	0	100	0	100	0	97	0	100	0	100	0	1	#
N-3	100	0	100	0	100	0	99	0	100	0	100	0	100	0	1	0
N-4	100	0	100	0	100	0	100	0	98	0	100	0	100	0	3	1
SOUTHERN FIELD	100	0	100	0	100	0	99	0	99	2	100	0	100	0	12	1
S-1	100	0	100	0	100	0	100	0	98	1	100	0	100	0	10	1
S-2	100	0	100	0	100	0	100	0	99	0	100	0	100	0	5	2
S-3	100	0	100	0	100	0	99	0	99	4	100	0	100	0	18	0
S-4	100	0	100	0	100	0	100	0	99	2	100	0	100	0	17	2
WESTERN FIELD	100	0	100	0	100	#	100	#	97	1	100	0	100	0	10	1
W-1	100	0	100	0	100	0	100	0	98	0	100	0	100	0	10	0
W-2	100	0	100	0	100	0	100	0	93	0	100	0	100	0	8	1
W-3	100	0	100	0	100	0	100	0	96	2	100	0	100	0	19	2
W-4	100	0	100	0	100	#	100	#	98	1	100	0	100	0	6	2
BY STORE TYPE																
SUPERMKT OVER \$2 MIL	100	0	99	#	99	0	99	0	99	0	99	0	99	0	9	1
CHAIN OVER \$2 MIL	100	0	99	#	99	0	99	0	99	0	99	0	99	0	10	1
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0	100	0	100	0	6	1
CHAIN UNDER \$2 MIL	100	0	99	1	100	0	100	0	98	4	100	0	100	0	4	2
IND UNDER \$2 MIL	100	0	99	#	100	#	99	#	95	1	100	0	99	0	6	3

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TABLE S14

PAGE

1 OF 42

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4200 ATW14100 B2979 01 001 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB A subsidiary of  
The Omnicom Group

	CIGARETTES									
	TOTAL					REGULAR FILTER				
	NON-FILTER		FILTER		TOTAL	FULL FLAVOR		LOW TAR		ULTRA LOW TAR
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	99	#	100	0	99	0	99	0	99	0
CENTRAL FIELD	99	1	100	0	99	0	99	0	99	0
C-1	99	0	100	0	100	0	100	0	100	0
C-2	99	3	100	0	99	0	99	0	99	0
C-3	99	2	100	0	100	0	100	0	99	0
C-4	100	#	100	0	100	0	100	0	99	0
EASTERN FIELD	99	#	100	0	100	0	100	0	99	0
E-1	100	0	100	0	100	0	100	0	100	0
E-2	100	0	100	0	100	0	100	0	100	0
E-3	100	0	100	0	100	0	100	0	99	0
E-4	99	1	100	0	100	0	100	0	99	0
E-5	100	0	100	0	100	0	100	0	100	0
NORTHERN FIELD	100	#	100	0	100	0	100	0	99	0
N-1	100	#	100	0	100	0	100	0	99	0
N-2	100	0	100	0	100	0	100	0	100	0
N-3	100	0	100	0	100	0	100	0	99	0
N-4	100	0	100	0	100	0	100	0	99	0
SOUTHERN FIELD	100	#	100	0	100	0	100	0	99	0
S-1	100	0	100	0	100	0	100	0	100	0
S-2	100	0	100	0	100	0	100	0	99	0
S-3	100	0	100	0	100	0	100	0	99	0
S-4	100	2	100	0	100	0	100	0	99	0
WESTERN FIELD	100	0	100	0	100	0	100	0	99	0
W-1	100	0	100	0	100	0	100	0	100	0
W-2	100	0	100	0	100	0	100	0	99	0
W-3	100	0	100	0	100	0	100	0	100	0
W-4	100	0	100	0	100	0	100	0	99	0
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99	0	100	0	100	0	100	0	99	0
CHAIN OVER \$2 MIL	99	0	100	0	100	0	100	0	99	0
IND OVER \$2 MIL	100	0	100	0	100	0	100	0	100	0
CHAIN UNDER \$2 MIL	99	1	100	0	100	0	100	0	100	0
IND UNDER \$2 MIL	99	1	100	0	99	0	99	0	99	0

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TABLE S14

PAGE

2 OF

42

4200 ATW14100 B2979 01 002 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

CIGARETTES							
MENTHOL FILTER							
TOTAL		FULL FLAVOR		LOW TAR		ULTRA LOW TAR	
MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES	100 #	99 #		100 #		99 #	
CENTRAL FIELD	100 #	99 0		100 #		99 #	
C-1	100 0	100 0		100 0		99 1	
C-2	100 0	100 0		100 0		99 0	
C-3	100 1	99 0		100 1		99 0	
C-4	100 0	100 0		100 0		99 1	
EASTERN FIELD	100 0	100 0		100 0		99 #	
E-1	100 0	100 0		100 0		99 0	
E-2	100 0	100 0		100 0		99 0	
E-3	100 0	100 0		100 0		99 0	
E-4	100 0	100 0		100 0		99 1	
E-5	100 0	100 0		100 0		99 0	
NORTHERN FIELD	100 0	100 #		100 #		99 #	
N-1	100 0	100 0		100 #		99 0	
N-2	100 0	100 0		100 0		99 0	
N-3	100 0	100 0		100 0		99 0	
N-4	100 0	100 #		100 0		99 1	
SOUTHERN FIELD	100 0	100 0		100 0		99 1	
S-1	100 0	100 0		100 0		99 1	
S-2	100 0	100 0		100 0		99 0	
S-3	100 0	100 0		100 0		99 1	
S-4	100 0	100 0		100 0		100 1	
WESTERN FIELD	100 0	100 0		100 0		99 0	
W-1	100 0	100 0		100 0		100 0	
W-2	100 0	100 0		100 0		99 0	
W-3	100 0	100 0		100 0		100 0	
W-4	100 0	100 0		100 0		99 0	
BY STORE TYPE							
SUPERMKT OVER \$2 MIL	100 #	99 0		100 #		99 #	
CHAIN OVER \$2 MIL	100 #	99 0		100 #		99 #	
IND OVER \$2 MIL	100 0	100 0		100 0		99 0	
CHAIN UNDER \$2 MIL	100 0	100 0		100 0		99 0	
IND UNDER \$2 MIL	100 0	100 #		100 #		98 1	

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TABLE S14

PAGE

3 OF

42

4200 ATW14100 B2979 01 003 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
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The Nielsen Brandmark Corporation

	CIGARETTES											
	REGULAR FILTER						MENTHOL FILTER					
	85 MM		100 MM		120 MM		85 MM		100 MM		120 MM	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	99	#	99	#	99	1	99	0	99	#	98	1
CENTRAL FIELD	99	#	99	#	99	1	99	0	100	#	98	#
C-1	100	0	100	0	99	1	100	0	100	0	99	1
C-2	99	0	99	0	99	1	100	0	100	0	98	#
C-3	100	1	100	0	99	1	99	0	100	1	98	1
C-4	100	0	99	#	99	1	100	0	100	#	97	0
EASTERN FIELD	100	0	99	0	97	1	100	0	100	#	97	2
E-1	100	0	100	0	99	2	100	0	100	0	98	4
E-2	100	0	100	0	100	0	100	0	100	0	96	0
E-3	100	0	99	0	99	2	100	0	100	0	99	2
E-4	100	0	100	0	98	3	100	0	100	0	94	4
E-5	100	0	100	0	95	0	100	0	100	#	96	1
NORTHERN FIELD	100	0	100	0	99	0	100	0	99	0	99	#
N-1	100	0	100	0	98	0	100	0	99	0	97	0
N-2	100	0	100	0	99	0	100	0	100	0	99	#
N-3	100	0	100	0	99	0	100	0	99	0	99	0
N-4	100	0	100	0	99	0	100	0	100	0	99	0
SOUTHERN FIELD	100	0	100	0	99	1	100	0	100	0	98	1
S-1	100	0	100	0	98	1	100	0	100	0	98	1
S-2	100	0	100	0	98	1	100	0	100	0	98	0
S-3	100	0	100	0	99	3	100	0	100	0	99	0
S-4	100	0	100	0	99	1	100	0	100	0	99	1
WESTERN FIELD	100	0	100	0	99	#	100	0	100	#	99	0
W-1	100	0	100	0	100	0	100	0	100	0	100	0
W-2	100	0	100	0	99	0	100	0	100	#	99	0
W-3	100	0	100	0	100	#	100	0	100	0	100	0
W-4	100	0	100	0	99	0	100	0	100	0	99	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	100	#	100	0	99	#	99	0	100	#	99	#
CHAIN OVER \$2 MIL	100	#	100	0	99	#	99	0	100	#	99	#
IND OVER \$2 MIL	100	0	100	0	99	0	100	0	100	0	99	0
CHAIN UNDER \$2 MIL	100	0	100	0	99	1	100	0	100	0	99	1
IND UNDER \$2 MIL	99	0	99	#	96	2	100	0	99	#	94	2

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TABLE S14

PAGE

4 OF

42

4200 ATW14100 B2979 01 004 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES							
	TOTAL							
	25'S		GENERIC		BRANDED PRICE		PRICE CATEGORY	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	93	1	68	3	97	#	98	#
CENTRAL FIELD	95	1	74	4	99	1	99	1
C-1	94	#	68	1	99	0	99	0
C-2	92	1	71	6	99	#	99	#
C-3	98	2	72	6	99	3	99	3
C-4	96	1	90	2	98	#	99	#
EASTERN FIELD	83	1	53	2	91	1	91	1
E-1	92	4	58	0	98	0	98	0
E-2	83	0	20	0	97	0	97	0
E-3	76	0	55	3	88	0	88	0
E-4	73	1	26	4	79	5	79	5
E-5	90	1	64	2	93	1	93	1
NORTHERN FIELD	97	#	72	2	99	#	99	#
N-1	97	#	61	4	99	0	99	0
N-2	97	0	71	0	99	0	99	0
N-3	99	0	80	2	99	0	99	0
N-4	98	1	75	3	98	#	98	#
SOUTHERN FIELD	98	1	64	4	98	#	99	#
S-1	84	1	71	2	97	0	98	0
S-2	99	1	73	2	100	0	100	0
S-3	97	0	48	9	99	#	99	#
S-4	92	1	62	4	96	0	98	0
WESTERN FIELD	91	2	63	2	98	#	99	1
W-1	100	0	90	0	100	0	100	0
W-2	73	4	50	1	96	1	96	1
W-3	91	6	31	5	97	#	99	2
W-4	98	1	72	#	99	0	99	0
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	96	#	67	2	99	#	99	#
CHAIN OVER \$2 MIL	95	1	59	3	99	#	99	#
IND OVER \$2 MIL	99	0	87	2	99	0	99	0
CHAIN UNDER \$2 MIL	93	2	69	6	97	1	97	1
IND UNDER \$2 MIL	85	2	59	2	93	1	94	1

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TABLE S14

PAGE

5 OF

42

4200 ATW14100 B2979 01 005 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
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The Dun & Bradstreet Corporation

	CIGARETTES									
	TOTAL AMERICAN TOBACCO		TOTAL		NON-FILTER		NON-FILTER 25'S		GOLD FILTER 100'S	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	99	#	99	#	99	6	46	6	96	4
CENTRAL FIELD	98	1	99	1	97	5	45	4	98	6
C-1	98	0	99	#	97	7	38	1	97	1
C-2	98	3	99	3	99	6	40	8	97	5
C-3	99	#	99	2	94	5	52	6	99	10
C-4	99	#	99	#	98	1	47	0	98	5
EASTERN FIELD	99	#	99	#	97	4	42	8	96	5
E-1	99	0	99	0	99	3	45	6	93	3
E-2	100	0	98	0	94	21	28	23	96	0
E-3	100	0	100	0	99	5	38	0	98	6
E-4	99	1	99	2	88	7	40	9	91	6
E-5	100	0	100	#	99	2	45	13	97	5
NORTHERN FIELD	100	#	100	#	99	3	57	6	97	2
N-1	100	#	100	#	100	2	50	5	97	2
N-2	100	0	100	0	100	12	38	5	97	6
N-3	100	0	100	0	100	#	71	5	97	1
N-4	100	0	100	0	99	1	65	8	98	1
SOUTHERN FIELD	100	0	100	#	99	7	37	8	95	4
S-1	100	0	100	0	100	2	39	10	92	1
S-2	100	0	100	0	100	8	51	6	98	4
S-3	100	0	100	0	100	7	13	1	97	6
S-4	100	0	100	2	99	15	48	17	94	6
WESTERN FIELD	100	0	100	#	99	11	51	4	97	2
W-1	100	0	100	0	100	9	80	7	98	1
W-2	100	0	100	0	100	6	30	4	96	1
W-3	100	0	100	0	99	10	18	1	99	4
W-4	100	0	100	1	96	19	68	5	95	#
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99	#	99	#	99	6	58	6	99	2
CHAIN OVER \$2 MIL	99	#	99	#	99	8	54	5	99	1
IND OVER \$2 MIL	100	0	100	0	99	2	69	7	99	3
CHAIN UNDER \$2 MIL	99	1	99	1	96	7	27	7	84	9
IND UNDER \$2 MIL	99	#	99	1	98	5	31	7	90	5

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TABLE S14

PAGE

6 OF

42

4200 ATW14100 B2979 01 006 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
 DB a company of  
 The Data & Analytics Corporation

