

Supporting data for

Michael J. Armstrong, "Relationships between increases in Canadian cannabis stores, sales, and p
Drug and Alcohol Dependence, 2021, 109071.

<https://doi.org/10.1016/j.drugalcdep.2021.109071>

List of worksheets

Pop	Population figures used to standardize other measures as per million residents aged 1
Stores	Licensed cannabis store counts
Sales	Retail sales dollars of recreational cannabis
Users	Prevalence numbers, past 3 month use
Changes	Stores, sales, and users per capita and their changes from period to period
Diagrams	Diagrams used in paper

Sheets are write-protected but have no password

revalence",

5 and above

Population estimates on July 1st, by age and sex

Statistics Canada. Table 17-10-0005-01 Population estimates on July 1st, by age and sex
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1710000501>
<https://doi.org/10.25318/1710000501-eng>

Total population age 15+ on 1 July

	2018	2019	2020
Can	31098915	31586901	31966591
NL	452857	452206	452139
PE	129323	132874	135212
NS	823154	833904	842561
NB	659017	665083	669341
QC	7073975	7158157	7221011
ON	12047457	12274182	12455397
MB	1096632	1110595	1117953
SK	934389	943092	948055
AB	3488300	3544753	3598600
BC	4298231	4375354	4428436

Males

	2018			2019			2020		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
Can	15,359,700	15,609,929	15,798,543	0.4938983	0.4941899	0.4942205			
NL	222709	222189	221874	0.4917866	0.4913447	0.4907208			
PE	63064	64999	66052	0.4876472	0.4891777	0.4885069			
NS	399383	404782	409127	0.4851862	0.485406	0.4855755			
NB	324292	327352	329569	0.4920844	0.4921972	0.4923783			
QC	3512883	3560302	3595671	0.4965925	0.4973769	0.4979456			
ON	5907916	6025343	6115524	0.490387	0.4908957	0.4909939			
MB	545576	552293	555314	0.4975014	0.4972947	0.4967239			
SK	469699	474108	476376	0.5026804	0.5027166	0.5024772			
AB	1750649	1777016	1802887	0.5018631	0.5013088	0.5009968			
BC	2114513	2152023	2176135	0.4919496	0.4918512	0.4914003			

Age 20-29

	2018			2019			2020		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
Can	5011548	5101604	5128042	0.1611486	0.1615101	0.1604188			
NL	58075	57567	56986	0.1282414	0.1273026	0.1260365			
PE	19365	20918	21898	0.1497413	0.1574273	0.1619531			
NS	120878	124173	124915	0.1468474	0.1489056	0.1482563			
NB	85968	87039	87471	0.1304488	0.1308694	0.1306823			
QC	1058010	1067250	1064039	0.1495637	0.1490956	0.1473532			
ON	2018477	2080501	2117094	0.1675438	0.1695022	0.169974			
MB	192445	194462	193793	0.1754873	0.1750971	0.1733463			
SK	156825	155503	152890	0.167837	0.1648864	0.161267			
AB	599125	596059	591835	0.1717527	0.1681525	0.1644626			
BC	683658	699633	698782	0.1590557	0.1599032	0.1577943			

2 Yr Chg	Quarterly interpolations (approximate)					
	3	4	1	2	3	4
0.07%						
-0.22%	0.4919	0.4918	0.4917	0.4916	0.4915	0.4913
0.18%	0.4873	0.4876	0.4880	0.4884	0.4888	0.4892
0.08%	0.4851	0.4852	0.4852	0.4853	0.4854	0.4854
0.06%	0.4921	0.4921	0.4921	0.4921	0.4922	0.4922
0.27%	0.4964	0.4966	0.4968	0.4970	0.4972	0.4974
0.12%	0.4903	0.4904	0.4905	0.4906	0.4908	0.4909
-0.16%	0.4976	0.4975	0.4974	0.4974	0.4973	0.4973
-0.04%	0.5027	0.5027	0.5027	0.5027	0.5027	0.5027
-0.17%	0.5020	0.5019	0.5017	0.5016	0.5014	0.5013
-0.11%	0.4920	0.4919	0.4919	0.4919	0.4919	0.4919
-0.45%						
-1.72%	0.1285	0.1282	0.1280	0.1278	0.1275	0.1273
8.16%	0.1478	0.1497	0.1517	0.1536	0.1555	0.1574
0.96%	0.1463	0.1468	0.1474	0.1479	0.1484	0.1489
0.18%	0.1303	0.1304	0.1306	0.1307	0.1308	0.1309
-1.48%	0.1497	0.1496	0.1494	0.1493	0.1492	0.1491
1.45%	0.1671	0.1675	0.1680	0.1685	0.1690	0.1695
-1.22%	0.1756	0.1755	0.1754	0.1753	0.1752	0.1751
-3.91%	0.1686	0.1678	0.1671	0.1664	0.1656	0.1649
-4.24%	0.1727	0.1718	0.1709	0.1700	0.1691	0.1682
-0.79%	0.1588	0.1591	0.1593	0.1595	0.1597	0.1599

1	2	3	4
0.4912	0.4910	0.4909	0.4907
0.4890	0.4888	0.4887	0.4885
0.4854	0.4855	0.4855	0.4856
0.4922	0.4923	0.4923	0.4924
0.4975	0.4977	0.4978	0.4979
0.4909	0.4909	0.4910	0.4910
0.4972	0.4970	0.4969	0.4967
0.5027	0.5026	0.5025	0.5025
0.5012	0.5012	0.5011	0.5010
0.4917	0.4916	0.4915	0.4914

0.1270	0.1267	0.1264	0.1260
0.1586	0.1597	0.1608	0.1620
0.1487	0.1486	0.1484	0.1483
0.1308	0.1308	0.1307	0.1307
0.1487	0.1482	0.1478	0.1474
0.1696	0.1697	0.1699	0.1700
0.1747	0.1742	0.1738	0.1733
0.1640	0.1631	0.1622	0.1613
0.1672	0.1663	0.1654	0.1645
0.1594	0.1588	0.1583	0.1578

Stores licensed as of the beginning of each month

	2018			2019				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Counts								
Newfoundland	22	23	25	26	25	25	25	25
Prince Edward Island	3	3	3	3	4	4	4	4
Nova Scotia	12	12	12	12	12	12	12	12
New Brunswick	20	20	20	20	20	20	20	20
Quebec	12	12	12	12	12	13	13	14
Ontario	0	0	0	0	0	0	10	13
Manitoba	10	12	14	16	18	21	21	23
Saskatchewan	3	5	13	16	20	21	21	28
Alberta	19	65	65	65	75	75	75	101
British Columbia	1	2	4	8	13	15	15	22
Total	102	154	168	178	199	206	216	262

Average, by quarter

Canada	141.333	194.333
Newfoundland	23.33	25.33
Prince Edward Island	3.00	3.67
Nova Scotia	12.00	12.00
New Brunswick	20.00	20.00
Quebec	12.00	12.33
Ontario	0.00	0.00
Manitoba	12.00	18.33
Saskatchewan	7.00	19.00
Alberta	49.67	71.67
British Columbia	2.33	12.00

Population 15+

	2018	2019
Canada	3.1E+07	3.2E+07
NL	452857	452206
PE	129323	132874
NS	823154	833904
NB	659017	665083
QC	7073975	7158157
ON	1.2E+07	1.2E+07
MB	1096632	1110595
SK	934389	943092
AB	3488300	3544753
BC	4298231	4375354

Stores per million residents age 15+

Canada	4.545	6.152
NL	51.525	56.022
PE	23.198	27.595

NS	14.578	14.390
NB	30.348	30.071
QC	1.696	1.723
ON	0.000	0.000
MB	10.943	16.508
SK	7.492	20.146
AB	14.238	20.218
BC	0.543	2.743

Sources of store counts

<https://shopcannabisnl.com/apps/store-locator>

<https://peicannabiscorp.com/pages/contact>

<https://www.mynslc.com/en/Stores>

<https://www.cannabis-nb.com/stores/>

<https://www.sqdc.ca/en-CA/Stores>

<https://www.agco.ca/status-current-cannabis-retail-store-applications>

<https://lqcamp.ca/cannabis/store-list/>

<https://www.slga.com/permits-and-licences/cannabis-permits/cannabis-retailing/cannabis-retailers-in-s>

