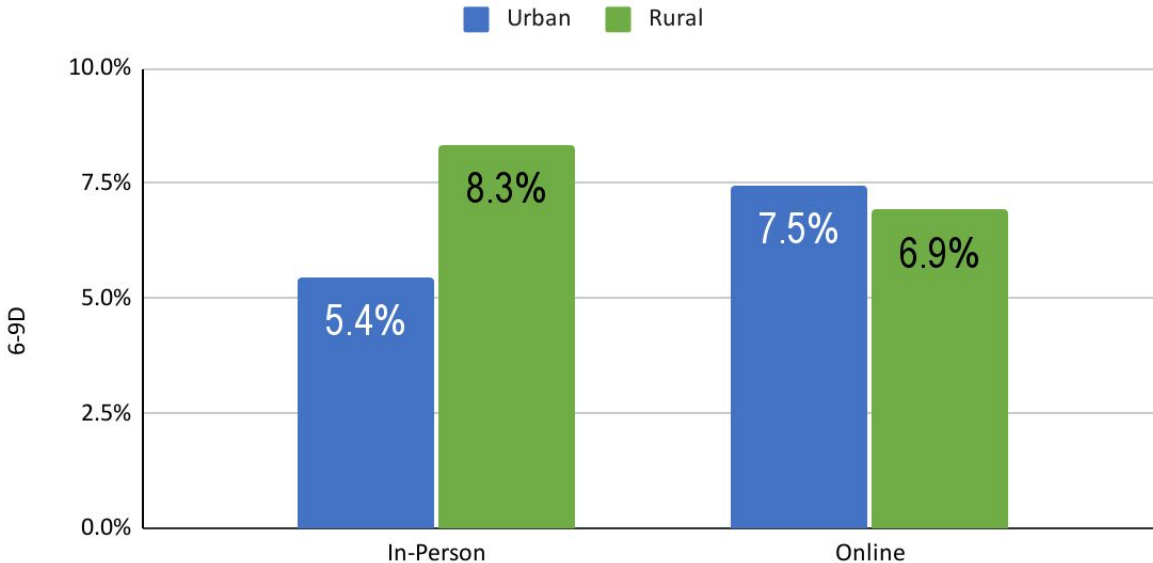


Section: Monthly

Q: In a typical month, how often do you visit each of the following store types: **Bank/financial institution**



Three+ visits in a typical month



In Person

	Urban	Rural
BC	5.0%	5.3%
Prairies	6.2%	7.2%
Ontario	5.1%	9.9%
Atlantic	6.5%	8.7%

Online

	Urban	Rural
BC	9.1%	9.9%
Prairies	8.3%	5.6%
Ontario	6.5%	5.6%
Atlantic	7.5%	9.1%

Totum Research - January 2023:

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