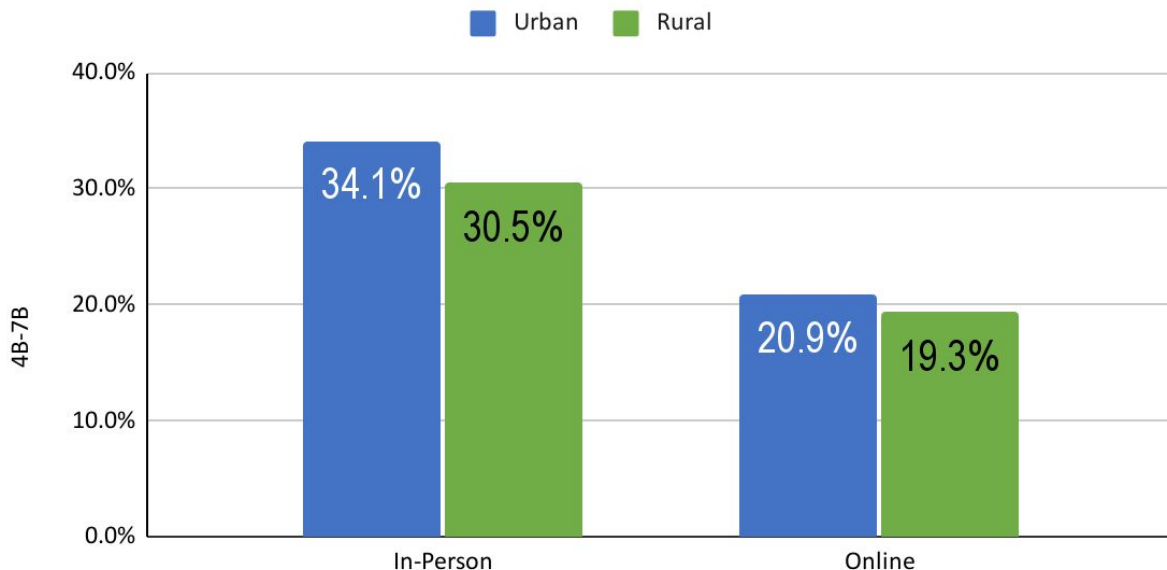


## Section: Annual

Q: In a typical year, how often do you visit each of the following store types:  
**Telecommunications Store**



One visit in a typical year



In Person

|          | Urban | Rural |
|----------|-------|-------|
| BC       | 31.7% | 31.9% |
| Prairies | 37.3% | 31.0% |
| Ontario  | 33.7% | 31.2% |
| Atlantic | 33.7% | 27.9% |

Online

|          | Urban | Rural |
|----------|-------|-------|
| BC       | 19.5% | 21.8% |
| Prairies | 23.6% | 20.9% |
| Ontario  | 20.6% | 17.8% |
| Atlantic | 17.1% | 18.7% |

Totum Research - January 2023:

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