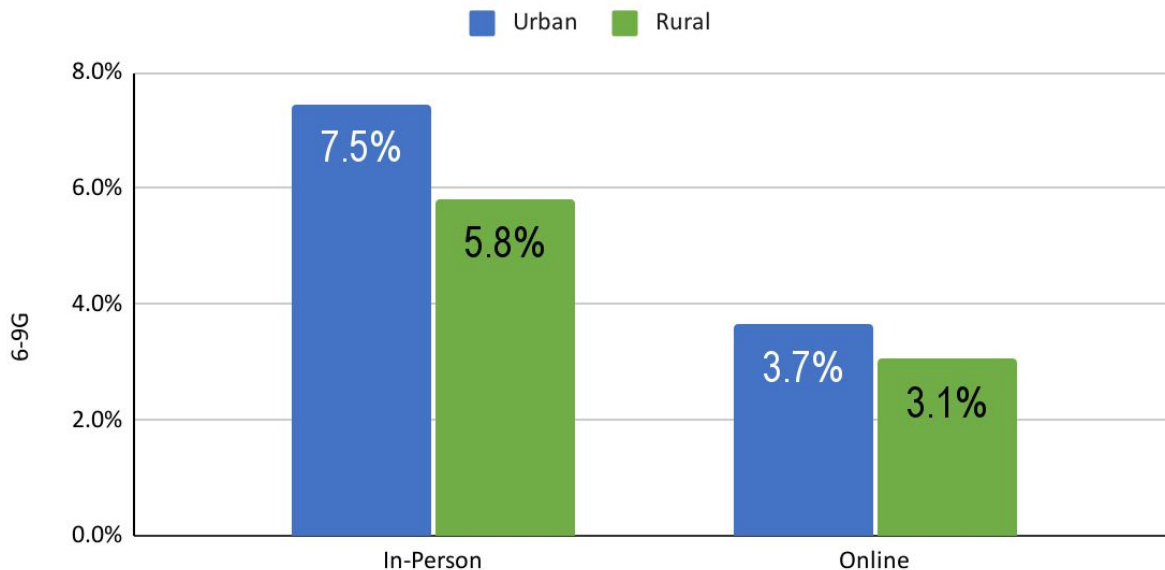


## Section: Monthly

Q: In a typical month, how often do you visit each of the following store types:  
**Indoor Shopping Mall**



Three+ visits in a typical month



	In Person	
	Urban	Rural
BC	9.0%	7.1%
Prairies	6.6%	5.0%
Ontario	7.4%	3.8%
Atlantic	6.7%	9.6%

	Online	
	Urban	Rural
BC	3.5%	1.5%
Prairies	3.7%	4.6%
Ontario	3.9%	2.2%
Atlantic	2.6%	3.6%

Totum Research - January 2023:

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