	CIGARETTES											
	FULL FLAVOR						PALL MALL RED FILTER					
	KINGS	100'S	TOTAL		KINGS	100'S	TOTAL		LIGHTS	100'S	TOTAL	
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	83 9	80 11	88 7	3 1	2 #	4 1	88 7					
CENTRAL FIELD	85 8	79 9	89 7	2 0		2 0	89 7					
C-1	87 5	86 9	95 1	5 0		5 0	95 1					
C-2	81 10	88 10	85 14				85 14					
C-3	82 10	81 7	87 8				87 8					
C-4	90 5	84 10	92 5	2 0		2 0	92 5					
EASTERN FIELD	74 15	85 18	78 10		1 #	1 #	78 10					
E-1	67 12	58 16	72 12		4 0	4 0	72 12					
E-2	85 23	82 16	85 0		6 6	6 6	85 0					
E-3	75 13	82 18	78 10				78 10					
E-4	72 12	74 30	91 22		1 1	1 1	91 22					
E-5	76 17	66 14	76 6				76 6					
NORTHERN FIELD	89 9	86 9	91 6	15 5	6 1	15 5	91 7					
N-1	91 9	87 18	92 7	58 18	21 4	58 19	93 8					
N-2	88 17	90 10	93 9	1 1	1 1	1 1	93 9					
N-3	84 5	83 5	86 5				86 5					
N-4	92 8	86 4	92 4		# 0	# 0	92 4					
SOUTHERN FIELD	78 5	77 9	85 6		1 0	1 0	85 5					
S-1	80 7	71 8	82 4				82 4					
S-2	88 0	86 5	92 #				92 #					
S-3	57 9	66 16	76 16		5 0	5 0	76 13					
S-4	91 7	89 8	91 4				91 4					
WESTERN FIELD	88 10	87 11	95 4		2 0	2 0	95 4					
W-1	94 3	90 5	96 1				96 1					
W-2	82 21	80 10	93 7				93 7					
W-3	81 11	87 10	92 7		10 0	10 0	92 7					
W-4	94 7	91 19	98 4				98 4					
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	93 8	91 9	96 4	3 1	2 #	4 1	96 4					
CHAIN OVER \$2 MIL	92 8	92 10	96 4	4 1	2 #	5 1	96 4					
IND OVER \$2 MIL	94 7	89 6	96 5	3 0		3 0	96 5					
CHAIN UNDER \$2 MIL	77 18	77 15	85 13	3 2	3 1	5 2	85 12					
IND UNDER \$2 MIL	83 9	51 12	68 9	4 2	2 1	4 2	68 9					

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TABLE S14

PAGE 7 OF 42

4200 ATW14100 B2979 01 007 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

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The Nielsen Company

	CIGARETTES											
	PALL MALL						CARLTON					
	NON-FILTER			TOTAL			FILTER 100'S			TOTAL		
	KINGS LIGHT	REMAINING					BOX	SOFT PACK				
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S			MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		
TOTAL UNITED STATES	1 #	30 3		98 1			78 8	96 5		96 2		
CENTRAL FIELD		34 3		98 1			80 7	95 6		95 4		
C-1		33 2		99 0			83 3	99 9		99 4		
C-2		42 1		96 3			72 14	89 10		89 7		
C-3		20 0		99 1			90 4	98 5		98 3		
C-4		42 8		98 1			74 4	95 0		95 0		
EASTERN FIELD		17 3		99 #			65 10	98 6		98 4		
E-1		25 4		99 0			74 4	99 6		99 2		
E-2				100 0			87 15	99 9		99 6		
E-3		30 3		99 0			68 17	97 6		97 6		
E-4		7 0		99 2			65 21	97 10		99 6		
E-5		10 3		98 #			53 4	97 4		97 4		
NORTHERN FIELD	3 1	51 4		98 #			73 10	98 2		96 1		
N-1	11 4	66 11		98 0			62 13	95 2		95 2		
N-2		31 2		97 0			75 10	95 #		95 #		
N-3		45 4		99 0			83 13	99 0		99 0		
N-4		56 1		99 1			72 4	95 3		96 1		
SOUTHERN FIELD		27 4		97 2			73 7	94 8		95 2		
S-1		39 4		93 1			62 12	86 6		88 1		
S-2		21 5		97 0			82 5	96 7		97 1		
S-3		13 0		99 4			74 3	98 11		99 5		
S-4		34 7		98 5			78 8	97 9		98 5		
WESTERN FIELD		15 1		99 #			89 5	97 2		98 1		
W-1		21 1		100 #			93 1	97 0		97 0		
W-2		9 1		98 0			84 4	97 6		99 0		
W-3		11 0		97 #			82 7	96 5		96 3		
W-4		19 0		98 0			95 7	98 1		98 0		
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	1 #	38 4		99 #			90 7	99 4		99 1		
CHAIN OVER \$2 MIL	1 #	32 3		99 #			91 7	99 5		99 1		
IND OVER \$2 MIL	1 0	52 4		99 0			86 8	99 1		99 #		
CHAIN UNDER \$2 MIL	# #	12 1		98 3			65 10	97 7		97 6		
IND UNDER \$2 MIL	# #	21 2		93 1			51 6	86 6		87 3		

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TABLE S14

PAGE 8 OF 42

4200 ATW14100 B2979 01 008 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

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	CIGARETTES													
	CARLTON													
	FILTER				KINGS				MENTHOL					
	KINGS		KINGS		KINGS		KINGS		100'S		100'S			
	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	BOX	SOFT PACK	TOTAL	TOTAL
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	6	3	95	3	95	3	82	5	32	5	88	4	88	3
CENTRAL FIELD	6	1	93	3	93	3	70	6	12	2	91	2	91	2
C-1	4	0	98	4	98	4	68	14	12	0	98	3	98	0
C-2	4	1	89	4	90	4	77	6	7	0	88	3	88	3
C-3	3	2	93	1	93	1	59	2	16	5	91	1	91	1
C-4	13	1	93	3	93	3	83	2	14	4	90	2	90	2
EASTERN FIELD	13	8	98	4	98	4	88	5	19	8	87	7	88	5
E-1	18	5	99	0	99	0	78	6	16	5	89	10	90	10
E-2	23	0	100	2	100	2	86	13	54	33	86	16	86	16
E-3	14	5	94	3	95	2	95	4	23	10	90	#	90	#
E-4	14	10	96	14	96	14	91	2	39	10	88	19	88	8
E-5	8	6	94	4	94	4	87	5	6	2	83	5	84	2
NORTHERN FIELD	8	5	96	2	96	2	90	4	53	8	93	3	94	2
N-1	3	3	95	3	95	3	92	8	45	13	95	2	95	2
N-2	3	3	91	2	91	2	80	1	49	5	87	0	88	0
N-3	4	3	99	1	99	1	92	4	53	4	97	7	97	3
N-4	19	10	98	1	98	1	94	2	83	10	94	2	94	1
SOUTHERN FIELD	4	1	93	5	93	5	82	5	48	6	89	5	90	4
S-1	5	2	88	0	88	0	72	1	48	3	75	6	77	2
S-2	5	0	96	2	96	2	93	8	50	7	94	0	94	0
S-3	2	2	96	15	96	15	73	6	32	6	96	7	96	7
S-4	3	#	94	4	94	4	93	7	58	6	95	11	95	8
WESTERN FIELD	3	1	98	2	98	2	84	4	23	3	83	3	83	3
W-1	2	1	99	1	99	1	84	0	36	7	81	1	91	1
W-2	5	1	97	2	97	1	84	5	12	1	65	6	65	6
W-3	5	4	98	#	96	#	68	1	12	2	84	5	84	3
W-4	1	0	97	4	97	4	86	7	30	0	88	#	88	#
BY STORE TYPE														
SUPERMKT OVER \$2 MIL	8	4	99	1	99	1	91	4	41	6	95	2	95	1
CHAIN OVER \$2 MIL	8	3	99	1	99	1	90	4	37	6	95	3	95	1
IND OVER \$2 MIL	8	5	99	1	99	1	83	3	49	3	95	1	95	1
CHAIN UNDER \$2 MIL	2	#	95	8	95	8	74	9	19	3	90	9	90	7
IND UNDER \$2 MIL	6	2	84	4	84	4	67	4	18	6	72	5	72	5

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TABLE S14

PAGE 8 OF 42

4200 ATW14100 B2979 01 009 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
McGraw-Hill

	CIGARETTES											
	CARLTON				LUCKY STRIKE							
	120'S		SLIM DELUXE		MENTHOL & REGULAR		MENTHOL & REGULAR		TOTAL		NON-FILTER	
	MENTHOL & REGULAR		MENTHOL & REGULAR									
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES	78	5	18	6	98	2	95	3	67	6	69	4
CENTRAL FIELD	85	5	18	4	95	3	88	3	68	6	67	5
C-1	92	9	8	5	96	#	93	0	67	7	67	#
C-2	79	3	20	6	93	5	84	6	59	9	62	4
C-3	89	8	24	5	95	4	83	2	72	5	68	6
C-4	78	0	18	1	96	2	95	2	73	1	73	2
EASTERN FIELD	57	7	15	6	99	2	99	3	57	9	57	9
E-1	52	7	17	6	99	0	99	#	54	8	51	3
E-2	70	6			99	0	99	0	58	39	81	15
E-3	75	5	20	5	99	5	99	5	59	7	59	9
E-4	64	11	14	3	99	1	97	6	45	7	51	14
E-5	42	7	13	8	99	1	99	2	62	8	80	8
NORTHERN FIELD	77	3	23	8	99	1	98	1	78	5	78	6
N-1	76	4	17	3	98	#	98	#	71	8	77	4
N-2	73	1	24	3	99	3	98	3	76	3	75	4
N-3	80	2	25	15	98	0	97	0	87	10	83	11
N-4	79	3	25	10	99	1	99	2	78	1	78	7
SOUTHERN FIELD	80	5	18	5	97	1	98	4	67	6	71	6
S-1	75	4	22	7	94	2	93	7	66	3	66	4
S-2	78	3	17	5	99	0	97	0	84	4	87	10
S-3	91	10	10	3	98	1	98	4	38	8	54	2
S-4	74	3	23	5	98	3	98	7	86	14	82	6
WESTERN FIELD	86	4	14	5	98	1	97	2	63	6	87	2
W-1	91	3	17	10	99	0	99	0	82	9	86	0
W-2	66	8	2	1	98	1	96	7	37	7	44	2
W-3	89	4	17	9	98	0	97	1	46	3	47	4
W-4	92	3	18	1	98	1	95	0	79	5	82	3
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	89	4	19	6	99	#	99	1	83	5	85	5
CHAIN OVER \$2 MIL	88	4	18	5	99	#	99	2	81	6	84	5
IND OVER \$2 MIL	92	4	23	6	99	#	99	1	89	5	89	4
CHAIN UNDER \$2 MIL	89	9	18	5	97	6	92	6	46	8	50	6
IND UNDER \$2 MIL	55	3	13	8	92	1	87	3	42	8	41	6

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 10 OF 42

4200 ATW14100 B2979 01 010 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

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	CIGARETTES									
	LUCKY STRIKE									
	FILTER									
	LOW TAR		TOTAL		MENTHOL		MENTHOL		TOTAL	
	KINGS	100'S	KINGS	100'S	KINGS	100'S	KINGS	100'S	KINGS	100'S
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	66	8	66	7	74	5	80	4	25	7
CENTRAL FIELD	60	5	64	6	73	6	83	5	27	9
C-1	53	7	66	16	74	12	78	#	17	7
C-2	57	5	52	3	65	4	83	3	22	7
C-3	60	5	76	4	80	6	88	11	40	18
C-4	71	5	62	2	74	2	81	6	27	3
EASTERN FIELD	62	7	53	9	64	5	68	5	20	6
E-1	58	7	51	12	62	8	63	4	15	6
E-2	58	0	56	27	59	0	70	0	11	0
E-3	63	7	54	10	65	5	68	5	27	8
E-4	53	5	43	6	53	3	60	8	17	5
E-5	67	8	59	4	69	5	73	4	21	5
NORTHERN FIELD	84	5	79	7	87	3	87	2	39	9
N-1	85	8	73	14	87	5	87	2	33	10
N-2	80	2	77	3	84	2	86	2	52	8
N-3	88	8	86	4	91	5	91	5	47	14
N-4	83	3	81	5	85	2	86	0	27	8
SOUTHERN FIELD	65	6	66	6	75	6	83	2	24	8
S-1	71	1	68	7	79	3	83	2	39	8
S-2	83	11	81	5	90	10	93	2	26	16
S-3	30	1	43	6	48	3	67	0	8	2
S-4	79	10	74	7	83	8	91	6	20	4
WESTERN FIELD	59	6	64	7	70	5	78	4	13	4
W-1	83	1	84	9	87	1	89	1	15	7
W-2	28	5	39	1	44	2	57	5	6	1
W-3	39	11	44	11	50	14	64	11	35	7
W-4	79	8	82	6	90	4	94	3	3	0
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	82	5	83	6	89	4	92	2	32	9
CHAIN OVER \$2 MIL	80	6	81	7	87	5	90	2	29	9
IND OVER \$2 MIL	89	5	89	4	93	2	95	2	40	9
CHAIN UNDER \$2 MIL	38	7	46	7	57	9	70	6	18	5
IND UNDER \$2 MIL	47	5	37	8	51	5	60	5	13	5

