

May 2019

Smartphones - Canada

"The primary focus of this Report will be to better understand smartphone ownership, purchase decisions and overall attitudes. In particular, it will investigate what kind of smartphone consumers own, why they chose it, perceptions of the differences from one smartphone to the next and even a prediction of the future ...

April 2019

Laptops, Desktops and Tablets - Canada

"Most Canadians are considering the purchase of a laptop, desktop or tablet within the next year. This indicates a positive trajectory for the category considering most already personally own or have these devices in their households. The importance of upgrades and replacement within the category is thus going to act ...