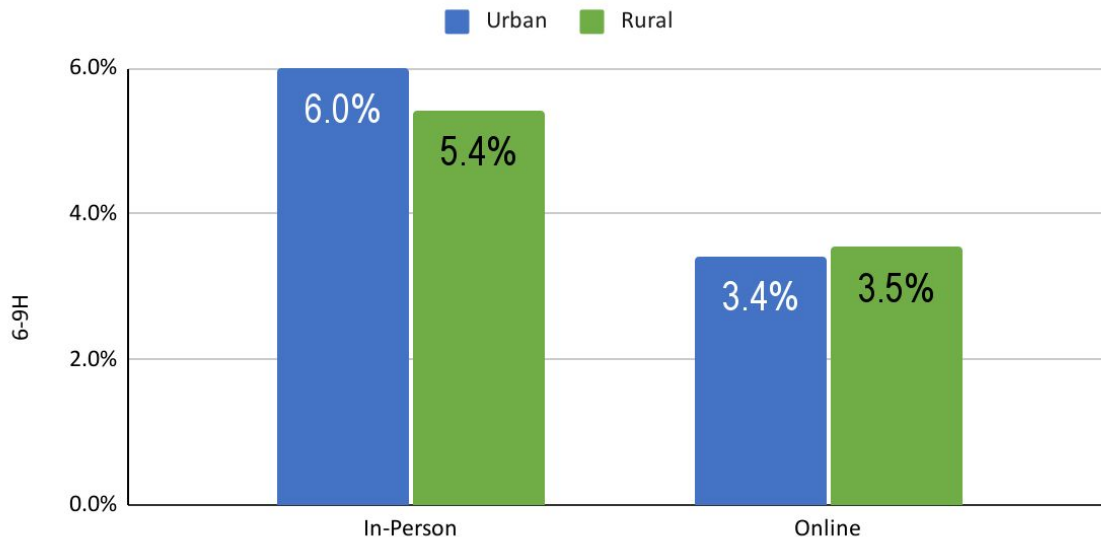


Section: Monthly

Q: In a typical month, how often do you visit each of the following store types:
Big Box Shopping Mall or Power Centre



Three+ visits in a typical month



	In Person	
	Urban	Rural
BC	5.7%	3.5%
Prairies	7.1%	4.4%
Ontario	5.8%	7.1%
Atlantic	5.0%	4.7%

	Online	
	Urban	Rural
BC	2.8%	1.6%
Prairies	3.7%	3.6%
Ontario	3.5%	4.1%
Atlantic	3.5%	3.7%

Totum Research - January 2023:

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