

Supplementary Table A. Brand equity metrics of the top 30 brands purchased by the 1,077 smokers in the Nielsen Consumer Panel

Cigarette Brand	Price Premium (\$)	Unit Market Shares (%)	Revenue Market Shares (\$)
1. Marlboro	1.35	44.16	44.41
2. Basic	1.15	6.42	5.84
3. Newport	1.61	5.10	5.97
4. Virginia Slims	1.43	4.89	5.16
5. Winston	1.14	4.57	4.13
6. Camel	1.35	3.59	4.00
7. Doral	0.95	3.02	2.22
8. Salem	1.38	2.94	2.98
9. Kool	1.23	2.43	2.29
10. Parliament	1.53	2.34	2.73
11. Pall Mall	1.24	1.94	1.80
12. Misty	0.96	1.85	1.47
13. Merit	1.96	1.80	2.35
14. Benson & Hedges	2.00	1.78	2.34
15. Carlton	1.63	1.29	1.62
16. GPC Approved	1.22	1.18	1.03
17. USA Gold	0.92	1.12	0.77
18. Liggett Select	0.91	0.68	0.53
19. Kent	2.15	0.62	0.81
20. Vantage	1.44	0.61	0.64
21. Monarch	1.28	0.47	0.36
22. Now	1.81	0.44	0.54
23. More	1.98	0.38	0.48
24. Baileys	0.56	0.31	0.17
25. Tareyton	2.42	0.30	0.37
26. Old Gold	1.76	0.17	0.17
27. Viceroy	1.26	0.16	0.14
28. Eve	0.77	0.10	0.10
29. Seneca	0.92	0.10	0.03
30. Cambridge	1.59	0.05	0.06

Note: The three brand strength metrics are based on 2004 aggregate store-level cigarette sales and price data from the IRI (see Bronnenberg BJ, Kruger MW, Mela CF. Database paper: The IRI marketing data. Set 746. 2008).