

## Top Twenty Dominant Segments - 2015

## LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Solo Acts	1,098	37.6%	37.6%	416	34.3%	34.3%
2	Apron Strings	1,062	36.3%	73.9%	460	38.0%	72.3%
3	Fertile Acres	551	18.9%	92.8%	239	19.7%	92.0%
4	Legacy Years	166	5.7%	98.5%	70	5.8%	97.8%
5	Crops and Tractors	45	1.5%	100.0%	27	2.2%	100.0%

## Landscape Neighborhood Group

	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>2,922</b>	<b>100%</b>	<b>1,212</b>	<b>100%</b>
<b>Going it Alone</b>	<b>1,098</b>	<b>37.6%</b>	<b>416</b>	<b>34.3%</b>
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	1,098	37.6%	416	34.3%
Making Ends Meet	0	0.0%	0	0.0%
<b>Struggling Alone</b>	<b>1,062</b>	<b>36.3%</b>	<b>460</b>	<b>38.0%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,062	36.3%	460	38.0%
Widows & Widowers	0	0.0%	0	0.0%
<b>Working with Nature</b>	<b>596</b>	<b>20.4%</b>	<b>266</b>	<b>21.9%</b>
Land Barons	0	0.0%	0	0.0%
Fertile Acres	551	18.9%	239	19.7%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	45	1.5%	27	2.2%
<b>Specialties</b>	<b>166</b>	<b>5.7%</b>	<b>70</b>	<b>5.8%</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	166	5.7%	70	5.8%
Collegian	0	0.0%	0	0.0%
Undefined	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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>2,922</b>	<b>100%</b>	<b>1,212</b>	<b>100%</b>
<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>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>Living with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</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	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%
<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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>2,922</b>	<b>100%</b>	<b>1,212</b>	<b>100%</b>
<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%

### Top Twenty Dominant Segments - 2015

### LandScape Segmentation Resource Manual

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Fertile Acres	1,201	31.9%	31.9%	521	33.2%	33.2%
2	Solo Acts	1,098	29.2%	61.1%	416	26.5%	59.8%
3	Apron Strings	1,095	29.1%	90.3%	474	30.2%	90.0%
4	Legacy Years	238	6.3%	96.6%	100	6.4%	96.4%
5	Crops and Tractors	128	3.4%	100.0%	57	3.6%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>3,760</b>	<b>100%</b>	<b>1,568</b>	<b>100%</b>
<b>Working with Nature</b>	<b>1,329</b>	<b>35.3%</b>	<b>578</b>	<b>36.9%</b>
Land Barons	0	0.0%	0	0.0%
Fertile Acres	1,201	31.9%	521	33.2%
Breadbasket	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>3,760</b>	<b>100%</b>	<b>1,568</b>	<b>100%</b>
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	128	3.4%	57	3.6%
<b>Going it Alone</b>	<b>1,098</b>	<b>29.2%</b>	<b>416</b>	<b>26.5%</b>
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	1,098	29.2%	416	26.5%
Making Ends Meet	0	0.0%	0	0.0%
<b>Struggling Alone</b>	<b>1,095</b>	<b>29.1%</b>	<b>474</b>	<b>30.2%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,095	29.1%	474	30.2%
Widows & Widowers	0	0.0%	0	0.0%
<b>Specialties</b>	<b>238</b>	<b>6.3%</b>	<b>100</b>	<b>6.4%</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	238	6.3%	100	6.4%
Collegian	0	0.0%	0	0.0%
Undefined	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>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>3,760</b>	<b>100%</b>	<b>1,568</b>	<b>100%</b>
<b>Living with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</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	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%
<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>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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>3,760</b>	<b>100%</b>	<b>1,568</b>	<b>100%</b>
<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%

### Top Twenty Dominant Segments - 2015

[LandScape Segmentation Resource Manual](#)

Rank	Segment	Population	Percent	Cumulative Percent	Households	Percent	Cumulative Percent
1	Fertile Acres	1,476	34.6%	34.6%	640	35.9%	35.9%
2	Solo Acts	1,098	25.7%	60.3%	416	23.4%	59.3%
3	Apron Strings	1,095	25.7%	86.0%	474	26.6%	85.9%
4	Legacy Years	300	7.0%	93.0%	121	6.8%	92.7%
5	Crops and Tractors	297	7.0%	100.0%	130	7.3%	100.0%
6	Breadbasket	0	0.0%	100.0%	0	0.0%	100.0%

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>4,266</b>	<b>100%</b>	<b>1,781</b>	<b>100%</b>
<b>Working with Nature</b>	<b>1,773</b>	<b>41.6%</b>	<b>770</b>	<b>43.2%</b>
Land Barons	0	0.0%	0	0.0%
Fertile Acres	1,476	34.6%	640	35.9%
Breadbasket	0	0.0%	0	0.0%
Farmers Circle	0	0.0%	0	0.0%
Crops and Tractors	297	7.0%	130	7.3%
<b>Going it Alone</b>	<b>1,098</b>	<b>25.7%</b>	<b>416</b>	<b>23.4%</b>
Hard Act to Follow	0	0.0%	0	0.0%
S* seeking S*	0	0.0%	0	0.0%
Solo Acts	1,098	25.7%	416	23.4%
Making Ends Meet	0	0.0%	0	0.0%
<b>Struggling Alone</b>	<b>1,095</b>	<b>25.7%</b>	<b>474</b>	<b>26.6%</b>
Urban Moms	0	0.0%	0	0.0%
Apron Strings	1,095	25.7%	474	26.6%
Widows & Widowers	0	0.0%	0	0.0%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>4,266</b>	<b>100%</b>	<b>1,781</b>	<b>100%</b>
<b>Specialties</b>	<b>300</b>	<b>7.0%</b>	<b>121</b>	<b>6.8%</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	300	7.0%	121	6.8%
Collegian	0	0.0%	0	0.0%
Undefined	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>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>Living with Nature</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</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	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%
<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%

Source: Synergos Technologies, Inc

Landscape Neighborhood Group	Population		Households	
	Number	Percent	Number	Percent
<b>Total:</b>	<b>4,266</b>	<b>100%</b>	<b>1,781</b>	<b>100%</b>
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>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