

Peter Brain's Proposed Amendments to the 2006 Industry Survey for GR Committee's Consideration

B117 Survey Monthly (Confidential, not to be included in any unconsolidated reports such as province or store size ranges)

- Store ID, Province and Size of Store (prefer gross sales for size, or a sales stratification class such as <\$5m sales and >\$5m sales)
- Monthly Industry Sales by Department to replace the B117 if feasible, by major class and imported versus domestic)
- Total Cigarette Cartons Sold (or sticks), Canadian vs Imported Brand

GR Survey Annual (Confidential, not to be included in any unconsolidated reports such as province or store size ranges)

- Store ID, Province and Size of Store (prefer gross sales for size, or a sales stratification class such as <\$5m sales and >\$5m sales)
- Total Number of Customers Served (transactions)
- Total Annual Sales (Including Excise Tax)
- Total Excise Tax Included in Sales (on CAD and IMP Brands)
- Total Gross Book Value of Capital Assets (ie. As a representation of overall investment)
- Total Number of Full Time Equivalent Employees during peak period
- Total Number of Students Employed during peak period
- Percentage of Customers with Canadian License Plate
- Current Carton Price for Key (say top 5 or 10) Canadian and US Tobacco Brands
- **What percentage of sales** do you spend for key financial items?
 - o Total Cost of Sales Including Excise Tax, Freight, Supplier Discounts, etc. (Can adjust if we get separate report on 'excise in sales')
 - o Total Wages (salaried and hourly combined, or separate)
 - o Total Employee Benefits
 - o Property Taxes
 - o Rent Paid to Landlord
 - o Advertising and Promotion
 - o All Other Operational and Administrative Expenses (excluding depreciation)

Peter Brain