<https://aglc.ca/cannabis/retail-cannabis/cannabis-licensee-search>

<https://justice.gov.bc.ca/lcrb/map>

Prolonged store closures

PEI closed all 4 stores due to Covid from 19 Mar 2020 to 21 May 2020

<https://www.cbc.ca/news/canada/prince-edward-island/pei-covid-19-liquor-cannabis-stores-closing-1.5>

<https://www.cbc.ca/news/canada/prince-edward-island/pei-government-reopen-public-services-1.5570>

Newfoundland had 10 stores closed by a Dominion strike from 23 Aug 2020 to 16 Nov 2020

<https://www.newswire.ca/news-releases/dominion-workers-on-strike-in-newfoundland-890671277.html>

<https://atlantic.ctvnews.ca/strike-is-over-for-n-l-dominion-store-workers-but-there-is-no-happy-ending-u>



2020

Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
25	24	25	25	25	25	25	25	25	25
4	4	4	4	4	4	4	4	4	4
12	12	12	12	12	12	12	12	12	12
20	20	20	20	20	20	20	20	20	20
15	16	17	17	18	28	31	33	35	38
22	23	24	24	24	24	24	27	28	43
23	23	23	24	26	27	28	29	30	30
30	33	35	35	36	39	40	41	41	43
106	156	236	278	294	335	353	384	411	423
30	41	55	66	90	90	106	132	143	164
287	352	451	505	549	604	643	707	749	802

255	436	598.667	752.667
25.00	24.67	25.00	25.00
4.00	4.00	4.00	4.00
12.00	12.00	12.00	12.00
20.00	20.00	20.00	20.00
14.00	16.67	25.67	35.33
15.00	23.67	24.00	32.67
22.33	23.33	27.00	29.67
26.33	34.33	38.33	41.67
94.00	223.33	327.33	406.00
22.33	54.00	95.33	146.33

2019	2019	2019	2020
3.2E+07	3.2E+07	3.2E+07	3.2E+07
452206	452206	452206	452139
132874	132874	132874	135212
833904	833904	833904	842561
665083	665083	665083	669341
7158157	7158157	7158157	7221011
1.2E+07	1.2E+07	1.2E+07	1.2E+07
1110595	1110595	1110595	1117953
943092	943092	943092	948055
3544753	3544753	3544753	3598600
4375354	4375354	4375354	4428436

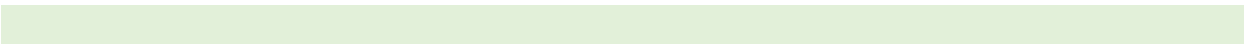
8.073	13.803	18.953	23.545
55.285	54.547	55.285	55.293
30.104	30.104	30.104	29.583

14.390	14.390	14.390	14.242
30.071	30.071	30.071	29.880
1.956	2.328	3.586	4.893
1.222	1.928	1.955	2.623
20.109	21.010	24.311	26.537
27.922	36.405	40.646	43.950
26.518	63.004	92.343	112.822
5.104	12.342	21.789	33.044

askatchewan

501873
157

inifor-1.5190787



Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
25	25	25	25	25	25	22.097	16	17	23
2.32	0	1.42	4	4	4	4	4	4	4
12	12	12	12	12	13	13	16	18	21
20	20	20	20	20	20	20	20	20	20
41	41	42	43	43	43	45	46	47	52
53	54	87	103	129	151	191	213	250	
29	29	30	31	32	35	40	46	50	
43	43	44	44	44	44	46	49	54	
438	451	468	487	508	517	527	534	546	
176	189	194	198	222	247	263	272	298	
839.32	864	923.42	967	1040	1098.1	1169	1220	1318	

875.58	1035.03	1235.67
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25.00	24.03	18.6667
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1.25	4.00	4
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12.00	12.67	18.3333
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20.00	20.00	20
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41.33	43.67	48.3333
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64.67	127.67	218
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29.33	32.67	45.3333
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43.33	44.00	49.6667
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452.33	504.00	535.667
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186.33	222.33	277.667
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2020	2020	2020
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3.2E+07	3.2E+07	3.2E+07
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452139	452139	452139
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135212	135212	135212
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842561	842561	842561
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669341	669341	669341
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7221011	7221011	7221011
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1.2E+07	1.2E+07	1.2E+07
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1117953	1117953	1117953
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948055	948055	948055
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3598600	3598600	3598600
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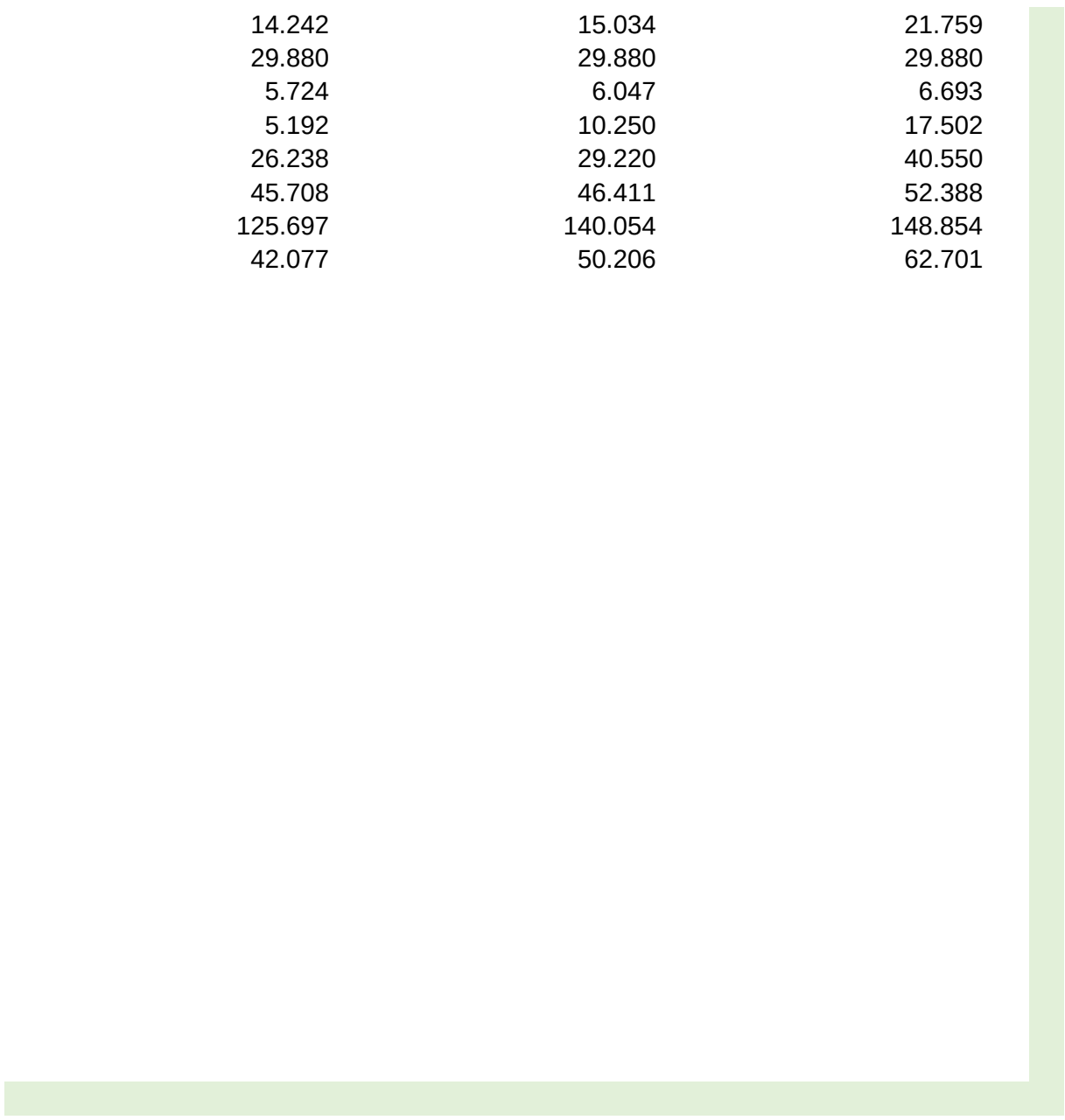
4428436	4428436	4428436
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27.390	32.379	38.6549
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55.293	53.153	41.285
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9.220	29.583	29.583
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14.242	15.034	21.759
29.880	29.880	29.880
5.724	6.047	6.693
5.192	10.250	17.502
26.238	29.220	40.550
45.708	46.411	52.388
125.697	140.054	148.854
42.077	50.206	62.701