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TABLE S14

PAGE 11 OF 42

4200 ATW14100 B2979 01 011 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

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	CIGARETTES									
	TAREYTON					LIGHTS				
	TOTAL		KINGS		FILTER	TOTAL		KINGS & 100'S		
	MAX.	0-0-S	MAX.	0-0-S	100'S	MAX.	0-0-S	MAX.	0-0-S	
TOTAL UNITED STATES	97	2	96	4	94	4	97	3	49	6
CENTRAL FIELD	96	4	94	6	92	6	96	4	45	6
C-1	98	#	98	6	96	0	98	#	45	14
C-2	92	5	89	5	85	5	92	5	44	6
C-3	97	8	95	10	94	9	97	8	39	6
C-4	97	0	95	1	95	9	97	0	55	0
EASTERN FIELD	99	1	99	4	98	5	99	1	57	9
E-1	99	0	99	1	98	0	99	1	75	5
E-2	97	0	97	26	97	6	97	0	56	0
E-3	89	0	97	4	96	10	97	1	48	16
E-4	99	1	99	1	98	5	99	1	45	5
E-5	99	1	99	4	98	4	99	1	55	9
NORTHERN FIELD	98	1	98	2	97	2	98	1	63	7
N-1	98	0	97	2	95	0	98	0	45	6
N-2	99	0	99	4	98	3	99	3	60	5
N-3	98	2	96	2	97	1	97	1	75	10
N-4	98	1	98	1	97	2	98	1	71	5
SOUTHERN FIELD	94	5	91	8	87	6	93	6	32	5
S-1	83	4	82	8	75	6	83	4	34	10
S-2	98	5	96	6	89	7	96	6	27	6
S-3	99	6	95	10	95	7	99	6	29	1
S-4	97	6	95	6	96	6	97	6	39	1
WESTERN FIELD	99	1	99	2	97	3	99	1	52	6
W-1	100	0	100	1	100	3	100	0	83	11
W-2	99	0	99	0	98	1	99	0	36	4
W-3	100	2	99	2	96	5	100	2	40	5
W-4	99	2	99	3	96	4	99	1	45	5
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99	#	99	3	99	2	99	1	58	7
CHAIN OVER \$2 MIL	99	#	99	3	99	3	99	1	52	7
IND OVER \$2 MIL	99	1	99	2	99	2	99	#	73	7
CHAIN UNDER \$2 MIL	97	8	97	11	93	10	97	9	30	5
IND UNDER \$2 MIL	91	3	87	3	82	5	90	3	41	7

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TABLE S14

PAGE 12 OF 42

4200 ATW14100 B2979 01 012 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

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	CIGARETTES											
	MALIBU											
	TOTAL		85'S TOTAL		100'S TOTAL		FILTER 85'S		MENTHOL 85'S		LIGHTS 85'S	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	75	3	29	1	74	3	26	1	26	2	27	1
CENTRAL FIELD	81	1	38	1	80	2	35	3	35	7	34	3
C-1	83	3	25	0	82	3	24	2	21	1	19	0
C-2	75	#	88	4	75	4	81	8	85	24	84	12
C-3	81	2	25	0	81	2	22	0	22	0	21	0
C-4	86	#	37	1	84	#	32	1	32	1	28	1
EASTERN FIELD	62	5	18	#	62	6	15	#	16	1	17	#
E-1	57	2	25	1	55	2	24	1	22	3	24	1
E-2	78	0	8	0	78	0	8	0	8	0	6	0
E-3	62	7	7	0	62	10	6	0	6	0	7	0
E-4	53	5	19	0	53	5	19	0	14	0	19	0
E-5	68	6	23	1	68	6	15	1	21	1	21	1
NORTHERN FIELD	83	1	40	0	82	1	37	2	37	0	39	0
N-1	77	2	19	0	77	2	18	0	15	0	17	0
N-2	81	2	49	0	81	2	40	8	44	0	48	0
N-3	91	0	47	0	86	0	44	0	44	0	47	0
N-4	83	1	47	0	83	1	46	0	46	0	47	0
SOUTHERN FIELD	72	3	29	#	71	3	26	#	25	0	26	#
S-1	69	4	31	0	67	4	26	0	26	0	24	0
S-2	84	2	44	0	84	2	42	0	43	0	40	0
S-3	52	3	14	1	52	3	11	0	13	0	14	1
S-4	88	0	25	1	88	0	25	1	12	0	24	0
WESTERN FIELD	75	4	16	1	75	4	11	#	13	#	15	1
W-1	87	1	24	1	87	4	16	1	21	1	24	1
W-2	60	3	8	0	60	3	8	0	7	0	7	0
W-3	58	5	22	0	58	5	20	0	19	0	22	0
W-4	89	6	10	3	89	6	1	0	6	0	10	3
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	87	2	34	1	86	3	29	1	30	2	31	2
CHAIN OVER \$2 MIL	84	2	29	1	84	2	25	2	26	1	27	1
IND OVER \$2 MIL	93	3	44	1	92	5	38	1	41	5	43	3
CHAIN UNDER \$2 MIL	65	3	24	#	64	3	24	1	21	#	23	#
IND UNDER \$2 MIL	53	4	21	#	52	4	18	1	18	1	18	0

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TABLE S14

PAGE 13 OF 42

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4200 ATW14100 B2979 01 013 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

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	CIGARETTES							
	FILTER		MALIBU		LIGHTS		AMERICAN	
	100'S		100'S		100'S		85'S	ALL OTHER
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES	71	6	70	5	72	6		38 4
CENTRAL FIELD	78	6	77	4	78	3		47 3
C-1	80	3	80	3	82	5		37 0
C-2	73	8	70	6	70	0		51 3
C-3	78	9	79	6	77	8		47 5
C-4	83	2	80	0	82	0		52 6
EASTERN FIELD	57	10	56	7	60	12		26 5
E-1	50	5	50	4	55	8		26 0
E-2	76	11	76	5	78	0		30 0
E-3	50	9	54	8	59	17		29 8
E-4	53	8	45	11	53	10		23 8
E-5	67	14	62	7	65	14		28 6
NORTHERN FIELD	79	2	81	4	81	4		48 5
N-1	74	4	77	8	74	3		46 2
N-2	79	4	80	3	80	8		56 8
N-3	81	0	84	2	86	0		27 1
N-4	82	1	82	3	83	4		61 7
SOUTHERN FIELD	68	4	69	6	67	5		31 4
S-1	66	9	64	11	58	6		40 5
S-2	82	2	83	5	81	6		22 7
S-3	41	5	47	4	49	3		36 0
S-4	88	0	88	1	87	2		26 2
WESTERN FIELD	70	8	68	5	70	7		39 4
W-1	86	5	81	1	86	4		51 4
W-2	48	3	40	4	51	3		32 3
W-3	52	11	52	9	56	7		30 1
W-4	88	13	85	6	82	15		38 6
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	84	5	82	5	84	6		52 6
CHAIN OVER \$2 MIL	82	4	80	5	82	6		45 5
IND OVER \$2 MIL	89	8	88	4	89	8		69 8
CHAIN UNDER \$2 MIL	58	4	63	5	62	5		8 2
IND UNDER \$2 MIL	48	8	47	6	47	6		28 2

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 14 OF 42

4200 ATW14100 B2979 01 014 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

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	CIGARETTES									
	TOTAL PHILIP MORRIS		TOTAL		BOX		MARLBORO FILTER		BOX	
							SOFT PACK		FILTER LIGHTS	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES	99	0	99	#	98	4	99	1	91	7
CENTRAL FIELD	99	0	99	0	97	2	99	1	91	4
C-1	100	0	100	0	100	0	99	2	96	2
C-2	100	0	99	0	95	2	99	2	90	7
C-3	99	0	99	0	97	6	99	1	93	5
C-4	100	0	100	0	94	0	100	0	87	1
EASTERN FIELD	100	0	99	#	99	2	98	4	97	5
E-1	100	0	100	0	100	0	99	#	99	5
E-2	100	0	100	0	100	0	96	0	100	2
E-3	100	0	100	0	99	2	98	8	97	1
E-4	100	0	99	1	99	6	92	3	99	18
E-5	100	0	100	0	99	1	100	5	94	3
NORTHERN FIELD	100	0	100	0	96	5	99	#	88	6
N-1	100	0	100	0	92	7	100	0	76	5
N-2	100	0	100	0	97	6	100	0	90	6
N-3	100	0	100	0	97	3	99	1	94	8
N-4	100	0	100	0	99	3	99	1	92	4
SOUTHERN FIELD	100	0	100	0	97	5	99	1	82	10
S-1	100	0	100	0	94	4	100	1	77	6
S-2	100	0	100	0	96	9	100	1	69	5
S-3	100	0	100	0	99	4	98	3	96	12
S-4	100	0	100	0	99	1	100	0	80	20
WESTERN FIELD	100	0	100	0	99	5	99	1	98	11
W-1	100	0	100	0	99	12	100	1	97	11
W-2	100	0	100	0	100	1	99	2	100	7
W-3	100	0	100	0	100	0	100	0	99	8
W-4	100	0	100	0	99	5	100	0	96	16
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99	0	99	0	99	4	99	1	95	8
CHAIN OVER \$2 MIL	99	0	99	0	99	5	99	1	94	11
IND OVER \$2 MIL	100	0	100	0	99	1	99	1	97	2
CHAIN UNDER \$2 MIL	100	0	100	0	99	2	100	2	95	6
IND UNDER \$2 MIL	100	0	99	#	91	5	98	2	75	5

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TABLE S14

PAGE 15 OF 42

4200 ATW14100 B2979 01 015 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

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	CIGARETTES							
	..... MARLBORO .....							
	FILTER 100'S		LIGHT 100'S		FILTER &		KING SIZE	
	BOX & SOFT PACK		BOX & SOFT PACK		LIGHTS 25'S		MENTHOL	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES	99	2	99	1	67	3	96	4
CENTRAL FIELD	99	1	99	1	89	3	99	1
C-1	100	4	100	0	74	7	99	#
C-2	99	0	99	#	57	#	99	1
C-3	99	0	99	4	81	3	99	1
C-4	99	0	99	0	62	3	97	2
EASTERN FIELD	99	3	99	2	59	4	91	7
E-1	100	3	100	2	86	2	98	9
E-2	100	0	100	0	50	12	95	7
E-3	99	3	99	1	48	6	94	8
E-4	99	2	99	3	54	0	76	9
E-5	100	4	100	4	88	3	89	3
NORTHERN FIELD	99	#	99	1	71	4	99	2
N-1	99	#	99	#	75	8	97	1
N-2	100	1	100	1	52	7	99	0
N-3	100	0	99	3	81	0	99	0
N-4	99	#	99	#	74	3	99	5
SOUTHERN FIELD	99	3	99	1	69	3	96	3
S-1	100	6	100	1	72	5	95	0
S-2	100	2	99	1	89	0	96	7
S-3	100	1	100	2	62	7	98	3
S-4	99	2	99	1	74	0	97	1
WESTERN FIELD	100	1	99	1	63	2	94	7
W-1	100	0	100	0	87	2	98	4
W-2	100	1	99	0	44	5	93	11
W-3	100	0	100	0	24	1	83	6
W-4	100	3	100	2	85	2	99	6
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	99	1	99	1	68	3	97	4
CHAIN OVER \$2 MIL	99	1	99	1	65	3	97	5
IND OVER \$2 MIL	100	0	99	0	77	2	98	2
CHAIN UNDER \$2 MIL	100	3	100	2	70	5	99	1
IND UNDER \$2 MIL	99	2	99	2	60	3	90	4

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TABLE S14

PAGE 16 OF 42

4200 ATW14100 B2979 01 016 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

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	CIGARETTES													
	BENSON & HEDGES													
	100'S													
	TOTAL		FILTER		SOFT PACK		BOX		MENTHOL		TOTAL		DELUXE ULTRA LIGHTS	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES	99	#	33	4	98	2	26	7	97	2	99	#	96	2
CENTRAL FIELD	99	0	24	5	98	1	19	5	97	1	99	0	97	1
C-1	100	0	35	2	99	#	32	4	99	6	100	0	98	0
C-2	99	0	25	5	98	0	19	#	98	1	99	0	95	0
C-3	99	0	17	5	99	1	16	13	98	#	99	0	99	2
C-4	98	0	20	7	95	1	7	3	92	0	97	0	95	3
EASTERN FIELD	99	#	48	6	99	4	29	8	96	3	99	1	95	7
E-1	99	0	54	5	99	0	29	6	96	3	99	0	93	6
E-2	100	1	89	6	100	23	51	0	99	0	100	1	99	4
E-3	99	0	41	6	97	#	30	4	97	2	99	#	97	10
E-4	99	0	65	8	99	4	31	14	96	5	99	1	97	5
E-5	99	1	38	6	99	7	25	14	94	3	99	1	92	6
NORTHERN FIELD	98	0	24	3	98	1	19	4	98	1	98	0	95	1
N-1	96	0	10	3	94	1	13	5	96	1	96	0	92	0
N-2	99	0	8	2	98	#	3	1	99	0	99	0	96	3
N-3	99	0	39	0	99	1	30	4	97	0	99	0	98	0
N-4	99	0	39	6	99	1	27	6	99	2	99	0	96	1
SOUTHERN FIELD	99	1	22	3	99	1	22	7	97	5	99	1	94	2
S-1	100	0	8	1	98	#	15	9	94	10	99	0	90	1
S-2	99	0	6	1	98	1	5	3	97	2	99	0	93	0
S-3	99	3	53	4	99	3	58	16	99	5	99	3	98	4
S-4	99	0	24	7	98	#	11	0	99	0	99	0	97	5
WESTERN FIELD	99	0	55	6	99	2	42	12	99	1	99	0	99	2
W-1	100	0	30	3	100	0	24	23	99	0	100	0	99	0
W-2	99	0	52	4	99	3	43	7	99	0	99	0	99	5
W-3	100	0	88	16	99	3	69	17	99	3	100	0	100	0
W-4	99	0	55	3	99	2	37	1	99	0	99	0	99	2
BY STORE TYPE														
SUPERMKT OVER \$2 MIL	99	#	38	4	99	1	30	8	98	2	99	#	99	3
CHAIN OVER \$2 MIL	99	#	42	5	99	2	31	9	99	3	99	#	99	3
IND OVER \$2 MIL	100	#	30	1	100	1	26	6	99	1	100	#	99	3
CHAIN UNDER \$2 MIL	99	0	28	6	99	2	20	8	99	2	99	0	99	1
IND UNDER \$2 MIL	98	#	24	4	94	2	20	5	90	2	96	#	85	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 17 OF 42

