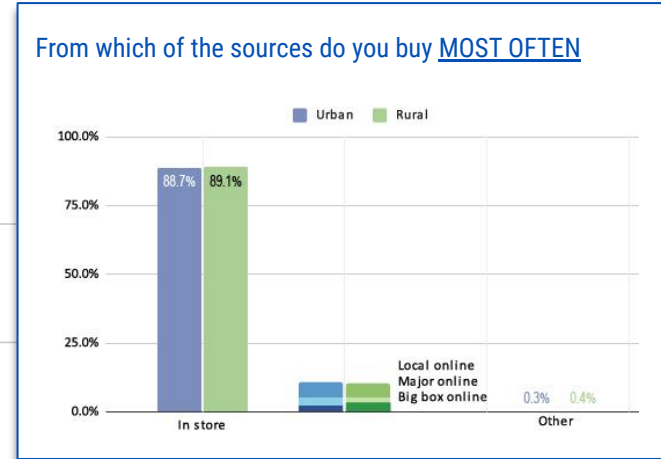
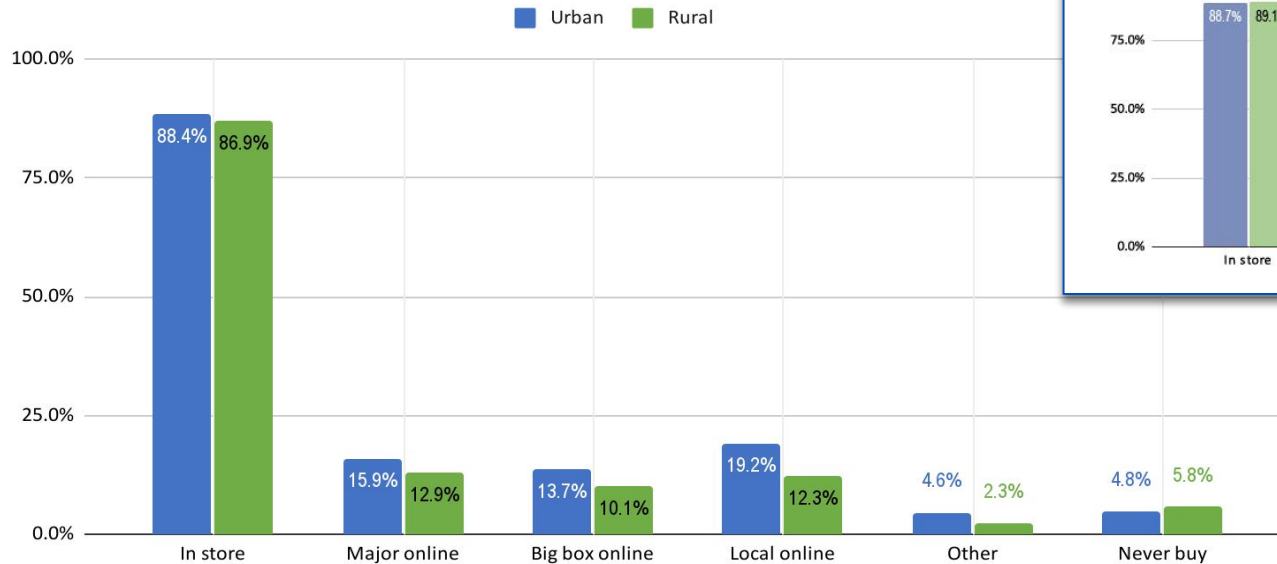


Section: Sources

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



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?:

Grocery Products

Ever Buy

BC

EVER BUY	BC: Urban	BC: Rural
In store	89.9%	85.8%
Major online	11.0%	11.7%
Big box online	7.8%	7.3%
Local online	14.1%	10.3%
Other	3.3%	0.8%
Never buy	3.8%	6.0%

Prairies

EVER BUY	PR: Urban	PR: Rural
In store	86.3%	93.4%
Major online	14.5%	10.8%
Big box online	17.2%	10.5%
Local online	17.6%	10.3%
Other	5.0%	0.6%
Never buy	7.6%	2.6%

Ontario

EVER BUY	ON: Urban	ON: Rural
In store	89.0%	82.5%
Major online	18.9%	15.6%
Big box online	14.6%	12.4%
Local online	22.7%	16.0%
Other	5.3%	2.8%
Never buy	4.0%	8.2%

Atlantic

EVER BUY	ATL: Urban	ATL: Rural
In store	86.9%	87.3%
Major online	10.8%	11.7%
Big box online	11.2%	7.4%
Local online	10.6%	9.8%
Other	1.5%	4.4%
Never buy	5.0%	5.4%

Usually Buy

USUALLY BUY	BC: Urban	BC: Rural
In store	90.5%	88.1%
Major online	1.4%	3.8%
Big box online	1.9%	2.7%
Local online	5.4%	5.4%
Other	0.7%	0.0%

USUALLY BUY	PR: Urban	PR: Rural
In store	88.5%	92.9%
Major online	2.6%	3.1%
Big box online	3.4%	0.8%
Local online	5.5%	3.1%
Other	0.0%	0.0%

USUALLY BUY	ON: Urban	ON: Rural
In store	88.2%	85.7%
Major online	2.7%	4.0%
Big box online	2.9%	2.5%
Local online	5.6%	7.4%
Other	0.6%	0.4%

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)