Retail cannabis sales

Thousands of Canadian dollars, not seasonally adjusted

Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

<https://doi.org/10.25318/2010000801-eng>

	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19
Canada	42,084	55,396	58,848	55,451	52,082	60,764	74,636	85,946
Newfoundl	2,144	2,615	2,855	2,093	1,834	2,341	2,369	2,517
Prince Edv	850	1,253	1,348	1,226	1,077	1,163	1,173	1,311
Nova Scoti	4,272	6,208	6,305	5,408	4,610	4,986	4,929	5,284
New Bruns	2,190	3,029	3,264	3,035	2,677	2,930	2,863	2,931
Quebec	9,927	12,210	12,346	11,456	11,389	14,107	13,598	17,130
Ontario	11,454	8,920	8,721	8,947	7,539	7,692	19,687	22,821
Manitoba	2274	5850	5,454	4,274	4,088	4,750	4,981	5,276
Saskatche	2,462	2,330	2,497	2,542	4,070	5,071	6,060	7,029
Alberta	5,701	11,205	14,225	14,037	12,384	14,483	15,876	17,470
British Col	539	1,077	1,239	1,963	1,888	2,732	2,532	3,563

Manitoba values for Oct and Nov 2018 were estimated using its values for the remaining months t

Quarterly totals

Canada	156,328	168,297
Newfoundland and Labrador	7,614	6,268
Prince Edward Island	3,451	3,466
Nova Scotia	16,785	15,004
New Brunswick	8,483	8,642
Quebec	34,483	36,952
Ontario	29,095	24,178
Manitoba	13,578	13,112
Saskatchewan	7,289	11,683
Alberta	31,131	40,904
British Columbia	2,855	6,583


Population 15+

	2018	2019
Canada	31098915	31586901
NL	452857	452206
PE	129323	132874
NS	823154	833904
NB	659017	665083
QC	7073975	7158157
ON	12047457	12274182
MB	1096632	1110595
SK	934389	943092
AB	3488300	3544753
BC	4298231	4375354

Quarterly sales, \$ millions per million residents 15+

Canada	\$5.03	\$5.33
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NL	\$16.81	\$13.86
PE	\$26.69	\$26.08
NS	\$20.39	\$17.99
NB	\$12.87	\$12.99
QC	\$4.87	\$5.16
ON	\$2.42	\$1.97
MB	\$12.38	\$11.81
SK	\$7.80	\$12.39
AB	\$8.92	\$11.54
BC	\$0.66	\$1.50



Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20
91,692	106,064	125,954	122,927	129,980	136,775	147,885	154,166	150,745
2,581	2,971	3,395	3,119	3,410	3,135	3,299	3,034	2,859
1,279	1,484	1,654	1,398	1,419	1,419	1,437	1,405	1,254
5,430	5,718	6,459	5,743	5,877	5,583	6,214	6,379	5,746
3,003	3,379	5,377	3,227	3,310	3,470	4,108	4,350	4,200
18,765	22,737	24,982	26,212	29,005	29,810	33,456	31,998	29,182
25,855	29,613	33,772	31,786	32,848	31,619	33,686	37,061	37,888
5,298	5,832	5,737	5,845	4,703	4,617	7,106	6,598	6,392
6,179	6,284	6,822	7,083	7,367	7,434	7,616	9,410	7,995
18,423	21,340	24,862	25,776	28,318	29,844	32,331	33,323	33,410
4,230	5,965	12,037	12,088	12,937	19,021	17,768	19,948	21,171

hat year

252,274	354,945	414,640
7,467	9,485	9,844
3,763	4,536	4,275
15,643	17,920	17,674
8,797	11,983	10,888
49,493	73,931	92,271
68,363	95,171	98,153
15,555	17,414	16,426
19,268	20,189	22,417
51,769	71,978	90,493
10,325	30,090	49,726
2019	2019	2019
31586901	31586901	31586901
452206	452206	452206
132874	132874	132874
833904	833904	833904
665083	665083	665083
7158157	7158157	7158157
12274182	12274182	12274182
1110595	1110595	1110595
943092	943092	943092
3544753	3544753	3544753
4375354	4375354	4375354
\$7.99	\$11.24	\$13.13

\$16.51	\$20.97	\$21.77
\$28.32	\$34.14	\$32.17
\$18.76	\$21.49	\$21.19
\$13.23	\$18.02	\$16.37
\$6.91	\$10.33	\$12.89
\$5.57	\$7.75	\$8.00
\$14.01	\$15.68	\$14.79
\$20.43	\$21.41	\$23.77
\$14.60	\$20.31	\$25.53
\$2.36	\$6.88	\$11.37



Mar-20 Apr-20 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20

180,692	178,429	186,353	201,105	232,725	248,252	256,670	268,303	259,413
3,039	2,522	2,796	3,295	4,129	4,686	3,755	3,926	3,839
1,198	435	575	1,143	1,547	1,672	1,681	1,668	1,510
6,453	5,597	5,861	6,116	6,970	7,577	7,624	7,310	6,887
5,019	5,497	5,140	5,309	6,419	6,665	6,470	6,242	6,124
37,665	41,045	38,532	39,992	43,902	44,636	45,021	48,016	44,902
46,796	40,256	41,134	48,852	60,327	71,234	77,994	82,115	81,255
6,849	6,269	6,936	8,183	9,065	9,561	9,343	9,816	9,641
9,068	9,807	10,682	11,115	12,742	12,601	13,474	13,751	13,723
40,073	42,305	46,338	46,707	51,794	52,588	53,664	56,637	54,017
23,699	23,850	27,460	29,392	34,714	35,898	36,558	37,700	36,443

485,603	565,887	737,647
8,932	8,613	12,570
3,857	2,153	4,900
18,578	17,574	22,171
13,569	15,946	19,554
98,845	119,569	133,559
121,745	130,242	209,555
19,839	21,388	27,969
26,473	31,604	38,817
106,806	135,350	158,046
64,818	80,702	107,170

2020	2020	2020
31966591	31966591	31966591
452139	452139	452139
135212	135212	135212
842561	842561	842561
669341	669341	669341
7221011	7221011	7221011
12455397	12455397	12455397
1117953	1117953	1117953
948055	948055	948055
3598600	3598600	3598600
4428436	4428436	4428436

\$15.19 \$17.70 \$23.08

\$19.75	\$19.05	\$27.80
\$28.53	\$15.92	\$36.24
\$22.05	\$20.86	\$26.31
\$20.27	\$23.82	\$29.21
\$13.69	\$16.56	\$18.50
\$9.77	\$10.46	\$16.82
\$17.75	\$19.13	\$25.02
\$27.92	\$33.34	\$40.94
\$29.68	\$37.61	\$43.92
\$14.64	\$18.22	\$24.20



Dec-20

297,485

5,444

1,776

8,237

6,786

50,789

92,523

11,374

12,170

63,832

42,822

825,201

13,209

4,954

22,434

19,152

143,707

255,893

30,831

39,644

174,486

116,965

2020

31966591

452139

135212

842561

669341

7221011

12455397

1117953

948055

3598600

4428436

\$25.81

\$29.21
\$36.64
\$26.63
\$28.61
\$19.90
\$20.54
\$27.58
\$41.82
\$48.49
\$26.41

National Cannabis Survey prevalence estimates

Statistics Canada. Table 13-10-0383-01 Prevalence of cannabis use in the past three months, se <https://doi.org/10.25318/1310038301-eng>

Past 3 month users age 15+

	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2
<i>Canada</i>	4178.8	4643.1	4550.5	4629.7	5306.0	4865.9
NL	72.3	79.4	71.0	84.5	81.0	69.4
PE	17.4	23.7	18.9	22.5	19.5	16.8
NS	158.1	165.6	181.4	170.4	144.3	194.5
NB	88.9	107.0	85.8	117.4	113.9	129.9
QC	712.0	727.6	703.0	939.6	770.5	713.6
ON	1583.3	2075.2	1779.3	1826.1	2388.9	2000.9
MB	168.5	153.4	190.5	154.9	132.6	178.6
SK	132.4	86.9	137.8	144.7	138.2	130.4
AB	570.9	533.4	586.5	553.8	749.8	707.5
BC	675.0	690.9	796.5	615.9	767.4	724.3

