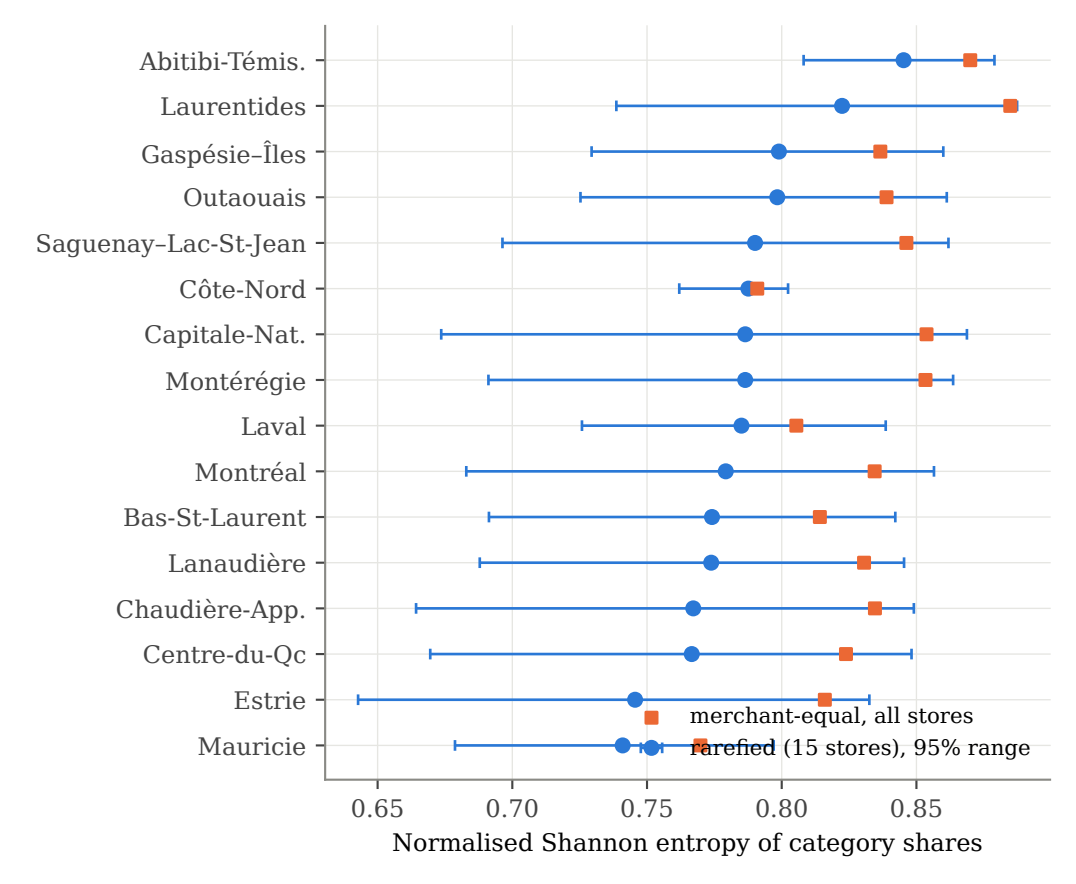

Abitibi-Témis.
Laurentides
Gaspésie–Îles
Outaouais
Saguenay–Lac-St-Jean
Côte-Nord
Capitale-Nat.
Montérégie
Laval
Montréal
Bas-St-Laurent
Lanaudière
Chaudière-App.
Centre-du-Qc
Estrie
Mauricie
merchant-equal, all stores
rarefied (15 stores), 95% range
0.65
0.70
0.75
0.80
0.85
Normalised Shannon entropy of category shares