4200 ATW14100 B2979 01 017 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
Division of The Dun & Bradstreet Corporation

	CIGARETTES											
	BENSON & HEDGES											
	LIGHT 100'S											
	DELUXE ULTRA											
	BOX		SOFT PACK		BOX		SOFT PACK		TOTAL		MENTHOL BOX	
	MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S		MAX. 0-0-S	
TOTAL UNITED STATES	47	10	97	3	43	12	96	3	98	1	94	4
CENTRAL FIELD	57	10	97	2	52	11	96	4	99	#	95	4
C-1	61	18	99	0	63	6	97	5	100	0	98	6
C-2	87	8	96	#	51	10	97	3	99	1	95	2
C-3	58	11	99	3	50	16	99	3	99	1	95	2
C-4	44	4	95	2	43	12	90	6	87	0	92	4
EASTERN FIELD	42	13	96	5	42	19	90	3	97	1	88	5
E-1	35	14	99	5	37	23	95	2	99	0	89	4
E-2	81	5	96	2	59	48	99	4	99	0	89	0
E-3	44	15	97	9	46	24	87	0	98	1	88	2
E-4	32	10	96	3	22	4	85	8	97	1	92	6
E-5	46	15	93	4	48	15	88	5	95	1	86	8
NORTHERN FIELD	41	13	97	3	42	14	97	3	98	#	94	2
N-1	39	11	96	4	45	24	95	8	96	0	90	#
N-2	32	18	99	1	42	26	96	1	99	0	94	7
N-3	38	12	98	4	38	7	97	0	98	0	97	1
N-4	53	11	96	1	41	1	98	2	98	1	94	1
SOUTHERN FIELD	46	8	94	2	40	10	96	4	88	1	94	6
S-1	51	7	89	1	40	9	92	5	95	#	87	6
S-2	47	6	92	1	42	9	98	1	98	0	94	3
S-3	40	9	99	5	33	8	99	7	99	3	98	5
S-4	44	13	96	1	48	16	95	5	98	1	97	9
WESTERN FIELD	45	6	99	3	41	9	99	2	99	0	99	2
W-1	36	8	100	5	29	7	99	1	100	0	99	0
W-2	36	5	99	2	36	7	99	3	99	0	99	5
W-3	54	8	99	1	58	13	99	3	99	0	100	3
W-4	54	2	99	3	44	7	99	1	99	0	99	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	51	10	99	3	47	14	98	2	99	#	98	3
CHAIN OVER \$2 MIL	51	10	99	2	44	13	98	3	99	#	98	3
IND OVER \$2 MIL	52	12	98	3	56	14	99	1	99	0	99	3
CHAIN UNDER \$2 MIL	49	9	98	2	46	13	98	4	99	#	98	5
IND UNDER \$2 MIL	32	9	89	3	31	8	88	6	94	1	81	3

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TABLE S14

PAGE 18 OF

42

4200 ATW14100 B2979 01 018 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

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The Nielsen Company

	CIGARETTES									
	..... FILTER .....					..... MERIT .....				
	TOTAL		KINGS BOX & SOFT PACK		100'S		..... ULTRA LIGHTS .....		MENTHOL	
	MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S	
TOTAL UNITED STATES	99	#	99	1	99	2	97	4	95	5
CENTRAL FIELD	99	#	99	1	99	2	98	3	97	3
C-1	100	#	99	3	99	2	97	1	99	3
C-2	99	0	99	#	98	1	98	1	98	#
C-3	99	#	99	1	99	3	98	9	98	4
C-4	99	0	99	3	98	3	97	0	96	2
EASTERN FIELD	99	#	99	2	99	2	98	5	94	4
E-1	100	0	100	0	100	#	99	4	99	5
E-2	100	0	100	0	100	0	100	26	99	4
E-3	99	0	98	1	99	0	98	1	90	2
E-4	99	#	99	2	97	5	98	13	97	5
E-5	100	0	100	3	98	5	98	3	91	5
NORTHERN FIELD	99	0	99	1	98	1	97	2	95	5
N-1	99	0	99	0	98	1	94	1	90	9
N-2	100	0	100	1	98	0	95	4	94	5
N-3	100	0	99	1	99	1	99	3	99	3
N-4	99	0	99	1	99	2	99	3	96	3
SOUTHERN FIELD	99	0	99	1	99	2	96	5	93	7
S-1	99	0	98	0	98	0	91	2	88	5
S-2	99	0	99	2	98	0	98	2	93	5
S-3	99	0	99	2	99	3	96	15	96	15
S-4	99	0	99	0	99	5	99	1	98	0
WESTERN FIELD	99	0	99	#	99	2	95	7	95	4
W-1	100	0	100	0	100	0	100	9	99	0
W-2	99	0	99	1	99	1	96	9	84	2
W-3	100	0	99	0	99	7	84	8	94	2
W-4	100	0	100	#	100	2	99	3	99	11
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99	#	99	1	99	1	98	4	96	3
CHAIN OVER \$2 MIL	99	0	99	1	99	1	98	5	95	4
IND OVER \$2 MIL	99	#	99	#	99	1	99	3	98	2
CHAIN UNDER \$2 MIL	100	#	99	1	99	3	99	5	99	6
IND UNDER \$2 MIL	99	#	98	2	96	3	91	5	88	7

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TABLE S14

PAGE 19 OF 42

4200 ATW14100 82979 01 019 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES									
	VIRGINIA SLIMS									
	REGULAR & MENTHOL									
	TOTAL	100'S	100 LIGHTS &	100'S	120'S	FILTER				
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	99 #	99 1	90 4	99 #	99 #	90 2				
CENTRAL FIELD	99 #	99 #	94 5	99 #	99 1	93 1				
C-1	100 #	99 #	97 4	99 #	99 0	92 2				
C-2	99 #	99 1	96 4	99 1	99 #	94 1				
C-3	99 0	99 #	94 3	99 #	99 1	97 0				
C-4	98 0	98 0	88 11	98 0	98 #	89 3				
EASTERN FIELD	98 #	98 1	87 4	99 1	99 #	78 3				
E-1	100 0	99 1	78 4	99 1	99 #	74 6				
E-2	98 0	98 0	99 2	99 0	99 0	82 4				
E-3	98 0	98 0	89 1	99 0	99 0	82 0				
E-4	99 #	98 3	85 5	99 1	99 #	74 2				
E-5	100 1	98 2	89 5	98 1	100 1	76 4				
NORTHERN FIELD	99 0	99 1	89 3	99 #	99 0	91 #				
N-1	99 0	97 2	93 4	98 0	99 0	90 0				
N-2	100 0	100 1	83 4	100 1	99 0	90 0				
N-3	99 0	99 0	89 1	98 0	99 0	89 2				
N-4	99 0	99 1	89 2	99 0	99 0	93 0				
SOUTHERN FIELD	99 #	99 1	88 6	99 1	99 1	93 3				
S-1	98 0	99 0	90 3	99 0	99 0	98 2				
S-2	100 #	99 #	88 8	99 #	99 #	89 2				
S-3	98 0	99 2	83 3	99 2	99 4	95 7				
S-4	99 0	99 #	93 10	99 #	99 #	92 2				
WESTERN FIELD	99 0	99 1	90 2	99 0	99 0	90 2				
W-1	100 0	100 0	87 1	100 0	100 0	95 #				
W-2	99 0	99 3	97 5	99 0	99 0	75 4				
W-3	100 0	98 2	84 #	100 0	100 0	91 3				
W-4	100 0	99 0	91 #	99 0	99 0	98 0				
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	99 #	99 1	91 2	99 #	99 #	93 1				
CHAIN OVER \$2 MIL	99 #	99 1	90 2	99 #	99 #	91 1				
IND OVER \$2 MIL	99 #	99 #	94 1	99 #	99 #	97 1				
CHAIN UNDER \$2 MIL	100 #	99 #	94 7	99 #	99 #	93 4				
IND UNDER \$2 MIL	99 #	97 2	83 6	98 1	98 1	80 2				

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 20 OF 42

4200 ATW14100 B2979 01 020 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
a subsidiary of  
 The Dun & Bradstreet Corporation

	CIGARETTES							
	PARLIAMENT				PLAYERS			
	TOTAL		TOTAL		LIGHT 25'S		ALL OTHER	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	88	2	82	4	74	4	42	5
CENTRAL FIELD	88	4	84	6	79	4	34	7
C-1	91	7	77	7	73	7	36	14
C-2	77	0	82	7	75	4	39	4
C-3	91	6	85	5	84	5	32	5
C-4	84	1	91	5	82	2	28	4
EASTERN FIELD	99	#	78	4	62	6	52	9
E-1	99	0	81	3	63	7	54	6
E-2	100	0	75	5	43	0	68	5
E-3	97	0	69	2	51	4	51	4
E-4	100	2	79	12	60	9	65	18
E-5	99	0	77	2	72	6	45	12
NORTHERN FIELD	87	1	89	4	85	3	43	4
N-1	82	3	83	0	81	1	44	5
N-2	80	1	87	10	81	9	30	4
N-3	94	1	83	6	92	5	38	3
N-4	91	0	93	1	88	1	55	6
SOUTHERN FIELD	81	2	76	5	68	6	35	4
S-1	74	1	83	0	75	1	38	3
S-2	77	1	65	7	58	7	27	8
S-3	91	2	83	11	68	12	41	3
S-4	87	5	72	3	70	3	33	1
WESTERN FIELD	97	1	83	1	71	2	52	4
W-1	91	1	98	1	93	0	46	3
W-2	99	0	72	1	58	5	52	8
W-3	98	1	76	4	46	1	73	4
W-4	98	1	83	#	82	2	41	1
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	98	1	86	3	80	2	42	6
CHAIN OVER \$2 MIL	98	1	83	3	77	2	41	5
IND OVER \$2 MIL	98	#	94	4	89	3	44	7
CHAIN UNDER \$2 MIL	82	6	82	7	72	8	46	6
IND UNDER \$2 MIL	72	1	70	4	58	6	41	4

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 21 OF 42

4200 ATW14100 82979 01 021 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Data & Research Corporation

	CIGARETTES											
	CAMBRIDGE											
	FULL FLAVOR											
	REGULAR					MENTHOL						
	TOTAL		KINGS		100'S		KINGS		100'S		TOTAL	
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES	86	2	70	5	68	8					74	5
CENTRAL FIELD	95	2	82	5	78	7					85	5
C-1	96	2	82	6	80	10					84	4
C-2	97	2	85	4	83	4					89	6
C-3	93	3	76	5	73	7					80	7
C-4	93	0	87	6	80	5					87	0
EASTERN FIELD	76	3	57	4	57	9					64	6
E-1	82	0	63	1	46	4					69	1
E-2	81	0	70	0	71	11					74	0
E-3	76	5	55	4	57	12					60	6
E-4	55	14	34	8	46	16					50	19
E-5	79	#	62	5	66	8					68	6
NORTHERN FIELD	89	1	71	5	71	7					76	5
N-1	95	1	65	6	68	6					72	2
N-2	69	2	54	6	49	10					58	7
N-3	97	0	81	#	82	4					85	2
N-4	93	2	79	7	81	9					85	9
SOUTHERN FIELD	84	2	70	7	68	7					73	5
S-1	93	1	78	7	79	7					83	4
S-2	76	1	67	3	63	6					70	3
S-3	76	#	61	13	61	10					65	10
S-4	91	4	74	4	70	7					74	2
WESTERN FIELD	83	5	65	5	64	10					70	5
W-1	89	0	80	7	73	14					88	5
W-2	77	8	43	3	51	11					53	5
W-3	68	11	47	3	43	11					51	7
W-4	93	3	83	5	80	6					85	4
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	88	2	75	5	75	7					78	5
CHAIN OVER \$2 MIL	86	2	71	5	71	8					75	4
IND OVER \$2 MIL	93	3	86	5	86	6					90	6
CHAIN UNDER \$2 MIL	87	1	67	7	63	10					72	7
IND UNDER \$2 MIL	78	4	58	5	55	8					64	5

