

STI: LandScape

by [Synergos Technologies, Inc.](#)

Overview

Unlike other segmentation systems, STI: LandScape comes with not only geo-demographic segments, but a wealth of other lifestyle characteristics.

When designing STI: LandScape, we realized that demographics do not entirely cover why people make the purchases that they make. To understand purchase behavior, you must see into the consumer's perceptions and attitudes. Therefore, STI: LandScape is the first segmentation system to use non-demographic data, such as voting history, behavioral factors like health and even sexual orientation, in addition to standard demographics.

The report is divided into 4 distinct sections - the segments, population, secondary lifestyle indices and physical environment. A map is also provided and colored-coded to the contents of the report.

The Segments

STI: LandScape is divided into 8 major categories that are broad interpretations for the segments they contain. Four of these categories are broken down into sub-categories to further refine them. These subcategories are nameless but can be referenced by the segment letter that is unique to each sub-category. For example, 'E', 'F', and 'G' are all sub-categories under the major category of 'Going it Alone'. The most detailed level is the segments themselves. There are 72 in total. Each segment contains a simple alphanumeric abbreviation as well as a category name that is indicative of the type of people that belong to that segment. Within each sub-category, the wealthiest segment is always listed first followed by the second wealthiest and so forth and so on. For a detailed explanation of each segment, please ask your STI: LandScape representative for the appropriate reference material.

The Population

STI: LandScape is released annually in October of each year and is bundled with the July population and household estimates from STI: PopStats. If you require demographic breakouts such as Age, Income, Race, etc. please consult us regarding the purchase of [STI: PopStats](#).

Secondary Lifestyle Indices

Secondary Lifestyle Indices are exclusive to STI: LandScape. Six of them are shown on this sample report, there are 16 in total. Each index is entirely mutually exclusive of the 72 predefined segments and one another. The indices are used to further refine the segments into truly unique clusters. For example, perhaps your business is sensitive to people with very conservative ideals, using the conservative index you can quickly identify those segments that tend to be conservative in this market. Remember each index is mutually exclusive of the segment. So where the segment 'A1: Empire Builders' may be relatively conservative in this trade area, they may be extremely liberal in another

market.

Physical Environment

Physical characteristics are simply a different form of index and are once again used to further refine the market. Environment can have a huge impact on consumer behavior. For example, climate dictates sales of linens versus woolens and elevation impacts cooking, baking and health. The product also is bundled with soft data (short verbal descriptions) on the 200 major regional areas that make up the continental US. This information is provided to further enhance the reports that you will be providing to others and ultimately will give your audience a well-balanced and informative overview of the physical market.



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