

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Solo Acts	1,886	33.6%	33.6%	840	34.4%	34.4%
2	Apron Strings	1,474	26.3%	59.9%	674	27.6%	62.0%
3	Fall Years	837	14.9%	74.8%	352	14.4%	76.5%
4	Making Ends Meet	778	13.9%	88.7%	316	13.0%	89.4%
5	Pastoral Vistas	563	10.0%	98.7%	236	9.7%	99.1%
6	Group Quarters	73	1.3%	100.0%	22	0.9%	100.0%

Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
Total:	5,611	100%	2,440	100%
Going it Alone	2,664	47.5%	1,156	47.4%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	1,886	33.6%	840	34.4%
Making Ends Meet	778	13.9%	316	13.0%
Struggling Alone	1,474	26.3%	674	27.6%
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,474	26.3%	674	27.6%
Widows & Widowers	0	0.0%	0	0.0%
Seasoned Urban Dwellers	837	14.9%	352	14.4%
Gray Eminence	0	0.0%	0	0.0%
Fall Years	837	14.9%	352	14.4%
Still in the Game	0	0.0%	0	0.0%
Living with Nature	563	10.0%	236	9.7%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	563	10.0%	236	9.7%
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%
Specialties	73	1.3%	22	0.9%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	73	1.3%	22	0.9%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	5,611	100%	2,440	100%
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%
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%
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%
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%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	5,611	100%	2,440	100%
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%
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%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Solo Acts	2,376	27.2%	27.2%	1,044	34.3%	34.3%
2	Group Quarters	2,015	23.0%	50.2%	146	4.8%	39.1%
3	Apron Strings	1,474	16.8%	67.0%	674	22.1%	61.2%
4	Pastoral Vistas	1,248	14.3%	81.3%	506	16.6%	77.8%
5	Fall Years	857	9.8%	91.1%	360	11.8%	89.6%
6	Making Ends Meet	778	8.9%	100.0%	316	10.4%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	8,748	100%	3,046	100%
Going it Alone	3,154	36.1%	1,360	44.6%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	8,748	100%	3,046	100%
Solo Acts	2,376	27.2%	1,044	34.3%
Making Ends Meet	778	8.9%	316	10.4%
Specialties	2,015	23.0%	146	4.8%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	2,015	23.0%	146	4.8%
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	1,474	16.8%	674	22.1%
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,474	16.8%	674	22.1%
Widows & Widowers	0	0.0%	0	0.0%
Living with Nature	1,248	14.3%	506	16.6%
Country Villas	0	0.0%	0	0.0%
Pastoral Vistas	1,248	14.3%	506	16.6%
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%
Seasoned Urban Dwellers	857	9.8%	360	11.8%
Gray Eminence	0	0.0%	0	0.0%
Fall Years	857	9.8%	360	11.8%
Still in the Game	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	8,748	100%	3,046	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%
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%
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%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	8,748	100%	3,046	100%
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%

Top Twenty Dominant Segments - 2015

[LandScape Segmentation Resource Manual](#)

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Solo Acts	2,376	24.4%	24.4%	1,044	30.5%	30.5%
2	Group Quarters	2,336	24.0%	48.4%	248	7.3%	37.8%
3	Pastoral Vistas	1,815	18.6%	67.0%	730	21.4%	59.2%
4	Apron Strings	1,474	15.1%	82.1%	674	19.7%	78.9%
5	Fall Years	966	9.9%	92.0%	406	11.9%	90.8%
6	Making Ends Meet	778	8.0%	100.0%	316	9.2%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	9,745	100%	3,418	100%
Going it Alone	3,154	32.4%	1,360	39.8%
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	2,376	24.4%	1,044	30.5%
Making Ends Meet	778	8.0%	316	9.2%
Specialties	2,336	24.0%	248	7.3%
Golden Heritage	0	0.0%	0	0.0%
East Meets West	0	0.0%	0	0.0%
Group Quarters	2,336	24.0%	248	7.3%
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	1,815	18.6%	730	21.4%
Country Villas	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	9,745	100%	3,418	100%
Pastoral Vistas	1,815	18.6%	730	21.4%
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%
Struggling Alone	1,474	15.1%	674	19.7%
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,474	15.1%	674	19.7%
Widows & Widowers	0	0.0%	0	0.0%
Seasoned Urban Dwellers	966	9.9%	406	11.9%
Gray Eminence	0	0.0%	0	0.0%
Fall Years	966	9.9%	406	11.9%
Still in the Game	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%
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%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	9,745	100%	3,418	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%
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%
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%

Source: Synergos Technologies, Inc