



# Tapestry Segmentation Area Profile

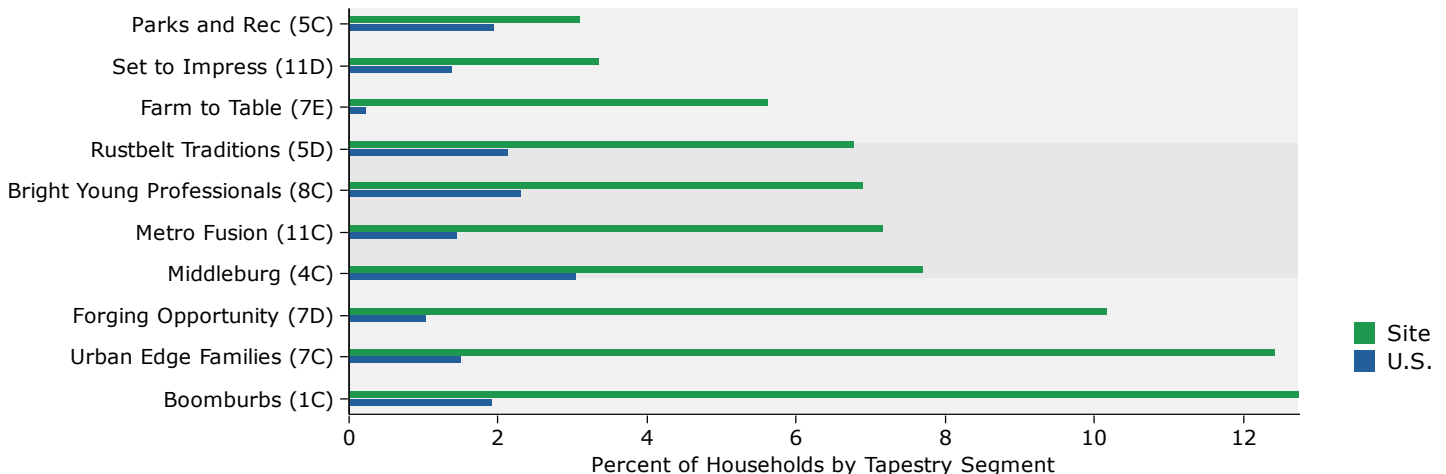
140 N 12th Ave, Hanford, California, 93230  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Boomburbs (1C)	12.8%	12.8%	1.9%	1.9%	666
2	Urban Edge Families (7C)	12.4%	25.2%	1.5%	3.4%	822
3	Forging Opportunity (7D)	10.2%	35.4%	1.0%	4.5%	973
4	Middleburg (4C)	7.7%	43.1%	3.1%	7.5%	252
5	Metro Fusion (11C)	7.2%	50.3%	1.5%	9.0%	493
Subtotal		50.3%		9.0%		
6	Bright Young Professionals (8C)	6.9%	57.2%	2.3%	11.3%	299
7	Rustbelt Traditions (5D)	6.8%	64.0%	2.1%	13.4%	316
8	Farm to Table (7E)	5.6%	69.6%	0.2%	13.7%	2,367
9	Set to Impress (11D)	3.4%	73.0%	1.4%	15.1%	242
10	Parks and Rec (5C)	3.1%	76.1%	2.0%	17.0%	158
Subtotal		25.8%		8.0%		
11	Fresh Ambitions (13D)	3.1%	79.1%	0.7%	17.7%	464
12	Front Porches (8E)	3.0%	82.1%	1.6%	19.3%	189
13	Midlife Constants (5E)	2.9%	85.0%	2.4%	21.7%	118
14	Comfortable Empty Nesters (5A)	2.2%	87.2%	2.4%	24.1%	93
15	Old and Newcomers (8F)	2.2%	89.4%	2.3%	26.4%	97
Subtotal		13.4%		9.4%		
16	Family Extensions (13B)	2.0%	91.5%	0.7%	27.1%	276
17	Savvy Suburbanites (1D)	1.8%	93.2%	3.0%	30.1%	60
18	In Style (5B)	1.3%	94.6%	2.2%	32.3%	60
19	NeWest Residents (13C)	1.3%	95.8%	0.8%	33.1%	158
20	Southwestern Families (7F)	1.2%	97.1%	0.8%	33.9%	154
Subtotal		7.6%		7.5%		
Total		97.1%		33.9%		286