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TABLE S14

PAGE 22 OF 42

4200 ATW14100 B2979 01 022 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
McGraw-Hill Inc.

	CIGARETTES													
	CAMBRIDGE										PHILIP MORRIS			
	REGULAR					LIGHTS					PRIVATE LABEL			
	KINGS		100'S		KINGS		100'S		TOTAL		/GENERIC		ALL OTHER	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	77	6	79	5	67	4	70	6	84	2	12	1	79	3
CENTRAL FIELD	88	5	89	5	77	4	80	6	94	2	13	0	88	4
C-1	84	8	87	9	65	4	78	10	96	2	9	0	92	1
C-2	94	5	94	4	83	2	86	8	95	2	29	0	90	2
C-3	86	7	85	5	81	8	70	3	93	3	6	0	89	12
C-4	86	1	91	1	79	1	88	3	93	0	5	0	82	0
EASTERN FIELD	63	7	64	4	54	3	51	4	72	3	10	2	64	3
E-1	62	10	61	3	53	4	58	8	78	1	4	1	58	1
E-2	74	9	78	13	47	0	29	5	81	4	11	11	58	6
E-3	61	10	69	5	52	1	48	0	73	4	21	4	77	7
E-4	35	1	42	11	30	6	29	5	44	9	2	0	44	2
E-5	74	5	89	#	66	3	60	3	77	0	8	0	67	2
NORTHERN FIELD	84	3	86	6	74	3	78	7	89	2	17	3	84	2
N-1	86	4	91	10	72	3	88	15	94	5	15	5	78	2
N-2	64	1	64	5	59	2	58	5	68	2	8	0	75	3
N-3	95	1	93	5	79	3	76	2	97	0	9	1	92	0
N-4	90	5	92	4	84	5	87	3	92	2	31	4	90	4
SOUTHERN FIELD	77	4	79	6	71	5	70	6	81	2	12	2	68	4
S-1	81	5	88	8	75	6	74	7	91	1	10	0	80	5
S-2	75	1	74	6	73	7	71	8	75	#	12	2	40	5
S-3	67	3	67	5	55	1	58	5	69	1	17	3	81	3
S-4	87	11	88	7	81	4	81	4	91	6	9	2	70	6
WESTERN FIELD	67	9	73	5	57	6	63	5	80	4	6	0	91	1
W-1	75	2	84	9	59	5	73	0	89	0			96	0
W-2	46	15	64	6	42	10	52	2	72	7	20	0	78	0
W-3	55	11	49	3	33	2	35	1	61	8	4	0	98	#
W-4	88	11	89	3	84	6	84	14	91	3	2	0	93	3
BY STORE TYPE														
SUPERMKT OVER \$2 MIL	82	5	83	5	71	3	77	5	87	2	11	1	88	2
CHAIN OVER \$2 MIL	79	5	81	6	66	3	74	5	85	2	11	2	84	3
IND OVER \$2 MIL	89	4	88	1	84	4	84	3	92	2	11	0	96	1
CHAIN UNDER \$2 MIL	74	9	76	8	65	4	62	8	83	1	15	1	70	8
IND UNDER \$2 MIL	65	5	70	6	59	7	56	6	76	4	10	1	66	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 23 OF 42

4200 ATW14100 82979 01 023 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-02600

Nielsen  
Marketing Research  
DB  
A Division of  
The Data & Research Corporation

	CIGARETTES											
	WINSTON						FILTER					
	TOTAL			KINGS			LIGHTS			TOTAL		
	R.J. REYNOLDS	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL	BOX	SOFT PACK	TOTAL	BOX
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	99 0	99 #	92 5	99 1	99 1	81 8	99 2	99 1				
CENTRAL FIELD	99 0	99 #	89 9	99 1	99 1	81 6	99 2	99 1				
C-1	100 0	100 0	91 10	100 0	100 0	82 8	99 3	100 2				
C-2	99 0	99 0	85 9	99 0	99 0	81 4	99 2	99 0				
C-3	99 0	99 0	91 15	99 #	99 #	75 10	99 1	99 1				
C-4	100 0	100 #	86 1	99 2	99 2	76 2	99 1	99 1				
EASTERN FIELD	100 0	99 0	94 4	99 1	99 1	82 7	99 3	99 1				
E-1	100 0	100 0	99 0	100 0	100 0	83 6	99 2	99 1				
E-2	100 0	100 0	90 13	100 0	100 0	81 10	98 6	100 6				
E-3	100 0	99 0	93 3	99 0	99 0	80 7	99 #	99 1				
E-4	100 0	99 0	98 9	99 5	99 4	74 9	97 15	97 2				
E-5	100 0	100 0	90 4	99 1	99 1	79 6	100 1	100 1				
NORTHERN FIELD	100 0	100 0	90 3	100 1	100 1	87 7	99 1	99 1				
N-1	100 0	100 0	90 5	100 0	100 0	90 9	99 0	99 0				
N-2	100 0	100 0	85 5	100 1	100 0	79 8	100 0	100 0				
N-3	100 0	100 0	92 0	100 0	100 0	93 4	100 #	100 #				
N-4	100 0	100 0	91 3	100 3	100 3	85 5	100 4	100 2				
SOUTHERN FIELD	100 0	100 #	90 6	100 1	100 1	84 7	99 3	99 1				
S-1	100 0	100 0	87 3	100 1	100 0	79 7	100 2	100 0				
S-2	100 0	100 0	86 1	100 0	100 0	78 10	100 2	100 2				
S-3	100 0	100 0	97 14	100 3	100 3	95 3	99 5	99 1				
S-4	100 0	100 2	92 9	100 2	100 2	85 5	100 2	100 2				
WESTERN FIELD	100 0	100 0	98 1	99 0	100 0	88 12	99 1	99 #				
W-1	100 0	100 0	98 0	100 0	100 0	91 13	100 0	100 0				
W-2	100 0	100 0	97 #	100 0	100 0	74 3	98 0	98 0				
W-3	100 0	100 0	98 1	99 0	100 0	62 11	99 3	99 1				
W-4	100 0	100 0	98 3	100 0	100 0	46 20	98 1	98 0				
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99 0	99 0	98 2	99 #	99 #	88 7	99 1	99 #				
CHAIN OVER \$2 MIL	99 0	99 0	98 3	99 #	99 #	88 7	99 1	99 1				
IND OVER \$2 MIL	100 0	100 0	96 1	100 #	100 #	92 7	99 1	99 0				
CHAIN UNDER \$2 MIL	100 0	100 #	92 13	100 2	100 2	81 9	99 6	99 1				
IND UNDER \$2 MIL	99 0	99 #	77 5	99 1	99 1	61 8	99 2	99 2				

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 24 OF 42

4200 ATW14100 B2979 01 024 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-52600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	WINSTON						SALEM					
	FILTER		ULTRA LIGHTS		LONG LIGHTS		KINGS		MENTHOL			
	100'S	KINGS	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL	100'S	TOTAL
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	99 1	85 4	93 4	94 2	99 1	99 #	99 #	99 #	99 #	99 #	99 1	
CENTRAL FIELD	99 #	96 7	96 5	97 3	99 #	99 0	99 0	99 0	99 0	99 0	99 1	
C-1	99 #	97 11	97 #	98 1	99 0	100 0	100 0	100 0	100 0	100 0	100 0	
C-2	99 0	98 3	95 7	96 3	99 #	99 0	99 0	99 0	99 0	99 0	99 3	
C-3	99 #	98 11	98 10	99 6	99 #	99 0	99 0	99 0	99 0	99 0	99 0	
C-4	99 #	91 3	95 #	96 1	99 2	100 0	100 0	100 0	100 0	100 0	99 #	
EASTERN FIELD	99 1	76 4	84 3	86 1	99 1	100 #	99 #	99 #	99 #	99 #	99 1	
E-1	100 2	84 0	91 4	93 0	99 #	100 0	100 0	100 0	100 0	100 0	100 0	
E-2	99 0	68 0	68 0	68 0	99 0	100 0	100 0	100 0	100 0	100 0	100 0	
E-3	99 0	69 6	85 7	87 #	99 0	100 0	100 0	100 0	100 0	100 0	99 0	
E-4	99 6	71 10	75 4	75 3	98 9	100 1	99 1	100 1	100 1	100 1	100 7	
E-5	99 0	80 3	85 1	88 2	99 #	100 0	100 0	100 0	100 0	100 0	100 #	
NORTHERN FIELD	99 1	96 1	96 3	98 1	99 2	100 #	100 #	100 #	100 #	100 #	99 #	
N-1	99 1	96 3	95 4	97 3	99 3	100 0	100 0	100 0	100 0	100 0	99 0	
N-2	100 0	97 0	96 3	97 0	99 1	100 0	100 0	100 0	100 0	100 0	100 0	
N-3	99 1	96 1	98 2	99 0	99 1	100 #	100 #	100 #	100 #	100 #	99 0	
N-4	99 2	97 #	96 2	98 1	99 1	100 0	100 0	100 0	100 0	100 0	100 #	
SOUTHERN FIELD	99 2	91 4	93 5	95 1	99 2	100 #	100 1	100 1	100 1	100 1	100 1	
S-1	100 0	94 2	95 3	97 0	100 0	100 0	100 0	100 0	100 0	100 0	100 0	
S-2	100 2	98 4	96 2	98 #	100 0	100 0	100 0	100 0	100 0	100 0	100 0	
S-3	99 4	79 7	87 8	89 1	99 6	100 0	100 2	100 2	100 2	100 2	100 3	
S-4	99 2	97 5	96 7	97 2	100 2	100 2	100 2	100 2	100 2	100 2	100 2	
WESTERN FIELD	99 #	60 1	90 3	91 2	99 #	100 0	100 0	100 0	100 0	100 0	100 #	
W-1	100 0	98 1	99 2	100 1	100 0	100 0	100 0	100 0	100 0	100 0	100 0	
W-2	99 0	45 2	74 0	74 0	99 0	100 0	100 0	100 0	100 0	100 0	100 #	
W-3	100 1	31 2	88 5	88 5	100 0	100 0	100 0	100 0	100 0	100 0	100 0	
W-4	100 0	58 0	97 4	99 2	99 #	100 0	100 0	100 0	100 0	100 0	100 0	
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99 1	88 2	97 1	98 1	99 1	99 #	99 #	99 #	99 #	99 #	99 #	
CHAIN OVER \$2 MIL	99 1	85 2	97 1	97 1	99 1	99 #	99 #	99 #	99 #	99 #	99 #	
IND OVER \$2 MIL	99 1	96 1	99 1	99 0	99 1	100 0	100 0	100 0	100 0	100 0	100 #	
CHAIN UNDER \$2 MIL	100 2	87 9	92 13	93 5	100 2	100 #	100 1	100 1	100 1	100 1	100 2	
IND UNDER \$2 MIL	99 1	75 4	81 3	84 2	99 1	99 #	99 #	99 #	99 #	99 #	99 1	

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 28 OF 42

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4200 ATW14100 82979 01 025 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	CAMEL											
	FILTER 100'S				KINGS				LIGHTS 100'S			
	TOTAL	NON-FILTER	KINGS	FILTER 100'S	TOTAL	KINGS	LIGHTS 100'S	TOTAL	TOTAL	NON-FILTER	KINGS	FILTER 100'S
	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S	MAX. 0-0-S
TOTAL UNITED STATES	99 #	99 2	99 1	31 2	99 1	99 1	92 2	99 1				
CENTRAL FIELD	99 #	99 1	99 1	40 3	99 1	99 1	95 2	99 #				
C-1	100 #	99 0	99 0	38 9	99 0	99 #	97 1	99 #				
C-2	99 0	98 3	99 4	2 0	99 2	99 #	89 4	99 #				
C-3	99 0	99 2	99 1	62 5	99 1	99 3	98 3	99 1				
C-4	99 0	99 0	98 #	57 0	99 #	98 0	97 1	99 0				
EASTERN FIELD	99 #	99 2	97 #	# 0	97 #	97 2	71 5	98 2				
E-1	100 0	100 1	99 0		99 0	98 1	79 6	98 0				
E-2	99 0	99 6	93 0		93 0	95 6	49 9	97 6				
E-3	99 0	99 4	94 0		94 0	98 4	65 3	98 3				
E-4	99 1	98 2	95 3	1 0	95 3	94 5	63 2	94 3				
E-5	100 #	100 1	99 0		99 0	99 1	76 5	99 1				
NORTHERN FIELD	100 #	100 1	99 #	20 #	99 #	99 #	96 1	99 #				
N-1	100 #	100 #	99 #		99 #	99 #	96 0	99 #				
N-2	100 0	100 0	100 0		100 0	100 0	95 2	100 0				
N-3	100 0	100 0	100 1	83 2	100 0	100 1	97 2	100 0				
N-4	100 0	100 4	99 1	2 0	99 1	99 #	96 1	99 #				
SOUTHERN FIELD	100 #	99 4	99 2	1 1	99 2	98 2	94 3	98 2				
S-1	100 0	100 #	99 4		99 4	96 #	93 1	98 #				
S-2	100 0	98 3	99 0		99 0	99 1	93 2	99 1				
S-3	100 0	99 8	99 2	5 5	99 2	99 5	98 5	99 4				
S-4	100 2	99 9	99 4		99 4	97 2	90 4	98 2				
WESTERN FIELD	100 0	100 #	99 #	96 3	99 #	99 #	99 1	99 0				
W-1	100 0	100 0	100 0	98 1	100 0	100 0	100 2	100 0				
W-2	100 0	100 1	100 0	95 6	100 0	99 0	99 0	99 0				
W-3	100 0	100 0	99 0	94 2	99 0	97 #	96 2	97 0				
W-4	100 0	100 0	100 #	97 1	100 #	100 0	99 2	100 0				
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99 #	99 1	99 #	36 1	99 #	99 1	96 1	99 #				
CHAIN OVER \$2 MIL	99 0	99 2	99 #	38 1	99 #	99 1	95 1	99 #				
IND OVER \$2 MIL	99 #	99 #	99 #	33 1	99 #	99 #	99 2	99 #				
CHAIN UNDER \$2 MIL	100 1	99 5	99 3	27 2	99 2	99 2	94 5	100 2				
IND UNDER \$2 MIL	99 #	99 2	97 2	21 2	97 1	96 2	80 3	96 1				

