

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Collegian	3,248	22.6%	22.6%	236	4.3%	4.3%
2	Urban Moms	3,108	21.7%	44.3%	1,470	26.7%	31.0%
3	Solo Acts	2,540	17.7%	62.0%	1,218	22.1%	53.1%
4	S* seeking S*	1,806	12.6%	74.6%	934	17.0%	70.1%
5	Hard Act to Follow	1,198	8.4%	83.0%	591	10.7%	80.8%
6	Making Ends Meet	990	6.9%	89.9%	298	5.4%	86.2%
7	Wizards	860	6.0%	95.9%	472	8.6%	94.8%
8	Apron Strings	499	3.5%	99.3%	237	4.3%	99.1%
9	Gurus	94	0.7%	100.0%	51	0.9%	100.0%

Landscape Neighborhood Group

	Number	Percent	Number	Percent
Total:	14,343	100%	5,507	100%
Going it Alone	6,534	45.6%	3,041	55.2%
Hard Act to Follow	1,198	8.4%	591	10.7%
S* seeking S*	1,806	12.6%	934	17.0%
Solo Acts	2,540	17.7%	1,218	22.1%
Making Ends Meet	990	6.9%	298	5.4%
Struggling Alone	3,607	25.1%	1,707	31.0%
Urban Moms	3,108	21.7%	1,470	26.7%
Apron Strings	499	3.5%	237	4.3%
Widows & Widowers	0	0.0%	0	0.0%
Specialties	3,248	22.6%	236	4.3%
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	3,248	22.6%	236	4.3%
Undefined	0	0.0%	0	0.0%
Thriving Alone	954	6.7%	523	9.5%
Gurus	94	0.7%	51	0.9%
Wizards	860	6.0%	472	8.6%
Apprentices	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	14,343	100%	5,507	100%
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%
Living with Nature	0	0.0%	0	0.0%
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	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	14,343	100%	5,507	100%
Proud Parent	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%

Top Twenty Dominant Segments - 2015

LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Urban Moms	4,000	18.9%	18.9%	1,839	21.3%	21.3%
2	Collegian	3,248	15.4%	34.3%	236	2.7%	24.1%
3	Solo Acts	2,540	12.0%	46.3%	1,218	14.1%	38.2%
4	Hard Act to Follow	2,129	10.1%	56.4%	1,112	12.9%	51.1%
5	S* seeking S*	1,806	8.5%	64.9%	934	10.8%	61.9%
6	Regents	1,458	6.9%	71.8%	653	7.6%	69.5%
7	Making Ends Meet	1,432	6.8%	78.6%	482	5.6%	75.0%
8	Wizards	1,227	5.8%	84.4%	682	7.9%	82.9%
9	Gurus	931	4.4%	88.8%	415	4.8%	87.8%

Source: Synergos Technologies, Inc

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
10	Widows & Widowers	924	4.4%	93.2%	428	5.0%	92.7%
11	Apron Strings	573	2.7%	95.9%	269	3.1%	95.8%
12	Doublewides	568	2.7%	98.6%	242	2.8%	98.6%
13	Apprentices	173	0.8%	99.4%	70	0.8%	99.5%
14	Suburban Singles	120	0.6%	100.0%	47	0.5%	100.0%

Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
Total:	21,129	100%	8,627	100%
Going it Alone	7,907	37.4%	3,746	43.4%
Hard Act to Follow	2,129	10.1%	1,112	12.9%
S* seeking S*	1,806	8.5%	934	10.8%
Solo Acts	2,540	12.0%	1,218	14.1%
Making Ends Meet	1,432	6.8%	482	5.6%
Struggling Alone	5,497	26.0%	2,536	29.4%
Urban Moms	4,000	18.9%	1,839	21.3%
Apron Strings	573	2.7%	269	3.1%
Widows & Widowers	924	4.4%	428	5.0%
Specialties	3,816	18.1%	478	5.5%
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	568	2.7%	242	2.8%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	3,248	15.4%	236	2.7%
Undefined	0	0.0%	0	0.0%
Thriving Alone	2,331	11.0%	1,167	13.5%
Gurus	931	4.4%	415	4.8%
Wizards	1,227	5.8%	682	7.9%
Apprentices	173	0.8%	70	0.8%
Creme de la Creme	1,458	6.9%	653	7.6%
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	1,458	6.9%	653	7.6%
Single in the Suburbs	120	0.6%	47	0.5%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	120	0.6%	47	0.5%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	21,129	100%	8,627	100%
Proud Parent	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%
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%
Pastoral Vistas	0	0.0%	0	0.0%
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%
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%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	21,129	100%	8,627	100%
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%

