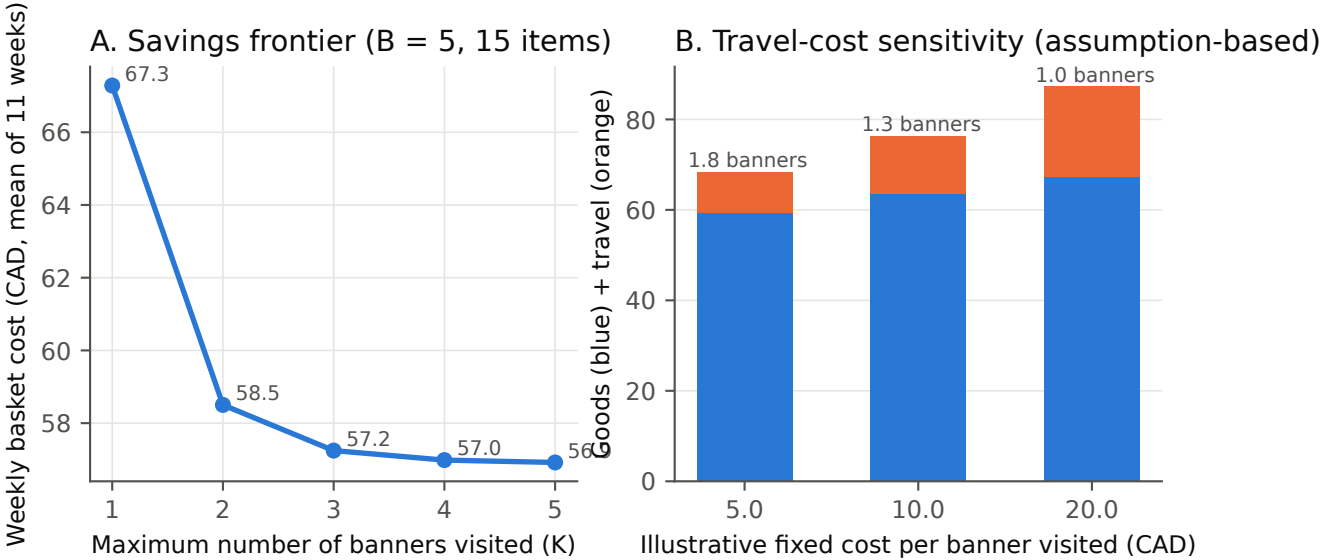

A. Savings frontier (B = 5, 15 items)
Weekly basket cost (CAD, mean of 11 weeks)
66
64
62
60
58
67.3
58.5
57.2
57.0
56.9
1
2
3
4
5
Maximum number of banners visited (K)
B. Travel-cost sensitivity (assumption-based)
Goods (blue) + travel (orange)
80
60
40
20
0
1.8 banners
1.3 banners
1.0 banners
5.0
10.0
20.0
Illustrative fixed cost per banner visited (CAD)