

December 2018

Family Car Buying - Canada

"Most Canadians planning on purchasing a vehicle in the next three years are considering sedans or SUVs (Sports Utility Vehicles). Parents in particular are more likely to consider SUVs, minivans, wagons/hatchbacks and full-size vans, which are typically synonymous with 'family vehicles'. Additionally, most intend to use the next vehicle ...

Cooking Enthusiasts - Canada

"It can be said that Canadians know their way around a kitchen given that virtually all Canadians (97%) claim to have at least a minimum of basic cooking skills. Although the activity is one that most enjoy, time constraints and logistical considerations lead half the population to see the task ...

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Digital Content Consumption - Canada

"The vast majority of consumers who have performed online activities have done so at least once per month. This includes online activities such as reading/watching news online, reading articles on websites, reading articles on social media, watching videos on social media, viewing/sharing photos online, using a video streaming ...