Population 15+

<i>Canada</i>	31,098,915	31,098,915	31,098,915	31,098,915	31,586,901	31,586,901
NL	452,857	452,857	452,857	452,857	452,206	452,206
PE	129,323	129,323	129,323	129,323	132,874	132,874
NS	823,154	823,154	823,154	823,154	833,904	833,904
NB	659,017	659,017	659,017	659,017	665,083	665,083
QC	7,073,975	7,073,975	7,073,975	7,073,975	7,158,157	7,158,157
ON	12,047,457	12,047,457	12,047,457	12,047,457	12,274,182	12,274,182
MB	1,096,632	1,096,632	1,096,632	1,096,632	1,110,595	1,110,595
SK	934,389	934,389	934,389	934,389	943,092	943,092
AB	3,488,300	3,488,300	3,488,300	3,488,300	3,544,753	3,544,753
BC	4,298,231	4,298,231	4,298,231	4,298,231	4,375,354	4,375,354

Users, thousands per million residents aged 15+

<i>Canada</i>	134.37	149.30	146.32	148.87	167.98	154.05
NL	159.65	175.33	156.78	186.59	179.12	153.47
PE	134.55	183.26	146.15	173.98	146.76	126.44
NS	192.07	201.18	220.37	207.01	173.04	233.24
NB	134.90	162.36	130.19	178.14	171.26	195.31
QC	100.65	102.86	99.38	132.82	107.64	99.69
ON	131.42	172.25	147.69	151.58	194.63	163.02
MB	153.65	139.88	173.71	141.25	119.40	160.81
SK	141.70	93.00	147.48	154.86	146.54	138.27
AB	163.66	152.91	168.13	158.76	211.52	199.59

BC

157.04

160.74

185.31

143.29

175.39

165.54



lf-reported

			Averages from Rotermann 2021	
2019 Q3	2019 Q4	2020 Q4	2018 Q123	2019 Q1234
5197.6	5119.4	6184.3	4457.5	5122.2
106.1	112.9	84.9	74.2	92.3
33.0	27.0	29.3	20.0	24.1
260.6	222.7	223.2	168.4	205.5
148.5	115.1	115.3	93.9	126.8
803.8	1003.1	748.9	714.2	822.7
2022.9	1970.3	2828.0	1812.6	2095.7
178.0	178.0	233.6	170.8	166.8
152.1	128.0	124.3	119.0	137.2
662.5	585.0	766.8	563.6	676.2
830.2	777.2	1030.2	720.8	774.8
31,586,901	31,586,901	31,966,591	31,098,915	31,586,901
452,206	452,206	452,139	452,857	452,206
132,874	132,874	135,212	129,323	132,874
833,904	833,904	842,561	823,154	833,904
665,083	665,083	669,341	659,017	665,083
7,158,157	7,158,157	7,221,011	7,073,975	7,158,157
12,274,182	12,274,182	12,455,397	12,047,457	12,274,182
1,110,595	1,110,595	1,117,953	1,096,632	1,110,595
943,092	943,092	948,055	934,389	943,092
3,544,753	3,544,753	3,598,600	3,488,300	3,544,753
4,375,354	4,375,354	4,428,436	4,298,231	4,375,354
164.55	162.07	193.46	143.33	162.16
234.63	249.66	187.77	163.85	204.11
248.36	203.20	216.70	154.65	181.37
312.51	267.06	264.91	204.58	246.43
223.28	173.06	172.26	142.48	190.65
112.29	140.13	103.71	100.96	114.93
164.81	160.52	227.05	150.45	170.74
160.27	160.27	208.95	155.75	150.19
161.28	135.72	131.11	127.36	145.48
186.90	165.03	213.08	161.57	190.76

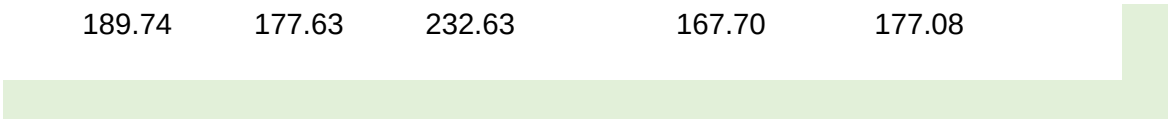
189.74

177.63

232.63

167.70

177.08



Combined data for users, sales, and stores

Per million residents age 15+

Quarterly Levels

	A	B	C	D	E	F	G	
Stores	R3: 2018	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q4	
NL	0	51.52473	56.02167	55.28454	54.54741	55.28454	41.28524	NL
PE	0	23.19773	27.59506	30.10371	30.10371	30.10371	29.58317	PE
NS	0	14.57807	14.39015	14.39015	14.39015	14.39015	21.75906	NS
NB	0	30.34823	30.07143	30.07143	30.07143	30.07143	29.88014	NB
QC	0	1.696359	1.722976	1.955811	2.328346	3.585653	6.69343	QC
ON	0	0	0	1.222077	1.928167	1.955324	17.50245	ON
MB	0	10.9426	16.50767	20.10934	21.00976	24.31129	40.5503	MB
SK	0	7.491527	20.1465	27.92234	36.40507	40.64644	52.38796	SK
AB	0	14.23807	20.21768	26.51807	63.00392	92.34306	148.8542	AB
BC	0	0.542859	2.742635	5.104349	12.34186	21.78871	62.70084	BC

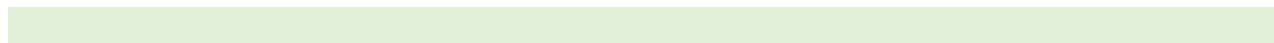
Sales \$KK	R3: 2018	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q4	
NL	0	16.81325	13.86094	16.51239	20.97495	21.76884	29.21447	NL
PE	0	26.68512	26.08486	28.32006	34.1376	32.17334	36.63876	PE
NS	0	20.39108	17.99248	18.75875	21.48928	21.19429	26.62597	NS
NB	0	12.8722	12.99387	13.22692	18.0173	16.37089	28.61322	NB
QC	0	4.874628	5.162223	6.91421	10.32822	12.89033	19.90123	QC
ON	0	2.415032	1.969826	5.569658	7.753755	7.996704	20.54475	ON
MB	0	12.38155	11.80628	14.00601	15.67988	14.79027	27.57808	MB
SK	0	7.80082	12.38797	20.43067	21.40724	23.76969	41.81614	SK
AB	0	8.924404	11.53931	14.6044	20.30551	25.52872	48.48719	AB
BC	0	0.664227	1.504564	2.359809	6.877158	11.36502	26.41226	BC

Users K	R3: 2018	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q4	
NL	163.8486	186.5931	179.1219	153.4699	234.6276	249.665	187.7741	NL
PE	154.6515	173.983	146.7556	126.4356	248.3556	203.2	216.6967	PE
NS	204.579	207.0087	173.0415	233.2403	312.506	267.0571	264.9066	NS
NB	142.4849	178.1441	171.2568	195.314	223.2804	173.0611	172.259	NB
QC	100.9616	132.8249	107.6394	99.69047	112.2915	140.1338	103.7112	QC
ON	150.455	151.5756	194.628	163.017	164.8094	160.5239	227.0502	ON
MB	155.7496	141.2507	119.3955	160.8147	160.2744	160.2744	208.9533	MB
SK	127.356	154.8606	146.5393	138.2686	161.278	135.7238	131.1105	SK
AB	161.5687	158.7593	211.5239	199.5908	186.896	165.0327	213.0829	AB
BC	167.6969	143.2915	175.3915	165.5409	189.7446	177.6313	232.6329	BC

Prop 20-29	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q4	
NL	0.128476	0.128241	0.128007	0.127772	0.127537	0.127303	0.126036	NL
PE	0.14782	0.149741	0.151663	0.153584	0.155506	0.157427	0.161953	PE
NS	0.146333	0.146847	0.147362	0.147876	0.148391	0.148906	0.148256	NS
NB	0.130344	0.130449	0.130554	0.130659	0.130764	0.130869	0.130682	NB
QC	0.149681	0.149564	0.149447	0.14933	0.149213	0.149096	0.147353	QC

