

CONSUMPTION DATA

	<u>COMPLETE</u>	<u>IN PROGRESS</u>	<u>ISSUES</u>
UNIT SALES	<ul style="list-style-type: none"> o USDA, INFOTAB, ERC o MAXWELL REPORT, PMI o FACT BOOK, PM ASIA o TOBACCO RESEARCH COUNCIL, MONOPOLIES 	<ul style="list-style-type: none"> o GOV'T, MEDIA, OTHER PUBLIC SOURCES 	<ul style="list-style-type: none"> o CLASSIFICATION OF TRADEMARKS <p style="margin-left: 20px;"><i>Classification of trademarks e.g. Marlboro, Philip Morris, etc.</i></p>
PER CAPITA CONSUMPTION	<ul style="list-style-type: none"> o SEE ABOVE 	<ul style="list-style-type: none"> o SEE ABOVE 	<ul style="list-style-type: none"> o GROSS PER CAP VS. ADULT PER CAP <p style="margin-left: 20px;"><i>Gross per capita vs. adult per capita</i></p>
INCIDENCE	<ul style="list-style-type: none"> o SEE ABOVE 	<ul style="list-style-type: none"> o SEE ABOVE 	<ul style="list-style-type: none"> o DATA IS SPOTTY, INCONSISTENT, UNRELIABLE o METHODOLOGICAL PROBLEMS, (I.E., DEFINITION OF "SMOKER", "ADULT") o MINORS' TRACKING o DATA COMPATIBILITY ACROSS MARKETS/ OVER TIME o GEOGRAPHIC LIMITATIONS <p style="margin-left: 20px;"><i>Data is spotty, inconsistent, unreliable Methodological problems Minors' tracking Data compatibility across markets/ over time Geographic limitations</i></p>

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