

June 2017

### Women's Clothing - Canada

"Prioritizing comfort over style, Canadian women enjoy the clothes shopping process and are highly engaged. However, a conservative mindset towards discretionary spending means that consumers lean more towards retailers that are perceived to offer the best value. The tendency remains skewed towards buying clothes from physical stores, as fit continues ...

May 2017

### Car Purchasing Process - Canada

"While the test drive remains key in the car buying process, many are turning to online research and resources to compare things such as pricing, dealership incentives and gas mileage. Consumers are also going online to peruse professional vehicle reviews, dealership reviews and to view owners' experiences."

- Andrew Zmijak, Research ...

### Automotive Innovations - Canada

"The automotive industry has witnessed a burst of recent technological advancements that improve safety, connectivity and convenience for consumers. The category has created innovations in autonomous (self-driving) capabilities that progress safety features and implement preventative protection measures. Features such as forward collision avoidance, lane-keeping assist and adaptive cruise control have ...

### Canadian Lifestyles: Pride and Purse Strings - Canada

"Consumers continue to hold a conservative mindset when it comes to spending owing to concerns around the current economy and their ability to save for the future. However, as the majority of Canadians perceive their financial situation to be stable, there is some wiggle room to be had for small ...