ON	0.167054	0.167544	0.168033	0.168523	0.169013	0.169502	0.169974	ON
MB	0.175585	0.175487	0.17539	0.175292	0.175195	0.175097	0.173346	MB
SK	0.168575	0.167837	0.167099	0.166362	0.165624	0.164886	0.161267	SK
AB	0.172653	0.171753	0.170853	0.169953	0.169053	0.168152	0.164463	AB
BC	0.158844	0.159056	0.159268	0.159479	0.159691	0.159903	0.157794	BC

Prop male	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q4	
NL	0.491897	0.491787	0.491676	0.491566	0.491455	0.491345	0.490721	NL
PE	0.487265	0.487647	0.48803	0.488412	0.488795	0.489178	0.488507	PE
NS	0.485131	0.485186	0.485241	0.485296	0.485351	0.485406	0.485576	NS
NB	0.492056	0.492084	0.492113	0.492141	0.492169	0.492197	0.492378	NB
QC	0.496396	0.496593	0.496789	0.496985	0.497181	0.497377	0.497946	QC
ON	0.49026	0.490387	0.490514	0.490641	0.490769	0.490896	0.490994	ON
MB	0.497553	0.497501	0.49745	0.497398	0.497346	0.497295	0.496724	MB
SK	0.502671	0.50268	0.502689	0.502698	0.502708	0.502717	0.502477	SK
AB	0.502002	0.501863	0.501725	0.501586	0.501447	0.501309	0.500997	AB
BC	0.491974	0.49195	0.491925	0.4919	0.491876	0.491851	0.4914	BC



Stores	Annual levels			Annual changes	
	2018 Q4	2019 Q4	2020 Q4	2019 Q4	2020 Q4
NL	51.52473	55.28454	41.28524	3.759811	-13.9993
PE	23.19773	30.10371	29.58317	6.905978	-0.52053
NS	14.57807	14.39015	21.75906	-0.18793	7.368912
NB	30.34823	30.07143	29.88014	-0.2768	-0.1913
QC	1.696359	3.585653	6.69343	1.889294	3.107777
ON	0	1.955324	17.50245	1.955324	15.54713
MB	10.9426	24.31129	40.5503	13.3687	16.23901
SK	7.491527	40.64644	52.38796	33.15491	11.74152
AB	14.23807	92.34306	148.8542	78.10499	56.51113
BC	0.542859	21.78871	62.70084	21.24585	40.91213

Sales \$M	2018 Q4	2019 Q4	2020 Q4		
	2018 Q4	2019 Q4	2020 Q4	2019 Q4	2020 Q4
NL	16.81325	21.76884	29.21447	4.955585	7.445627
PE	26.68512	32.17334	36.63876	5.488215	4.465423
NS	20.39108	21.19429	26.62597	0.803205	5.431679
NB	12.8722	16.37089	28.61322	3.498687	12.24233
QC	4.874628	12.89033	19.90123	8.015701	7.010901
ON	2.415032	7.996704	20.54475	5.581671	12.54804
MB	12.38155	14.79027	27.57808	2.408724	12.78781
SK	7.80082	23.76969	41.81614	15.96887	18.04645
AB	8.924404	25.52872	48.48719	16.60431	22.95847

BC 0.664227 11.36502 26.41226 10.7008 15.04724

Users, K **2018 Q4** **2019 Q4** **2020 Q4**

NL	186.5931	249.665	187.7741	63.07186	-61.8909
PE	173.983	203.2	216.6967	29.21705	13.49672
NS	207.0087	267.0571	264.9066	60.04847	-2.15048
NB	178.1441	173.0611	172.259	-5.08301	-0.80212
QC	132.8249	140.1338	103.7112	7.308939	-36.4226
ON	151.5756	160.5239	227.0502	8.948379	66.52623
MB	141.2507	160.2744	208.9533	19.02378	48.67888
SK	154.8606	135.7238	131.1105	-19.1368	-4.61323
AB	158.7593	165.0327	213.0829	6.273374	48.05021
BC	143.2915	177.6313	232.6329	34.33983	55.00158



Changes						
Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	Full year
1	2	3	4	5	6	
51.52473	4.49694	-0.7371	-0.7371	0.73713		-13.9993
23.19773	4.39734	2.50864	0	0		-0.520534
14.57807	-0.1879	0	0	0		7.368912
30.34823	-0.2768	0	0	0		-0.191299
1.696359	0.02662	0.23283	0.37254	1.25731		3.107777
0	0	1.22208	0.70609	0.02716		15.54713
10.9426	5.56507	3.60167	0.90042	3.30153		16.23901
7.491527	12.655	7.77584	8.48274	4.24137		11.74152
14.23807	5.9796	6.30039	36.4859	29.3391		56.51113
0.542859	2.19978	2.36171	7.23751	9.44685		40.91213
16.81325	-2.9523	2.65145	4.46257	0.79389		7.445627
26.68512	-0.6003	2.2352	5.81754	-1.9643		4.465423
20.39108	-2.3986	0.76628	2.73053	-0.295		5.431679
12.8722	0.12166	0.23305	4.79038	-1.6464		12.24233
4.874628	0.28759	1.75199	3.41401	2.56211		7.010901
2.415032	-0.4452	3.59983	2.1841	0.24295		12.54804
12.38155	-0.5753	2.19972	1.67388	-0.8896		12.78781
7.80082	4.58716	8.04269	0.97657	2.36244		18.04645
8.924404	2.6149	3.06509	5.7011	5.22321		22.95847
0.664227	0.84034	0.85525	4.51735	4.48787		15.04724
22.74449	-7.4712	-25.652	81.1577	15.0374		-61.89086
19.33144	-27.227	-20.32	121.92	-45.156		13.49672
2.429679	-33.967	60.1988	79.2657	-45.449		-2.150483
35.65917	-6.8873	24.0571	27.9664	-50.219		-0.802124
31.86327	-25.185	-7.949	12.601	27.8424		-36.4226
1.120568	43.0525	-31.611	1.79238	-4.2854		66.52623
-14.4989	-21.855	41.4192	-0.5403	0		48.67888
27.5046	-8.3213	-8.2707	23.0094	-25.554		-4.613231
-2.80939	52.7646	-11.933	-12.695	-21.863		48.05021
-24.4054	32.1	-9.8506	24.2038	-12.113		55.00158
x100						
-0.0235	-0.0235	-0.0235	-0.0235	-0.0235		-0.1266
0.1921	0.1921	0.1921	0.1921	0.1921		0.4526
0.0515	0.0515	0.0515	0.0515	0.0515		-0.0649
0.0105	0.0105	0.0105	0.0105	0.0105		-0.0187
-0.0117	-0.0117	-0.0117	-0.0117	-0.0117		-0.1742

Prov	ProvCode	Time	Stores
NL	1	1	51.52473
PE	2	1	23.19773
NS	3	1	14.57807
NB	4	1	30.34823
QC	5	1	1.696359
ON	6	1	0
MB	7	1	10.9426
SK	8	1	7.491527
AB	9	1	14.23807
BC	10	1	0.542859
NL	1	2	4.496939
PE	2	2	4.397335
NS	3	2	-0.187928
NB	4	2	-0.276796
QC	5	2	0.026617
ON	6	2	0
MB	7	2	5.565073
SK	8	2	12.65497
AB	9	2	5.979604
BC	10	2	2.199776
NL	1	3	-0.737127
PE	2	3	2.508642
NS	3	3	0
NB	4	3	0
QC	5	3	0.232835
ON	6	3	1.222077
MB	7	3	3.601673
SK	8	3	7.775841
AB	9	3	6.300392
BC	10	3	2.361714
NL	1	4	-0.737127
PE	2	4	0
NS	3	4	0
NB	4	4	0
QC	5	4	0.372535
ON	6	4	0.706089
MB	7	4	0.900418
SK	8	4	8.482736
AB	9	4	36.48585
BC	10	4	7.23751
NL	1	5	0.737127
PE	2	5	0
NS	3	5	0
NB	4	5	0
QC	5	5	1.257307
ON	6	5	0.027157

