

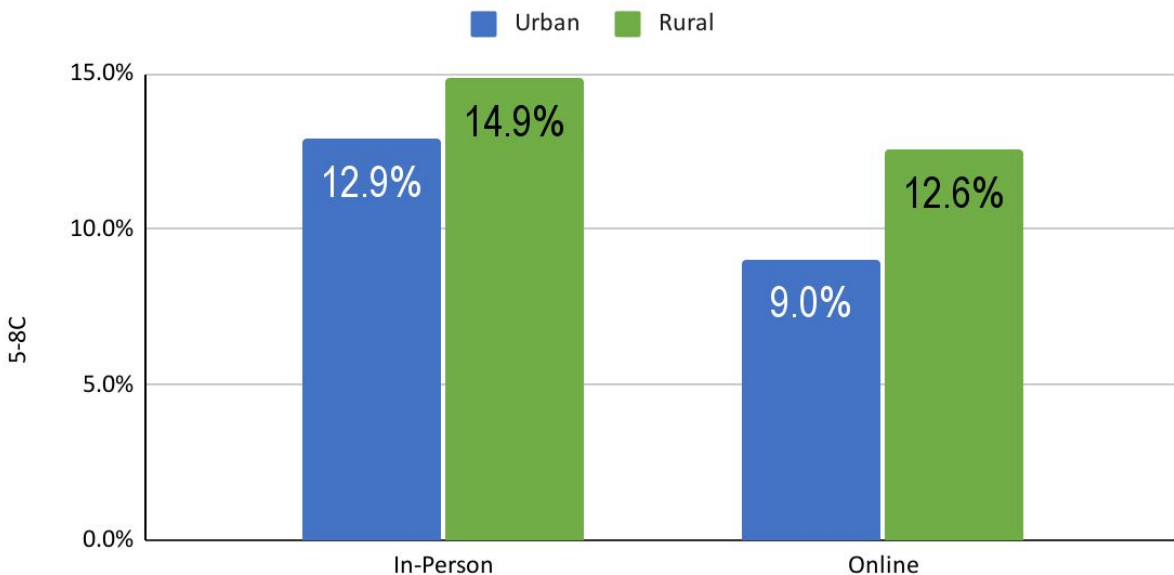
Section: Quarterly

Q: In a 3 month period, how often do you visit each of the following store types:

Automotive (Canadian Tire, Fountain Tire, Princess Auto, Mr. Lube, Midas etc.)



Three+ visits in a 3 month period



In Person

	Urban	Rural
BC	10.9%	14.6%
Prairies	15.6%	14.5%
Ontario	12.2%	17.4%
Atlantic	15.1%	11.2%

Online

	Urban	Rural
BC	11.3%	9.8%
Prairies	10.3%	15.9%
Ontario	7.7%	11.6%
Atlantic	8.8%	11.8%

Totum Research - January 2023:

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