

March 2019

Digital Trends Consumer - Canada

"The digital market is fast moving and encompasses many different products and services. From smartphones and tablets to TVs and Blu-ray players to streaming music and video platforms, this dynamic market is constantly evolving. With all of this innovation, it can be challenging to understand how consumer behaviour is actually ...

February 2019

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 ...

January 2019

Televisions - Canada

"Most consumers have one-to-two televisions, with Samsung being the most commonly found brand of TV in Canadian households. The majority of consumers use a high definition TV, most often, in their homes, while a significantly smaller share utilizes an Ultra HD 4K TV. Opportunity exists for brands to expand sales ...