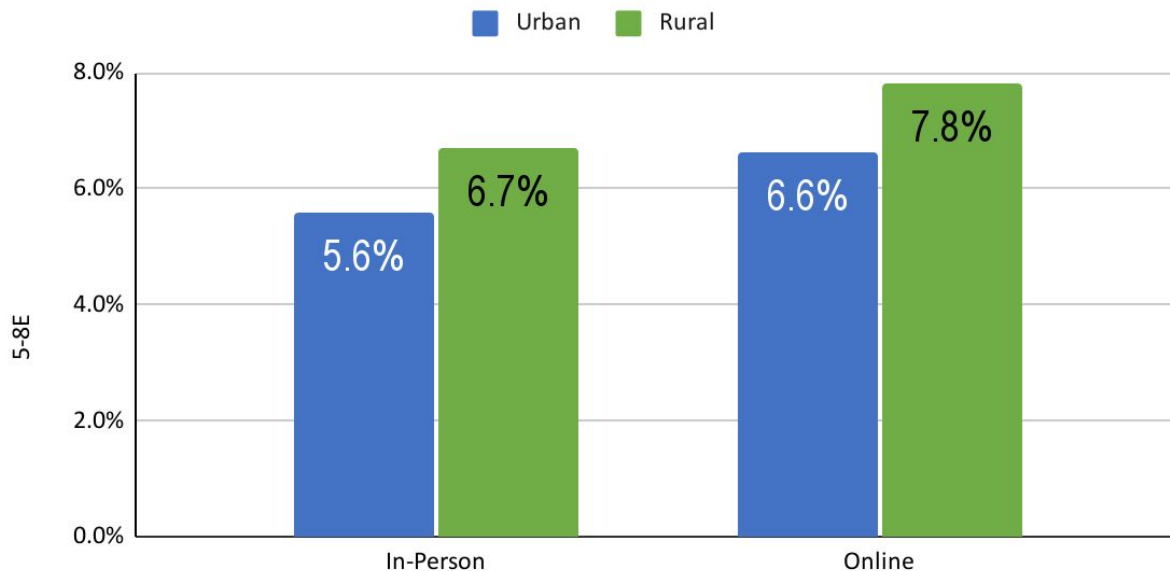


## Section: Quarterly

Q: In a 3 month period, how often do you visit each of the following store types:  
**Sporting Goods/Leisure/Hunting store**



Three+ visits in a 3 month period



In Person

	Urban	Rural
BC	5.3%	6.5%
Prairies	6.8%	5.4%
Ontario	5.0%	9.0%
Atlantic	7.3%	4.5%

Online

	Urban	Rural
BC	5.9%	5.4%
Prairies	6.8%	8.0%
Ontario	6.9%	7.2%
Atlantic	6.7%	4.7%

Totum Research - January 2023:

How Geography Impacts Shopping Patterns, Habits and E-Commerce Across Canada (Urban = 10K+ Pop, Rural = <10K Pop)