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023

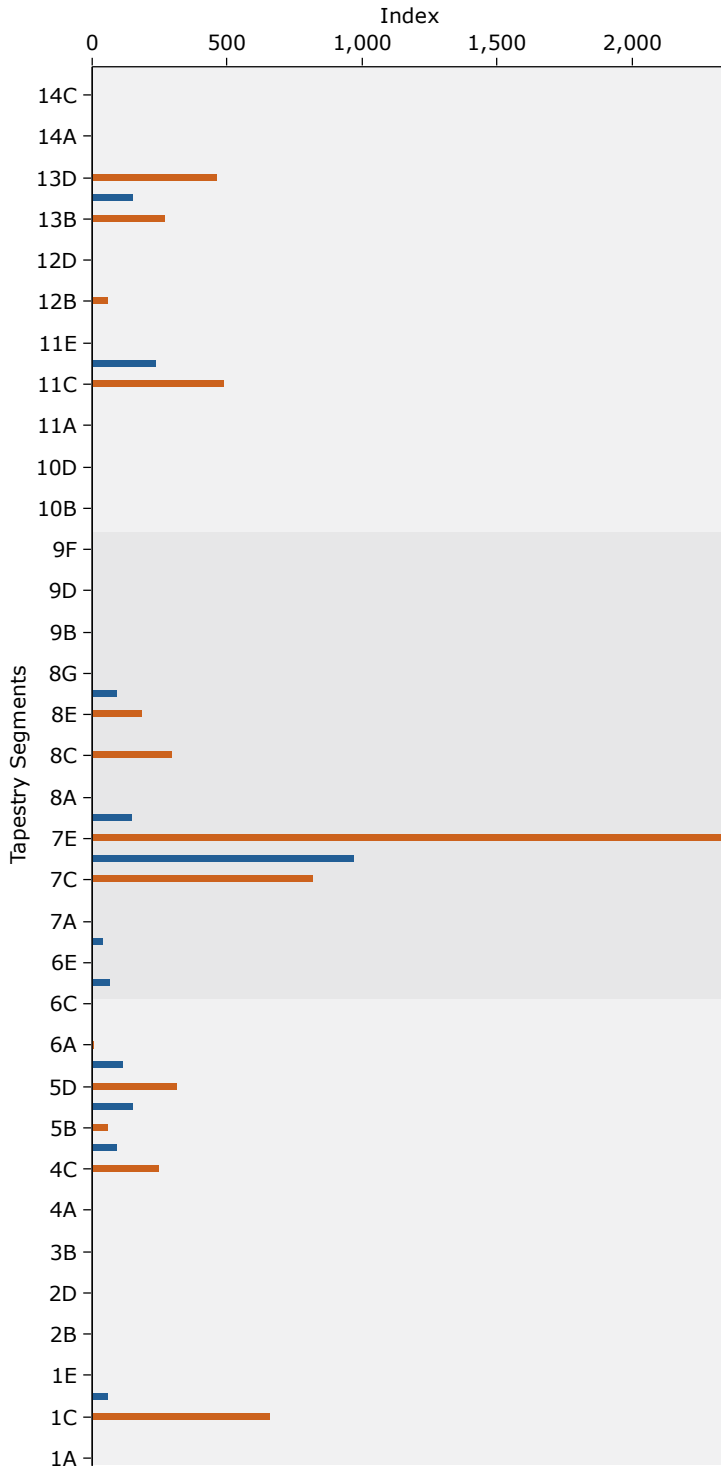


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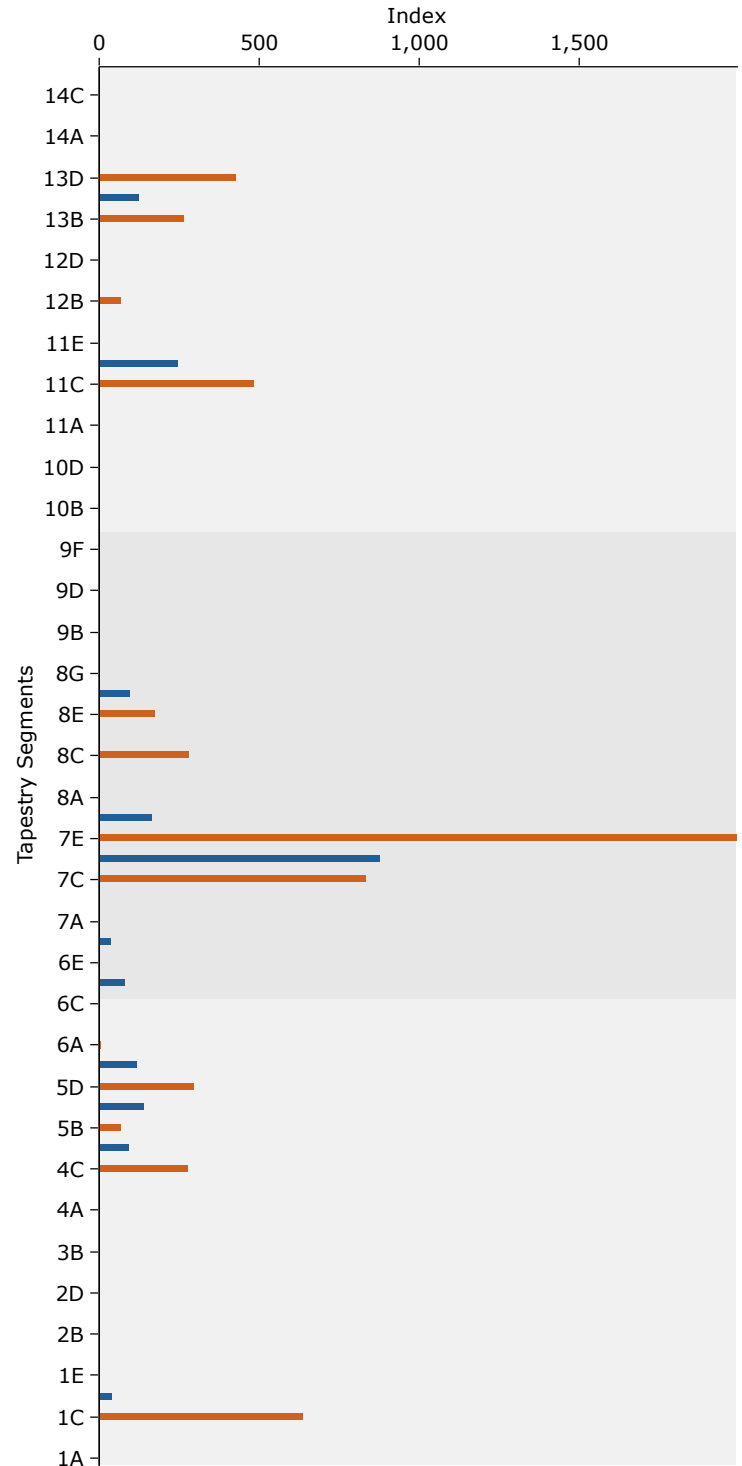
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## 2022 Tapestry Indexes by Households



## 2022 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,846	100.0%		41,490	100.0%	
<b>1. Affluent Estates</b>	<b>2,740</b>	<b>14.5%</b>	<b>148</b>	<b>5,950</b>	<b>14.3%</b>	<b>133</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,405	12.8%	666	5,371	12.9%	640
Savvy Suburbanites (1D)	335	1.8%	60	579	1.4%	43
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>1,452</b>	<b>7.7%</b>	<b>99</b>	<b>3,550</b>	<b>8.6%</b>	<b>105</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,452	7.7%	252	3,550	8.6%	280
<b>5. GenXurban</b>	<b>3,079</b>	<b>16.3%</b>	<b>146</b>	<b>6,461</b>	<b>15.6%</b>	<b>143</b>
Comfortable Empty Nesters (5A)	422	2.2%	93	987	2.4%	97
In Style (5B)	253	1.3%	60	651	1.6%	74
Parks and Rec (5C)	587	3.1%	158	1,140	2.7%	142
Rustbelt Traditions (5D)	1,278	6.8%	316	2,527	6.1%	300
Midlife Constants (5E)	539	2.9%	118	1,156	2.8%	120
<b>6. Cozy Country Living</b>	<b>325</b>	<b>1.7%</b>	<b>15</b>	<b>747</b>	<b>1.8%</b>	<b>15</b>
Green Acres (6A)	18	0.1%	3	51	0.1%	4
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	133	0.7%	72	338	0.8%	84
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	174	0.9%	42	358	0.9%	42
<b>7. Sprouting Explorers</b>	<b>5,557</b>	<b>29.5%</b>	<b>194</b>	<b>13,290</b>	<b>32.0%</b>	<b>382</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,344	12.4%	822	5,895	14.2%	835
Forging Opportunity (7D)	1,920	10.2%	973	4,364	10.5%	881
Farm to Table (7E)	1,062	5.6%	2,367	2,424	5.8%	1,996
Southwestern Families (7F)	231	1.2%	154	607	1.5%	168