0.0490	0.0490	0.0490	0.0490	0.0490	0.0472	MB	7	5	3.301534
-0.0098	-0.0098	-0.0098	-0.0098	-0.0098	-0.1751	SK	8	5	4.241368
-0.0738	-0.0738	-0.0738	-0.0738	-0.0738	-0.3619	AB	9	5	29.33914
-0.0900	-0.0900	-0.0900	-0.0900	-0.0900	-0.3690	BC	10	5	9.446855
0.0212	0.0212	0.0212	0.0212	0.0212	-0.2109	NL	1	6	-13.9993
						PE	2	6	-0.520534
x100						NS	3	6	7.368912
-0.0110	-0.0110	-0.0110	-0.0110	-0.0110	-0.0624	NB	4	6	-0.191299
0.0383	0.0383	0.0383	0.0383	0.0383	-0.0671	QC	5	6	3.107777
0.0055	0.0055	0.0055	0.0055	0.0055	0.0170	ON	6	6	15.54713
0.0028	0.0028	0.0028	0.0028	0.0028	0.0181	MB	7	6	16.23901
0.0196	0.0196	0.0196	0.0196	0.0196	0.0569	SK	8	6	11.74152
0.0127	0.0127	0.0127	0.0127	0.0127	0.0098	AB	9	6	56.51113
-0.0052	-0.0052	-0.0052	-0.0052	-0.0052	-0.0571	BC	10	6	40.91213
0.0009	0.0009	0.0009	0.0009	0.0009	-0.0239				
-0.0139	-0.0139	-0.0139	-0.0139	-0.0139	-0.0312				
-0.0025	-0.0025	-0.0025	-0.0025	-0.0025	-0.0451	Mean			7.519946
						SD			12.96877
						Max			56.51113
						Min			-13.9993

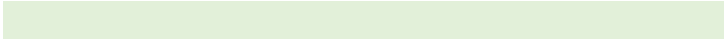
Stores

7.519946
12.96877
56.51113
-13.9993

Sales	Users	Users Lag1	Young	Male
16.81325	22.74449	0	-0.0235	-0.011
26.68512	19.33144	0	0.19215	0.03826
20.39108	2.429679	0	0.05146	0.00549
12.8722	35.65917	0	0.01051	0.00282
4.874628	31.86327	0	-0.0117	0.01961
2.415032	1.120568	0	0.04896	0.01272
12.38155	-14.49894	0	-0.0098	-0.0052
7.80082	27.5046	0	-0.0738	0.00091
8.924404	-2.809391	0	-0.09	-0.0139
0.664227	-24.40539	0	0.02119	-0.0025
-2.952315	-7.471214	51.5247271	-0.0235	-0.011
-0.600259	-27.2274	23.1977297	0.19215	0.03826
-2.398602	-33.96715	14.5780741	0.05146	0.00549
0.121665	-6.887294	30.3482308	0.01051	0.00282
0.287594	-25.18546	1.69635884	-0.0117	0.01961
-0.445207	43.05248	0	0.04896	0.01272
-0.575262	-21.85521	10.9425951	-0.0098	-0.0052
4.587155	-8.3213	7.49152655	-0.0738	0.00091
2.614905	52.76462	14.238072	-0.09	-0.0139
0.840337	32.10002	0.54285899	0.02119	-0.0025
2.651446	-25.65203	56.0216656	-0.0235	-0.011
2.2352	-20.32	27.595065	0.19215	0.03826
0.766275	60.19878	14.3901456	0.05146	0.00549
0.233054	24.05715	30.0714347	0.01051	0.00282
1.751987	-7.948973	1.72297609	-0.0117	0.01961
3.599833	-31.61107	0	0.04896	0.01272
2.199722	41.41924	16.5076678	-0.0098	-0.0052
8.042694	-8.270667	20.1464968	-0.0738	0.00091
3.065094	-11.93313	20.2176757	-0.09	-0.0139
0.855245	-9.850632	2.74263522	0.02119	-0.0025
4.462568	81.1577	55.2845385	-0.0235	-0.011
5.817541	121.92	30.1037073	0.19215	0.03826
2.73053	79.26572	14.3901456	0.05146	0.00549
4.79038	27.96643	30.0714347	0.01051	0.00282
3.414007	12.60101	1.95581069	-0.0117	0.01961
2.184097	1.79238	1.22207737	0.04896	0.01272
1.673878	-0.540251	20.1093408	-0.0098	-0.0052
0.976575	23.00942	27.9223377	-0.0738	0.00091
5.701102	-12.69482	26.5180677	-0.09	-0.0139
4.517349	24.20376	5.10434889	0.02119	-0.0025
0.793886	15.03739	54.5474113	-0.0235	-0.011
-1.964267	-45.15556	30.1037073	0.19215	0.03826
-0.294998	-45.44888	14.3901456	0.05146	0.00549
-1.646411	-50.2193	30.0714347	0.01051	0.00282
2.562112	27.84236	2.32834606	-0.0117	0.01961
0.242949	-4.285418	1.92816651	0.04896	0.01272

-0.889613	0	21.009759	-0.0098	-0.0052
2.362442	-25.55424	36.4050732	-0.0738	0.00091
5.223213	-21.8633	63.0039197	-0.09	-0.0139
4.487865	-12.11331	12.3418585	0.02119	-0.0025
7.445627	-61.89086	55.2845385	-0.1266	-0.0624
4.465423	13.49672	30.1037073	0.45257	-0.0671
5.431679	-2.150483	14.3901456	-0.0649	0.01695
12.24233	-0.802124	30.0714347	-0.0187	0.01811
7.010901	-36.4226	3.58565294	-0.1742	0.05687
12.54804	66.52623	1.95532378	0.04718	0.00982
12.78781	48.67888	24.3112926	-0.1751	-0.0571
18.04645	-4.613231	40.646441	-0.3619	-0.0239
22.95847	48.05021	92.3430584	-0.369	-0.0312
15.04724	55.00158	21.7887132	-0.2109	-0.0451

Sales	Users	Users Lag1	Young	Male
5.097201	7.147095	18.9544646	-0.0071	0.00086
6.40794	35.71819	19.9490768	0.12224	0.02296
26.68512	121.92	92.3430584	0.45257	0.05687
-2.952315	-61.89086	0	-0.369	-0.0671



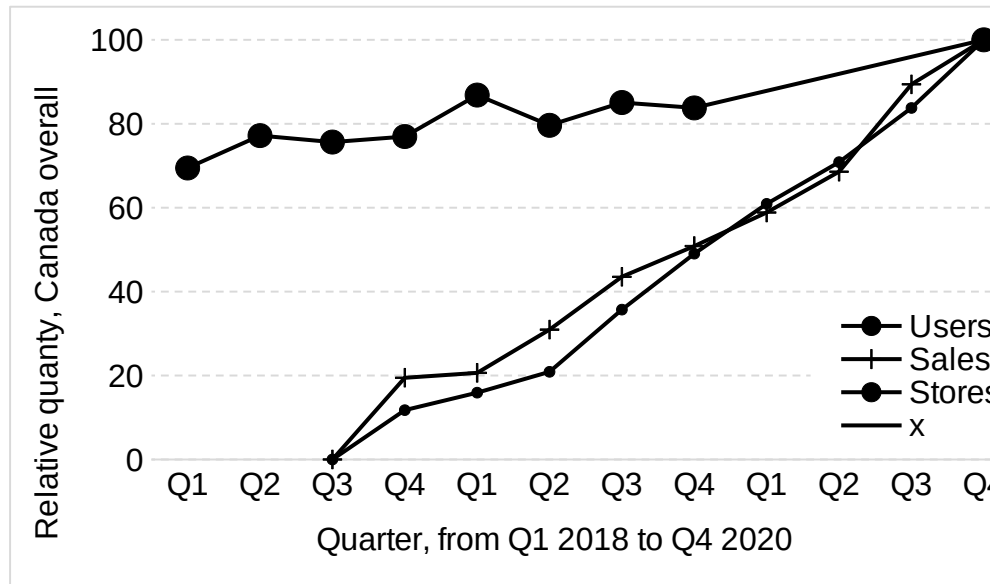
Diagrams

	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Canada	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3
Stores				4.544639	6.152339	8.072967	13.80319
Sales				1675.6	1776.021	2662.222	3745.698
Users	134.3712	149.301	146.3234	148.8701	167.981	154.048	164.5492

