

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Wizards	1,013	20.2%	20.2%	463	19.8%	19.8%
2	Gray Eminence	854	17.1%	37.3%	422	18.0%	37.8%
3	Urban Moms	776	15.5%	52.8%	386	16.5%	54.2%
4	Kindred Spirit	726	14.5%	67.3%	353	15.1%	69.3%
5	Managing Business	628	12.5%	79.9%	258	11.0%	80.3%
6	Gainfully employed	595	11.9%	91.7%	275	11.7%	92.1%
7	Pastoral Vistas	392	7.8%	99.6%	177	7.6%	99.6%
8	Couples with Capital	21	0.4%	100.0%	9	0.4%	100.0%
10	Group Quarters	0	0.0%	100.0%	0	0.0%	100.0%
10	Fertile Acres	0	0.0%	100.0%	0	0.0%	100.0%

Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
Total:	5,005	100%	2,343	100%
Urban Cliff Dwellers	1,223	24.4%	533	22.7%
Social Whirls	0	0.0%	0	0.0%
Managing Business	628	12.5%	258	11.0%
Nest Builders	0	0.0%	0	0.0%
Gainfully employed	595	11.9%	275	11.7%
Strapped	0	0.0%	0	0.0%
Thriving Alone	1,013	20.2%	463	19.8%
Gurus	0	0.0%	0	0.0%
Wizards	1,013	20.2%	463	19.8%
Apprentices	0	0.0%	0	0.0%
Seasoned Urban Dwellers	854	17.1%	422	18.0%
Gray Eminence	854	17.1%	422	18.0%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
Struggling Alone	776	15.5%	386	16.5%
Urban Moms	776	15.5%	386	16.5%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	0	0.0%	0	0.0%
Urban Cliff Climbers	726	14.5%	353	15.1%
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%
Kindred Spirit	726	14.5%	353	15.1%
Middle of the Road	0	0.0%	0	0.0%
White Collar Status	0	0.0%	0	0.0%
Blue Collar Starts	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	5,005	100%	2,343	100%
Living with Nature	392	7.8%	177	7.6%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	392	7.8%	177	7.6%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	0	0.0%	0	0.0%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
Married in the Suburbs	21	0.4%	9	0.4%
Bonds and Babies	0	0.0%	0	0.0%
Great Generations	0	0.0%	0	0.0%
Couples with Capital	21	0.4%	9	0.4%
Kith and Kin	0	0.0%	0	0.0%
Sublime Suburbia	0	0.0%	0	0.0%
Specialties	0	0.0%	0	0.0%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	0	0.0%	0	0.0%
Doublewides	0	0.0%	0	0.0%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
Working with Nature	0	0.0%	0	0.0%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	0	0.0%	0	0.0%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	0	0.0%	0	0.0%
African American	0	0.0%	0	0.0%
Gentry	0	0.0%	0	0.0%
Thriving	0	0.0%	0	0.0%
Metro Strivers	0	0.0%	0	0.0%
City Core	0	0.0%	0	0.0%
Between jobs	0	0.0%	0	0.0%
Creme de la Creme	0	0.0%	0	0.0%
Empire Builders	0	0.0%	0	0.0%
Grand Masters	0	0.0%	0	0.0%
Marquis Class	0	0.0%	0	0.0%
The Sweet Life	0	0.0%	0	0.0%
Urban Squires	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	5,005	100%	2,343	100%
Regents	0	0.0%	0	0.0%
Going it Alone	0	0.0%	0	0.0%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	0	0.0%	0	0.0%
Making Ends Meet	0	0.0%	0	0.0%
Hispanic American	0	0.0%	0	0.0%
Family Coming of Age	0	0.0%	0	0.0%
Los Padres	0	0.0%	0	0.0%
Young Families	0	0.0%	0	0.0%
The Godparents	0	0.0%	0	0.0%
The Singles	0	0.0%	0	0.0%
Hard Workers	0	0.0%	0	0.0%
Retired in the Suburbs	0	0.0%	0	0.0%
Stocks and Scholars	0	0.0%	0	0.0%
Marmalade and Money	0	0.0%	0	0.0%
Stately Suburbs	0	0.0%	0	0.0%
Single in the Suburbs	0	0.0%	0	0.0%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Gray Eminence	1,287	19.3%	19.3%	598	19.2%	19.2%
2	Wizards	1,254	18.8%	38.1%	655	21.0%	40.1%
3	Managing Business	815	12.2%	50.4%	337	10.8%	50.9%
4	Urban Moms	776	11.6%	62.0%	386	12.4%	63.3%
5	Kindred Spirit	726	10.9%	72.9%	353	11.3%	74.6%
6	Gainfully employed	600	9.0%	81.9%	277	8.9%	83.5%
7	Pastoral Vistas	541	8.1%	90.0%	234	7.5%	91.0%
8	Fertile Acres	244	3.7%	93.7%	104	3.3%	94.3%