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,846	100.0%		41,490	100.0%	
<b>8. Middle Ground</b>	<b>2,283</b>	<b>12.1%</b>	<b>111</b>	<b>4,421</b>	<b>10.7%</b>	<b>105</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,301	6.9%	299	2,473	6.0%	284
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	565	3.0%	189	1,119	2.7%	178
Old and Newcomers (8F)	417	2.2%	97	829	2.0%	100
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,987</b>	<b>10.5%</b>	<b>168</b>	<b>3,889</b>	<b>9.4%</b>	<b>171</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,354	7.2%	493	2,682	6.5%	490
Set to Impress (11D)	633	3.4%	242	1,207	2.9%	249
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>228</b>	<b>1.2%</b>	<b>20</b>	<b>512</b>	<b>1.2%</b>	<b>22</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	228	1.2%	64	512	1.2%	71
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>1,195</b>	<b>6.3%</b>	<b>161</b>	<b>2,670</b>	<b>6.4%</b>	<b>152</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	2.0%	276	1,039	2.5%	269
NeWest Residents (13C)	239	1.3%	158	430	1.0%	129
Fresh Ambitions (13D)	575	3.1%	464	1,201	2.9%	432
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	18,846	100.0%		41,490	100.0%	
<b>1. Principal Urban Center</b>	<b>814</b>	<b>4.3%</b>	<b>59</b>	<b>1,631</b>	<b>3.9%</b>	<b>58</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	239	1.3%	158	430	1.0%	129
Fresh Ambitions (13D)	575	3.1%	464	1,201	2.9%	432
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>8,809</b>	<b>46.7%</b>	<b>191</b>	<b>19,587</b>	<b>47.2%</b>	<b>271</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,278	6.8%	316	2,527	6.1%	300
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,344	12.4%	822	5,895	14.2%	835
Forging Opportunity (7D)	1,920	10.2%	973	4,364	10.5%	881
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Metro Fusion (11C)	1,354	7.2%	493	2,682	6.5%	490
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	2.0%	276	1,039	2.5%	269
<b>3. Metro Cities</b>	<b>2,096</b>	<b>11.1%</b>	<b>61</b>	<b>4,318</b>	<b>10.4%</b>	<b>62</b>
In Style (5B)	253	1.3%	60	651	1.6%	74
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	565	3.0%	189	1,119	2.7%	178
Old and Newcomers (8F)	417	2.2%	97	829	2.0%	100
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	633	3.4%	242	1,207	2.9%	249
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	228	1.2%	64	512	1.2%	71
