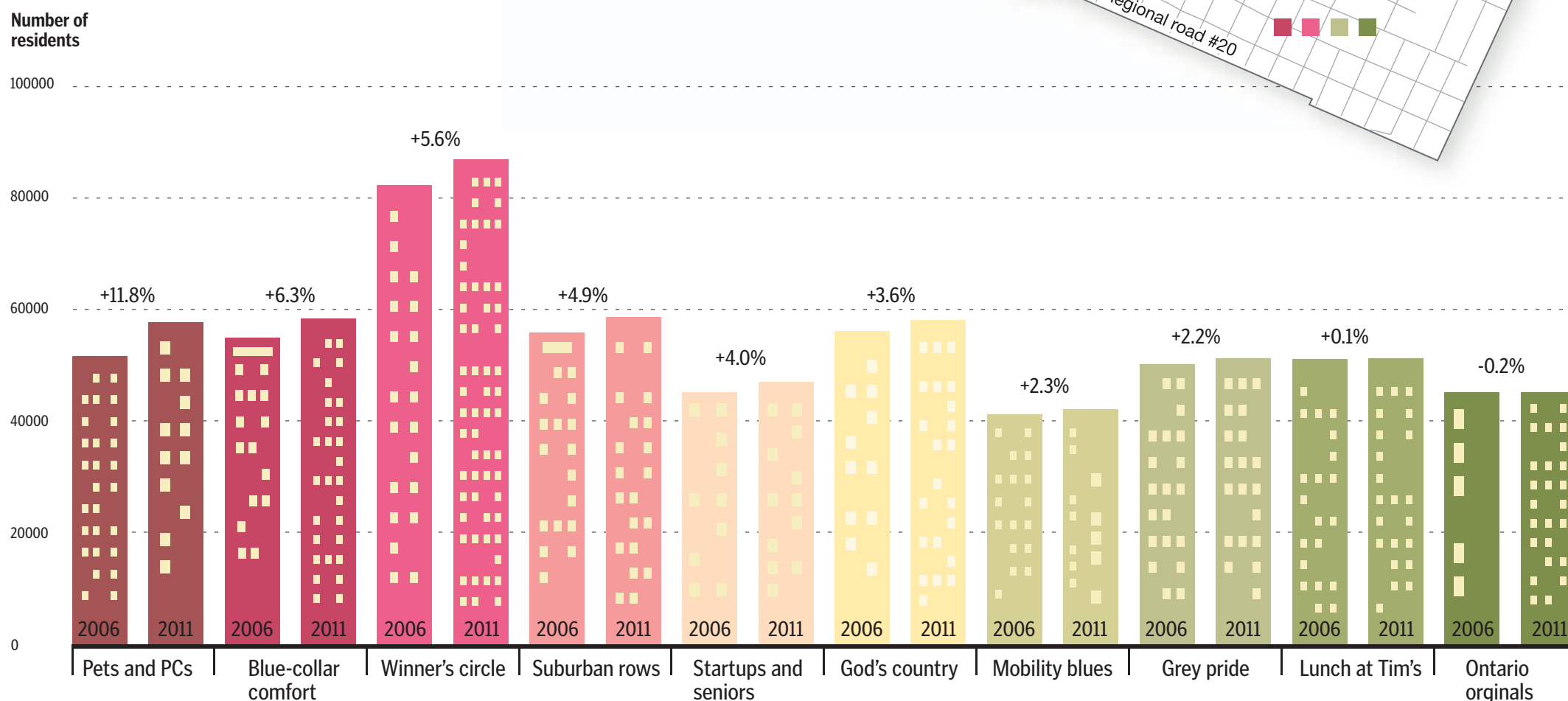
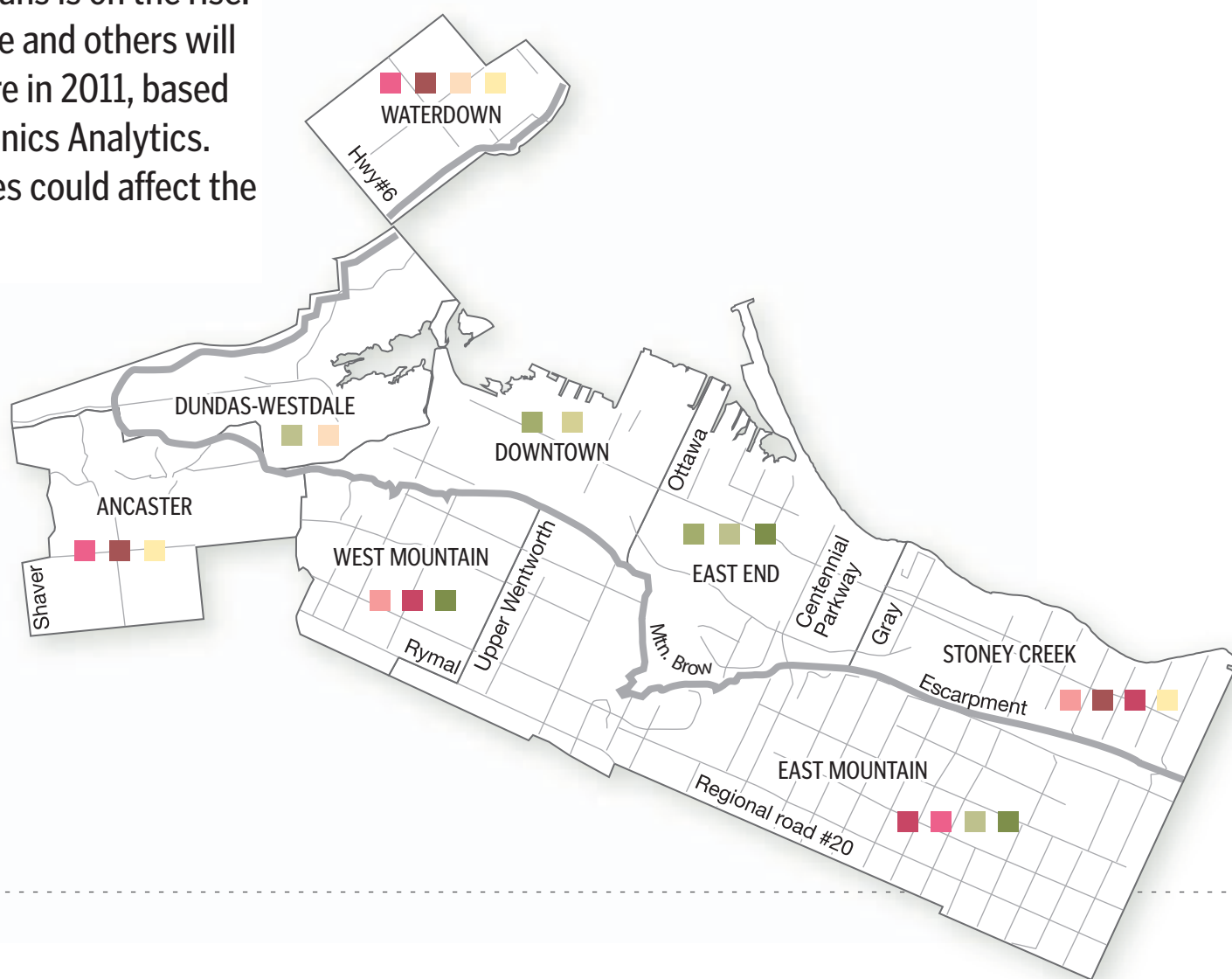


