



# Canadian Consumer: Market Speak

Prepared by Emily Taylor and Manish Nargas

# Canadian Consumer: Market Speak



Lead Analysts:  
Emily Taylor  
Manish Nargas

## Product Type:

IDC's Canadian Consumer: Market Speak  
**Includes:** Executive Summary, Excel Dashboard & PowerPoint Document

## Technology Coverage

Data sets and insights targeted to topic-specific research needs. Topics include:

### Consumer Services

TV Services  
OTT Video  
Internet Services  
Wireless Services

### Connected Life

Connected Home  
Connected Car  
Intelligent Assistants

### Activities

Internet Activities &  
Online  
Communications

### Hardware

Mobile Phones  
Tablets  
Printers/Digital Signage  
PCs  
Wearables  
AR/VR

## Benefits

1. Topic-specific Excel Dashboard provides automated tabling and charting, Exec Summary provides high-level analysis, PowerPoint Document provides in-depth analysis.
2. For each topic cross tabs are provided for age, gender, region, consumer profile, HHI, dwelling type, urban/rural, and number of individuals in the household.
3. Provides data and analysis of the trends and key insights in each topic: adoption and use of tech, purchase drivers, product positioning, and more.

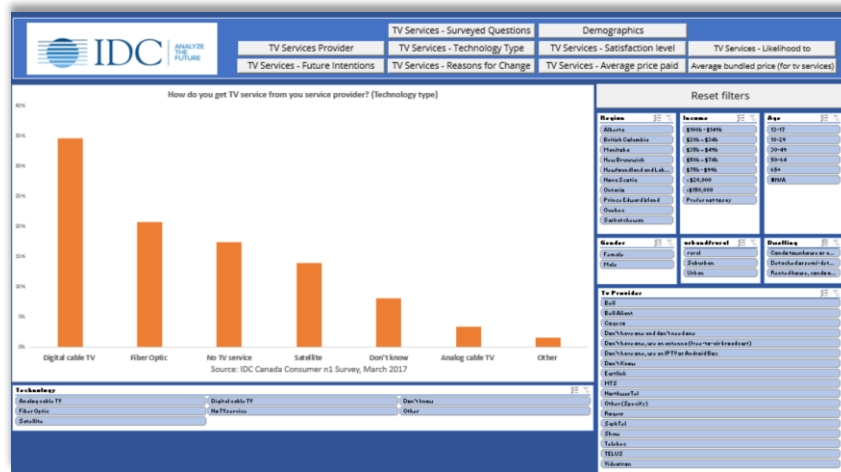


## Purpose:

Showcases topic-specific survey data & key insights from questions asked on IDC's recent consumer surveys

# Core Deliverables

## Excel Dashboard



- Easy access to data, visual cross tabbing, automated tabling

## Executive Summary



- One-pager summary of key research highlights
- Provides high level industry analysis and commentary
- Easy distribution within your organization

## PowerPoint Document



- Provides in-depth industry analysis and commentary

# Differences between Canadian Mobile Consumer & Connected Life program and Market Speak

## Canadian Mobile Consumer & Connected Life

## Canadian Consumer: Market Speak

Broad, encompasses both devices & services	<b>Research Need</b>	Specific to particular device(s) or particular service(s)
Prefer traditional published documents	<b>Deliverable</b>	Prefer more "self serve" data access
Connects the dots between topics & technologies	<b>Research Scope</b>	Data and insight limited to topic(s) purchased
Forecasts included	<b>Outlook</b>	Consumer snapshot

# For More Information

For more information about our Canadian Consumer: Market Speak product offerings, please contact your IDC Canada sales representative, Emily/Manish or [askidc@idccanada.com](mailto:askidc@idccanada.com).

Emily Taylor  
Senior Analyst, Consumer & Mobility  
1 416 673 2213  
[etaylor@idccanada.com](mailto:etaylor@idccanada.com)

Manish Nargas  
Analyst, Consumer & Mobility  
1 416 673 2212  
[mnargas@idccanada.com](mailto:mnargas@idccanada.com)



**Twitter**

<https://twitter.com/@IDCCanada>



**LinkedIn**

<https://www.linkedin.com/company/idc-canada>