Normalized so Q4 2020 equals 100

Quarter	1	2	3	4	5	6	7
Stores			0.0	11.8	15.9	20.9	35.7
Sales			0.0	19.5	20.6	30.9	43.5
Users	69.5	77.2	75.6	77.0	86.8	79.6	85.1
Users	69.5	77.2	75.6	77.0	86.8	79.6	85.1

x



2020 Q4 data snapshot

	Stores	Sales	Users
Alberta	148.85	\$48,487	213.1
British Columbia	62.70	\$26,412	232.6
Saskatchewan	52.39	\$41,816	131.1
Newfoundland	41.29	\$29,214	187.8
Manitoba	40.55	\$27,578	209.0
Canada	38.65	\$25,814	193.5
New Brunswick	29.88	\$28,613	172.3
Prince Edward Island	29.58	\$36,639	216.7
Nova Scotia	21.76	\$26,626	264.9
Ontario	17.50	\$20,545	227.1
Quebec	6.69	\$19,901	103.7

Q4	Q1	Q2	Q3	Q4
2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4

18.953	23.54542	27.39047	32.37856	38.65494
4375.653	5063.651	5900.817	7691.853	8604.827
162.0735	169.9205	177.7674	185.6144	193.4614

interpolated for diagram

8	9	10	11	12
49.0	60.9	70.9	83.8	100
50.9	58.8	68.6	89.4	100
83.8	87.8	91.9	95.9	100
83.8				100
83.8	87.8	91.9	95.9	100



N	Stores	Sales	Users
1	51.52473	16.8132545	22.74449
3	14.57807	20.3910811	2.429679
4	30.34823	12.8722021	35.65917
5	1.696359	4.87462848	31.86327
6	0	2.41503248	1.120568
7	10.9426	12.3815464	-14.49894
8	7.491527	7.80081957	27.5046
9	14.23807	8.92440444	-2.809391
10	0.542859	0.66422675	-24.40539
11	4.496939	-2.95231503	-7.471214
12	4.397335	-0.6002594	-27.2274
13	-0.187928	-2.39860238	-33.96715
14	-0.276796	0.12166485	-6.887294
15	0.026617	0.28759414	-25.18546
16	0	-0.44520671	43.05248
17	5.565073	-0.57526239	-21.85521
18	12.65497	4.5871553	-8.3213
19	5.979604	2.61490451	52.76462
20	2.199776	0.84033723	32.10002
21	-0.737127	2.65144646	-25.65203
22	2.508642	2.23520026	-20.32
23	0	0.76627525	60.19878
24	0	0.23305362	24.05715
25	0.232835	1.75198728	-7.948973
26	1.222077	3.59983256	-31.61107
27	3.601673	2.19972177	41.41924
28	7.775841	8.04269361	-8.270667
29	6.300392	3.06509368	-11.93313
30	2.361714	0.85524508	-9.850632
31	-0.737127	4.46256794	81.1577
33	0	2.73053013	79.26572
34	0	4.79037955	27.96643
35	0.372535	3.41400726	12.60101
36	0.706089	2.18409667	1.79238
37	0.900418	1.67387752	-0.540251
38	8.482736	0.97657493	23.00942
39	36.48585	5.70110245	-12.69482
40	7.23751	4.51734877	24.20376
41	0.737127	0.79388597	15.03739
42	0	-1.9642669	-45.15556
43	0	-0.29499799	-45.44888
44	0	-1.64641105	-50.2193
45	1.257307	2.56211201	27.84236
46	0.027157	0.24294898	-4.285418
47	3.301534	-0.88961323	0
48	4.241368	2.36244184	-25.55424

49	29.33914	5.22321301	-21.8633
50	9.446855	4.48786544	-12.11331
51	-13.9993	7.44562737	-61.89086
52	-0.520534	4.46542273	13.49672
53	7.368912	5.43167921	-2.150483
54	-0.191299	12.242329	-0.802124
55	3.107777	7.01090072	-36.4226
56	15.54713	12.5480446	66.52623
57	16.23901	12.7878124	48.67888
58	11.74152	18.0464541	-4.613231
59	56.51113	22.9584714	48.05021
60	40.91213	15.0472361	55.00158
2	23.19773	26.6851217	19.33144
32	0	5.81754143	121.92

Outliers for some regressions



N	Stores	Sales	Users
1	51.52473	16.8132545	22.74449
3	14.57807	20.3910811	2.429679
4	30.34823	12.8722021	35.65917
5	1.696359	4.87462848	31.86327
6	0	2.41503248	1.120568
7	10.9426	12.3815464	-14.49894
8	7.491527	7.80081957	27.5046
9	14.23807	8.92440444	-2.809391
10	0.542859	0.66422675	-24.40539
11	4.496939	-2.95231503	-7.471214
12	4.397335	-0.6002594	-27.2274
13	-0.187928	-2.39860238	-33.96715
14	-0.276796	0.12166485	-6.887294
15	0.026617	0.28759414	-25.18546
16	0	-0.44520671	43.05248
17	5.565073	-0.57526239	-21.85521
18	12.65497	4.5871553	-8.3213
19	5.979604	2.61490451	52.76462
20	2.199776	0.84033723	32.10002
21	-0.737127	2.65144646	-25.65203
22	2.508642	2.23520026	-20.32
23	0	0.76627525	60.19878
24	0	0.23305362	24.05715
25	0.232835	1.75198728	-7.948973
26	1.222077	3.59983256	-31.61107
27	3.601673	2.19972177	41.41924
28	7.775841	8.04269361	-8.270667
29	6.300392	3.06509368	-11.93313
30	2.361714	0.85524508	-9.850632
31	-0.737127	4.46256794	81.1577
33	0	2.73053013	79.26572
34	0	4.79037955	27.96643
35	0.372535	3.41400726	12.60101
36	0.706089	2.18409667	1.79238
37	0.900418	1.67387752	-0.540251
38	8.482736	0.97657493	23.00942
39	36.48585	5.70110245	-12.69482
40	7.23751	4.51734877	24.20376
41	0.737127	0.79388597	15.03739
42	0	-1.9642669	-45.15556
43	0	-0.29499799	-45.44888
44	0	-1.64641105	-50.2193
45	1.257307	2.56211201	27.84236
46	0.027157	0.24294898	-4.285418
47	3.301534	-0.88961323	0
48	4.241368	2.36244184	-25.55424

Sales v Stores

Regression Statistics

Multiple R	0.680167
R Square	0.462627
Adjusted R	0.4532
Standard E	4.286207
Observatic	59

ANOVA

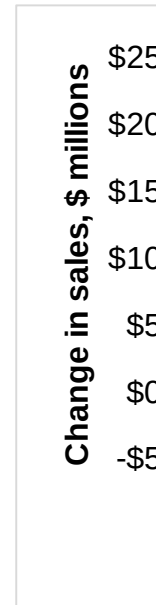
	df	SS	MS	F
Regressor	1	901.5228	901.5228	49.07162
Residual	57	1047.18	18.37157	
Total	58	1948.703		

	Coefficients	Standard Err	t Stat	P-value
Intercept	2.51671	0.641348	3.924096	0.000237
Stores	0.305284	0.04358	7.005114	3.12E-09

RESIDUAL OUTPUT

Observation redicted Sal Residuals

1	18.24636	-1.433105
2	6.967156	13.42393
3	11.78152	1.090678
4	3.03458	1.840048
5	2.51671	-0.101677
6	5.857304	6.524243
7	4.803749	2.99707
8	6.863359	2.061046
9	2.682436	-2.018209
10	3.889551	-6.841866
11	3.859144	-4.459403
12	2.459338	-4.857941
13	2.432209	-2.310544
14	2.524836	-2.237242
15	2.51671	-2.961917
16	4.215635	-4.790897
17	6.380064	-1.792908
18	4.342184	-1.72728
19	3.188265	-2.347928
20	2.291677	0.359769
21	3.282557	-1.047357



49	29.33914	5.22321301	-21.8633
50	9.446855	4.48786544	-12.11331
51	-13.9993	7.44562737	-61.89086
52	-0.520534	4.46542273	13.49672
53	7.368912	5.43167921	-2.150483
54	-0.191299	12.242329	-0.802124
55	3.107777	7.01090072	-36.4226
56	15.54713	12.5480446	66.52623
57	16.23901	12.7878124	48.67888
58	11.74152	18.0464541	-4.613231
59	56.51113	22.9584714	48.05021
60	40.91213	15.0472361	55.00158
32	0	5.81754143	121.92
2	23.19773	26.6851217	19.33144

