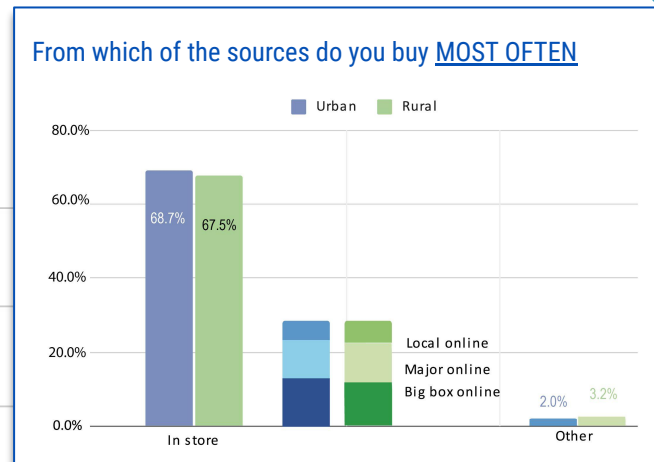
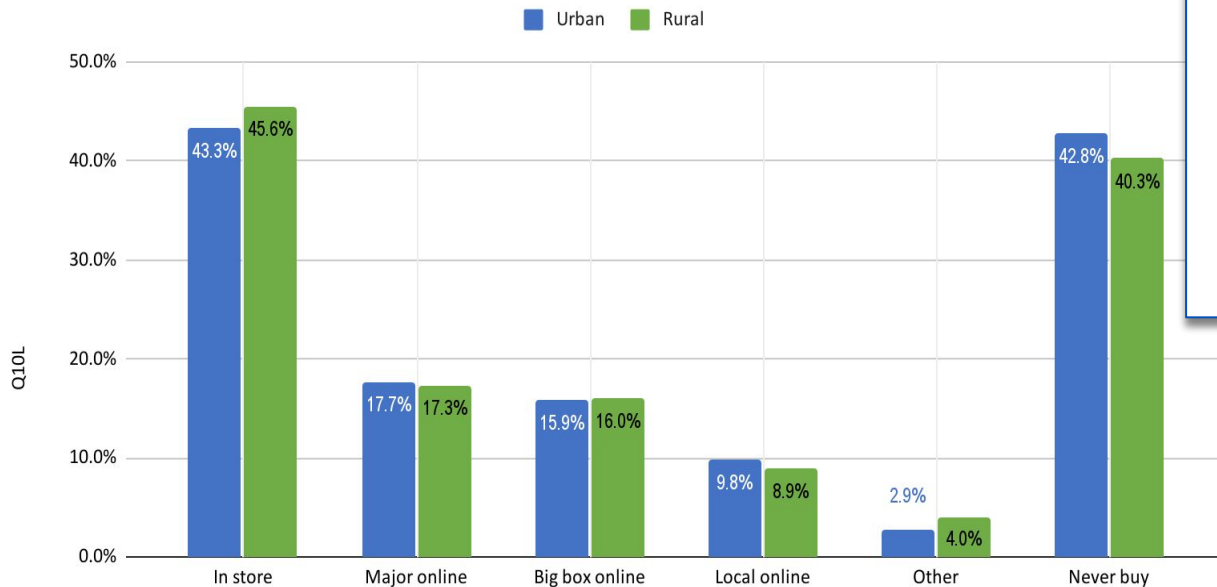


# Section: Sources

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



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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?:

### Recreational Products and Services

|             |                | 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       |             | 48.6%     | 41.7%     |             | 46.6%     | 49.4%     |             | 40.5%     | 48.9%     |             | 38.9%      | 37.3%      |
|             | Major online   |             | 19.2%     | 14.7%     |             | 15.5%     | 16.9%     |             | 18.6%     | 21.7%     |             | 13.3%      | 11.8%      |
|             | Big box online |             | 14.5%     | 12.4%     |             | 17.4%     | 18.8%     |             | 16.2%     | 18.3%     |             | 11.8%      | 10.6%      |
|             | Local online   |             | 9.2%      | 9.2%      |             | 9.2%      | 8.6%      |             | 10.6%     | 10.9%     |             | 7.5%       | 5.8%       |
|             | Other          |             | 2.4%      | 2.6%      |             | 1.7%      | 3.4%      |             | 3.5%      | 5.9%      |             | 2.3%       | 3.0%       |
|             | Never buy      |             | 36.7%     | 43.2%     |             | 42.1%     | 38.1%     |             | 44.6%     | 34.2%     |             | 48.3%      | 51.6%      |
| 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       |             | 70.1%     | 66.4%     |             | 73.6%     | 68.4%     |             | 65.8%     | 66.7%     |             | 69.8%      | 68.8%      |
|             | Major online   |             | 13.3%     | 13.4%     |             | 10.1%     | 11.7%     |             | 15.7%     | 12.5%     |             | 12.1%      | 12.5%      |
|             | Big box online |             | 9.1%      | 8.8%      |             | 10.0%     | 11.7%     |             | 11.2%     | 10.5%     |             | 11.3%      | 9.7%       |
|             | Local online   |             | 5.6%      | 8.8%      |             | 5.5%      | 5.7%      |             | 4.7%      | 6.3%      |             | 3.9%       | 5.7%       |
|             | Other          |             | 1.9%      | 2.6%      |             | 0.8%      | 2.4%      |             | 2.6%      | 4.4%      |             | 2.9%       | 3.3%       |

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