

# What's New

## 1-Year Publications - English

24 Hours Toronto  
Bell TV Magazine  
Canadian Health & Lifestyle  
Elle Canada  
Movie Entertainment  
The Hockey News  
Toronto Star

## 1-Year Publications - French

Bell TV Magazine  
La Semaine  
Star Système

## Television

Service Provider<sup>1</sup>  
TV Sports: Poker<sup>1</sup>

## Internet

### Service Provider<sup>1</sup>

Purchasing<sup>1</sup>: Types:  
Books, Clothing, Cosmetics,  
Footwear, Groceries, Home  
Electronics, Movies, Music,  
PC/software, Investments,  
Toys/Games, Travel, Video  
Games

Websites: Types visited<sup>1</sup>:  
adult education, auction,  
automotive, banking, career/job  
search, entertainment,  
gambling, investments, online  
dating, maps, real estate,  
search engines, telephone  
directories, travel, weather,  
magazines, newspapers, radio,  
tv

## Alcohol

- Wine: 30+ new brands

## Apparel; Misc. Products

- Books: Where Bought: Great Canadian Book Co.<sup>1</sup>, Relay<sup>1</sup>
- Sporting Goods: Where bought: Baron Sports<sup>1</sup>

## Attractions

Shows & Exhibitions: Types:  
Health & Wellness<sup>1</sup>

## Automotive

- Motorcycles: have license<sup>1</sup>

## Events

- Become caregiver to an elderly relative<sup>1</sup>
- Move to a retirement home/community<sup>1</sup>

## Financial

- Donations: Organizations: Alzheimer Society<sup>1</sup>

## Groceries

- Grocery Stores: M&M Meat Shops<sup>1</sup>
- Butter: used for: baking<sup>1</sup>
- Ready to serve soup: Forms: portable cup<sup>1</sup>

## Health Care & Remedies

- Hemorrhoid Remedies: brands<sup>1</sup>

## Home Electronics, Personal Computers

- Cellular phones: Features: push to talk<sup>1</sup>, video/tv<sup>1</sup>
- DVD/VCR: Types: Video on Demand<sup>1</sup>
- Software: photo editing<sup>1</sup>
- Stereo Equipment: Types: mp3 players<sup>1</sup>
- Telephone services: Types<sup>1</sup>: regular, VoIP

## Home Furnishings/Accessories

- Items: Area rugs<sup>1</sup>

## Home Improvements/Real Estate/Tools/ Gardening

- Home Heating: Types: solar<sup>1</sup>, wood<sup>1</sup>
- Gardening Supplies: Where Bought<sup>1</sup>

## Household Products, Pets

- Air Fresheners, Carpet & Room deodorizers: Types: automatic spray<sup>1</sup>, portable oil<sup>1</sup>
- Automatic Dishwasher Detergent: Types: gel pacs<sup>1</sup>

Disinfectant Sprays<sup>1</sup>: Used in household, # of times

- Paper Napkins: # of napkins<sup>1</sup>

## Personal Care

- Dentures: Types: both full & partial<sup>1</sup>

Face & Body Skincare<sup>1</sup>: Amount spent, Where Bought

## Personal Views

- Finance:
  - I consider myself to be an entrepreneur
- Social Views:
  - I enjoy being extravagant
  - I am willing to pay more for environmentally friendly products
  - I live a fairly hectic lifestyle
  - There is a lot of stress in my life

## Shopping

Convenience Stores: Great Canadian News<sup>1</sup>, Mainway<sup>1</sup>

Department Stores: Sears Furniture & Appliance Stores<sup>1</sup>

## Other

Environmental Clusters<sup>1</sup>

