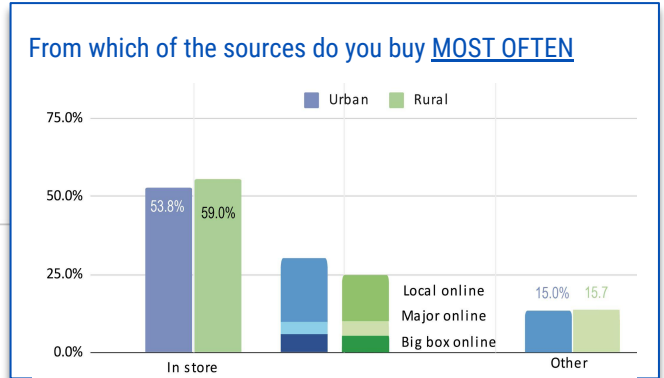
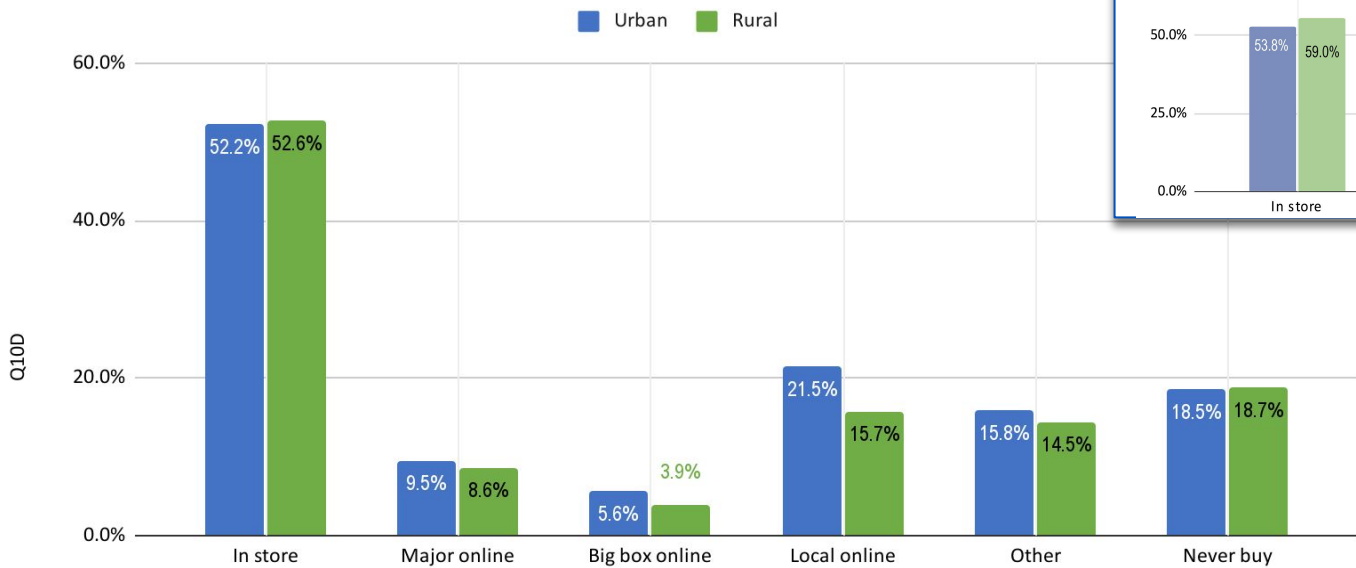


# Section: Sources

Q: From which of the sources listed do you EVER buy the following products and services?:  
**Financial 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?:  
**Financial 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	58.3%	53.6%	In store	53.2%	53.4%	In store	50.2%	49.8%	In store	46.9%	56.0%
	Major online	8.0%	9.9%	Major online	7.9%	8.2%	Major online	10.9%	10.1%	Major online	7.2%	6.0%
	Big box online	4.8%	2.5%	Big box online	3.7%	2.0%	Big box online	7.1%	6.5%	Big box online	2.9%	2.4%
	Local online	20.0%	17.0%	Local online	21.1%	17.5%	Local online	22.6%	17.2%	Local online	17.7%	10.5%
	Other	18.7%	14.0%	Other	15.4%	12.0%	Other	15.2%	15.7%	Other	15.9%	15.5%
	Never buy	10.6%	15.7%	Never buy	20.4%	19.2%	Never buy	20.4%	18.8%	Never buy	19.7%	19.8%
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	90.5%	88.1%	In store	88.5%	92.9%	In store	88.2%	85.7%	In store	88.0%	90.4%
	Major online	1.4%	3.8%	Major online	2.6%	3.1%	Major online	2.7%	4.0%	Major online	3.1%	2.6%
	Big box online	1.9%	2.7%	Big box online	3.4%	0.8%	Big box online	2.9%	2.5%	Big box online	4.7%	1.8%
	Local online	5.4%	5.4%	Local online	5.5%	3.1%	Local online	5.6%	7.4%	Local online	3.7%	3.8%
	Other	0.7%	0.0%	Other	0.0%	0.0%	Other	0.6%	0.4%	Other	0.6%	1.4%

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