

BUSINESS/PROMOTION OBJECTIVES

I. COMPETITIVE ARENA:

	<u>NUMBER OF SMOKERS (MM)</u>	<u>VOLUME (Units-Billions)</u>	<u>UNITS PER SMOKER</u>
Total - All Styles	58.68	597.50	10,182
Non-Menthol Filter	<u>36.14</u>	<u>375.83</u>	<u>10,399</u>
0-5 Non-Menthol Filter	2.71	28.68	10,583
6-15 Non-Menthol Filter	14.47	151.17	10,447
15+ Non-Menthol Filter	18.96	195.98	10,336

- N.M.H.F. King Segment = 60.0MM x 16% = 9.6MM Smokers
in Segment in Nov. 1977 (pg. 9)
- N.M.H.F.K. Starters = 9.6MM x 5% = 480M starters
between 11/77-11/78 (pg. 15)
- Restarters = N.A.
- Switchers:
 - .Within N.M.H.F.K. Segment = 9.6MM x 11% = 1,056M switchers
within between 11/77-11/78 (pg. 37)
 - .To N.M.H.F.K. Segment = 9.6MM x 34% = 3,264M switchers
to between 11/77-11/78 (pg. 37)

TOTAL AVAILABLE = 4,800M smokers
between 11/77-11/78

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