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Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Urban Moms	4,000	15.9%	15.9%	1,839	18.1%	18.1%
2	Collegian	3,248	12.9%	28.8%	236	2.3%	20.4%
3	Solo Acts	2,540	10.1%	38.9%	1,218	12.0%	32.4%
4	Doublewides	2,230	8.9%	47.8%	913	9.0%	41.3%
5	Hard Act to Follow	2,129	8.5%	56.2%	1,112	10.9%	52.3%
6	S* seeking S*	1,806	7.2%	63.4%	934	9.2%	61.4%
7	Making Ends Meet	1,553	6.2%	69.6%	529	5.2%	66.6%
8	Regents	1,458	5.8%	75.4%	653	6.4%	73.0%
9	Wizards	1,227	4.9%	80.2%	682	6.7%	79.7%
10	Gurus	931	3.7%	83.9%	415	4.1%	83.8%
11	Widows & Widowers	924	3.7%	87.6%	428	4.2%	88.0%
12	Gray Eminence	757	3.0%	90.6%	341	3.4%	91.4%
13	Apprentices	720	2.9%	93.5%	242	2.4%	93.8%
14	Suburban Singles	675	2.7%	96.2%	199	2.0%	95.7%
15	Apron Strings	665	2.6%	98.8%	303	3.0%	98.7%

Source: Synergos Technologies, Inc

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
16	Land Barons	300	1.2%	100.0%	133	1.3%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	25,163	100%	10,177	100%
Going it Alone	8,028	31.9%	3,793	37.3%
Hard Act to Follow	2,129	8.5%	1,112	10.9%
S* seeking S*	1,806	7.2%	934	9.2%
Solo Acts	2,540	10.1%	1,218	12.0%
Making Ends Meet	1,553	6.2%	529	5.2%
Struggling Alone	5,589	22.2%	2,570	25.3%
Urban Moms	4,000	15.9%	1,839	18.1%
Apron Strings	665	2.6%	303	3.0%
Widows & Widowers	924	3.7%	428	4.2%
Specialties	5,478	21.8%	1,149	11.3%
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	2,230	8.9%	913	9.0%
Centurions	0	0.0%	0	0.0%
Legacy Years	0	0.0%	0	0.0%
Collegian	3,248	12.9%	236	2.3%
Undefined	0	0.0%	0	0.0%
Thriving Alone	2,878	11.4%	1,339	13.2%
Gurus	931	3.7%	415	4.1%
Wizards	1,227	4.9%	682	6.7%
Apprentices	720	2.9%	242	2.4%
Creme de la Creme	1,458	5.8%	653	6.4%
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	1,458	5.8%	653	6.4%
Seasoned Urban Dwellers	757	3.0%	341	3.4%
Gray Eminence	757	3.0%	341	3.4%
Fall Years	0	0.0%	0	0.0%
Still in the Game	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	25,163	100%	10,177	100%
Single in the Suburbs	675	2.7%	199	2.0%
Educated Earners	0	0.0%	0	0.0%
Suburban Singles	675	2.7%	199	2.0%
Proud Parent	0	0.0%	0	0.0%
Working with Nature	300	1.2%	133	1.3%
Land Barons	300	1.2%	133	1.3%
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%
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%
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%
Pastoral Vistas	0	0.0%	0	0.0%
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%
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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
Total:	25,163	100%	10,177	100%
Stately Suburbs	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