

DATA ACCURACY

The following information summarizes the source and accuracy of the data used for Annual Report performance measures.

Sales Data (goals 1, 3, 4)

Sales data for government liquor stores (GLSs) is collected from computerized point of sale cash register systems and stored in head office databases. Sales made directly to customers by agents on behalf of the Liquor Distribution Branch (LDB) are transmitted to the LDB and stored in databases. LDB financial statements are audited by the Auditor General's office annually.

Expense Data (goals 1, 4)

LDB expense data is captured, stored and reported by the LDB's financial system. The LDB's financial statements are audited by the Auditor General's office annually.

Employee and Customer Surveys (goals 2, 3, 5)

The LDB contracts with professional survey companies to ensure that survey results are statistically valid.

Distribution Centre Accuracy Rate

The accuracy of distribution centre orders is determined by random manual checks of orders that are ready for shipment.

Store Compliance with ID-Checking Requirement

The Liquor Control and Licensing Branch checks GLS compliance with ID-checking requirements by using mystery shoppers.

Other Data (goals 3, 4, 5)

Measures—including “In-Store Responsible-Use Beverage Alcohol Programs”—are counted and tracked manually.