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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<b>Total:</b>	18,846	100.0%		41,490	100.0%	
<b>4. Suburban Periphery</b>	<b>4,288</b>	<b>22.8%</b>	<b>71</b>	<b>9,233</b>	<b>22.3%</b>	<b>67</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,405	12.8%	666	5,371	12.9%	640
Savvy Suburbanites (1D)	335	1.8%	60	579	1.4%	43
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	422	2.2%	93	987	2.4%	97
Parks and Rec (5C)	587	3.1%	158	1,140	2.7%	142
Midlife Constants (5E)	539	2.9%	118	1,156	2.8%	120
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>2,688</b>	<b>14.3%</b>	<b>153</b>	<b>6,332</b>	<b>15.3%</b>	<b>169</b>
Middleburg (4C)	1,452	7.7%	252	3,550	8.6%	280
Heartland Communities (6F)	174	0.9%	42	358	0.9%	42
Farm to Table (7E)	1,062	5.6%	2,367	2,424	5.8%	1,996
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>151</b>	<b>0.8%</b>	<b>5</b>	<b>389</b>	<b>0.9%</b>	<b>6</b>
Green Acres (6A)	18	0.1%	3	51	0.1%	4
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	133	0.7%	72	338	0.8%	84
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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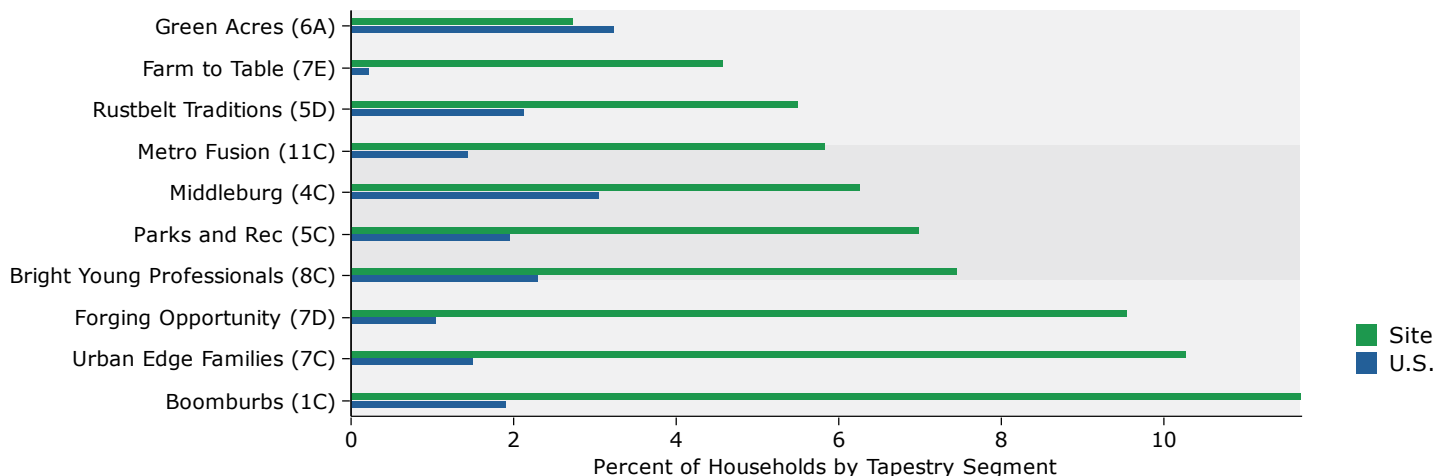
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Boomburbs (1C)	11.7%	11.7%	1.9%	1.9%	611
2	Urban Edge Families (7C)	10.3%	22.0%	1.5%	3.4%	680
3	Forging Opportunity (7D)	9.6%	31.6%	1.0%	4.5%	913
4	Bright Young Professionals (8C)	7.5%	39.0%	2.3%	6.8%	323
5	Parks and Rec (5C)	7.0%	46.0%	2.0%	8.8%	356
Subtotal		46.1%		8.7%		
6	Middleburg (4C)	6.3%	52.3%	3.1%	11.8%	205
7	Metro Fusion (11C)	5.8%	58.1%	1.5%	13.3%	401
8	Rustbelt Traditions (5D)	5.5%	63.6%	2.1%	15.4%	257
9	Farm to Table (7E)	4.6%	68.2%	0.2%	15.6%	1,924
10	Green Acres (6A)	2.7%	71.0%	3.3%	18.9%	84
Subtotal		24.9%		10.2%		
11	Set to Impress (11D)	2.7%	73.7%	1.4%	20.3%	197
12	Midlife Constants (5E)	2.6%	76.3%	2.4%	22.7%	109
13	Fresh Ambitions (13D)	2.5%	78.8%	0.7%	23.4%	377
14	Front Porches (8E)	2.4%	81.2%	1.6%	24.9%	154
15	Prairie Living (6D)	2.1%	83.4%	1.0%	25.9%	215
Subtotal		12.3%		7.1%		
16	Savvy Suburbanites (1D)	2.1%	85.5%	3.0%	28.9%	71
17	Comfortable Empty Nesters (5A)	1.8%	87.3%	2.4%	31.3%	75
18	Old and Newcomers (8F)	1.8%	89.1%	2.3%	33.6%	79
19	Workday Drive (4A)	1.8%	90.9%	3.1%	36.7%	58
20	Family Extensions (13B)	1.6%	92.5%	0.7%	37.4%	225
Subtotal		9.1%		11.5%		
Total		92.5%		37.4%		247

