

## Top Twenty Dominant Segments - 2015

## LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Apron Strings	671	99.6%	99.6%	126	99.2%	99.2%
2	Stock in Trade	3	0.4%	100.0%	1	0.8%	100.0%

## Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>674</b>	<b>100%</b>	<b>127</b>	<b>100%</b>
<b>Struggling Alone</b>	<b>671</b>	<b>99.6%</b>	<b>126</b>	<b>99.2%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	671	99.6%	126	99.2%
Widows & Widowers	0	0.0%	0	0.0%
<b>Living with Nature</b>	<b>3</b>	<b>0.4%</b>	<b>1</b>	<b>0.8%</b>
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	0	0.0%	0	0.0%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	3	0.4%	1	0.8%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
<b>African American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Creme de la Creme</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Going it Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Hispanic American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Family Coming of Age	0	0.0%	0	0.0%
Los Padres	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>674</b>	<b>100%</b>	<b>127</b>	<b>100%</b>
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%
<b>Married in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Retired in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Seasoned Urban Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Single in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
<b>Specialties</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Thriving Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Gurus	0	0.0%	0	0.0%
Wizards	0	0.0%	0	0.0%
Apprentices	0	0.0%	0	0.0%
<b>Unnamed</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Unnamed	0	0.0%	0	0.0%
<b>Urban Cliff Climbers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Charmed Life	0	0.0%	0	0.0%
Sitting Pretty	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>674</b>	<b>100%</b>	<b>127</b>	<b>100%</b>
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%
<b>Urban Cliff Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Working with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%

### Top Twenty Dominant Segments - 2015

[LandScape Segmentation Resource Manual](#)

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Apron Strings	857	90.1%	90.1%	196	86.3%	86.3%
2	Stock in Trade	94	9.9%	100.0%	31	13.7%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>951</b>	<b>100%</b>	<b>227</b>	<b>100%</b>
<b>Struggling Alone</b>	<b>857</b>	<b>90.1%</b>	<b>196</b>	<b>86.3%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	857	90.1%	196	86.3%
Widows & Widowers	0	0.0%	0	0.0%
<b>Living with Nature</b>	<b>94</b>	<b>9.9%</b>	<b>31</b>	<b>13.7%</b>
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	0	0.0%	0	0.0%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	94	9.9%	31	13.7%

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Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>951</b>	<b>100%</b>	<b>227</b>	<b>100%</b>
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
<b>African American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Creme de la Creme</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Going it Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Hispanic American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Married in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Retired in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Seasoned Urban Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Gray Eminence	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>951</b>	<b>100%</b>	<b>227</b>	<b>100%</b>
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%
<b>Single in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
<b>Specialties</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Thriving Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Gurus	0	0.0%	0	0.0%
Wizards	0	0.0%	0	0.0%
Apprentices	0	0.0%	0	0.0%
<b>Unnamed</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Unnamed	0	0.0%	0	0.0%
<b>Urban Cliff Climbers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Urban Cliff Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Working with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>951</b>	<b>100%</b>	<b>227</b>	<b>100%</b>

### Top Twenty Dominant Segments - 2015

[LandScape Segmentation Resource Manual](#)

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Apron Strings	1,001	75.1%	75.1%	245	66.6%	66.6%
2	Stock in Trade	332	24.9%	100.0%	123	33.4%	100.0%
3	Solo Acts	0	0.0%	100.0%	0	0.0%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>1,333</b>	<b>100%</b>	<b>368</b>	<b>100%</b>
<b>Struggling Alone</b>	<b>1,001</b>	<b>75.1%</b>	<b>245</b>	<b>66.6%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,001	75.1%	245	66.6%
Widows & Widowers	0	0.0%	0	0.0%
<b>Living with Nature</b>	<b>332</b>	<b>24.9%</b>	<b>123</b>	<b>33.4%</b>
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	0	0.0%	0	0.0%
Terra Firma	0	0.0%	0	0.0%
Stock in Trade	332	24.9%	123	33.4%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
<b>Going it Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>African American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Creme de la Creme</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Empire Builders	0	0.0%	0	0.0%
Grand Masters	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>1,333</b>	<b>100%</b>	<b>368</b>	<b>100%</b>
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%
<b>Hispanic American</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Married in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Retired in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Seasoned Urban Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Single in the Suburbs</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	0	0.0%	0	0.0%
Proud Parent	0	0.0%	0	0.0%
<b>Specialties</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Thriving Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Gurus	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>1,333</b>	<b>100%</b>	<b>368</b>	<b>100%</b>
Wizards	0	0.0%	0	0.0%
Apprentices	0	0.0%	0	0.0%
<b>Unnamed</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Unnamed	0	0.0%	0	0.0%
<b>Urban Cliff Climbers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Urban Cliff Dwellers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%
<b>Working with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
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%

Source: Synergos Technologies, Inc