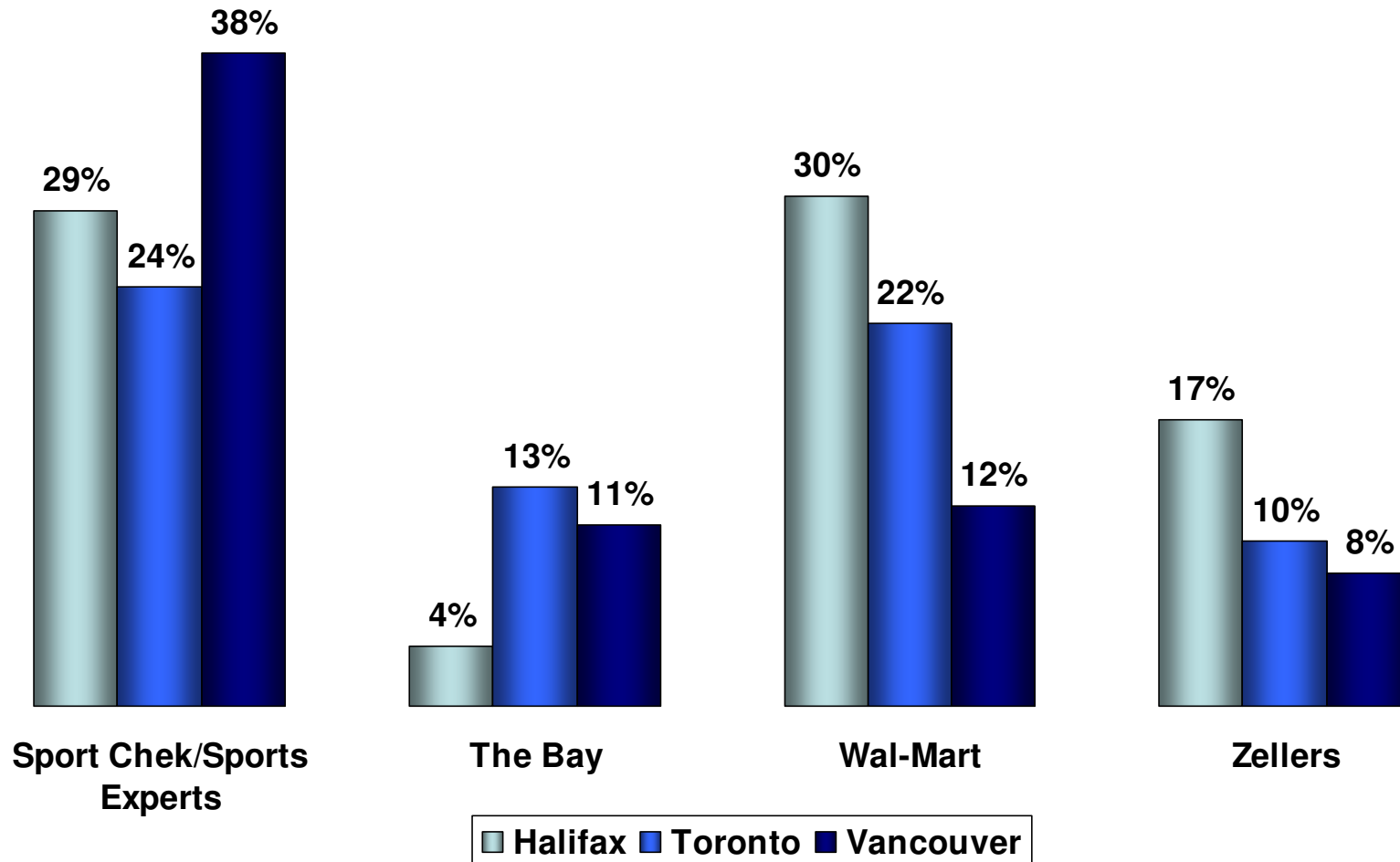
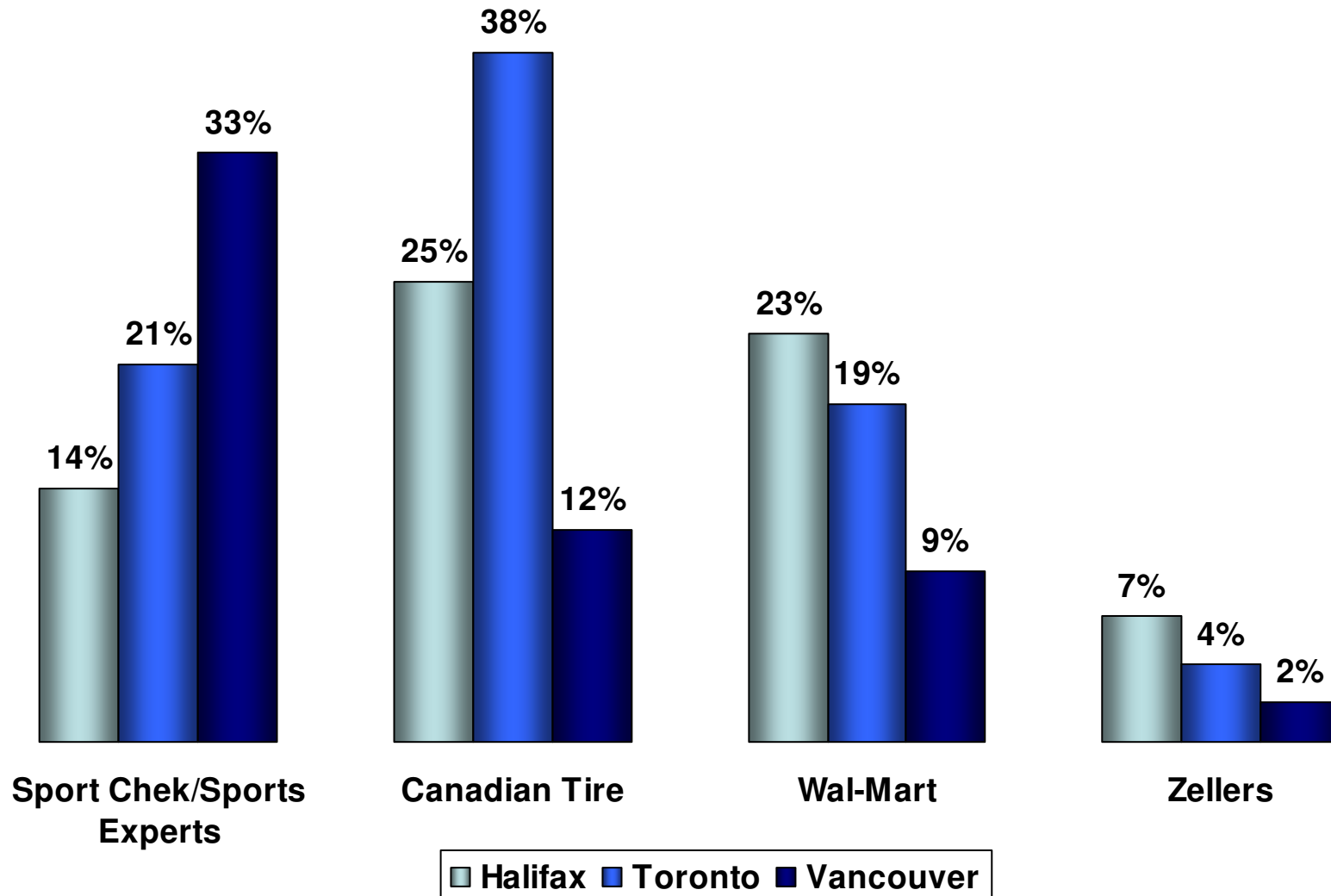


Shopping Habits Vary By Market: purchased sports & exercise clothing last year at.....



Shopping Habits Vary By Market: purchased sports & exercise equipment last year at.....



Profile of Shoppers in Vancouver for sports & exercise equipment

	Canadian Tire	Sports Chek/Sports Experts	Wal-Mart
% Male Shoppers	47%	55%	33%
Average Age	43	37	37
Married	71%	54%	66%
Average Household Income	\$75K	\$89K	\$85K
Total Weekly Readership	83%	68%	53%

Newspapers: A great way to reach buyers.....

Shoppers of sports or exercise clothing are more likely to be print and online newspaper readers than adults in general.

