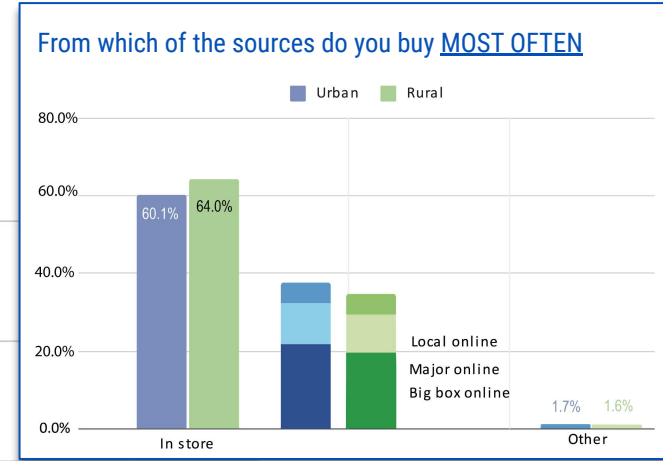
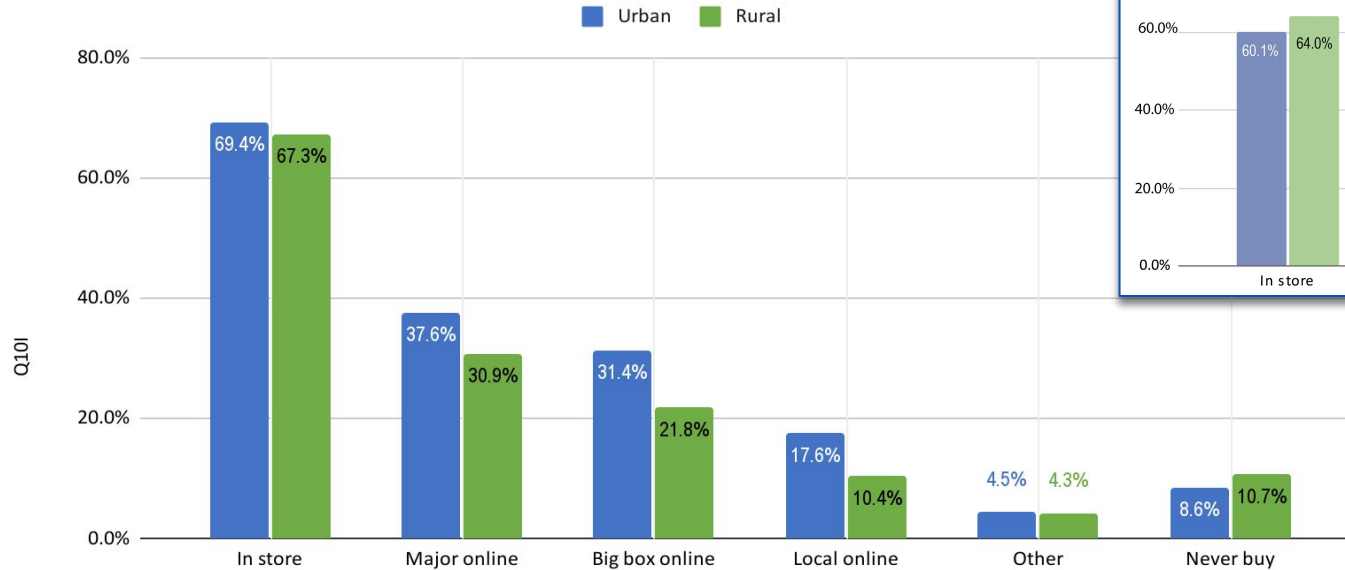


# Section: Sources

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



Totum Research - January 2023:

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



adwest  
MARKET DATA | READERSHIP INFO | RESULTS

## 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?:

### Home Electronics

Ever Buy

#### BC

EVER BUY	BC: Urban	BC: Rural
In store	69.6%	65.0%
Major online	28.7%	29.8%
Big box online	23.7%	13.8%
Local online	14.3%	10.1%
Other	3.4%	2.2%
Never buy	8.1%	12.8%

#### Prairies

EVER BUY	PR: Urban	PR: Rural
In store	70.7%	69.0%
Major online	34.7%	31.7%
Big box online	30.1%	19.8%
Local online	16.1%	12.6%
Other	2.2%	3.8%
Never buy	10.5%	7.8%

#### Ontario

EVER BUY	ON: Urban	ON: Rural
In store	68.8%	65.5%
Major online	43.1%	34.7%
Big box online	35.8%	28.2%
Local online	20.0%	12.5%
Other	6.3%	5.5%
Never buy	7.3%	11.5%

#### Atlantic

EVER BUY	ATL: Urban	ATL: Rural
In store	68.3%	69.7%
Major online	28.8%	23.9%
Big box online	21.5%	17.8%
Local online	13.2%	4.3%
Other	1.0%	4.0%
Never buy	13.7%	11.7%

Usually Buy

USUALLY BUY	BC: Urban	BC: Rural
In store	64.5%	64.1%
Major online	17.2%	22.6%
Big box online	10.1%	7.8%
Local online	5.6%	3.4%
Other	2.6%	2.1%

USUALLY BUY	PR: Urban	PR: Rural
In store	66.3%	64.3%
Major online	17.3%	20.4%
Big box online	10.6%	8.9%
Local online	5.1%	4.9%
Other	0.7%	1.5%

USUALLY BUY	ON: Urban	ON: Rural
In store	67.2%	69.3%
Major online	13.4%	17.1%
Big box online	12.8%	7.9%
Local online	6.3%	2.1%
Other	0.4%	3.6%

USUALLY BUY	ATL: Urban	ATL: Rural
In store	88.0%	90.4%
Major online	3.1%	2.6%
Big box online	4.7%	1.8%
Local online	3.7%	3.8%
Other	0.6%	1.4%

Totum Research - January 2023:

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