

OUTDOOR COMPETITIVE TOBACCO EXPENDITURES AS OF JUL 1987
MFR/BRAND SUMMARY

REPORT# PM00-8-2
DATE 08/31/87
TIME 12:20
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MFR/BRAND	CURRENT MONTH			CURRENT QUARTER			YEAR-TO-DATE		
	COST	RANK	%	COST	RANK	%	COST	RANK	%
PHILIP MORRIS	6318845	2	34.4	6318845	2	34.4	44211460	2	34.3
BENSON & HEDGES	1425	43	0.0	1425	43	0.0	7207786	6	5.6
BENSON & HEDGES DELUX LIG	2505	42	0.0	2505	42	0.0	2505	54	0.0
BENSON & HEDGES DLX ULTRA	89581	22	0.5	89581	22	0.5	89581	39	0.1
BENSON & HEDGES LIGHTS	193826	20	1.1	193826	20	1.1	636062	23	0.5
BLUES	542970	10	3.0	542970	10	3.0	785613	20	0.6
CAMBRIDGE	1318	44	0.0	1318	44	0.0	542970	25	0.4
CORPORATE TOUR	1482927	5	8.1	1482927	5	8.1	22998	46	0.0
MARLBORO	1270922	6	6.9	1270922	6	6.9	7767807	5	10.6
MARLBORO LIGHTS	1498076	4	8.2	1498076	4	8.2	157215	33	0.1
MARLBORO 25'S	11220	35	0.1	11220	35	0.1	5885773	7	4.6
MERIT	325991	13	1.8	325991	13	1.8	22440	47	0.0
MERIT SCIENCE TEST	831380	7	4.5	831380	7	4.5	1788887	17	1.4
PARLIAMENT	66704	25	0.4	66704	25	0.4	5494573	9	4.3
VIRGINIA SLIMS	35541	6	0.2	35541	6	0.2	185683	32	0.1
VIRGINIA SLIMS ULTRA LIGH	35541	27	0.2	35541	27	0.2	71082	40	0.1
R.J. REYNOLDS	7354082	1	40.0	7354082	1	40.0	53725535	1	41.7
BRIGHT	822170	8	4.5	822170	8	4.5	14676	52	0.0
CAMEL	2739	41	0.0	2739	41	0.0	5858454	8	4.5
CAMEL LIGHTS	31095	28	0.2	31095	28	0.2	315853	28	0.2
CENTURY	71920	23	0.4	71920	23	0.4	762425	22	0.6
DORAL	69570	24	0.4	69570	24	0.4	2393404	15	1.9
KIM	194956	19	1.1	194956	19	1.1	20631	49	0.0
MAGNA	28114	29	0.2	28114	29	0.2	451737	26	0.4
MORE	2868874	1	15.6	2868874	1	15.6	1069963	19	0.8
REAL	14525	34	0.1	14525	34	0.1	32880	44	0.0
RITZ	197139	18	1.1	197139	18	1.1	4029652	11	3.1
SALEM	234892	17	1.3	234892	17	1.3	13873635	3	10.8
SALEM LIGHTS	802596	5	4.4	802596	5	4.4	240527	30	0.2
SALEM LIGHTS 100'S	367699	12	2.0	367699	12	2.0	92252	38	0.1
VANTAGE	131773	21	0.7	131773	21	0.7	4766357	10	3.7
WINSTON	303124	14	1.6	303124	14	1.6	19030433	1	14.8
WINSTON LIGHTS	802596	5	4.4	802596	5	4.4	775656	21	0.6
AMERICAN BRANDS	367699	12	2.0	367699	12	2.0	4751870	5	3.7
CARLTON	131773	21	0.7	131773	21	0.7	5066469	13	2.4
MALIBU	303124	14	1.6	303124	14	1.6	247346	29	0.2
PALL MALL	802596	5	4.4	802596	5	4.4	1438055	18	1.1

1,307,623

6,242,389

14,206,414

19,806,089

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