

July 2020

Tech Habits of Gen Z: Incl Impact of COVID-19 - Canada

“Gen Z is a unique generation that is growing its purchasing power each year. Millennials were a focus for years, but their upbringings were more similar to Gen X than Gen Z. Thanks to the rapid innovation taking place in the mid-2000s, Gen Z’s young lives have been unlike any ...

June 2020

Digital Trends (Brands): Incl Impact of COVID-19 - Canada

“Digital brands are suddenly at the forefront as the world grapples with COVID-19. Apple and Google have partnered to create contact tracing app software, Amazon is experiencing shipping delays as a result of a surge in demand for online shopping, while Nintendo is selling out of consoles and Netflix is ...

May 2020

Subscription Media: Incl Impact of COVID-19 - Canada

“Consumers have become accustomed to streaming services with the majority having some form of subscription media. With millions of Canadians staying home due to the COVID-19 pandemic, many with additional time on their hands and kids at home, will likely sign up for streaming services if they haven’t already done ...