Source: Synergos Technologies, Inc

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
9	Group Quarters	223	3.3%	97.0%	100	3.2%	97.5%
10	Couples with Capital	199	3.0%	100.0%	77	2.5%	100.0%

Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
Total:	6,665	100%	3,121	100%
Urban Cliff Dwellers	1,415	21.2%	614	19.7%
Social Whirls	0	0.0%	0	0.0%
Managing Business	815	12.2%	337	10.8%
Nest Builders	0	0.0%	0	0.0%
Gainfully employed	600	9.0%	277	8.9%
Strapped	0	0.0%	0	0.0%
Seasoned Urban Dwellers	1,287	19.3%	598	19.2%
Gray Eminence	1,287	19.3%	598	19.2%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
Thriving Alone	1,254	18.8%	655	21.0%
Gurus	0	0.0%	0	0.0%
Wizards	1,254	18.8%	655	21.0%
Apprentices	0	0.0%	0	0.0%
Struggling Alone	776	11.6%	386	12.4%
Urban Moms	776	11.6%	386	12.4%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	0	0.0%	0	0.0%
Urban Cliff Climbers	726	10.9%	353	11.3%
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%
Kindred Spirit	726	10.9%	353	11.3%
Middle of the Road	0	0.0%	0	0.0%
White Collar Status	0	0.0%	0	0.0%
Blue Collar Starts	0	0.0%	0	0.0%
Living with Nature	541	8.1%	234	7.5%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	541	8.1%	234	7.5%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	0	0.0%	0	0.0%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	6,665	100%	3,121	100%
Working with Nature	244	3.7%	104	3.3%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	244	3.7%	104	3.3%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	0	0.0%	0	0.0%
Specialties	223	3.3%	100	3.2%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	223	3.3%	100	3.2%
Doublewides	0	0.0%	0	0.0%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
Married in the Suburbs	199	3.0%	77	2.5%
Bonds and Babies	0	0.0%	0	0.0%
Great Generations	0	0.0%	0	0.0%
Couples with Capital	199	3.0%	77	2.5%
Kith and Kin	0	0.0%	0	0.0%
Sublime Suburbia	0	0.0%	0	0.0%
African American	0	0.0%	0	0.0%
Gentry	0	0.0%	0	0.0%
Thriving	0	0.0%	0	0.0%
Metro Strivers	0	0.0%	0	0.0%
City Core	0	0.0%	0	0.0%
Between jobs	0	0.0%	0	0.0%
Creme de la Creme	0	0.0%	0	0.0%
Empire Builders	0	0.0%	0	0.0%
Grand Masters	0	0.0%	0	0.0%
Marquis Class	0	0.0%	0	0.0%
The Sweet Life	0	0.0%	0	0.0%
Urban Squires	0	0.0%	0	0.0%
Regents	0	0.0%	0	0.0%
Going it Alone	0	0.0%	0	0.0%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	0	0.0%	0	0.0%
Making Ends Meet	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	6,665	100%	3,121	100%
Hispanic American	0	0.0%	0	0.0%
Family Coming of Age	0	0.0%	0	0.0%
Los Padres	0	0.0%	0	0.0%
Young Families	0	0.0%	0	0.0%
The Godparents	0	0.0%	0	0.0%
The Singles	0	0.0%	0	0.0%
Hard Workers	0	0.0%	0	0.0%
Retired in the Suburbs	0	0.0%	0	0.0%
Stocks and Scholars	0	0.0%	0	0.0%
Marmalade and Money	0	0.0%	0	0.0%
Stately Suburbs	0	0.0%	0	0.0%
Single in the Suburbs	0	0.0%	0	0.0%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Gray Eminence	1,322	18.0%	18.0%	612	18.9%	18.9%
2	Wizards	1,255	17.1%	35.2%	656	20.2%	39.1%
3	Managing Business	870	11.9%	47.0%	370	11.4%	50.5%
4	Urban Moms	776	10.6%	57.6%	386	11.9%	62.4%
5	Kindred Spirit	726	9.9%	67.5%	353	10.9%	73.3%
6	Group Quarters	709	9.7%	77.2%	131	4.0%	77.4%
7	Pastoral Vistas	605	8.3%	85.5%	264	8.1%	85.5%
