

## Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Stock in Trade	131	100.0%	100.0%	56	100.0%	100.0%

## Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>131</b>	<b>100%</b>	<b>56</b>	<b>100%</b>
<b>Living with Nature</b>	<b>131</b>	<b>100.0%</b>	<b>56</b>	<b>100.0%</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	131	100.0%	56	100.0%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
<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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>131</b>	<b>100%</b>	<b>56</b>	<b>100%</b>
<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>Struggling Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	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>131</b>	<b>100%</b>	<b>56</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	Stock in Trade	555	99.6%	99.6%	216	99.5%	99.5%
2	Farmers Circle	2	0.4%	100.0%	1	0.5%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>557</b>	<b>100%</b>	<b>217</b>	<b>100%</b>
<b>Living with Nature</b>	<b>555</b>	<b>99.6%</b>	<b>216</b>	<b>99.5%</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	555	99.6%	216	99.5%
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
<b>Total:</b>	<b>557</b>	<b>100%</b>	<b>217</b>	<b>100%</b>
<b>Working with Nature</b>	<b>2</b>	<b>0.4%</b>	<b>1</b>	<b>0.5%</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	2	0.4%	1	0.5%
Crops and Tractors	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>557</b>	<b>100%</b>	<b>217</b>	<b>100%</b>
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>Struggling Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>557</b>	<b>100%</b>	<b>217</b>	<b>100%</b>
Strapped	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	Stock in Trade	705	88.0%	88.0%	273	85.0%	85.0%
2	Farmers Circle	96	12.0%	100.0%	48	15.0%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>801</b>	<b>100%</b>	<b>321</b>	<b>100%</b>
<b>Living with Nature</b>	<b>705</b>	<b>88.0%</b>	<b>273</b>	<b>85.0%</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	705	88.0%	273	85.0%
Rough and Ready	0	0.0%	0	0.0%
The Outback	0	0.0%	0	0.0%
Cornucopia	0	0.0%	0	0.0%
<b>Working with Nature</b>	<b>96</b>	<b>12.0%</b>	<b>48</b>	<b>15.0%</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	96	12.0%	48	15.0%
Crops and Tractors	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>801</b>	<b>100%</b>	<b>321</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>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%
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%

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	Number	Percent	Number	Percent
<b>Total:</b>	<b>801</b>	<b>100%</b>	<b>321</b>	<b>100%</b>
Legacy Years	0	0.0%	0	0.0%
Collegian	0	0.0%	0	0.0%
Undefined	0	0.0%	0	0.0%
<b>Struggling Alone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	0	0.0%	0	0.0%
Widows & Widowers	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%

Source: Synergos Technologies, Inc