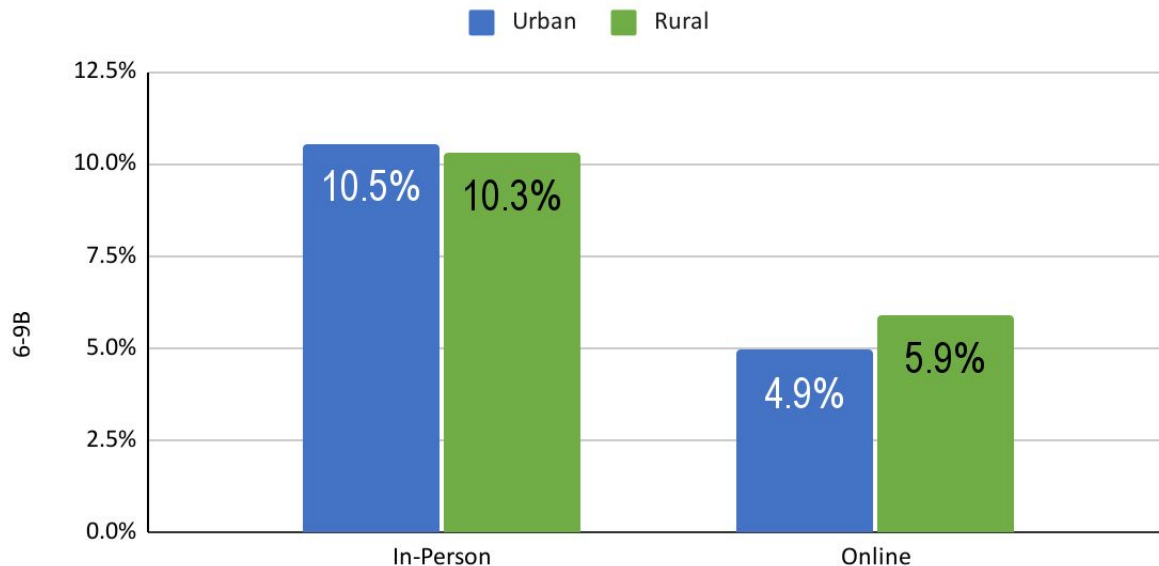


Section: Monthly

Q: In a typical month, how often do you visit each of the following store types:
Local grocer



Three+ visits in a typical month



In Person

	Urban	Rural
BC	14.6%	7.3%
Prairies	9.2%	11.1%
Ontario	9.7%	9.6%
Atlantic	10.5%	12.3%

Online

	Urban	Rural
BC	4.7%	5.9%
Prairies	6.3%	6.1%
Ontario	4.5%	6.6%
Atlantic	4.4%	4.4%

Totum Research - January 2023:

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