

March 2018

Hybrid and Electric Vehicles - Canada

The market for hybrid and electric vehicles has seen strong growth over the course of the last several years, with consumer consideration and attitudes pointing to a positive outlook for the future of the category. Fuel economy, economical pricing and government incentives are key factors that play a role in ...

Dining Out - Canada

With just over half of the population either getting takeout or dining out, it can be said that Canadians are regulars at foodservice vendors. With young consumers having a hankering for non-traditional meal occasions, foodservice vendors are well positioned to increase traffic beyond dinner and lunches. While practical considerations of ...

February 2018

US Travel - Canada

"Most Canadians have taken a leisure trip to the US in the past two years with shopping trips being the most common focus for these journeys. Canadians deterred from travelling to the US due to the stronger US Dollar and perhaps the political climate create hurdles that need to be ...

Family Entertainment - Canada

Family entertainment activities need not be elaborate to be considered meaningful. The 'life stage' of families will impact the end-goals of parents: those with young children lean more towards activities that allow for mental, physical and social development. In contrast, those with older children prioritize activities that can contribute to ...

January 2018

Marketing to Millennials - Canada

"As Millennials grow up, they report a good level of confidence in their ability to take care of themselves, their families and in their parenting skills. Canadian Millennials are highly optimistic about their personal opportunities, yet may lack the financial knowhow to move them forward and attain their financial goals ...

Perceptions of Auto Brands - Canada

Brand perceptions for automotive manufacturers are critical to success since consumers are infrequently in the market for a vehicle. Gas mileage, safety ratings, reputation and past experiences are key factors that play a role in shaping consumers' perceptions of car brands. Operators in the category face hurdles such as bad ...