22	2.51671	-1.750435
23	2.51671	-2.283656
24	2.587791	-0.835803
25	2.88979	0.710043
26	3.616241	-1.41652
27	4.890546	3.152148
28	4.440116	-1.375022
29	3.237702	-2.382457
30	2.291677	2.170891
31	2.51671	0.21382
32	2.51671	2.27367
33	2.630439	0.783568
34	2.732267	-0.548171
35	2.791593	-1.117715
36	5.106349	-4.129774
37	13.65524	-7.954136
38	4.726202	-0.208854
39	2.741743	-1.947857
40	2.51671	-4.480977
41	2.51671	-2.811708
42	2.51671	-4.163121
43	2.900545	-0.338433
44	2.525001	-2.282052
45	3.524614	-4.414227
46	3.81153	-1.449088
47	11.47347	-6.250252
48	5.400679	-0.912813
49	-1.757045	9.202673
50	2.357799	2.107623
51	4.766317	0.665362
52	2.45831	9.784019
53	3.465463	3.545438
54	7.262992	5.285053
55	7.474212	5.3136
56	6.101202	11.94525
57	19.76862	3.189847
58	15.00651	0.040728
59	2.51671	3.300831



SUMMARY OUTPUT

Regression Statistics

Multiple R	0.277967
R Square	0.077266
Adjusted R Square	0.061077
Standard Error	31.64901
Observations	59

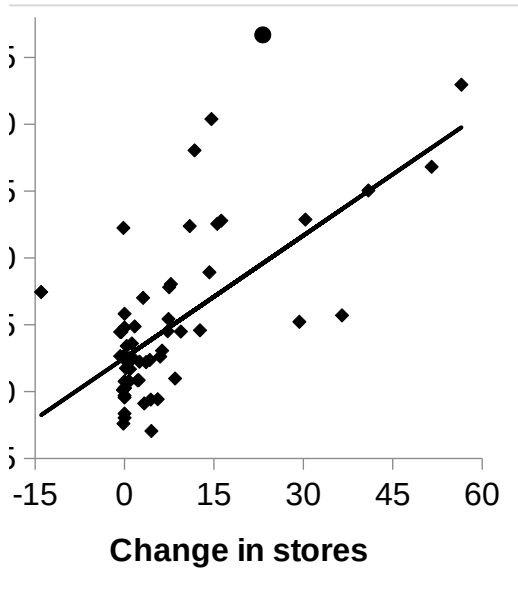
ANOVA

	df	SS	MS	F
Regression	1	4780.845	4780.845	4.772923
Residual	57	57094.61	1001.66	
Total	58	61875.45		

	Coefficients	Standard Error	t Stat	P-value
Intercept	-0.121785	4.786966	-0.025441	0.979792
Stores	0.696129	0.318638	2.184702	0.033038

Significance F
3.12E-09

Lower 95% Upper 95%
1.232433 3.800987
0.218016 0.392551



RESIDUAL OUTPUT

Observations Predicted Users Residuals

1	35.74606	-13.00157
2	10.02643	-7.596752
3	21.00449	14.65468
4	1.059099	30.80417
5	-0.121785	1.242353
6	7.495669	-21.99461
7	5.093282	22.41132
8	9.789745	-12.59914
9	0.256115	-24.6615
10	3.008663	-10.47988
11	2.939326	-30.16673
12	-0.252607	-33.71454
13	-0.314471	-6.572823
14	-0.103256	-25.0822
15	-0.121785	43.17427
16	3.752222	-25.60743
17	8.687703	-17.009
18	4.040789	48.72384
19	1.409542	30.69047
20	-0.63492	-25.01711
21	1.624553	-21.94456

Change in users, thousands

22 -0.121785 60.32056
23 -0.121785 24.17893
24 0.040298 -7.989271
25 0.728938 -32.34001
26 2.385443 39.0338
27 5.291201 -13.56187
28 4.264099 -16.19723
29 1.522272 -11.3729
30 -0.63492 81.79262
31 -0.121785 79.3875
32 -0.121785 28.08822
33 0.137548 12.46346
34 0.369744 1.422636
35 0.505022 -1.045273
36 5.783291 17.22613
37 25.27706 -37.97188
38 4.916453 19.2873
39 0.39135 14.64604
40 -0.121785 -45.03378
41 -0.121785 -45.32709
42 -0.121785 -50.09751
43 0.753462 27.0889
44 -0.10288 -4.182538
45 2.176507 -2.176507
46 2.830753 -28.38499
47 20.30203 -42.16533
48 6.454442 -18.56775
49 -9.867099 -52.02376
50 -0.484144 13.98086
51 5.007926 -7.158409
52 -0.254954 -0.54717
53 2.041628 -38.46422
54 10.70102 55.82522
55 11.18266 37.49622
56 8.051823 -12.66505
57 39.21723 8.832979
58 28.35832 26.64326
59 16.02682 3.304621



SUMMARY OUTPUT

Regression Statistics

Multiple R	0.286198
R Square	0.08191
Adjusted R Square	0.065803
Standard Error	31.56927
Observations	59

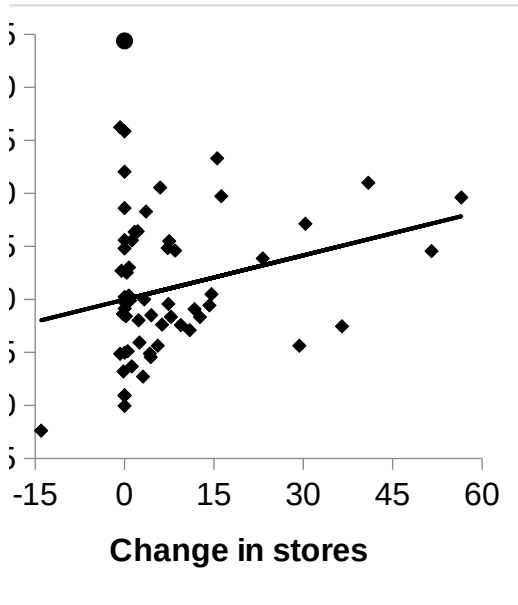
ANOVA

	df	SS	MS	F
Regression	1	5068.189	5068.189	5.085384
Residual	57	56807.26	996.6186	
Total	58	61875.45		

	Coefficients	Standard Error	t Stat	P-value
Intercept	-2.153833	5.247018	-0.410487	0.682988
Sales	1.446536	0.641457	2.25508	0.027986

Significance F
0.033038

Lower 95% Upper 95%
-9.707519 9.463949
0.058067 1.33419



RESIDUAL OUTPUT

Observations Predicted Users Residuals

1	22.16715	0.57734
2	27.3426	-24.91292
3	16.46627	19.1929
4	4.897493	26.96578
5	1.339599	-0.219031
6	15.75652	-30.25546
7	9.130334	18.37427
8	10.75564	-13.56503
9	-1.193005	-23.21238
10	-6.424463	-1.046751
11	-3.022129	-24.20527
12	-5.623497	-28.34365
13	-1.97784	-4.909454
14	-1.737817	-23.44764
15	-2.79784	45.85032
16	-2.98597	-18.86924
17	4.481653	-12.80295
18	1.628721	51.1359
19	-0.938254	33.03827
20	1.68158	-27.33361
21	1.079465	-21.39947

Change in users, thousands
125
100
75
50
25
0
-25
-50
-75

22 -1.045388 61.24416
23 -1.816712 25.87386
24 0.38048 -8.329454
25 3.053455 -34.66452
26 1.028144 40.39109
27 9.480214 -17.75088
28 2.279936 -14.21307
29 -0.91669 -8.933942
30 4.301433 76.85627
31 1.795978 77.46974
32 4.775624 23.19081
33 2.784652 9.816357
34 1.005542 0.786838
35 0.267492 -0.807743
36 -0.741182 23.7506
37 6.093018 -18.78784
38 4.380675 19.82308
39 -1.005448 16.04284
40 -4.995216 -40.16035
41 -2.580558 -42.86832
42 -4.535426 -45.68387
43 1.552355 26.29001
44 -1.802398 -2.48302
45 -3.44069 3.44069
46 1.263525 -26.81777
47 5.401734 -27.26503
48 4.338027 -16.45133
49 8.616536 -70.5074
50 4.305563 9.191156
51 5.703287 -7.853771
52 15.55514 -16.35726
53 7.987688 -44.41029
54 15.99737 50.52887
55 16.3442 32.33468
56 23.95101 -28.56425
57 31.05642 16.99379
58 19.61254 35.38904
59 36.44716 -17.11572



Significance F
0.027986

Lower 95% Upper 95.0%
-12.6608 8.353139
0.162041 2.731031

