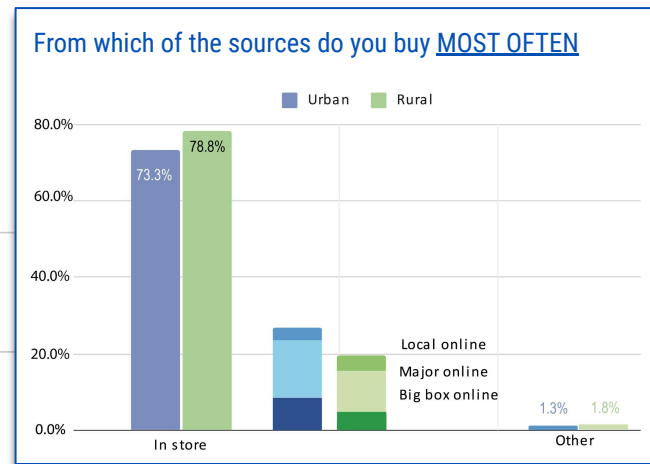
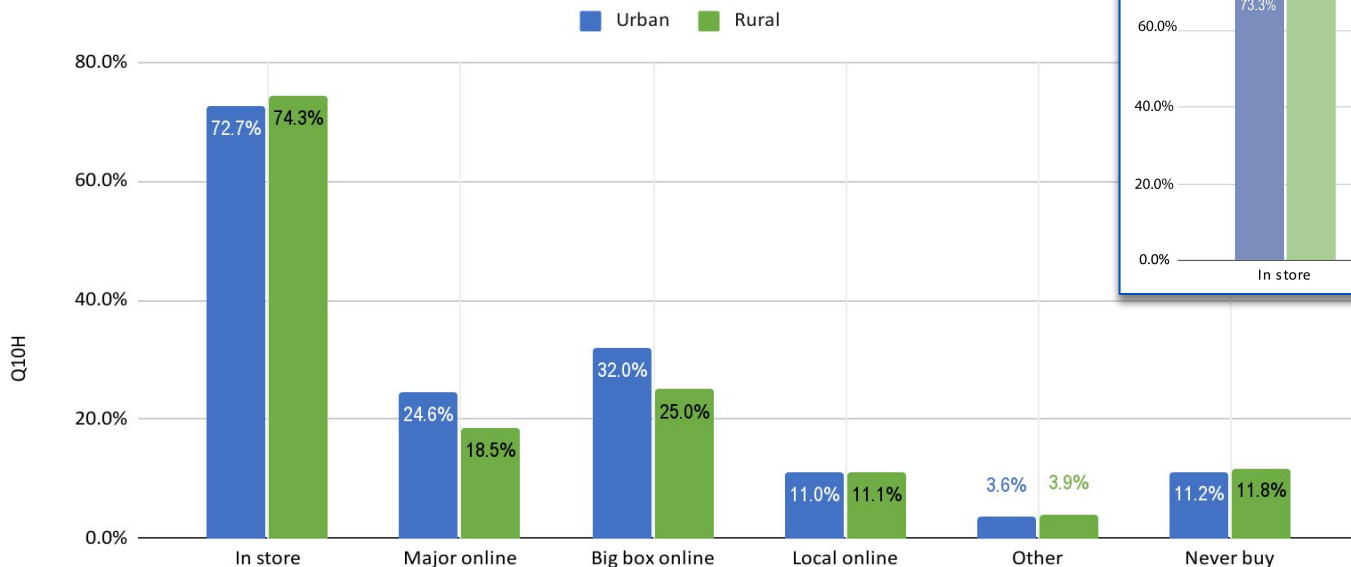


Section: Sources

Q: From which of the sources listed do you EVER buy the following products and services?
Hardware/ Home Improvement Products



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Section: Sources - Urban/Rural Sources Used to Purchase by Region

Q: From which of the sources listed do you buy the following products and services?:

Hardware/ Home Improvement Products

	BC			Prairies			Ontario			Atlantic		
	EVER BUY	BC: Urban	BC: Rural	EVER BUY	PR: Urban	PR: Rural	EVER BUY	ON: Urban	ON: Rural	EVER BUY	ATL: Urban	ATL: Rural
Ever Buy	In store	72.7%	72.1%	In store	73.8%	78.6%	In store	71.9%	72.3%	In store	74.7%	74.0%
	Major online	19.8%	15.7%	Major online	20.5%	20.4%	Major online	29.1%	20.2%	Major online	15.6%	14.9%
	Big box online	25.1%	21.3%	Big box online	31.6%	30.1%	Big box online	36.1%	26.1%	Big box online	19.1%	19.1%
	Local online	10.9%	9.6%	Local online	10.1%	11.4%	Local online	11.9%	13.5%	Local online	7.5%	7.3%
	Other	2.0%	2.2%	Other	2.9%	2.5%	Other	4.6%	3.9%	Other	1.6%	5.0%
	Never buy	9.5%	13.0%	Never buy	13.6%	10.4%	Never buy	10.4%	11.3%	Never buy	13.6%	13.6%
Usually Buy	USUALLY BUY	BC: Urban	BC: Rural	USUALLY BUY	PR: Urban	PR: Rural	USUALLY BUY	ON: Urban	ON: Rural	USUALLY BUY	ATL: Urban	ATL: Rural
	In store	75.3%	78.3%	In store	77.0%	79.9%	In store	70.2%	76.4%	In store	81.3%	82.0%
	Major online	7.9%	3.8%	Major online	4.4%	4.7%	Major online	11.1%	6.4%	Major online	6.3%	4.4%
	Big box online	12.2%	11.5%	Big box online	16.0%	12.3%	Big box online	14.7%	10.5%	Big box online	9.2%	7.9%
	Local online	4.1%	5.4%	Local online	1.9%	2.2%	Local online	2.2%	5.2%	Local online	2.2%	1.9%
	Other	0.5%	1.0%	Other	0.8%	1.0%	Other	1.9%	1.6%	Other	1.0%	3.8%

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