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023

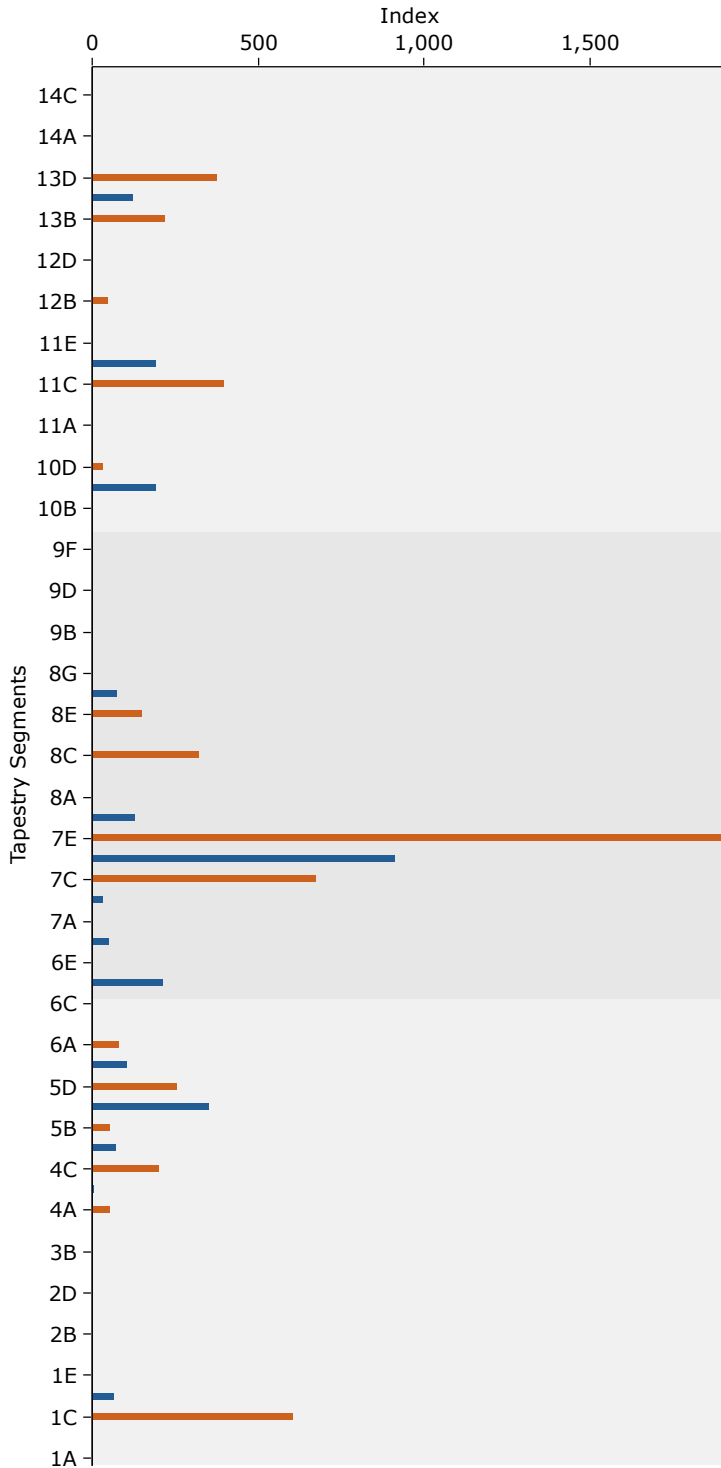


# Tapestry Segmentation Area Profile

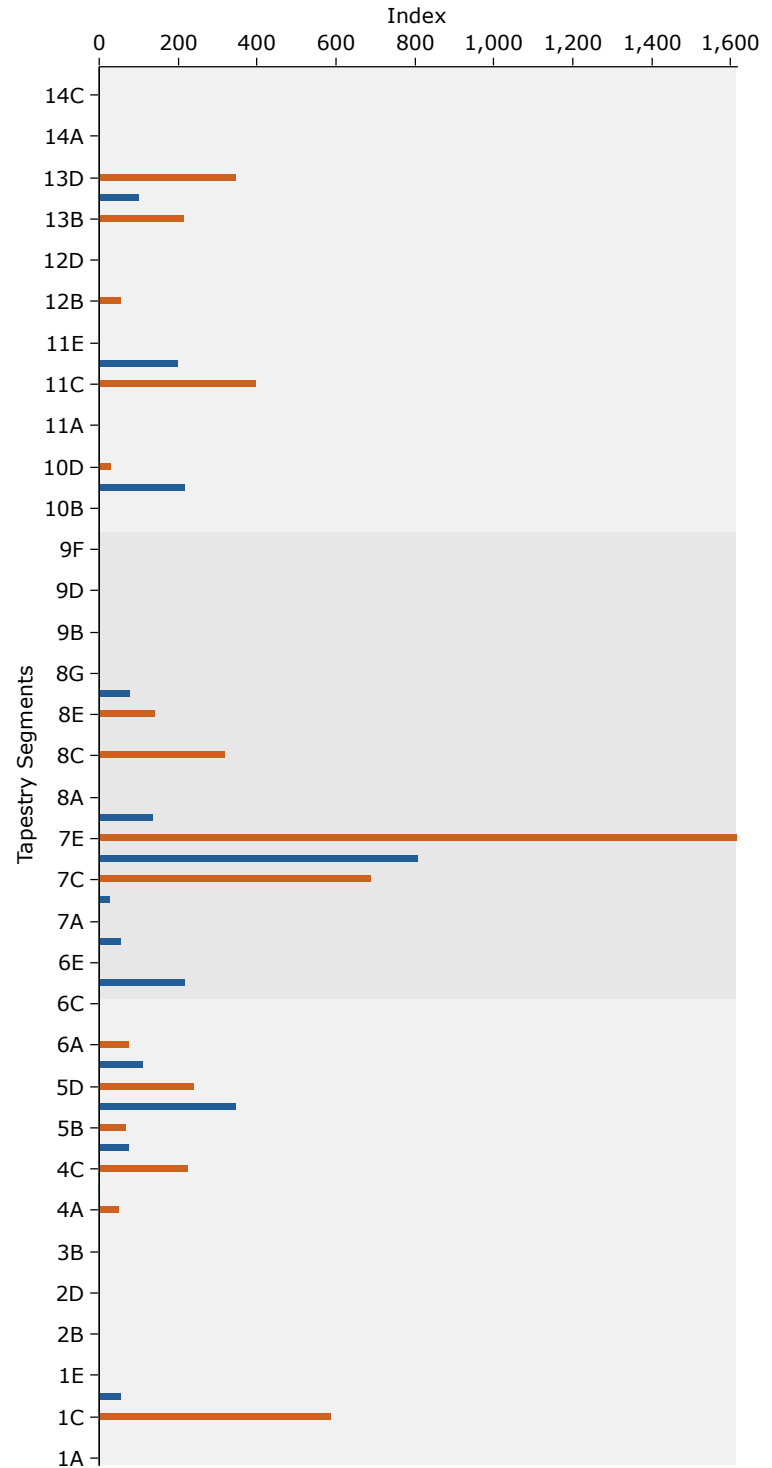
140 N 12th Ave, Hanford, California, 93230  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

## 2022 Tapestry Indexes by Households



## 2022 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri





# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,180	100.0%		51,168	100.0%	
<b>1. Affluent Estates</b>	<b>3,205</b>	<b>13.8%</b>	<b>141</b>	<b>7,034</b>	<b>13.7%</b>	<b>127</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,714	11.7%	611	6,093	11.9%	589
Savvy Suburbanites (1D)	491	2.1%	71	941	1.8%	57
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>1,865</b>	<b>8.0%</b>	<b>103</b>	<b>4,417</b>	<b>8.6%</b>	<b>106</b>
Workday Drive (4A)	407	1.8%	58	855	1.7%	51
Home Improvement (4B)	6	0.0%	2	12	0.0%	1
Middleburg (4C)	1,452	6.3%	205	3,550	6.9%	227
