

Synergos Technologies, Inc.

STI: LandScape - Category Descriptions

- A. **Creme de la Creme** - Neighborhoods with the wealthiest and most educated population. The homes are likely to be filled with the finest furnishings, designer-label clothing, and valuable artwork, while the garages are filled with upscale vehicles.
 - *Segments:*
 - A-1 Empire Builders
 - A-2 Grand Masters
 - A-3 Marquis Class
 - A-4 American Knights
 - A-5 Urban Squires
 - A-6 Regents
- B. **Urban Cliff Climbers** - High density neighborhoods that are mostly filled with families that work hard for their well earned living. These neighborhoods are a strong representation for the “working class.”
 - *Segments:*
 - B-1 Charmed Life
 - B-2 Sitting Pretty
 - B-3 Kindred Spirit
 - B-4 Middle of the Road
 - B-5 White Collar Status
 - B-6 Blue Collar Status
- C. **Urban Cliff Dwellers** - True cases of more educated earners have higher incomes. These neighborhoods have many years of work experience under their belts, along with mortgage equity, and other middle-class America pleasantries.
 - *Segments:*
 - C-1 Social Whirls
 - C-2 Managing Business
 - C-3 Nest Builders
 - C-4 Gainfully Employed
 - C-5 Strapped
- D. **Seasoned Urban Dwellers** - Home to working-class mid to late 40-somethings with a high mix of 65+. Most households have no children living at home and are either planning retirement or already retired.
 - *Segments:*
 - D-1 Gray Eminence
 - D-2 Fall Years
 - D-3 Still in the Game
- E. **Thriving Alone** - Neighborhoods predominantly filled with adults living alone and loving it. These are singles making high incomes, highly educated, and mostly in their late 20s-30s.
 - *Segments:*
 - E-1 Gurus

- E-2 Wizards
 - E-3 Apprentices
- F. Going it Alone** - Households with people living alone with modest, but comfortable income. These neighborhoods are your average middle-class American living alone.
 - *Segments:*
 - F-1 Hard Act to Follow
 - F-2 SM Seeks SF
 - F-3 Solo Acts
 - F-4 Down but Not Out
- G. Struggling Alone** - These households include people with little education and income, commonly taking care of children, and living alone due to circumstances such as divorce and/or deceased spouse.
 - *Segments:*
 - G-1 Urban Moms/Dads
 - G-2 Apron Strings/Hard Hats
 - G-3 Solemn Widows/ers
- H. Single in the Suburbs** - These neighborhoods are neither poor nor well-off, leaning towards lower income. Primarily consist of single-parent families with children.
 - *Segments:*
 - H-1 Educated Earners
 - H-2 Suburban Singles
 - H-3 Proud Parent
- I. Married in the Suburbs** - These 30-something suburbanites are enjoying the fruits of the high-quality suburban lifestyle. They earn very good incomes, and mostly consist of married-couples with children.
 - *Segments:*
 - I-1 Bonds and Babies
 - I-2 Great Generations
 - I-3 Couples with Capital
 - I-4 Kith and Kin
 - I-5 Sublime and Suburbia
- J. Retired in the Suburbs** - Represents the high-end of success in all categories, including education, income level, and occupation. These neighborhoods are primarily aging and 65+.
 - *Segments:*
 - J-1 Stocks and Scholars
 - J-2 Marmalade and Money
 - J-3 Stately Suburbs
- K. Living with Nature** - This is country living. Primarily categorized by rural living, you can find a variety of incomes, education levels, etc. in these neighborhoods. A large representation of people in their 30s.
 - *Segments:*
 - K-1 County Villas
 - K-2 Pastoral Vistas

- K-3 Terra Firma
 - K-4 Stock in Trade
 - K-5 Rough and Ready
 - K-6 The Outback
 - K-7 Cornucopia
- L. Working with Nature** - These neighborhoods consist of people who own large amounts of land, and many of whom work it to earn a living.
 - *Segments:*
 - L-1 Land Barons
 - L-2 Fertile Acres
 - L-3 Breadbasket
 - L-4 Famers Circle
 - L-5 Crops and Tractors
- M. Black Collaborative** - These are predominantly black neighborhoods. The segments represent a wide range of incomes, education levels, occupations, etc.
 - *Segments:*
 - M-1 Black Gentry
 - M-2 Standing Tall
 - M-3 Still Standing
 - M-4 Pushing Through
 - M-5 Between Jobs
- N. Mundo Latino** - These are predominantly Hispanic neighborhoods. The segments represent a wide range of incomes, education levels, occupations, etc.
 - *Segments:*
 - N-1 Anos de Quincenera
 - N-2 Los Padres
 - N-3 Los Novios
 - N-4 Los Padrinos
 - N-5 Los Solteros
 - N-6 Los Trabajadores
- O. Specialties** - These are neighborhoods that are so unique, no other LandScape category accurately represents them. These neighborhoods involve college dorms, retirement homes, etc.
 - *Segments:*
 - O-1 Golden Heritage
 - O-2 East Meets West
 - O-3 Group Quarters
 - O-4 Doublewides
 - O-5 Centurions
 - O-6 Legacy Years
 - O-7 Collegian
 - O-8 Undefined