

March 2019

SUVs, Crossovers and Pickup trucks - Canada

"The category is well positioned given that Canadians are most likely to consider an SUV for their next vehicle purchase. Parents in particular are more likely to contemplate an SUV, which are commonly associated with family vehicles. Additionally, crossovers trail SUVs and sedans as the type of automobile that consumers ...

February 2019

Arts and Crafts Consumer - Canada

"The majority (58%) of Canadians participated in making at least one type of arts/craft activity in 2018. Although engagement is likely more sporadic for most, the process of making arts and crafts meets a number of wellness benefits for consumers including relaxation and bonding with family or friends. Younger ...

Attitudes Toward Gaming - Canada

"Video games represent an exciting part of the technology industry. Not only are they fun to play, but they have evolved exponentially in both technological capabilities as well as market appeal. Today, the majority of Canadian adults are playing video games – whether it's on a dedicated console, a personal ...

Family Vacations - Canada

"Canadians are inclined towards leisure travel, with the majority having taken an overnight leisure trip in the past two years. In this same period, a quarter of consumers had gone on a leisure trip with their children under the age of 18 and most went with their spouse/ common-law partner ...

January 2019

Convenience Stores - Canada

"Convenience stores are a fixture in the Canadian retail market. With easily accessible locations and long business hours, they offer consumers a shopping option that is quick and easy. As retail has evolved in recent years – including grocery stores, big box stores and e-commerce – it is worthwhile to ...

Senior Lifestyles - Canada

"Knowing that seniors are the fastest growing segment of the population makes them intuitively an increasingly important segment for marketers to pay attention to. Seniors are bucking stereotypical images and increasingly showing an interest in following their passions and dropping the sentiment that they are too old to keep-up-to date ...