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TABLE S14

PAGE 26 OF 42

4200 ATW14100 B2979 01 026 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
DB a division of  
The Nielsen Company

	CIGARETTES							
	VANTAGE				ULTRA LIGHTS			
	TOTAL		FILTER KINGS & 100'S		KINGS & 100'S		MENTHOL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	89	#	99	1	95	2	79	3
CENTRAL FIELD	99	1	99	1	98	3	94	4
C-1	100	0	99	#	98	0	91	5
C-2	99	3	99	3	99	3	97	5
C-3	99	0	99	0	99	7	95	3
C-4	99	1	99	1	96	0	92	1
EASTERN FIELD	99	#	99	#	95	3	59	7
E-1	99	0	99	1	99	3	74	10
E-2	100	0	100	0	90	0	24	11
E-3	97	0	97	0	94	3	54	6
E-4	99	1	99	1	91	4	69	5
E-5	99	#	99	#	94	2	53	6
NORTHERN FIELD	99	#	99	#	95	#	92	1
N-1	99	#	99	0	96	0	85	#
N-2	100	0	100	0	92	0	91	1
N-3	100	0	100	0	98	1	98	1
N-4	99	#	99	1	97	0	94	2
SOUTHERN FIELD	99	1	99	1	99	3	95	4
S-1	100	0	100	0	100	0	100	1
S-2	100	0	100	0	99	0	99	0
S-3	100	1	99	3	99	8	84	9
S-4	99	2	99	2	97	3	94	6
WESTERN FIELD	99	0	99	#	89	1	45	2
W-1	100	0	100	0	100	0	67	1
W-2	99	0	99	0	84	1	24	4
W-3	99	0	99	0	87	4	28	1
W-4	100	0	100	1	99	0	57	3
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	99	#	99	#	97	#	80	2
CHAIN OVER \$2 MIL	99	#	99	#	97	#	76	3
IND OVER \$2 MIL	99	0	99	0	99	#	87	2
CHAIN UNDER \$2 MIL	99	1	99	3	98	7	87	7
IND UNDER \$2 MIL	99	1	98	1	89	3	71	3

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TABLE S14

PAGE 27 OF 42

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4200 ATW14100 B2979 01 027 0273 1488



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
A subsidiary of  
The Data Resources Corporation

	CIGARETTES									
	DORAL									
	LIGHTS									
	TOTAL		KING SIZE		FILTER		MENTHOL		KING SIZE	
	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S	
TOTAL UNITED STATES	91	2	89	4	89	3	87	6	85	5
CENTRAL FIELD	98	2	96	5	97	3	95	9	94	5
C-1	99	1	99	2	99	1	95	14	98	5
C-2	99	4	98	3	97	4	96	4	97	4
C-3	98	3	98	10	97	6	97	13	91	6
C-4	94	#	90	3	93	#	91	6	92	5
EASTERN FIELD	78	2	75	3	74	4	72	6	70	7
E-1	87	1	85	1	82	3	81	8	70	7
E-2	97	8	80	0	86	6	91	9	70	23
E-3	68	0	68	0	84	8	64	3	67	4
E-4	58	2	55	5	57	2	53	8	52	9
E-5	86	3	82	7	82	4	78	5	79	6
NORTHERN FIELD	92	1	91	4	91	2	90	2	89	2
N-1	98	0	98	4	97	#	96	1	95	2
N-2	81	1	79	3	80	1	79	6	75	4
N-3	95	1	93	2	93	1	92	0	92	2
N-4	95	3	93	5	92	3	91	3	90	2
SOUTHERN FIELD	94	2	93	4	94	4	93	8	92	4
S-1	95	1	95	1	95	1	95	4	95	1
S-2	100	1	98	1	99	1	99	5	97	1
S-3	87	4	87	12	87	10	87	16	82	11
S-4	93	2	92	4	93	4	92	7	92	5
WESTERN FIELD	89	3	87	5	87	3	82	5	75	7
W-1	94	0	94	0	94	0	93	0	86	2
W-2	82	0	82	7	81	2	63	10	83	8
W-3	82	7	71	8	74	2	74	2	51	8
W-4	95	8	95	7	95	6	94	8	90	10
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	94	1	93	2	93	2	92	4	89	3
CHAIN OVER \$2 MIL	93	2	91	3	91	3	89	4	88	4
IND OVER \$2 MIL	98	1	98	1	97	1	97	1	96	2
CHAIN UNDER \$2 MIL	91	4	91	10	91	6	88	12	86	7
IND UNDER \$2 MIL	83	2	79	5	79	3	77	8	74	7

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 28 OF 42

4200 ATW14100 82979 01 028 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
Marketing Research  
The Nielsen Brandmark Corporation

	CIGARETTES									
	DORAL									
	FULL FLAVOR					MORE				
	KINGS		100'S		TOTAL		TOTAL		TOTAL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	83	6	84	5	86	3	91	2	88	1
CENTRAL FIELD	95	7	94	5	95	4	98	1	97	1
C-1	98	12	98	7	98	5	99	1	97	#
C-2	96	5	94	#	97	0	99	#	98	4
C-3	96	9	95	10	96	9	98	3	97	0
C-4	90	3	87	3	90	3	94	#	98	#
EASTERN FIELD	66	6	66	7	68	3	78	2	97	2
E-1	72	12	71	6	75	5	87	1	98	1
E-2	80	2	88	31	88	8	97	8	100	0
E-3	58	6	59	0	59	0	88	0	98	0
E-4	47	3	46	2	49	3	58	2	95	9
E-5	76	3	76	12	77	3	86	3	95	1
NORTHERN FIELD	85	4	84	3	87	2	93	1	99	0
N-1	85	4	88	5	96	4	98	1	98	0
N-2	73	7	73	4	73	4	81	1	98	0
N-3	85	5	82	2	85	1	95	1	99	0
N-4	85	3	90	3	92	1	95	2	99	0
SOUTHERN FIELD	86	6	87	5	88	3	94	2	98	#
S-1	90	3	91	5	91	2	95	1	96	0
S-2	92	6	89	2	92	2	100	1	97	0
S-3	70	7	77	7	77	2	87	4	99	#
S-4	91	8	91	6	91	5	93	2	98	2
WESTERN FIELD	80	5	85	7	87	3	90	3	99	0
W-1	92	2	93	1	93	1	94	0	100	0
W-2	70	9	77	10	82	3	86	0	99	0
W-3	61	4	72	13	74	6	82	7	100	0
W-4	93	6	94	5	95	4	95	4	99	0
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	87	4	89	3	90	2	94	1	99	#
CHAIN OVER \$2 MIL	85	4	87	4	88	2	93	2	98	#
IND OVER \$2 MIL	94	2	95	2	95	1	98	1	99	0
CHAIN UNDER \$2 MIL	83	11	83	11	85	7	91	3	99	1
IND UNDER \$2 MIL	73	7	71	6	75	4	84	2	93	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE 514

PAGE 29 OF 42

4200 ATW14100 B2979 01 029 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
DB International  
The Data Information Corporation

	CIGARETTES															
	NOW															
	FILTER															
	TOTAL		REGULAR		KINGS MENTHOL		TOTAL		REGULAR		100'S MENTHOL		TOTAL		CENTURY TOTAL	
MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		MAX. O-D-S		
TOTAL UNITED STATES	96	1	83	3	61	3	84	2	94	3	86	4	95	1	86	4
CENTRAL FIELD	95	#	83	3	67	3	83	2	94	1	85	2	94	#	91	4
C-1	97	0	81	10	58	9	82	7	96	#	88	2	96	0	91	1
C-2	92	0	86	1	70	5	87	1	90	1	80	3	90	0	90	7
C-3	97	1	75	1	60	0	75	1	95	2	82	1	97	1	90	5
C-4	94	0	91	0	82	0	91	0	93	3	93	2	94	0	94	0
EASTERN FIELD	94	1	89	2	64	4	90	1	90	3	76	4	92	1	88	3
E-1	98	0	91	4	71	9	82	4	96	0	78	4	99	0	82	3
E-2	99	0	90	2	78	0	90	2	99	5	86	0	99	0	48	0
E-3	95	1	87	2	67	2	91	0	87	3	79	1	89	1	56	7
E-4	93	1	93	1	74	9	93	1	92	14	80	7	92	4	62	2
E-5	91	#	86	#	50	1	87	#	88	1	71	5	88	1	73	1
NORTHERN FIELD	97	1	89	1	80	1	90	#	96	2	94	2	97	1	94	1
N-1	97	1	85	#	75	1	89	#	96	4	94	3	97	1	92	1
N-2	96	1	83	0	76	#	83	0	96	2	92	5	96	1	97	#
N-3	98	0	90	1	82	2	94	0	96	0	95	2	98	1	97	0
N-4	97	2	94	2	86	#	94	1	96	1	93	#	96	1	92	1
SOUTHERN FIELD	95	2	79	4	58	2	79	3	93	6	90	7	95	2	90	7
S-1	91	1	74	6	65	3	75	4	87	2	87	3	91	1	91	1
S-2	97	0	88	#	58	0	88	#	96	8	90	0	97	0	90	1
S-3	98	5	83	4	40	1	63	4	96	9	91	7	96	5	98	24
S-4	97	2	95	4	73	3	95	4	95	5	94	22	96	4	81	0
WESTERN FIELD	97	1	76	4	35	3	79	2	95	2	79	5	96	1	81	4
W-1	98	0	96	1	43	4	98	1	98	1	93	10	98	0	96	0
W-2	95	0	80	7	50	2	69	2	90	2	57	0	93	0	52	8
W-3	94	4	74	3	22	4	74	3	94	7	63	4	94	4	82	6
W-4	99	0	74	4	26	2	77	2	99	0	97	6	99	0	90	3
BY STORE TYPE																
SUPERMKT OVER \$2 MIL	98	#	92	1	69	2	93	1	99	2	94	3	99	#	95	2
CHAIN OVER \$2 MIL	99	#	89	1	62	2	91	#	99	2	92	2	99	#	94	2
IND OVER \$2 MIL	99	0	97	2	87	3	98	1	99	1	98	3	99	0	98	1
CHAIN UNDER \$2 MIL	97	3	71	6	44	4	72	6	93	6	82	5	95	3	80	11
IND UNDER \$2 MIL	85	2	89	4	54	1	71	2	80	4	68	6	82	2	68	3

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE

30 OF

42

4200 ATW14100 B2979 01 030 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-B2600

Nielsen  
 Marketing Research  
DBB a subsidiary of The Nielsen Company

	CIGARETTES									
	MAGNA									
	..... FILTER KINGS .....					LIGHTS		ALL OTHER		
	TOTAL	SOFT PACK		BOX		KINGS		R.J. REYNOLDS		
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		MAX. O-O-S		
TOTAL UNITED STATES	11 6	11 6		10 6		11 5		67 8		
CENTRAL FIELD	9 4	9 5		8 6		9 5		66 8		
C-1	6 #	6 #		6 3		6 0		81 2		
C-2								69 16		
C-3	13 8	12 8		12 8		13 10		70 7		
C-4	17 8	17 12		17 14		17 8		43 4		
EASTERN FIELD	19 13	17 14		15 11		18 12		63 9		
E-1	22 18	22 18		18 13		22 18		62 8		
E-2	5 0	5 0						55 0		
E-3	20 15	17 15		17 15		20 15		71 7		
E-4	7 6	6 6		4 4		5 4		70 6		
E-5	24 12	20 15		18 12		20 11		56 13		
NORTHERN FIELD	10 5	9 5		8 5		9 4		75 6		
N-1	19 9	17 9		15 8		17 8		80 12		
N-2								66 2		
N-3								74 5		
N-4	18 9	15 8		13 10		15 8		78 3		
SOUTHERN FIELD	8 0	8 #		7 2		7 0		77 11		
S-1								80 10		
S-2								80 6		
S-3	30 0	30 1		29 8		29 0		84 16		
S-4	1 0			1 0				89 15		
WESTERN FIELD	14 8	14 9		12 8		13 9		53 8		
W-1	6 5	6 4		3 2		4 2		51 9		
W-2								49 1		
W-3	11 1	11 1		11 1		11 1		82 12		
W-4	34 24	34 25		31 25		32 28		36 10		
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	13 6	12 7		11 7		12 6		74 8		
CHAIN OVER \$2 MIL	13 7	12 7		11 8		12 7		76 10		
IND OVER \$2 MIL	12 5	10 6		11 5		11 4		69 7		
CHAIN UNDER \$2 MIL	13 7	13 7		11 7		12 7		69 8		
IND UNDER \$2 MIL	7 3	6 3		5 2		6 3		48 6		

