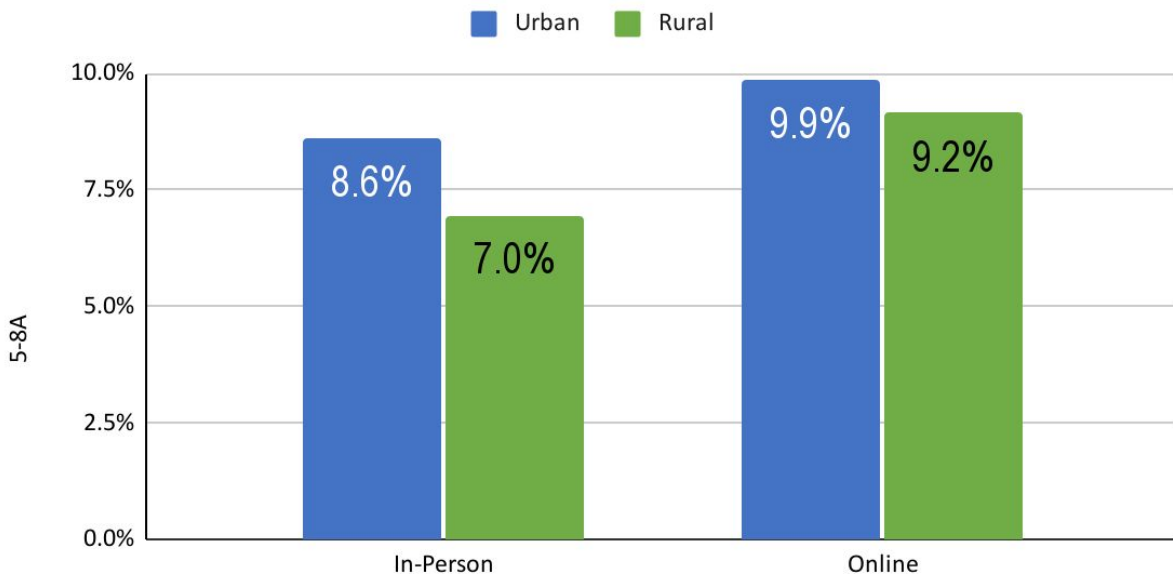


Section: Quarterly

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



Three+ visits in a 3 month period



In Person

	Urban	Rural
BC	7.5%	4.4%
Prairies	8.9%	5.6%
Ontario	8.9%	7.5%
Atlantic	8.2%	9.0%

Online

	Urban	Rural
BC	6.7%	9.5%
Prairies	7.1%	7.6%
Ontario	12.3%	10.7%
Atlantic	8.8%	8.2%

Totum Research - January 2023:

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