



B&W

BROWN AND WILLIAMSON TOBACCO CORPORATION



B&W

(FROOHLJ - 4)

BROWN & WILLIAMSON TOBACCO CORPORATION
PRICING SURVEY
NATIONAL DISTRIBUTION OF COUPON VALUES
*** CARTONS ***

15:37 Friday, June 21, 1996 25

BRAND=DORAL

TABLE OF STATE BY COUPON

STATE	COUPON								
Frequency Percent Row Pct Col Pct	\$0.00	\$0.76 - 1.00	\$1.26 - 1.50	\$1.76 - 2.00	\$2.26 - 2.50	\$2.76 - 3.00	\$3.26 - 3.50	Total	
AK	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	2 0.40 100.00 5.56	0 0.00 0.00 0.00	2 0.40	
AL	5 1.01 100.00 1.53	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	5 1.01	
AR	9 1.82 90.00 2.76	0 0.00 0.00 0.00	1 0.20 10.00 2.78	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	10 2.02	
AZ	4 0.81 100.00 1.23	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	4 0.81	
CA	21 4.24 56.76 6.44	0 0.00 0.00 0.00	1 0.20 2.70 2.78	8 1.62 21.62 9.64	2 0.40 5.41 40.00	4 0.81 10.81 11.11	1 0.20 2.70 100.00	37 7.47	
CO	7 1.41 100.00 2.15	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	7 1.41	
FL	23 4.65 79.31 7.06	0 0.00 0.00 0.00	5 1.01 17.24 13.89	1 0.20 3.45 1.20	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	29 5.86	
GA	18 3.64 66.67 5.52	1 0.20 3.70 12.50	0 0.00 0.00 0.00	8 1.62 29.63 9.64	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	27 5.45	
HI	0 0.00 0.00 0.00	0 0.00 0.00 0.00	3 0.61 100.00 8.33	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	3 0.61	
IA	10 2.02 76.92 3.07	0 0.00 0.00 0.00	0 0.00 0.00 0.00	3 0.61 23.08 3.61	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	13 2.63	
IL	9 1.82 56.25 2.76	0 0.00 0.00 0.00	1 0.20 6.25 2.78	1 0.20 6.25 1.20	0 0.00 0.00 0.00	5 1.01 31.25 13.89	0 0.00 0.00 0.00	16 3.23	
IN	16 3.23 84.21 4.91	0 0.00 0.00 0.00	2 0.40 10.53 5.56	1 0.20 5.26 1.20	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	19 3.84	
KS	10 2.02 90.91 3.07	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	1 0.20 9.09 2.78	0 0.00 0.00 0.00	11 2.22	
KY	2 0.40 100.00 0.61	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	2 0.40	
Total	326 65.86	8 1.62	36 7.27	83 16.77	5 1.01	36 7.27	1 0.20	495 100.00	
(Continued)									