

03-Apr-91

FIRST QUARTER														
	VOLUME			SHARE			LOAD		VOLUME			SHARE		
	1991	1990	% CHANGE	1991	1990	DIFF	1991	1990	1991	1990	% CHANGE	1991	1990	DIFF
PHILIP MORRIS	44,214	43,764	1.0%	42.14	40.99	1.15	8.9	4.8						
R.J. REYNOLDS	32,530	38,753	-11.5%	31.01	34.42	-3.41	1.5	0.3						
BROWN & WILLIAMSON	8,319	7,829	6.3%	7.93	7.33	0.60	0.6	0.9						
LORILLARD	7,853	6,767	16.0%	7.49	6.34	1.15	0.8	0.0						
AMERICAN	7,787	7,522	3.5%	7.42	7.04	0.38	0.5	0.3						
LIGGETT	4,186	4,115	1.7%	3.99	3.85	0.14	0.2	0.2						
INDUSTRY	104,910	106,771	-1.7%				10.5	6.5						
SECOND QUARTER									FIRST 6 MONTHS					
PHILIP MORRIS	61,281	61,141	0.2%	44.40	42.98	1.42	11.0	9.2	105,495	104,905	0.6%	43.43	42.12	1.31
R.J. REYNOLDS	36,399	39,931	-8.8%	26.37	28.07	-1.70	1.0	0.0	68,929	76,684	-10.1%	28.38	30.79	-2.41
BROWN & WILLIAMSON	15,950	16,849	-5.3%	11.56	11.84	-0.28	3.0	3.4	24,269	24,679	-1.7%	9.99	9.91	0.08
LORILLARD	9,830	10,590	-7.2%	7.12	7.44	-0.32	0.8	0.4	17,683	17,358	1.9%	7.28	6.97	0.31
AMERICAN	9,581	9,278	3.3%	6.94	6.52	0.42	0.6	0.6	17,368	16,800	3.4%	7.15	6.75	0.40
LIGGETT	4,984	4,451	12.0%	3.61	3.13	0.48	0.4	0.4	9,170	8,566	7.1%	3.77	3.44	0.33
INDUSTRY	138,025	142,269	-3.0%				16.8	14.0	242,914	249,040	-2.5%			
THIRD QUARTER									FIRST 9 MONTHS					
PHILIP MORRIS	53,263	52,913	0.7%	42.69	41.32	1.37	6.2	5.3	158,758	157,818	0.6%	43.18	41.85	1.33
R.J. REYNOLDS	37,016	40,104	-7.7%	29.67	31.32	-1.65	1.0	0.3	105,945	116,788	-8.3%	28.81	30.97	-2.16
BROWN & WILLIAMSON	10,379	10,782	-3.7%	8.32	8.42	-0.10	-0.2	0.2	34,848	35,461	-2.3%	9.42	9.40	0.02
LORILLARD	9,896	10,690	-7.4%	7.93	8.35	-0.42	0.8	0.7	27,579	28,048	-1.7%	7.50	7.44	0.06
AMERICAN	9,298	9,030	3.0%	7.45	7.05	0.40	0.4	0.4	26,666	25,830	3.2%	7.25	6.85	0.40
LIGGETT	4,918	4,516	8.9%	3.94	3.53	0.41	0.4	0.3	14,088	13,081	7.7%	3.83	3.47	0.36
INDUSTRY	124,770	128,061	-2.6%				8.6	7.2	367,684	377,101	-2.5%			
FOURTH QUARTER									FULL YEAR 1991					
PHILIP MORRIS	62,332	62,701	-0.6%	43.95	43.33	0.62	13.5	12.7	221,090	220,520	0.3%	43.39	42.26	1.13
R.J. REYNOLDS	37,207	37,702	-1.3%	26.24	26.05	0.19	4.1	3.1	143,152	154,490	-7.3%	28.10	29.61	-1.51
BROWN & WILLIAMSON	17,362	18,263	-4.9%	12.24	12.62	-0.38	4.5	4.7	52,010	53,724	-3.2%	10.21	10.30	-0.09
LORILLARD	10,770	11,707	-8.0%	7.59	8.09	-0.50	2.2	1.8	38,349	39,755	-3.5%	7.53	7.62	-0.09
AMERICAN	9,492	9,706	-2.2%	6.69	6.71	-0.02	1.2	1.2	36,158	35,536	1.8%	7.10	6.81	0.29
LIGGETT	4,656	4,601	1.2%	3.28	3.18	0.10	0.4	0.3	18,744	17,683	6.0%	3.68	3.39	0.29
INDUSTRY	141,819	144,710	-2.0%				25.9	23.8	509,503	521,811	-2.4%			

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