

September 2015

Canadian Pet Owners - Canada

"Pets are common among Canadian households. The relationship between owners and their pets runs deep, driving an approach to care akin to that of a parent and their child. As pet owners feel that the benefits of owning a pet far outweigh the work involved, they are often willing to ...

August 2015

Holiday Shopping - Canada

"Holiday shopping represents the most lucrative time of year for retailers across all categories, much of it driven by Christmas. For the upcoming holidays, nine of 10 Canadians will be buying gifts."

July 2015

Sports Participation - Canada

Canadians are active as demonstrated by the two thirds of the population who play sports weekly, driven by participation in individual sports or fitness activities. Motivating participation is a strong belief in the benefits that extend beyond the improvement of physical health, including mental and emotional gains as well as ...