<b>5. GenXurban</b>	<b>4,231</b>	<b>18.3%</b>	<b>163</b>	<b>9,094</b>	<b>17.8%</b>	<b>164</b>
Comfortable Empty Nesters (5A)	422	1.8%	75	987	1.9%	79
In Style (5B)	299	1.3%	58	782	1.5%	72
Parks and Rec (5C)	1,622	7.0%	356	3,455	6.8%	349
Rustbelt Traditions (5D)	1,278	5.5%	257	2,527	4.9%	243
Midlife Constants (5E)	610	2.6%	109	1,343	2.6%	113
<b>6. Cozy Country Living</b>	<b>1,407</b>	<b>6.1%</b>	<b>52</b>	<b>3,066</b>	<b>6.0%</b>	<b>51</b>
Green Acres (6A)	634	2.7%	84	1,351	2.6%	78
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	492	2.1%	215	1,092	2.1%	220
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	281	1.2%	55	623	1.2%	59
<b>7. Sprouting Explorers</b>	<b>5,992</b>	<b>25.8%</b>	<b>170</b>	<b>14,235</b>	<b>27.8%</b>	<b>331</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	85	0.4%	35	205	0.4%	29
Urban Edge Families (7C)	2,385	10.3%	680	6,015	11.8%	691
Forging Opportunity (7D)	2,217	9.6%	913	4,962	9.7%	812
Farm to Table (7E)	1,062	4.6%	1,924	2,424	4.7%	1,619
Southwestern Families (7F)	243	1.0%	131	629	1.2%	141

