Getting to know you

Neighbours share many common bonds. Marketers are keen to find out what they are.

**What do you like to do?** Take a look

**COMMON KNOWLEDGE**

**How marketers see you**

**You are a Pet’s & PCs group**

So, you’re a Pet’s and PCs group. Just what does that look like?

**Paul Cull**

We don’t only fit into neighbour-hoods, in many respects, we fit into housing types. That’s a launch at Three, a Woman’s Circle, a Minnow and Machine. There are really just forms caused by smearing filters to clarify the family, the friends, the workplace, the central- ial, the kind of values we hold and how we might behave in a future.

Like this top at a popular Pet’s and PCs.

Andrea and Larry Dionne recently bought their first home in Toronto — and their first home away from a central terr-ain. They are one of those families that lives in a Toronto suburb, and moved into their new home in January. Taking along their digital- terrain, their TV, two laptop computers, one desktop computer, a digital camera, refrigerator and a wireless internet modem. As a couple — Andrea, 34, and Larry, 32 — the family was ready to settle down early — it’s clear the two have already moved into the prototypical Pet’s and PCs clan, Hamiltonian in-growing clustering.

Like many other young families in this gang, the pet con- sider themselves upper-middle class.

And there don’t have any children yet, with only 11 years to turn just two — just like many of these young and established families who live in the central London/suburban area. Andrea is training to take a cha- racter role and hopes to begin her own company soon. Larry is a buyer for a furniture company dealing with water- and sewage-management across Canada.

Their life involves lots of commuting time — Larry in Toronto, Andrea in Markham.

Where they live, the couple enjoys spending the time togeth- er. They live in a townhouse.

Larry loves golf by playing Tiger Woods PC game, and Andrea enjoys watching TV, listening to the radio and looking at her laptop. Wherever they go, Larry en- joys skiing and golfing. Their golfing and tennis and local book fairs and the local bar and book clubs.

During the summer, the fam- ily also hanks plenty of time to head north to cottage country. Where ever Larry lives in the city, Andrea enjoys staying active by hiking and walking.

**Stoney Creek**

**We used it to understand our com- munities**

By Andrew Yee

The firm cross-references census data with market research to predict what your neighbourhood looks like. Its sister company, Electronics Research, does the same to predict what you might see on your computer, your phone or your television.

There’s an unspoken concep- tion that Hamilton has a billet- cola factory town. Clearly, that’s not the case,” said Ron Lenzen, vice- president at the research company.

The information provides a glimpse into your life. “If you talk to the data, it will tell you.”

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**Waterdown**

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Andrea also does: They indulge in their hobbies, love bowling.

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