

Appendix A: Classification of brands into market segments over survey period

Brand Family	Classification for analysis	Price/cig (max ¢)	2002 band	Price/cig (max ¢)	2006 band	Price/cig (max ¢)	2011 band
Albany	P	40	P	-	-	-	-
Alpine*	M	38	P	44	M	67	M
American Spirit	P	43	P	52	P	63	M
Ardath	P	47	P	-	-	-	-
Benson & Hedges	P	38	P	46	P	70	P
Brandon	D	33	D	37	D	57	D
Cambridge**	P	35	M	45	P	72	P
Camel	P	43	P	51	P	75	P
Cartier Vendome	P	48	P	-	-	-	-
Choice	D	-	-	37	D	59	D
Craven	P	42	P	51	P	78	P
Davidoff	P	87	P	50	P	73	P
Double Happiness	D	31	D	33	D	50	D
Dunhill	P	46	P	60	P	76	P
Escort	M	35	M	41	M	61	M
GT	D	-	-	-	-	57	D
Gudang Garam	P	60	P	68	P	96	P
Holiday	D	34	D	38	D	59	D
Honeyrose	D	25	D	25	D	25	D
Horizon	D	33	D	39	D	59	D
John Player	M	35	M	41	M	-	-
JPS	D	-	-	-	-	59	D
Kent	P	41	P	46	P	71	P
Kool	P	41	P	51	P	79	P
Longbeach*	D	34	D	40	D	62	M
Lucky Strike	P	39	P	46	P	-	-
Marlboro	P	40	P	46	P	70	P
Mild 7	P	42	P	-	-	-	-
More	P	47	P	55	P	79	P
Next	P	-	-	84	P	84	P
Pall Mall	M	-	-	41	M	60	M
Peter Jackson	M	36	M	44	M	65	M
Peter Stuyvesant	P	40	P	47	P	70	P
Raison	D	-	-	-	-	54	D
Rothmans	P	41	P	50	P	81	P
Silkcut	P	46	P	-	-	-	-
Special Mild	M	35	M	-	-	-	-
St Moritz	P	47	P	57	P	-	-
Stradbroke	D	32	D	38	D	59	D
Superkings	D	34	D	40	D	-	-
Superlights	M	35	M	-	-	-	-
Vogue	P	42	P	55	P	80	P
Wills**	P	36	M	45	P	73	P
Winfield	M	37	M	44	M	67	M
Zhong Hua**	M	39	P	43	M	57	D

Note. D: discount, M: mainstream, P: premium

Price/cig cut-offs: **2002**: D ≤34¢, M 35-37¢, P ≥38¢; **2006**: D ≤40¢, M 41-44¢, P ≥45¢; **2011**: D ≤59¢, M 60-69¢, P ≥70¢

* Brands with >1% market share that changed market segment category over survey period

** Brands with <1% market share that changed market segment category over survey period

- brand was not currently being sold, or was not listed as preferred brand by any participant