

**NATIONAL SALES**

**1990 PLANS**

303542168

ALL CANADA

	<u>1985</u>	<u>Oct. 1986</u>	<u>Nov. 1987</u>	<u>July 1988</u>	<u>Aug. 1989</u>
TOTAL NUMBER OF OUTLETS	35,782	39,135	40,038	40,859	43,484
AWR/STORE	161	144	132	127	115
STORES WITH AWR OVER 200					
% Business	63.4	52.6	56.7	54.9	51.2
% Outlets	25.9	17.1	20.1	18.9	16.3

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ALL CANADA

BREAKDOWN BY STORE TYPE

	<u>Oct.</u> <u>1986</u>	<u>Nov.</u> <u>1987</u>	<u>July</u> <u>1988</u>	<u>Aug.</u> <u>1989</u>
<u>FOOD</u>				
X Business	28.1	25.8	24.7	23.5
X Outlets	21.0	19.9	19.0	18.4
<u>CONVENIENCE</u>				
X Business	35.7	37.1	37.8	38.8
X Outlets	43.0	43.7	44.1	44.5
<u>DRUG</u>				
X Business	18.4	18.9	19.2	18.7
X Outlets	9.7	9.5	9.4	8.8
<u>DEPARTMENT</u>				
X Business	4.8	4.5	4.2	4.0
X Outlets	2.4	2.3	2.2	2.0
<u>RESTAURANT</u>				
X Business	1.5	1.3	1.2	1.2
X Outlets	6.1	5.6	5.3	5.5
<u>SMOKE SHOP</u>				
X Business	5.8	5.4	5.3	5.1
X Outlets	6.1	6.0	5.9	5.5
<u>GAS BAR</u>				
X Business	3.7	4.8	5.4	6.7
X Outlets	5.3	6.4	7.5	8.8
<u>OTHER</u>				
X Business	1.9	1.9	1.8	1.9
X Outlets	6.2	6.4	6.4	6.2

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ALL CANADA

AWR OVER 200  
BREAKDOWN BY STORE TYPE

	<u>% OF TOTAL</u> <u>OUTLETS</u>	<u>% TOTAL OF</u> <u>BUSINESS</u>
FOOD	29.6	29.8
CONVENIENCE	33.3	24.7
DRUG	20.6	29.5
DEPARTMENT	5.6	6.1
RESTAURANT	0.1	0.2
SMOKE SHOP	4.3	3.6
GAS BAR	5.8	5.4
OTHER	1.5	1.6
TOTAL	100%	100%

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ALL CANADA

BREAKDOWN BY SALES REGION

	<u>Apr.</u> <u>1987</u>	<u>Nov.</u> <u>1987</u>	<u>July</u> <u>1988</u>	<u>Feb.</u> <u>1989</u>	<u>Aug.</u> <u>1989</u>
<u>B.C.</u>					
X Business	10.3	10.3	10.1	9.9	10.2 →
X Outlets	10.8	11.0	10.6	9.6	9.8 ↘
AWR/Store	131	124	120	122	119 ↘
<u>ALBERTA</u>					
X Business	11.5	10.5	9.9	9.7	9.8 ↘
X Outlets	8.8	9.0	8.9	8.4	8.4 →
AWR/Store	182	155	140	135	135 ↘
<u>MID-WEST</u>					
X Business	8.8	8.7	8.9	8.2	7.9 ↘
X Outlets	9.1	9.2	9.4	8.8	9.0 →
AWR/Store	133	125	121	110	101 ↘
<u>ONTARIO</u>					
X Business	28.2	29.3	30.3	29.9	30.5 ↗
X Outlets	26.8	26.4	26.5	25.1	25.0 ↘
AWR/Store	146	146	144	138	140 →
<u>OTTAWA/HULL</u>					
X Business	10.3	10.8	11.0	11.1	10.7 →
X Outlets	10.6	10.6	10.6	10.1	10.0 →
AWR/Store	134	134	132	129	123 ↘
<u>QUEBEC</u>					
X Business	22.4	21.7	21.4	23.2	22.8 →
X Outlets	23.0	22.7	22.7	27.2	27.0 →
AWR/Store	135	126	119	100	97 ↘
<u>ATLANTIC</u>					
X Business	8.5	8.7	8.4	8.0	8.1 ↘
X Outlets	10.9	11.1	11.3	10.8	10.8 →
AWR/Store	107	102	94	87	85 ↘

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ALL CANADA

FIELD ACTIVITIES

	<u>FOOD</u>	<u>CONV.</u>	<u>DRUG</u>	<u>DEPT.</u>	<u>REST.</u>
<b>AWARENESS</b>					
Number of Units	826	8,863	2,048	503	61
%	5.6	59.7	13.8	3.4	0.4
<b>POP</b>					
Number of Units	1,277	2,928	2,160	459	4
%	16.8	38.6	28.4	6.1	0.1
<b>PROMO</b>					
Number of Units	134	64	128	183	--
%	22.5	10.8	21.5	30.8	--
<b>POS</b>					
Number of Units	5,572	17,646	3,708	1,230	931
%	14.7	46.4	9.8	3.2	2.4

	<u>SMOKE</u>	<u>EDUC.</u>	<u>GAS</u>	<u>OTHER</u>	<u>TOTAL</u>
<b>AWARENESS</b>					
Number of Units	1,718	42	631	160	14,852
%	11.6	0.3	4.2	1.0	100.0
<b>POP</b>					
Number of Units	570	13	109	65	7,585
%	7.5	0.2	1.4	0.9	100.0
<b>PROMO</b>					
Number of Units	71	--	7	8	595
%	11.9	--	1.2	1.3	100.0
<b>POS</b>					
Number of Units	3,009	69	3,572	2,283	38,020
%	7.9	0.2	9.4	6.0	100.0

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ALL CANADA

PENETRATION (%)

	---- ITL ----		---- RBH ----		---- RJR ----	
	<u>-OUT-</u>	<u>-AWR-</u>	<u>-OUT-</u>	<u>-AWR-</u>	<u>-OUT-</u>	<u>-AWR-</u>
POP	15.7	37.9	8.4	23.3	10.2	25.2
PROMO	1.3	4.5	0.3	1.1	0.3	1.0
AWARENESS	25.9	42.6	16.7	28.3	17.1	29.2
MERCHANDISING	30.8	55.4	20.1	38.4	20.8	39.1
POS	54.9	64.8	14.1	19.9	9.2	13.5
NONE	38.1	23.6	73.6	55.6	75.3	56.9
PENETRATION	61.9	76.4	26.4	44.4	24.7	43.1

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