

June 2016

Auto Service, Maintenance and Repair - Canada

"Auto service, maintenance and repair are vital to the proper operation of any vehicle and prevent vehicle component failure and loss of money. Consumers today are looking for good customer service, but at the right price and at a facility that is conveniently located. Consumers want the job done right ...

Health and Wellness Retailing - Canada

Canadians take a holistic approach to managing wellness, with physical and mental health being the top priorities. Though they generally see themselves as healthy, weight remains a concern for about half the population (54%). Traditional outlets remain the most trusted resource for treatment for Canadians, however, the propensity for self-diagnosis ...

May 2016

Dining Out - Canada

Canadians are dedicated patrons of foodservice outlets with some 94% who have eaten at a restaurant in the three months leading up to February 2016. However, tightening of budgets means that more consumers are spending in moderation and cutting back on treats – including dining out. As such, the industry ...

April 2016

Canadian Lifestyles: It's Not Dollars to Donuts - Canada

"Although the majority of Canadians perceive their current financial situation as stable, there is a sense that the rising cost of goods is impacting consumers – leading to a greater prioritization of addressing current debt and saving for the future. The outlook on the economy is cautious leading to consumers ...

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, safety, security and energy and money savings will support the progression of the smart home market."

Andrew Zmijak, Research Analyst, Consumer Behaviour & Social Media