

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 ...

November 2018

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 ...

September 2018

Innovations in Travel - Canada

"Most Canadians have taken a leisure trip in the past 12 months, with travel in Canada being most common. Close to a third of Canadians took a leisure trip internationally (excluding US), which is close to on par with those who travelled to the US for the same purpose. The ...

Marketing to Moms - Canada

"Canadian moms pride themselves on being reliable (74%) and see themselves as being more successful than a 'typical' mom in terms of managing stress and time. Having said this, guilt looms when allowing time for themselves. Moms are reliant on other moms as a key resource contributing to their success ...

August 2018

Digital Advertising - Canada

"The vast majority of Canadian consumers regularly view digital ads, whether via a computer, mobile device and/or news feed. Additionally, most consumers are also exposed to digital ads on a daily basis. Although most see digital ads frequently, frustration and avoidance of such ads is prominent among Canadians, especially ...

Grocery Retailing - Canada

"Virtually all Canadians (96%) hold some level of responsibility for grocery shopping. Canadians continue to lean towards traditional supermarkets for items associated with freshness, however, the expansion of supercentres combined with the convenience of one-stop shopping plus the promise of low prices is leading younger consumers to become less loyal ...

July 2018

Connected Living - Smart Home and Integrated Devices - Canada

"The majority of Canadian consumers are interested in making their home more 'connected' by using smart devices. The growing desire by the consumer for convenience, knowledge of device/appliance energy consumption, security and energy and money savings will support the progression of the smart home market. Many factors such as ...

June 2018

Online Shopping - Canada

"Despite the fact that virtually all Canadians are shopping online, consumers continue to be more reliant on shopping in-store rather than over the internet. With few consumers saying that the bulk of purchases were made online in the past year, Canadians are likely to be approaching online shopping with a ...

International Travel (Canadian Outbound Travel) - Canada

Canadians are travel-savvy, with the majority having visited an international destination on a leisure trip in the past two years. Notable regions that Canadians have travelled to include the US, Europe, the Caribbean and Mexico. Consumers are more likely to have travelled during the winter months, likely to escape the ...

Holiday Shopping - Canada

Virtually all Canadians are shopping for the holidays (93%). While Christmas is a primary driver of holiday shopping activity for consumers, retailers should be mindful that non-winter holiday celebrations such as Valentine's Day and Mother's Day are also major shopping events that Canadians shop and plan ahead for. Canadians lean ...

May 2018

Social Media Trends - Canada

Canadians are active social media users with the majority of consumers visiting certain platforms on a daily and weekly basis, with Facebook and YouTube driving much of the social media activity. A notable share of consumers have utilized social media to access discounts and special offers, and leading behaviours and ...

April 2018

Canadian Lifestyles: Redefining the Mainstream - Canada

Marketing to Young Adults - Canada

Lifestyles and Retail - Canada

"Not only are consumers currently feeling better about their financial situations this year, the majority of Canadians also feel that their financial goals are attainable. Even though there isn't necessarily a Canadian version of the 'American Dream', there is a sense of optimism that exists amongst consumers. Optimism is also ...

"The young adult demographic is a unique group of consumers who present a potentially long-term benefit for brands. They are transitioning from childhood to adulthood, while planning out their career and life goals. The opportunity for brands is to establish a relationship with these consumers that they can continue as ...

March 2018

Hybrid and Electric Vehicles - Canada

The market for hybrid and electric vehicles has seen strong growth over the course of the last several years, with consumer consideration and attitudes pointing to a positive outlook for the future of the category. Fuel economy, economical pricing and government incentives are key factors that play a role in ...

Dining Out - Canada

With just over half of the population either getting takeout or dining out, it can be said that Canadians are regulars at foodservice vendors. With young consumers having a hankering for non-traditional meal occasions, foodservice vendors are well positioned to increase traffic beyond dinner and lunches. While practical considerations of ...

February 2018

US Travel - Canada

"Most Canadians have taken a leisure trip to the US in the past two years with shopping trips being the most common focus for these journeys. Canadians deterred from travelling to the US due to the stronger US Dollar and perhaps the political climate create hurdles that need to be ...

Family Entertainment - Canada

Family entertainment activities need not be elaborate to be considered meaningful. The 'life stage' of families will impact the end-goals of parents: those with young children lean more towards activities that allow for mental, physical and social development. In contrast, those with older children prioritize activities that can contribute to ...

January 2018

Marketing to Millennials - Canada

"As Millennials grow up, they report a good level of confidence in their ability to take care of themselves, their families and in their parenting skills. Canadian Millennials are highly optimistic about their personal opportunities, yet may lack the financial knowhow to move them forward and attain their financial goals ...

Perceptions of Auto Brands - Canada

Brand perceptions for automotive manufacturers are critical to success since consumers are infrequently in the market for a vehicle. Gas mileage, safety ratings, reputation and past experiences are key factors that play a role in shaping consumers' perceptions of car brands. Operators in the category face hurdles such as bad ...