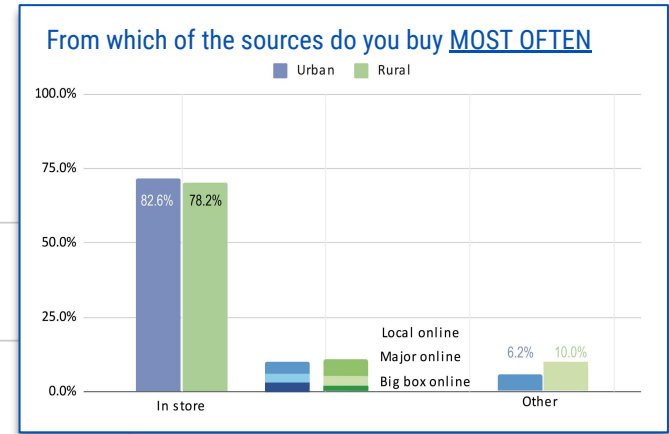
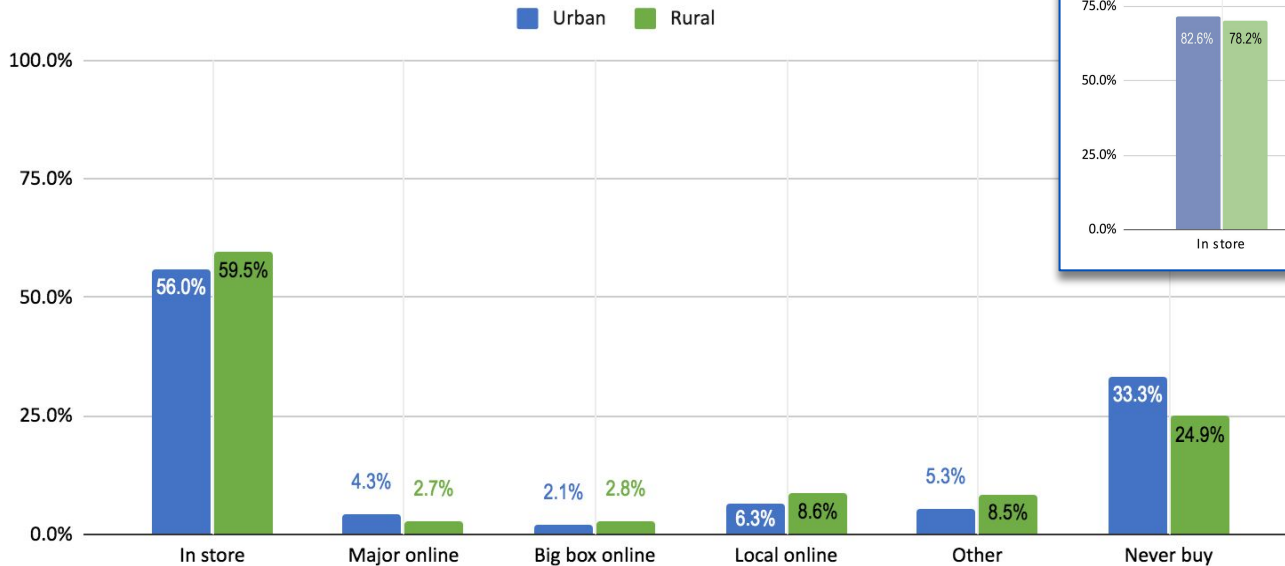


# Section: Sources

Q: From which of the sources listed do you EVER buy the following products and services?:  
**Cars or Trucks**



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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?:

### Cars or Trucks

Ever Buy

#### BC

EVER BUY	BC: Urban	BC: Rural
In store	62.8%	60.7%
Major online	5.4%	1.0%
Big box online	1.4%	1.4%
Local online	7.4%	7.9%
Other	6.2%	9.2%
Never buy	29.2%	29.0%

#### Prairies

EVER BUY	PR: Urban	PR: Rural
In store	56.2%	57.2%
Major online	3.6%	1.5%
Big box online	1.3%	1.6%
Local online	6.3%	8.0%
Other	5.9%	14%
Never buy	32.0%	23.8%

#### Ontario

EVER BUY	ON: Urban	ON: Rural
In store	52.9%	57.4%
Major online	4.4%	3.8%
Big box online	2.4%	4.6%
Local online	5.8%	10.8%
Other	7.1%	8.6%
Never buy	37.4%	26.3%

#### Atlantic

EVER BUY	ATL: Urban	ATL: Rural
In store	60.3%	65.1%
Major online	3.3%	3.3%
Big box online	4.2%	2.0%
Local online	7.7%	5.9%
Other	4.8%	8.0%
Never buy	27.6%	21.4%

Usually Buy

USUALLY BUY	BC: Urban	BC: Rural
In store	82.8%	83.7%
Major online	4.7%	0.8%
Big box online	1.1%	1.4%
Local online	5.6%	7.8%
Other	5.8%	6.3%

USUALLY BUY	PR: Urban	PR: Rural
In store	81.4%	73.2%
Major online	4.0%	2.0%
Big box online	0.4%	1.1%
Local online	6.7%	6.9%
Other	7.4%	16.8%

USUALLY BUY	ON: Urban	ON: Rural
In store	83.2%	77.4%
Major online	2.6%	2.3%
Big box online	1.4%	4.0%
Local online	5.7%	7.6%
Other	8.2%	8.5%

USUALLY BUY	ATL: Urban	ATL: Rural
In store	82.3%	82.4%
Major online	1.6%	2.6%
Big box online	4.1%	1.5%
Local online	6.3%	4.0%
Other	5.7%	9.6%

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