

September 2016

Marketing to Parents - Canada

"As parents are more likely to be working full time than ever before, the approach to parenting necessitates a certain level of independence from their children. The result is a greater respect afforded to their children, evidenced by greater input from children on family activities. This comes with the side ...

August 2016

Consumer Finances and Priorities - Canada

"Canadians are somewhat pessimistic about economic conditions and concerned about food inflation and employment but the housing market is not a national concern".

– **Sanjay Sharma, Senior Financial Services Analyst**

Telecom - Media Usage - Canada

"Operators in the telecommunication industry in Canada are facing a changing environment of evolving technology and consumer preferences. While some of these consumer preferences are generational, the way media is being consumed and utilized is transforming as a whole. To retain customers and preserve an excellent reputation, which will help ...

Marketing to Boomers - Canada

"At age 51-70, Boomers are currently the largest generation in the Canadian population and growing. There is a certain level of comfort with getting older as older Boomers find ways to deal with the symptoms of aging head on. As a segment, they feel disconnected and are misjudged for being ...

July 2016

Healthy Lifestyles - Canada

"The emotional benefits of feeling good and being happier are keeping consumers motivated and engaged. Canadians remain steadfast in cooking and less willing to compromise health for convenience."