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TABLE S14

PAGE 31 OF 42

4200 ATM14100 B2979 01 031 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES							
	TOTAL BROWN & WILLIAMSON				KOOL			
					MENTHOL			
					BOX & SOFT PACK			
	TOTAL		KINGS		100'S			
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	99	#	99	#	99	#	99	1
CENTRAL FIELD	99	0	99	#	99	#	99	#
C-1	100	0	100	0	100	0	99	0
C-2	100	0	100	0	100	0	100	1
C-3	99	0	99	#	99	#	99	#
C-4	100	0	99	0	99	0	99	0
EASTERN FIELD	100	0	100	0	100	0	99	3
E-1	100	0	100	0	100	0	99	0
E-2	100	0	100	0	100	0	100	0
E-3	100	0	100	0	100	0	99	4
E-4	100	0	100	0	100	0	99	12
E-5	100	0	100	0	100	0	99	1
NORTHERN FIELD	100	0	100	#	100	#	99	#
N-1	100	0	100	#	100	#	99	#
N-2	100	0	100	0	100	0	99	0
N-3	100	0	100	0	100	0	99	0
N-4	100	0	100	0	100	#	99	0
SOUTHERN FIELD	100	0	100	#	100	#	99	1
S-1	100	0	100	0	100	0	100	0
S-2	100	0	100	0	100	0	99	0
S-3	100	0	100	1	100	1	99	1
S-4	100	0	100	0	100	0	99	3
WESTERN FIELD	100	#	100	#	100	#	99	0
W-1	100	0	100	0	100	0	99	0
W-2	100	0	100	0	100	0	99	0
W-3	100	0	100	0	100	0	99	0
W-4	100	#	100	#	100	#	99	0
BY STORE TYPE								
SUPERMKT OVER \$2 MIL	99	0	99	#	99	#	99	1
CHAIN OVER \$2 MIL	99	0	99	#	99	#	99	1
IND OVER \$2 MIL	100	0	100	0	100	0	100	#
CHAIN UNDER \$2 MIL	100	0	100	0	100	0	99	#
IND UNDER \$2 MIL	100	#	99	#	99	#	99	1

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 32 OF 42

4200 ATW14100 82979 01 032 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
 DB a subsidiary of  
 The Dun & Bradstreet Companies

	CIGARETTES					
	BROWN & WILLIAMSON					
	PRIVATE LABEL/GENERIC					
	KINGS & 100'S					
	TOTAL	FULL FLAVOR		LIGHTS	ULTRA LIGHT	NON-FILTER
	MAX. O-O-S	MAX. O-O-S		MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	1 #	#	#			1 #
CENTRAL FIELD	1 #	#	0			# #
C-1	1 0	1	0			
C-2						
C-3	1 1					1 1
C-4						
EASTERN FIELD						
E-1						
E-2						
E-3						
E-4						
E-5						
NORTHERN FIELD	2 0	2	#			2 0
N-1	2 0	2	2			2 0
N-2						
N-3	5 0	5	0			5 0
N-4						
SOUTHERN FIELD						
S-1						
S-2						
S-3						
S-4						
WESTERN FIELD	1 0					1 0
W-1						
W-2	4 0					4 0
W-3						
W-4						
BY STORE TYPE						
SUPERMKT OVER \$2 MIL	1 0	1	#			1 0
CHAIN OVER \$2 MIL	1 0	1	#			1 0
IND OVER \$2 MIL	# 0	#	0			
CHAIN UNDER \$2 MIL						
IND UNDER \$2 MIL	1 #					1 #

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TABLE S14

PAGE 33 OF 42

4200 ATW14100 B2979 01 033 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research

DB Corporation of America

	CIGARETTES											
	RALEIGH		BARCLAY		TOTAL		RICHLAND		VICEROY		BELAIR	
	TOTAL		TOTAL		TOTAL		20'S		25'S	TOTAL	TOTAL	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	97	1	94	1	84	3	38	3	82	5	99	1
CENTRAL FIELD	99	1	91	1	90	1	42	2	89	4	95	#
C-1	99	1	91	0	90	#	24	2	87	#	95	#
C-2	99	0	87	2	88	1	46	1	87	9	94	#
C-3	99	1	92	2	91	1	48	1	90	3	93	0
C-4	99	#	93	0	90	2	48	2	90	2	97	0
EASTERN FIELD	95	2	95	2	70	3	12	3	70	4	97	2
E-1	91	1	98	0	82	7	4	2	82	7	96	8
E-2	98	2	91	0	39	0			39	0	100	0
E-3	99	#	94	#	59	#	29	7	59	3	97	#
E-4	81	2	96	4	51	1	4	2	51	1	99	10
E-5	95	3	94	3	82	5	8	0	82	5	97	2
NORTHERN FIELD	96	#	95	#	92	1	61	2	85	5	99	#
N-1	99	0	93	#	95	3	79	3	80	9	99	0
N-2	95	1	98	0	96	1	62	2	95	4	99	0
N-3	97	0	95	#	90	#	42	#	89	1	99	0
N-4	93	#	95	0	88	1	61	1	80	5	99	#
SOUTHERN FIELD	98	0	95	2	90	5	47	4	87	7	99	#
S-1	97	0	91	3	95	3	84	6	80	4	99	0
S-2	98	0	98	1	86	4	43	2	83	6	99	0
S-3	97	0	95	2	90	9	35	4	89	9	99	0
S-4	99	0	97	0	88	4	38	4	85	13	89	1
WESTERN FIELD	97	1	96	1	75	5	22	4	74	7	89	#
W-1	100	0	97	0	91	9	23	1	91	9	100	0
W-2	96	1	84	1	61	3	27	3	61	5	97	0
W-3	93	0	84	2	61	8	11	3	59	10	100	1
W-4	98	2	89	0	83	0	25	9	82	5	89	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99	#	99	#	90	3	40	2	88	5	99	#
CHAIN OVER \$2 MIL	99	#	99	#	88	4	33	2	87	6	99	#
IND OVER \$2 MIL	99	#	99	1	94	#	57	2	90	2	99	#
CHAIN UNDER \$2 MIL	97	1	97	1	84	4	37	3	81	7	99	3
IND UNDER \$2 MIL	92	1	80	3	71	3	35	5	68	6	95	2

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TABLE S14

PAGE 34 OF 42

4200 ATW14100 B2879 01 034 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
 Marketing Research  
A Division of Nielsen Company Inc.

	CIGARETTES									
	FALCON									
	REGULAR FILTER					MENTHOL FILTER				
	TOTAL		KINGS		100'S		KINGS		100'S	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES	54	5	47	6	48	7	46	7	45	7
CENTRAL FIELD	60	4	53	5	53	6	54	8	53	6
C-1	46	3	44	3	44	6	46	12	37	2
C-2	60	5	56	5	56	4	54	3	57	9
C-3	58	2	47	2	51	5	47	9	48	5
C-4	77	8	65	9	62	9	70	11	69	10
EASTERN FIELD	39	4	31	5	31	6	31	5	31	5
E-1	37	1	36	3	32	4	31	2	27	4
E-2	27	0	27	0	27	0	27	0	27	0
E-3	37	4	32	5	31	7	32	5	27	2
E-4	35	5	25	6	24	1	22	1	24	1
E-5	46	6	30	7	35	8	36	8	41	9
NORTHERN FIELD	64	6	59	9	57	10	59	9	55	8
N-1	66	4	58	10	57	11	57	10	53	7
N-2	48	3	44	3	38	8	44	3	37	6
N-3	74	10	67	13	70	12	73	10	71	12
N-4	66	7	63	10	63	9	61	11	59	8
SOUTHERN FIELD	52	6	45	6	45	7	46	8	46	8
S-1	48	12	39	7	38	9	44	13	44	18
S-2	62	4	57	5	55	4	60	7	57	5
S-3	35	1	29	3	31	1	28	3	30	2
S-4	71	6	58	9	63	15	55	7	56	4
WESTERN FIELD	51	5	45	6	47	6	37	7	38	5
W-1	56	4	46	4	49	7	29	10	37	9
W-2	52	4	40	7	46	4	30	4	29	2
W-3	45	4	44	3	44	5	45	5	44	4
W-4	51	8	51	9	47	9	45	9	42	5
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	64	6	57	7	58	8	55	9	55	7
CHAIN OVER \$2 MIL	59	5	52	6	54	8	48	8	49	6
IND OVER \$2 MIL	78	8	68	8	69	9	70	11	69	12
CHAIN UNDER \$2 MIL	43	4	38	6	38	6	39	7	36	5
IND UNDER \$2 MIL	38	4	30	4	29	4	31	5	29	5

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 35 OF 42

4200 ATW14100 B2879 01 035 0273 1468



CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of The Nielsen Company

	CIGARETTES										ALL OTHER BROWN & WILLIAMSON	
	CAPRI TRIM					MENTHOL						
	TOTAL		KINGS		REGULAR	KINGS		100'S		100'S		
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S		
TOTAL UNITED STATES	65	2			65	5			63	4	41	4
CENTRAL FIELD	57	3			56	4			57	4	48	8
C-1	87	7			85	13			87	7	49	10
C-2	58	0			58	3			58	0	40	2
C-3	77	4			74	#			76	7	41	5
C-4											86	4
EASTERN FIELD	58	4			57	8			55	6	31	6
E-1	55	1			55	1			54	1	25	6
E-2	93	23			89	33			93	26	23	0
E-3	75	#			74	7			71	8	40	7
E-4	78	11			75	21			74	13	17	4
E-5	33	3			33	4			32	3	35	6
NORTHERN FIELD	47	3			46	3			45	2	53	2
N-1	37	2			34	2			38	2	69	5
N-2	84	2			83	7			84	2	52	1
N-3	4	2			4	2			3	0	35	1
N-4	82	4			82	4			59	4	53	2
SOUTHERN FIELD	76	2			75	3			74	4	49	6
S-1	83	0			83	0			81	1	63	7
S-2	33	5			33	5			33	7	36	6
S-3	98	#			98	3			96	1	44	4
S-4	95	3			95	4			95	10	52	6
WESTERN FIELD	89	1			88	7			84	3	21	3
W-1	89	1			89	13			87	1	20	5
W-2	89	0			87	6			72	4	22	1
W-3	85	5			83	3			85	7	25	3
W-4	92	0			92	5			92	0	18	2
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	69	2			68	5			67	3	50	5
CHAIN OVER \$2 MIL	71	2			71	4			68	3	42	5
IND OVER \$2 MIL	62	1			62	5			62	2	71	5
CHAIN UNDER \$2 MIL	73	3			73	5			73	5	19	4
IND UNDER \$2 MIL	51	4			49	5			48	6	36	3

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TABLE S14

PAGE 36 OF 42

4200 ATW14100 B2979 01 036 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
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	CIGARETTES											
	NEWPORT											
	TOTAL			KINGS			MENTHOL			LIGHTS		
	LORILLARD			BOX			SOFT PACK			KINGS & 100'S		
	MAX.	D-O-S		MAX.	D-O-S		MAX.	D-O-S		MAX.	D-O-S	
TOTAL UNITED STATES	99	#	98	1	71	8	96	4	94	3	71	3
CENTRAL FIELD	99	#	94	1	44	9	93	2	91	3	52	5
C-1	99	0	98	0	52	15	97	5	98	3	75	7
C-2	100	0	98	1	75	11	98	3	92	1	85	3
C-3	99	1	92	3	21	1	88	#	88	5	42	8
C-4	99	0	82	0	28	10	90	1	88	1	28	3
EASTERN FIELD	100	0	100	#	97	5	95	5	99	3	99	1
E-1	100	0	100	2	96	4	94	2	97	8	98	2
E-2	100	0	100	0	100	19	99	0	99	0	99	0
E-3	100	0	100	0	98	6	98	12	99	3	99	2
E-4	100	0	100	#	99	3	83	5	99	4	98	#
E-5	100	0	100	0	96	3	99	1	99	1	99	#
NORTHERN FIELD	99	#	99	1	75	8	98	3	96	1	92	2
N-1	99	#	97	0	64	7	97	0	95	1	84	2
N-2	100	0	99	0	76	8	99	0	97	2	99	1
N-3	99	0	99	0	77	6	98	5	96	#	90	1
N-4	100	0	99	2	81	11	97	5	98	1	95	4
SOUTHERN FIELD	99	0	99	1	80	14	98	5	96	4	92	5
S-1	100	0	97	0	85	12	98	2	91	2	78	9
S-2	100	0	100	0	87	13	99	2	98	2	100	2
S-3	99	0	99	2	86	15	99	8	99	7	97	3
S-4	100	0	99	2	89	20	98	8	98	6	98	4
WESTERN FIELD	100	#	98	2	62	2	97	4	88	3	17	3
W-1	100	0	98	1	28	4	96	1	90	2		
W-2	100	0	97	4	82	0	85	8	76	5	14	#
W-3	100	0	100	0	82	2	100	2	98	2	23	9
W-4	100	#	98	2	63	1	98	3	89	3	31	5
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99	0	99	1	75	8	99	3	97	1	71	3
CHAIN OVER \$2 MIL	99	0	99	#	75	10	99	3	97	1	88	3
IND OVER \$2 MIL	100	0	99	1	74	4	98	1	99	1	78	4
CHAIN UNDER \$2 MIL	100	0	99	2	79	11	88	5	98	5	82	3
IND UNDER \$2 MIL	99	#	91	1	52	5	87	4	83	4	81	3

