

### September 2018

#### Travel Tech - Canada

"With technological devices playing a more and more important role in the everyday lives of consumers, it is important to understand how tech is used outside the day-to-day, and more specifically, how consumers utilize technology when they are travelling. Tech has long been a part of travel – from portable ...

### 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 ...

#### Content Consumption: TV and Movies - Canada

"With the growing importance of the internet in regards to content consumption, the landscape for TV shows and movies has shifted. Traditional ways of accessing content, such as cable/satellite subscriptions and movie theatres, are now threatened by the low-priced convenience that is offered by online, in-home competitors. The result ...

### 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 ...

#### In-car Electronics: Entertainment, Navigation and Audio - Canada

"As the wave of technological advancement and connectivity has made its way into the automotive industry, it is important to take stock of what role they play in the market. From the perspective of automakers,



## Technology and Media - Canada

the value of in-car electronics is in their ability to  
influence purchases – whether to ...