

<i>Tar Yield mg/cig</i>	<i>Name</i>	<i>Carbon Monoxide Yield mg/cig</i>	<i>Nicotine Yield mg/cig</i>
14	Balmoral King Size	13	1.3
	Benson & Hedges Gold Bond Filter	15	1.1
	Benson & Hedges King Size Special Filter	16	1.2
	Benson & Hedges XL	14	1.4
	Camel Filters	14	1.1
	Dunhill King Size	14	1.2
	Elite King Size	13	1.3
	John Player Special King Size	15	1.2
	Kensitas Club	14	1.2
	Kensitas Club King Size	17	1.2
	Kensitas Tipped King Size	17	1.2
	Kings 100's	14	1.4
	Mace Line King Size	15	1.3
	Mace Line Super King Size	17	1.3
	Marlboro 100's	15	1.1
	Piccadilly King Size	14	1.2
	Player's No. 6 Filter	14	1.2
	Player's No. 10 Filter Virginia	13	1.0
	Raffles 100's	15	1.3
	Rothmans 100's	15	1.4
	Victoria Wine King Size Special Filter	13	1.3

MIDDLE TAR

15	Dorchester King Size	16	1.1
	Dunhill Luxury Length	16	1.3
	Major Extra Size	16	1.2
	Park Drive Special Virginia (P)	10	1.2
	Rothmans International	15	1.5
16	Woodbine Plain (P)	9	1.1
	Belvedere International	17	1.3
	Craven 'A' King Size	16	1.4
	Dunhill International	15	1.5
	Piccadilly Number One (P)	11	1.4
17	Ronson King Size	16	1.4
	Rothmans King Size Filter	14	1.6
	Gallaher's DeLuxe Green (P)	11	1.3
	Kensitas Fine Virginia (P)	10	1.3
	Player's Medium Navy Cut (P)	11	1.3
	Senior Service Fine Virginia (P)	10	1.3

HIGH TAR

21	Gallaher's DeLuxe Blue (P)	15	1.5
23	Capstan Full Strength (P)	14	2.3

New brands recently introduced but not yet analysed by the Government Chemist for a period of 6 months.

Estimates by the Government Chemist of the yields for these brands are as follows.

11	Viva 100's	15	0.7
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(P) indicates plain cigarettes. All other brands have filters.

The brands are listed in 'tar' yield order. Brands with the same figure for 'tar' yield are listed in alphabetic order.

Data sorted on BRAND NAME within TAR.

ALL-BRAND AVERAGES

<i>Tar</i>	<i>Brand Category</i>	<i>CO</i>	<i>Nicotine</i>
11.8	146 brands in the main Table—NOT sales/wtd(1)	12.6	1.02
8.3	All LOW TAR brands—sales weighted	9.7	0.82
13.7	All LOW TO MIDDLE TAR brands—sales weighted	15.3	1.22
16.1	All MIDDLE TAR brands—sales weighted	14.5	1.34
13.96	All L-M and M Tar brands—sales weighted	15.20	1.24
13.13	ALL BRANDS—sales weighted	14.40	1.18

Market share component for 38 LOW TAR brands: 13.1%

Market share component for 91 LOW TO MIDDLE TAR brands: 69.1%

Market share component for 16 MIDDLE TAR brands: 7.7%

Market share component for 2 HIGH TAR brands: 0.0%

Market share component for ALL 147 BRANDS: 89.9%

(1) Averages of integer values in the table.

Sales weighted averages calculated using arithmetic means.

Market share estimates for 1988 based on figures published in 'TOBACCO' & 'WORLD TOBACCO'.