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 37 OF 42

4200 ATW14100 B2979 01 037 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62600

Nielsen  
Marketing Research  
A Division of  
The Nielsen Company

	CIGARETTES											
	TRUE						REGULAR & MENTHOL					
	KENT			ALL OTHER			KINGS			100'S		
	TOTAL	III					TOTAL	FILTER		GOLDEN LIGHTS	ALL OTHER	LORILLARD
	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S	MAX. O-O-S
TOTAL UNITED STATES	99 #	97 #	99 #	97 #	98 1	95 1	97 #	95 1	97 1	97 1	84 3	
CENTRAL FIELD	99 #	97 #	99 1	98 #	95 2	94 #	97 #	97 0	99 0	72 3		
C-1	99 0	99 0	99 1	98 0	97 0	97 0	99 0	99 0	99 0	66 6		
C-2	99 1	94 #	99 1	93 0	93 2	90 1	97 1	97 1	97 1	59 8		
C-3	99 1	97 0	99 1	97 0	97 3	96 0	98 0	98 0	98 0	73 1		
C-4	99 0	97 0	99 0	95 1	94 1	94 0	98 1	98 1	98 1	93 1		
EASTERN FIELD	99 #	97 1	99 1	99 #	99 1	95 1	97 #	97 #	97 #	92 3		
E-1	99 0	98 1	99 0	99 0	99 0	99 2	97 0	97 0	97 0	97 1		
E-2	100 0	100 0	100 6	100 0	100 0	96 0	100 0	100 0	100 0	93 0		
E-3	99 0	97 0	99 0	97 0	97 0	94 0	97 0	97 0	97 0	97 8		
E-4	99 #	99 3	98 2	99 1	99 2	98 #	99 1	99 1	99 1	76 8		
E-5	100 0	96 0	100 1	99 #	99 1	92 1	95 #	95 #	95 #	92 1		
NORTHERN FIELD	99 #	97 #	99 #	98 #	97 #	96 1	98 1	98 1	98 1	96 2		
N-1	98 0	96 #	98 0	94 1	93 1	93 #	98 1	98 1	98 1	92 4		
N-2	100 0	96 0	100 0	100 0	100 1	96 3	98 2	98 2	98 2	99 2		
N-3	99 1	99 1	99 1	99 #	97 0	99 #	98 #	98 #	98 #	99 0		
N-4	99 #	97 0	99 #	98 #	97 #	97 1	99 #	99 #	99 #	95 1		
SOUTHERN FIELD	99 #	97 1	99 #	95 #	94 2	93 1	95 2	95 2	95 2	88 5		
S-1	99 0	94 1	99 0	90 0	88 0	87 1	92 2	92 2	92 2	76 8		
S-2	99 0	97 0	99 0	96 1	85 1	94 0	94 0	94 0	94 0	97 6		
S-3	99 #	99 0	99 #	98 0	97 8	95 0	99 5	99 5	99 5	88 2		
S-4	99 2	97 2	98 2	98 0	98 0	97 2	98 2	98 2	98 2	93 8		
WESTERN FIELD	99 #	98 1	99 #	99 1	98 1	97 1	98 1	98 1	98 1	74 1		
W-1	99 0	99 1	99 0	100 0	99 0	97 0	99 0	99 0	99 0	98 0		
W-2	99 0	88 1	99 0	99 0	99 1	98 0	97 1	97 1	97 1	41 4		
W-3	100 0	84 0	99 0	97 2	95 2	97 2	96 4	96 4	96 4	61 2		
W-4	100 1	89 0	99 1	97 0	97 0	97 0	99 #	99 #	99 #	90 1		
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99 #	99 #	99 #	99 #	99 #	99 #	99 #	99 #	99 #	93 1		
CHAIN OVER \$2 MIL	99 #	99 #	99 #	99 #	99 #	99 1	99 #	99 #	99 #	92 1		
IND OVER \$2 MIL	100 0	99 0	99 #	99 0	99 #	99 #	100 1	100 1	100 1	95 1		
CHAIN UNDER \$2 MIL	99 #	99 1	99 1	99 1	99 2	99 2	99 1	99 1	99 1	73 6		
IND UNDER \$2 MIL	98 1	88 1	97 1	88 1	85 3	80 #	89 2	89 2	89 2	71 5		

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 38 OF 42

4200 ATW14100 B2979 01 038 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

Nielsen  
Marketing Research  
a company of  
The Nielsen Company

	CIGARETTES											
	L & M											
	PRIVATE LABEL/GENERIC											
	KINGS & 100'S											
TOTAL LIGGETT & MYERS	TOTAL		LIGHTS		FULL FLAVOR		ULTRA LIGHTS		NON-FILTER			
	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S	MAX.	0-0-S
TOTAL UNITED STATES	98	1	79	3	75	4	70	5	70	5	24	2
CENTRAL FIELD	99	2	88	5	83	6	78	7	80	6	30	2
C-1	99	#	82	2	71	2	61	3	67	8	18	1
C-2	97	3	81	6	79	9	76	7	73	4	16	1
C-3	99	4	93	9	88	10	86	10	89	10	36	2
C-4	99	#	94	2	92	2	85	6	88	#	53	2
EASTERN FIELD	99	0	84	2	82	2	54	4	50	1	19	0
E-1	99	0	89	0	86	0	54	2	56	1	28	0
E-2	100	0	39	0	39	0	25	0	14	0		
E-3	99	0	64	3	63	5	58	8	50	0	18	0
E-4	99	0	31	4	25	4	16	2	18	2		
E-5	99	0	77	2	77	2	72	4	65	1	23	0
NORTHERN FIELD	99	#	83	5	78	3	69	5	76	5	41	4
N-1	100	#	83	13	63	4	53	5	70	12	30	6
N-2	97	0	78	0	76	4	67	11	68	#	46	2
N-3	100	0	87	2	87	2	85	9	86	2	37	1
N-4	98	0	82	3	77	2	72	2	79	5	50	8
SOUTHERN FIELD	99	2	76	4	74	5	67	4	66	5	15	2
S-1	98	1	79	2	75	3	75	5	70	3	21	4
S-2	99	0	86	2	86	2	74	1	78	1	20	0
S-3	99	4	62	9	60	12	53	9	56	12	10	3
S-4	99	2	77	2	71	2	60	2	56	5	6	0
WESTERN FIELD	97	1	82	2	81	2	81	4	78	4	15	4
W-1	98	0	95	0	93	0	93	0	90	1	31	13
W-2	93	0	74	1	72	3	73	5	68	7	14	3
W-3	96	2	65	5	65	5	65	7	63	7	1	0
W-4	98	1	90	#	89	#	88	6	83	4	11	0
BY STORE TYPE												
SUPERMKT OVER \$2 MIL	99	0	90	3	86	2	81	4	86	4	30	3
CHAIN OVER \$2 MIL	99	0	90	3	85	2	79	4	86	5	22	3
IND OVER \$2 MIL	100	0	88	2	88	3	84	4	85	2	49	2
CHAIN UNDER \$2 MIL	98	4	68	9	64	10	56	9	46	8	7	2
IND UNDER \$2 MIL	95	1	61	2	58	3	54	4	49	2	24	1

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TABLE S14

PAGE 39 OF 42

4200 ATW14100 82979 01 039 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-62800

Nielsen  
Marketing Research  
AN IRVING-CLOUD COMPANY

	CIGARETTES									
	LARK		CHESTERFIELD				ALL OTHER			
	TOTAL		TOTAL		NON-FILTER		FILTER		LIGGETT & MYERS	
	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S	MAX.	O-O-S
TOTAL UNITED STATES	75	4	86	3	75	3	21	3	96	1
CENTRAL FIELD	60	7	79	3	64	4	22	2	96	2
C-1	56	5	76	2	50	2	29	0	96	0
C-2	60	15	71	8	54	12	31	1	95	5
C-3	58	3	79	2	67	0	13	3	98	3
C-4	67	5	89	1	85	#	15	5	96	0
EASTERN FIELD	93	2	94	4	89	5	23	2	98	2
E-1	98	5	96	8	91	10	24	4	98	2
E-2	90	8	99	0	97	0	43	0	98	0
E-3	91	0	94	0	90	0	11	#	99	4
E-4	93	4	99	4	96	5	51	4	98	2
E-5	93	#	88	7	83	7	19	3	95	1
NORTHERN FIELD	80	2	82	1	85	3	18	1	97	#
N-1	86	3	92	1	88	1	13	1	98	#
N-2	73	2	85	2	78	1	11	4	97	0
N-3	79	3	94	0	91	3	19	0	98	0
N-4	79	1	96	1	85	5	28	1	97	0
SOUTHERN FIELD	70	6	84	4	72	3	20	5	95	2
S-1	61	5	76	7	59	7	28	7	92	3
S-2	75	2	83	0	68	0	17	2	99	0
S-3	67	8	93	4	86	3	11	1	96	3
S-4	81	9	88	4	79	3	23	11	95	5
WESTERN FIELD	79	4	84	2	89	3	24	4	94	1
W-1	90	6	90	2	77	7	24	3	96	0
W-2	58	2	71	0	52	0	29	8	88	0
W-3	85	4	88	1	72	1	28	4	94	2
W-4	82	2	68	4	71	2	16	2	97	1
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	91	4	98	2	86	3	24	4	99	#
CHAIN OVER \$2 MIL	91	4	98	3	85	4	26	5	99	#
IND OVER \$2 MIL	92	5	98	#	89	#	18	1	99	0
CHAIN UNDER \$2 MIL	48	6	68	6	57	5	16	3	95	5
IND UNDER \$2 MIL	56	4	70	2	60	4	19	1	89	2

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 40 OF 42

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4200 ATW14100 B2979 01 040 0273 1488

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82600

Nielsen  
 Marketing Research  
 DB a subsidiary of  
 The Nielsen Company

	CIGARETTES									
	TOTAL		NON-FILTER		FULL FLAVOR		LIGHTS		ULTRA LIGHTS	
	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S	MAX.	O-D-S
TOTAL UNITED STATES	7	1	#	#	7	1	1	#		
CENTRAL FIELD	9	3	1	0	8	3	1	1		
C-1	9	2			9	2				
C-2	20	6	3	0	17	6	3	3		
C-3	6	4			6	4				
C-4										
EASTERN FIELD	3	1			3	1				
E-1	9	2			9	2				
E-2										
E-3	2	2			2	2				
E-4	2	1			2	1				
E-5										
NORTHERN FIELD	1	#			1	#				
N-1										
N-2	1	#			1	#				
N-3	1	0			1	0				
N-4	3	1			3	1				
SOUTHERN FIELD	12	1	#	#	11	1	#	0		
S-1	10	1			9	1	1	0		
S-2	5	2	2	2	3	0				
S-3	18	0			18	0				
S-4	17	2			17	2				
WESTERN FIELD	10	1	#	0	10	1	3	0		
W-1	10	0			10	0				
W-2	8	1			8	1				
W-3	19	2	1	0	19	2	13	0		
W-4	6	2			6	2	1	0		
BY STORE TYPE										
SUPERMKT OVER \$2 MIL	9	1	#	0	8	1	1	#		
CHAIN OVER \$2 MIL	10	1			10	1	2	#		
IND OVER \$2 MIL	6	1	1	0	5	1	#	0		
CHAIN UNDER \$2 MIL	4	2			4	2				
IND UNDER \$2 MIL	6	3	#	#	6	2				

NCTI GROCERY/CONV - MAY/JUN 1988

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TABLE S14

PAGE 41 OF 42

4200 ATW14100 B2979 01 041 0273 1468

CIGARETTES - THE AMERICAN TOBACCO COMPANY  
 THE AMERICAN TOBACCO COMPANY SALES AREAS - CONFECTIONERY/TOBACCO INDEX  
 DISTRIBUTION OUT-OF-STOCK CONDITIONS - ALL COMMODITY BASIS  
 WEIGHTED BY TOTAL CIGARETTE SALES - GROCERY/CONVENIENCE

01-82800

Nielsen  
 Marketing Research  
THE Nielsen Company

	D-D CIGARETTES AUSTIN TOTAL	KINGS 100'S	MAX. 0-0-S
TOTAL UNITED STATES			
CENTRAL FIELD			
C-1			
C-2			
C-3			
C-4			
EASTERN FIELD			
E-1			
E-2			
E-3			
E-4			
E-5			
NORTHERN FIELD			
N-1			
N-2			
N-3			
N-4			
SOUTHERN FIELD			
S-1			
S-2			
S-3			
S-4			
WESTERN FIELD			
W-1			
W-2			
W-3			
W-4			
BY STORE TYPE			
SUPERMKT OVER \$2 MIL			
CHAIN OVER \$2 MIL			
IND OVER \$2 MIL			
CHAIN UNDER \$2 MIL			
IND UNDER \$2 MIL			

NCTI GROCERY/CONV - MAY/JUN 1988

TABLE S14

PAGE 42 OF 42

4200 ATW14100 B2879 01 042 0273 1488

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