

## June 2018

### 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

"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 ...

### Marketing to Young Adults - Canada

"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 ...