Future city

The number of upwardly mobile Hamiltonians is on the rise. Here are projections of where those people and others will live, make purchases and how they will fare in 2011, based on estimates in growth provided by Environics Analytics. It's also a sneak peek at how those changes could affect the city.



<p>Where they buy: Increase in big-box stores such as Best Buy. Where they live: Expect new single family homes and townhouses. Residents will continue to depend on the car for commuting.</p>	<p>Where they buy: Pizza parlours and Chinese restaurants will continue to thrive in these areas. Where they live: Residents will be looking to move into new, affordable rowhouses.</p>	<p>Where they buy: Expect more luxury car dealerships, beauty salons, electronic entertainment retailers, high-end malls and golf courses. Where they live: New custom-built, single-family homes.</p>	<p>Where they buy: More electronic retailers. Where they live: New townhouses in Stoney Creek and Mountain areas.</p>	<p>Where they buy: Craft and garden stores will crop up. Westdale and Waterdown bars will experience high traffic from the younger startups. Where they live: Seniors will benefit from new affordable apartments in the Dundas/Westdale area.</p>	<p>Where they buy: More hockey arenas and swimming pools. Recreational vehicle sales will increase. Where they live: Affordable, post 1970s homes in the suburbs.</p>	<p>Where they buy: Fast-food joints, video rental and convenience stores will experience growth. Where they live: Older apartments and townhouses in the downtown area.</p>	<p>Where they buy: Pharmacies, art galleries, theatres, and golf courses. Where they live: New dedicated seniors homes in the Dundas, Westdale and east Mountain areas.</p>	<p>Where they buy: Social gathering places such as pizza parlours or Tim Hortons. Where they live: Older homes and small apartments.</p>	<p>Where they buy: A decline in Ontario originals will be bad news for the city's country and oldies radio stations. Where they live: Expect younger, more established blue-collar workers to overtake retiring and declining Ontario originals.</p>
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*Projections for change on where they buy and live based on descriptions of Environics Analytics cluster groups.

