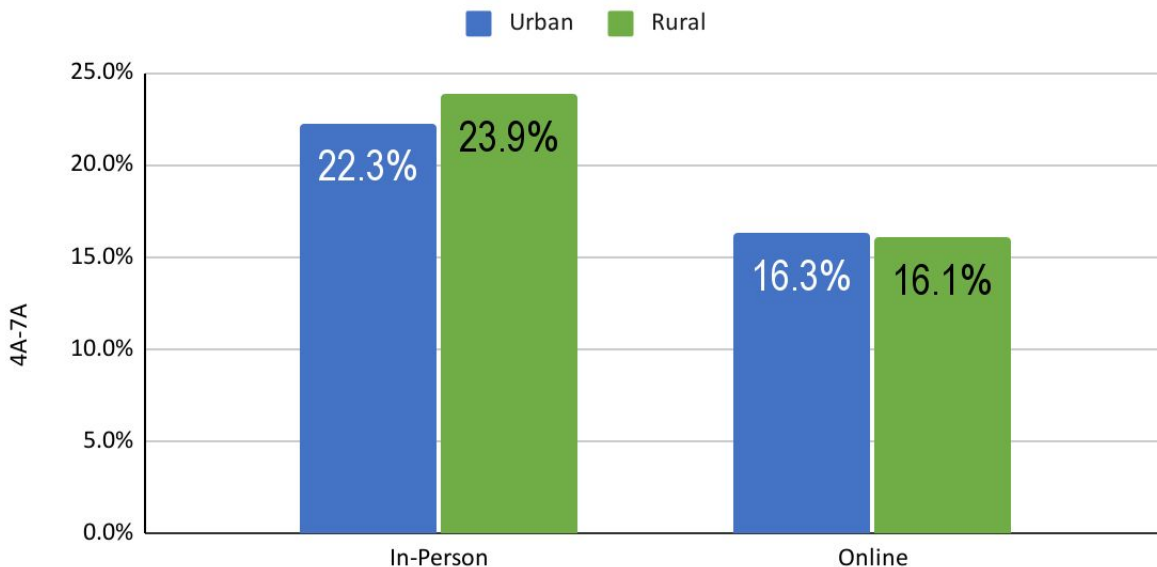


Section: Annual

Q: In a typical year, how often do you visit each of the following store types:
Car Dealership (excluding regular service)



One visit in a typical year



In Person

| | Urban | Rural |
|----------|-------|-------|
| BC | 23.4% | 22.8% |
| Prairies | 22.4% | 25.7% |
| Ontario | 21.8% | 24.5% |
| Atlantic | 22.2% | 21.2% |

Online

| | Urban | Rural |
|----------|-------|-------|
| BC | 17.2% | 19.3% |
| Prairies | 18.5% | 14.9% |
| Ontario | 14.5% | 16.3% |
| Atlantic | 20.7% | 15.4% |

Totum Research - January 2023:

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