8	Gainfully employed	600	8.2%	93.6%	277	8.5%	94.1%
9	Fertile Acres	252	3.4%	97.1%	107	3.3%	97.4%
10	Couples with Capital	214	2.9%	100.0%	85	2.6%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	7,329	100%	3,241	100%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	7,329	100%	3,241	100%
Urban Cliff Dwellers	1,470	20.1%	647	20.0%
Social Whirls	0	0.0%	0	0.0%
Managing Business	870	11.9%	370	11.4%
Nest Builders	0	0.0%	0	0.0%
Gainfully employed	600	8.2%	277	8.5%
Strapped	0	0.0%	0	0.0%
Seasoned Urban Dwellers	1,322	18.0%	612	18.9%
Gray Eminence	1,322	18.0%	612	18.9%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
Thriving Alone	1,255	17.1%	656	20.2%
Gurus	0	0.0%	0	0.0%
Wizards	1,255	17.1%	656	20.2%
Apprentices	0	0.0%	0	0.0%
Struggling Alone	776	10.6%	386	11.9%
Urban Moms	776	10.6%	386	11.9%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	0	0.0%	0	0.0%
Urban Cliff Climbers	726	9.9%	353	10.9%
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%
Kindred Spirit	726	9.9%	353	10.9%
Middle of the Road	0	0.0%	0	0.0%
White Collar Status	0	0.0%	0	0.0%
Blue Collar Starts	0	0.0%	0	0.0%
Specialties	709	9.7%	131	4.0%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	709	9.7%	131	4.0%
Doublewides	0	0.0%	0	0.0%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
Living with Nature	605	8.3%	264	8.1%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	605	8.3%	264	8.1%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	0	0.0%	0	0.0%
Rough and Ready	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	7,329	100%	3,241	100%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
Working with Nature	252	3.4%	107	3.3%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	252	3.4%	107	3.3%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	0	0.0%	0	0.0%
Married in the Suburbs	214	2.9%	85	2.6%
Bonds and Babies	0	0.0%	0	0.0%
Great Generations	0	0.0%	0	0.0%
Couples with Capital	214	2.9%	85	2.6%
Kith and Kin	0	0.0%	0	0.0%
Sublime Suburbia	0	0.0%	0	0.0%
African American	0	0.0%	0	0.0%
Gentry	0	0.0%	0	0.0%
Thriving	0	0.0%	0	0.0%
Metro Strivers	0	0.0%	0	0.0%
City Core	0	0.0%	0	0.0%
Between jobs	0	0.0%	0	0.0%
Creme de la Creme	0	0.0%	0	0.0%
Empire Builders	0	0.0%	0	0.0%
Grand Masters	0	0.0%	0	0.0%
Marquis Class	0	0.0%	0	0.0%
The Sweet Life	0	0.0%	0	0.0%
Urban Squires	0	0.0%	0	0.0%
Regents	0	0.0%	0	0.0%
Going it Alone	0	0.0%	0	0.0%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	0	0.0%	0	0.0%
Making Ends Meet	0	0.0%	0	0.0%
Hispanic American	0	0.0%	0	0.0%
Family Coming of Age	0	0.0%	0	0.0%
Los Padres	0	0.0%	0	0.0%
Young Families	0	0.0%	0	0.0%
The Godparents	0	0.0%	0	0.0%
The Singles	0	0.0%	0	0.0%
Hard Workers	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

SARANAC LAKE FREE LIBRARY: 109 Main St, Saranac Lake, 12983-1726
 Ring 3 mile radius, 44.327148, -74.13033

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	7,329	100%	3,241	100%
Retired in the Suburbs	0	0.0%	0	0.0%
Stocks and Scholars	0	0.0%	0	0.0%
Marmalade and Money	0	0.0%	0	0.0%
Stately Suburbs	0	0.0%	0	0.0%
Single in the Suburbs	0	0.0%	0	0.0%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%
Unnamed	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc