

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993 Ring 1 mile radius, 44.182012, -73.434293

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Top Twenty Dominant Segments - 2015				LandScape Segmentation Resource Manual			
Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Fertile Acres	446	100.0%	100.0%	207	100.0%	100.0%

dscape Neighborhood Group otal:	Number 446	Population Percent 100%	Number 207	Households Percent 100%
Norking with Nature	446	100.0%	207	100.0%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	446	100.0%	207	100.0%
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%
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%
Living with Nature	0	0.0%	0	0.0%
Country Villas	0	0.0%	0	0.0%



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ndscape Neighborhood Group	Population			Households	
	Number	Percent	Number	Percent	
otal:	446	100%	207	100%	
Pastoral Vistas	0	0.0%	0	0.0%	
Геrra 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	0	0.0%	0	0.0%	
Bonds and Babies	0	0.0%	0	0.0%	
Great Generations	0	0.0%	0	0.0%	
Couples with Capital	0	0.0%	0	0.0%	
Kith and Kin	0	0.0%	0	0.0%	
Sublime Suburbia	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%	
Seasoned Urban Dwellers	0	0.0%	0	0.0%	
Gray Eminence	0	0.0%	0	0.0%	
Fall Years	0	0.0%	0	0.0%	
Still in the Game	0	0.0%	0	0.0%	
Single in the Suburbs Educated Earners	0	0.0% 0.0%	0	0.0% 0.0%	
Suburban Singles	0	0.0%	0	0.0%	
Proud Parent	0	0.0%	0	0.0%	
Floud Faleni	U	0.0%	U	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%	
Struggling Alone	0	0.0%	0	0.0%	
Urban Moms	0	0.0%	0	0.0%	
Apron Strings	0	0.0%	0	0.0%	
Widows & Widowers	0	0.0%	0	0.0%	
Thriving Alone	0	0.0%	0	0.0%	
Gurus	0	0.0%	0	0.0%	
Wizards	0	0.0%	0	0.0%	



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andscape Neighborhood Group		Population				
	Number	Percent	Number	Percent		
Total:	446	100%	207	100%		
Apprentices	0	0.0%	0	0.0%		
Unnamed	0	0.0%	0	0.0%		
Unnamed	0	0.0%	0	0.0%		
Urban Cliff Climbers	0	0.0%	0	0.0%		
Charmed Life	0	0.0%	0	0.0%		
Sitting Pretty	0	0.0%	0	0.0%		
Kindred Spirit	0	0.0%	0	0.0%		
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%		
Urban Cliff Dwellers	0	0.0%	0	0.0%		
Social Whirls	0	0.0%	0	0.0%		
Managing Business	0	0.0%	0	0.0%		
Nest Builders	0	0.0%	0	0.0%		
Gainfully employed	0	0.0%	0	0.0%		
Strapped	0	0.0%	0	0.0%		

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Ra	nk Segment	Popu	lation Percent	Cumulative Percent	Households	Percent	Cumulative Percent	
1	Fertile Acres	588	100.0%	100.0%	271	100.0%	100.0%	

_andscape Neighborhood Group		Population		Households
	Number	Percent	Number	Percent
Total:	588	100%	271	100%
Working with Nature	588	100.0%	271	100.0%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	588	100.0%	271	100.0%
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%

Source: Synergos Technologies, Inc

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ndscape Neighborhood Group		Population			
otal:	Number 588	Percent 100%	Number 271	Percent 100%	
hriving	0	0.0%	0	0.0%	
Metro Strivers	0	0.0%	0	0.0%	
City Core	0	0.0%	0	0.0%	
Setween 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%	
/larquis Class	0	0.0%	0	0.0%	
Γhe Sweet Life	0	0.0%	0	0.0%	
Jrban Squires	0	0.0%	0	0.0%	
Regents	0	0.0%	0	0.0%	
ioing 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%	
lispanic American	0	0.0%	0	0.0%	
family Coming of Age	0	0.0%	0	0.0%	
os Padres	0	0.0%	0	0.0%	
oung Families	0	0.0%	0	0.0%	
he Godparents	0	0.0%	0	0.0%	
The Singles	0	0.0%	0	0.0%	
Hard Workers	0	0.0%	0	0.0%	
iving with Nature	0	0.0%	0	0.0%	
Country Villas	0	0.0%	0	0.0%	
Pastoral Vistas	0	0.0%	0	0.0%	
erra 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	0	0.0%	0	0.0%	
Bonds and Babies	0	0.0%	0	0.0%	
Great Generations	0	0.0%	0	0.0%	
Couples with Capital	0	0.0%	0	0.0%	
(ith and Kin	0	0.0%	0	0.0%	
Sublime Suburbia	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%	
Stately Suburbs	0	0.0%	0	0.0%	



