

CONSUMPTION DATA

	<u>COMPLETE</u>	<u>IN PROGRESS</u>	<u>ISSUES</u>
UNIT SALES	<ul style="list-style-type: none"> USDA, INFOTAB, ERC MAXWELL REPORT, PMI FACT BOOK, PM ASIA TOBACCO RESEARCH COUNCIL, MONOPOLIES 	<ul style="list-style-type: none"> GOV'T, MEDIA, OTHER PUBLIC SOURCES 	<ul style="list-style-type: none"> CLASSIFICATION OF TRADEMARKS <i>Handwritten: "likely protected" with arrow pointing to TRADEMARKS</i>
PER CAPITA CONSUMPTION	<ul style="list-style-type: none"> SEE ABOVE 	<ul style="list-style-type: none"> SEE ABOVE 	<ul style="list-style-type: none"> GROSS PER CAP VS. ADULT PER CAP DEFINITION OF "ADULT"
INCIDENCE	<ul style="list-style-type: none"> SEE ABOVE 	<ul style="list-style-type: none"> SEE ABOVE 	<ul style="list-style-type: none"> DATA IS SPOTTY, INCONSISTENT, UNRELIABLE METHODOLOGICAL PROBLEMS, (I.E., DEFINITION OF "SMOKER", "ADULT") MINORS' TRACKING DATA COMPATIBILITY ACROSS MARKETS/ OVER TIME GEOGRAPHIC LIMITATIONS

12 THE MOUNTAIN VIEW

5000
 4000
 3000
 2000
 1000
 0

2076396227

Handwritten notes:
 - use the traffic light system
 - need to be in mind
 - need to be in mind
 - need to be in mind