

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 ...