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dscape Neighborhood Group		Population	Households	
Fotal:	Number 588	Percent 100%	Number 271	Percent 100%
Seasoned Urban Dwellers	0	0.0%	0	0.0%
Gray Eminence	0	0.0%	0	0.0%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
	· ·	0.070	•	0.070
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%
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%
_egacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
	· ·	0.070	· ·	0.070
Struggling Alone	0	0.0%	0	0.0%
Jrban Moms	0	0.0%	0	0.0%
Apron Strings	0	0.0%	0	0.0%
Nidows & Widowers	0	0.0%	0	0.0%
Thriving Alone	0	0.0%	0	0.0%
Gurus	0	0.0%	0	0.0%
Wizards	0	0.0%	0	0.0%
Apprentices	0	0.0%	0	0.0%
	_		_	
Unnamed	0	0.0%	0	0.0% 0.0%
Jnnamed	0	0.0%	0	0.0%
Urban Cliff Climbers	0	0.0%	0	0.0%
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%
Kindred Spirit	0	0.0%	0	0.0%
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%
Irban Cliff Dwallers	^	0.00/	^	0.00/
Urban Cliff Dwellers Social Whirls	0 0	0.0% 0.0%	0 0	0.0% 0.0%
Managing Business	0	0.0%	0	0.0%
Vest Builders	0	0.0%	0	0.0%
				0.0%
Gainfully employed	0	0.0%	0	
Strapped	0	0.0%	0	0.0%

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Landscape Neighborhood Group		Population		Households
	Number	Percent	Number	Percent
Total:	588	100%	271	100%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Fertile Acres	846	100.0%	100.0%	375	100.0%	100.0%

ndscape Neighborhood Group		Population		Households
	Number	Percent	Number	Percent
Total:	846	100%	375	100%
Working with Nature	846	100.0%	375	100.0%
Land Barons	0	0.0%	0	0.0%
Fertile Acres	846	100.0%	375	100.0%
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%
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%

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ndscape Neighborhood Group		Population				
	Number	Percent	Number	Percent		
otal:	846	100%	375	100%		
os Padres	0	0.0%	0	0.0%		
oung Families	0	0.0%	0	0.0%		
The Godparents	0	0.0%	0	0.0%		
Γhe Singles	0	0.0%	0	0.0%		
Hard Workers	0	0.0%	0	0.0%		
iving with Nature	0	0.0%	0	0.0%		
Country Villas	0	0.0%	0	0.0%		
Pastoral Vistas	0	0.0%	0	0.0%		
Геrra 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	0	0.0%	0	0.0%		
Bonds and Babies	0	0.0%	0	0.0%		
Great Generations	0	0.0%	0	0.0%		
Couples with Capital	0	0.0%	0	0.0%		
Kith and Kin	0	0.0%	0	0.0%		
Sublime Suburbia	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%		
Seasoned Urban Dwellers	0	0.0%	0	0.0%		
Gray Eminence	0	0.0%	0	0.0%		
Fall Years	0	0.0%	0	0.0%		
Still in the Game	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%		
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%		
egacy Years	0	0.0%	0	0.0%		
Collegian	0	0.0%	0	0.0%		
- Indefined	0	0.0%	0	0.0%		



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andscape Neighborhood Group	Population			Households	
Total:	Number 846	Percent 100%	Number 375	Percent 100%	
					Struggling Alone
Urban Moms	0	0.0%	0	0.0%	
Apron Strings	0	0.0%	0	0.0%	
Widows & Widowers	0	0.0%	0	0.0%	
Thriving Alone	0	0.0%	0	0.0%	
Gurus	0	0.0%	0	0.0%	
Wizards	0	0.0%	0	0.0%	
Apprentices	0	0.0%	0	0.0%	
Unnamed	0	0.0%	0	0.0%	
Unnamed	0	0.0%	0	0.0%	
Urban Cliff Climbers	0	0.0%	0	0.0%	
Charmed Life	0	0.0%	0	0.0%	
Sitting Pretty	0	0.0%	0	0.0%	
Kindred Spirit	0	0.0%	0	0.0%	
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%	
Urban Cliff Dwellers	0	0.0%	0	0.0%	
Social Whirls	0	0.0%	0	0.0%	
Managing Business	0	0.0%	0	0.0%	
Nest Builders	0	0.0%	0	0.0%	
Gainfully employed	0	0.0%	0	0.0%	
Strapped	0	0.0%	0	0.0%	