

**explore**  
CANADA'S OUTDOOR MAGAZINE

# GEAR & CLOTHING



COURTESY OF MERRELL CANADA

## Sources for outdoor gear:

MEC: 89%  
Specialty store: 84%  
Mass retailer: 41%

## Most commonly purchased gear:

Sleeping bag: 73%  
Backpack: 70%  
Tent: 70%  
Sleeping pads: 63%  
Stove: 61%  
Bike: 60%  
Multi-tool: 48%

## Likelihood of purchasing the following gear in the next two years:

Water purifier: 58%  
Stove: 46%  
Hydration pack: 35%  
Tent: 45%  
Sleeping bag: 45%  
Backpack: 47%  
Multi-tool: 40%  
Roof rack: 35%

## Most commonly purchased clothing:

Socks: 85%  
Base layer: 75%  
Hiking boots: 74%  
Sunglasses: 72%  
Mid layer: 70%  
Rain gear: 70%  
Sandals: 66%  
Daypack: 66%  
Soft shell: 58%  
Hard shell: 55%  
Helmet: 49%  
Trail runners: 32%

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*explore* readers know that having the right gear is an essential part of a great weekend adventure or holiday

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## Optical and electronic equipment

**explore** readers are as comfortable with technology as they are with getting away from it all.

79% bring their own camera on trips  
53% have purchased binoculars in the past two years

## Likelihood of purchasing optical equipment in the next two years:

Digital camera: 58%  
Binoculars: 31%  
35mm camera: 22%  
Scope: 11%  
GPS: 46%  
Personal computer: 39%

## You need good wheels to take a great road trip

**Type of vehicles currently owned by explore** readers:

Pick-up truck: 23%  
Mid-size car: 20%  
Minivan: 18%  
Mid-size SUV: 17%  
Small SUV: 6%  
Large SUV: 4%

**Type of vehicle planned to own or lease in the next two years:**

Pick-up truck: 22%  
Mid-size car: 19%  
Mid-size SUV: 19%  
Wagon: 19%  
Small SUV: 17%