INFORMATION COMPILED BY PAUL CHOI, GRAPHIC BY PRISCILLA SCHNEIDERSMANN/THE HAMILTON SPECTATOR

How does your city grow?

BY PAUL CHOI

The city, it is a-changin'. Hamilton is expected to see its biggest rate of growth in an upwardly mobile population keen on spending on items for personal enjoyment, such as high-tech toys. That's a calculation by Environics Analytics, a geodemographic marketing firm that created 66 different "clusters" of people complete with profiles of how they live, what they think and what they consume. Clusters have been given names such as Lunch at Tim's (high school-educated, blue-collar workers) and Winner's Circle (families living in new-money subdivisions). The highest growth cluster for Hamilton is called Pets and PCs (younger, upwardly mobile, multiethnic families who enjoy pets, toys and desktop computers). Environics calculated which clusters are likely to increase or decline. The result, above, is similar to city planners' expectations, which are:

- A future Hamilton with younger, upscale Hamiltonians — who are tech savvy and university educated — choosing to live in the downtown and surrounding areas rather than just visit intermittently.
- Stoney Creek, Ancaster and Waterdown will see new single-family homes and townhouses built, new retail stores and new jobs.
- More two- and three-storey town-

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houses and flats will be built on downtown lots; small condominiums will be built on vacant spaces in areas such as Dundas and Westdale to accommodate newly retired seniors; and more retail and commercial zones will be created. "We'll see older neighbourhoods being revitalized as well as new development identified in those areas," said Bill Janssen, manager of community planning and design for the city. "There will be new growth, but we'll also be looking at areas for intensification. We're looking at commercial streets, redeveloping areas to a higher density, looking at vacant bits of property..." The city is expected to grow by more than 28,000 people and 18,000 households in five years.

BY BAHABUSHAQRA

Toronto Raptors fans gather for an exclusive food clinic in Toronto's Air Canada Centre. The wine is right, the cheese is aged and the music somehow perfect for the crowd. The ticket buying mood is ripe. There are no coincidences here. This is targeted marketing. The potential consumer has been specifically chosen, the ambience orchestrated. "We know there's a particular group of potential clients who enjoy food- and wine-related activities and events," said Beth Robertson, marketing vice-president of Maple Leaf Sports & Entertainment. "For example, they watch the Food Network, they go to wine tasting, food shows, that kind of thing. So, we're sending out an invitation to a certain number of potential customers to invite them to a food and wine cooking clinic... We will also talk to them about (buying) Raptors tickets." Today's customer is more diverse, better educated, has little time and is being inundated by options and offers, says Jan Kestle, CEO of Environics Analytics. The company is used by clients like Maple Leaf Sports & Entertainment to determine where potential clients live and what they like. Environics Analytics gathers and interprets socioeconomic, demographic, geographic and social values

Marketing magic

You talkin' to me?

data. It uses census data from Statistics Canada; media behaviour and product preferences from the Print Measurement Bureau and Bureau of Broadcast Measurement; financial data from Canadian Financial Monitor and information on social values from Environics Research, a sister company. The result is a cheat sheet for targeted marketing that's being used by entertainment outlets, retailers, charities, politicians and city planners. "In gathering that information, we ultimately feel that we can better understand our customer," said Robertson. "... It allows us to provide more value to our customer or be more specific in meeting their individual needs and then we basically package our product accordingly." Nicolle Scavuzzo, with Best Buy Canada, says the information her firm gathers from marketing resources helps to identify customers and their needs. "If we identify that there are young families moving into their first new home, that would probably show a propensity for those young families... to purchase new appliances," she said. Social trends can translate into stocking of shelves. A greater environmental awareness has prompted stores to carry environmentally friendly alternative products, such as recycled paper products. Health departments and govern-

ment organizations use targeted marketing information to understand voters and how they might react to a particular issue. In Guelph, for example, about 30 per cent of households have children under six, which makes them eligible for the new \$1,200 child care credit offered by the federal Conservatives. A Conservative contender in that area is likely to play up the significance of this credit during an election campaign. "The landscape has become very competitive," said Mandeep Malik, a business professor at McMaster University. "With so much advertising clutter, how do you differentiate yourself?" Marketers do it by knowing details about customers' lives and what will capture their interest. Segmentation and targeting are critical. "(Businesses) need to identify customers who are frequent users of their products or services, find where more of these people live, create a continuous dialogue with these customers so that they can keep them engaged with their products and services and minimize secondary competition that they would be battling otherwise," said Malik. He describes targeted marketing as the closest thing to a one-on-one sales session.

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