											(2)
	-	9161	DEC 1975								
	PAGE:	DFC	DEC	100							
	11	THRU	OCT 1975 THRU								
	111/9	1976	1975								
	DATE: 05/11/77	100									
		ER 100:	PRIOR PERIOD:	#		0		0	7	4	0
	REQUEST NO.: 20	CURRENT PERIOD: OCT 1976 THRU DFC 1976	CURRENT I	& CHANGE	348.3	188.0	351.3	178.0	1,691	877.4	269.0
	REC	ARE IN THOUSANDS		PRIUR PERIOU \$	39.5	6,062	1,597	1,428	1,065	106	16,963
		COMPETITIVE SPENDING PEPUPI - ALL \$ AMCUNIS TES	RANKED BY TOTAL SPENDING	CURRENT PERIOD \$	30,058	17,456	7,208	3,970	2,872	1,036	62,600
REPOPT BR03_3_5 CATEGORY: LOW TAR CIGAPETTES			MEDIA	NEWSPAPERS 2 OF TOTAL CATEGORY	MAGAZINES TOF TOTAL CATEGORY	GUTDOOR % OF TOTAL CATEGORY	SYMDICATED SUPPLEMENTS \$ OF TOTAL CATEGORY	INDEPENDENT SUPPLEMENTS # OF TOTAL CATEGORY	TRANSIT % OF TOTAL CATEGORY	OTAL CAFFGORY	
	RE POPT	CATEGOR		RANK	:	2.	3.	•	Š	į	101 A