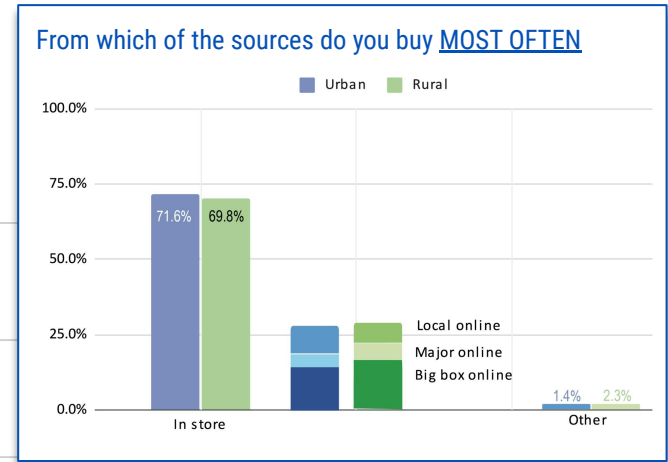
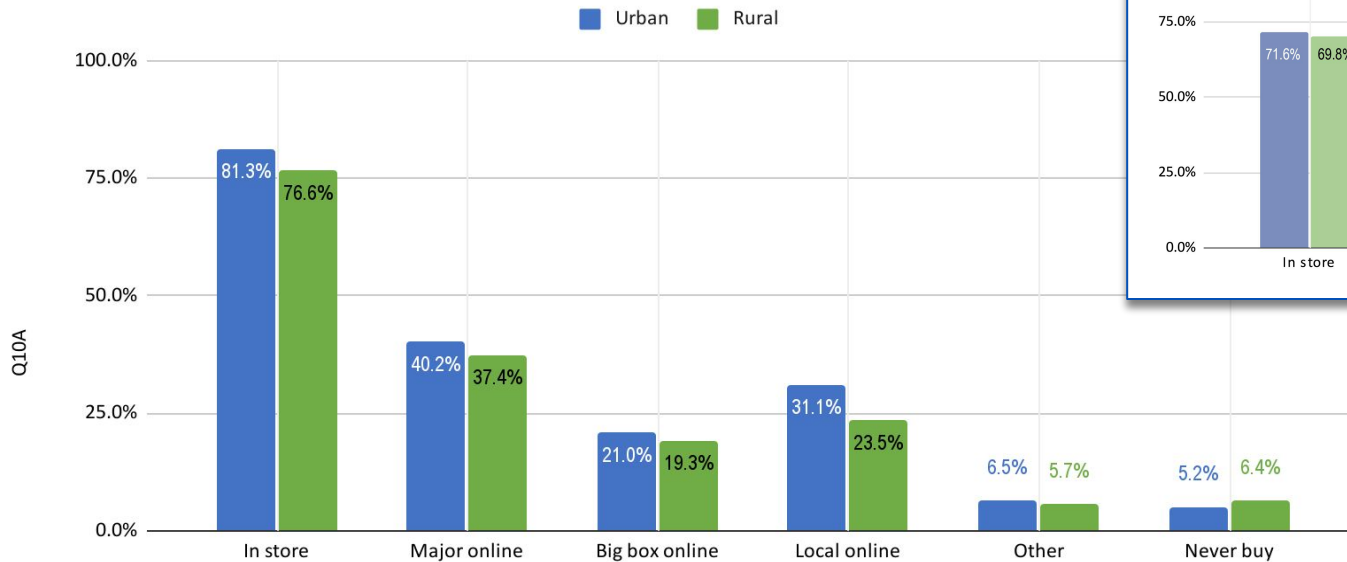


# Section: Sources

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



## 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?:

### Clothing or footwear

Ever Buy

#### BC

EVER BUY	BC: Urban	BC: Rural
In store	81.9%	74.4%
Major online	36.6%	33.6%
Big box online	14.4%	11.2%
Local online	22.8%	18.7%
Other	5.0%	5.3%
Never buy	4.7%	5.3%

#### Prairies

EVER BUY	PR: Urban	PR: Rural
In store	78.5%	81.2%
Major online	34.8%	38.8%
Big box online	23.5%	22.5%
Local online	27.7%	23.2%
Other	5.9%	8.6%
Never buy	9.8%	4.0%

#### Ontario

EVER BUY	ON: Urban	ON: Rural
In store	82.5%	72.6%
Major online	44.8%	40.1%
Big box online	22.6%	23.6%
Local online	36.8%	28.8%
Other	7.5%	4.7%
Never buy	3.2%	8.7%

#### Atlantic

EVER BUY	ATL: Urban	ATL: Rural
In store	79.2%	78.9%
Major online	31.9%	33.4%
Big box online	17.3%	12.5%
Local online	21.1%	17.4%
Other	4.7%	7.7%
Never buy	5.3%	6.0%

Usually Buy

USUALLY BUY	BC: Urban	BC: Rural
In store	75.6%	69.3%
Major online	14.0%	16.8%
Big box online	2.8%	3.6%
Local online	6.3%	7.6%
Other	1.3%	2.7%

USUALLY BUY	ATL: Urban	ATL: Rural
In store	71.5%	74.8%
Major online	11.5%	14.0%
Big box online	6.6%	2.0%
Local online	7.7%	4.8%
Other	2.7%	4.3%

USUALLY BUY	PR: Urban	PR: Rural
In store	73.5%	71.4%
Major online	11.1%	15.0%
Big box online	5.2%	9.1%
Local online	9.0%	4.5%
Other	1.1%	0.0%

USUALLY BUY	ON: Urban	ON: Rural
In store	69.3%	65.8%
Major online	13.6%	15.0%
Big box online	5.8%	6.2%
Local online	9.9%	10.6%
Other	1.4%	2.4%

Totum Research - January 2023:

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