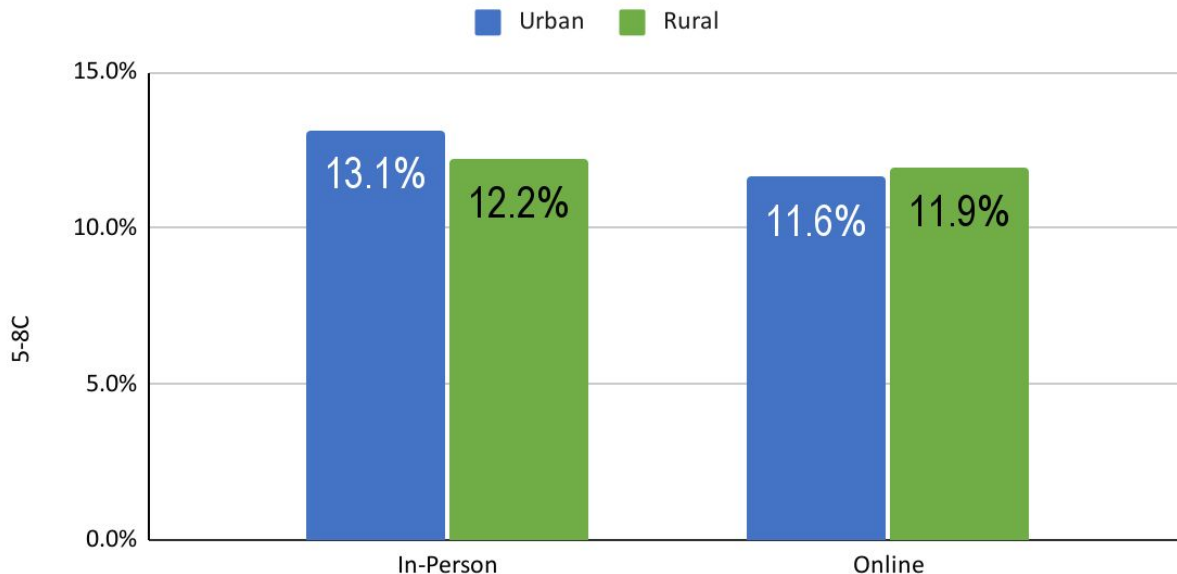


Section: Quarterly

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



Three+ visits in a 3 month period



In Person

	Urban	Rural
BC	13.8%	13.6%
Prairies	12.6%	8.9%
Ontario	13.0%	12.3%
Atlantic	14.5%	15.4%

Online

	Urban	Rural
BC	11.8%	8.1%
Prairies	8.3%	16.6%
Ontario	13.0%	11.8%
Atlantic	12.1%	8.8%

Totum Research - January 2023:

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