

October 2020

Social Media Trends: Incl Impact of COVID-19 - Canada

“Social media is ingrained in the daily lives of many consumers and has likely taken on a larger role in communicating with others during the COVID-19 pandemic. Consumers are utilizing social platforms as a research resource and there is acknowledgment that some platforms are doing better than others in terms ...

September 2020

Families and Tech: Incl Impact of COVID-19 - Canada

“Canada’s family demographics have reached a point where Millennials are parents of young children – which means digital technology is now an innate skill for the entire family. The result has been that tech plays a vital role in the typical family household – especially after the COVID-19 pandemic made ...

August 2020

Mobile Network Providers: Incl Impact of COVID-19 - Canada

“Mobile network providers are positioned to get through the choppy waters brought on by COVID-19, as Canada’s population expands and a shift in consumer preferences is evident for service plans with plenty of data. With most pleased with their service provider and there being notable interest in 5G, the market ...