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,180	100.0%		51,168	100.0%	
<b>8. Middle Ground</b>	<b>2,713</b>	<b>11.7%</b>	<b>108</b>	<b>5,389</b>	<b>10.5%</b>	<b>104</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,731	7.5%	323	3,441	6.7%	321
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	565	2.4%	154	1,119	2.2%	144
Old and Newcomers (8F)	417	1.8%	79	829	1.6%	81
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>356</b>	<b>1.5%</b>	<b>19</b>	<b>856</b>	<b>1.7%</b>	<b>21</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	267	1.2%	197	655	1.3%	222
Down the Road (10D)	89	0.4%	33	201	0.4%	34
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,987</b>	<b>8.6%</b>	<b>136</b>	<b>3,889</b>	<b>7.6%</b>	<b>139</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,354	5.8%	401	2,682	5.2%	398
Set to Impress (11D)	633	2.7%	197	1,207	2.4%	202
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>229</b>	<b>1.0%</b>	<b>17</b>	<b>518</b>	<b>1.0%</b>	<b>18</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	229	1.0%	52	518	1.0%	58
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>1,195</b>	<b>5.2%</b>	<b>131</b>	<b>2,670</b>	<b>5.2%</b>	<b>123</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	1.6%	225	1,039	2.0%	218
NeWest Residents (13C)	239	1.0%	129	430	0.8%	104
Fresh Ambitions (13D)	575	2.5%	377	1,201	2.3%	350
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,180	100.0%		51,168	100.0%	
<b>1. Principal Urban Center</b>	<b>814</b>	<b>3.5%</b>	<b>48</b>	<b>1,631</b>	<b>3.2%</b>	<b>47</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	239	1.0%	129	430	0.8%	104
Fresh Ambitions (13D)	575	2.5%	377	1,201	2.3%	350
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>9,674</b>	<b>41.7%</b>	<b>170</b>	<b>21,500</b>	<b>42.0%</b>	<b>241</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,278	5.5%	257	2,527	4.9%	243
Urban Villages (7B)	85	0.4%	35	205	0.4%	29
Urban Edge Families (7C)	2,385	10.3%	680	6,015	11.8%	691
Forging Opportunity (7D)	2,217	9.6%	913	4,962	9.7%	812
Southwestern Families (7F)	243	1.0%	131	629	1.2%	141
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,731	7.5%	323	3,441	6.7%	321
Metro Fusion (11C)	1,354	5.8%	401	2,682	5.2%	398
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	1.6%	225	1,039	2.0%	218
<b>3. Metro Cities</b>	<b>2,143</b>	<b>9.2%</b>	<b>51</b>	<b>4,455</b>	<b>8.7%</b>	<b>52</b>
In Style (5B)	299	1.3%	58	782	1.5%	72
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	565	2.4%	154	1,119	2.2%	144
Old and Newcomers (8F)	417	1.8%	79	829	1.6%	81
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	633	2.7%	197	1,207	2.4%	202
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	229	1.0%	52	518	1.0%	58
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	23,180	100.0%		51,168	100.0%	
<b>4. Suburban Periphery</b>	<b>6,272</b>	<b>27.1%</b>	<b>85</b>	<b>13,686</b>	<b>26.7%</b>	<b>80</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,714	11.7%	611	6,093	11.9%	589
Savvy Suburbanites (1D)	491	2.1%	71	941	1.8%	57
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	407	1.8%	58	855	1.7%	51
Home Improvement (4B)	6	0.0%	2	12	0.0%	1
Comfortable Empty Nesters (5A)	422	1.8%	75	987	1.9%	79
Parks and Rec (5C)	1,622	7.0%	356	3,455	6.8%	349
Midlife Constants (5E)	610	2.6%	109	1,343	2.6%	113
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>2,884</b>	<b>12.4%</b>	<b>133</b>	<b>6,798</b>	<b>13.3%</b>	<b>147</b>
Middleburg (4C)	1,452	6.3%	205	3,550	6.9%	227
Heartland Communities (6F)	281	1.2%	55	623	1.2%	59
Farm to Table (7E)	1,062	4.6%	1,924	2,424	4.7%	1,619
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	89	0.4%	33	201	0.4%	34
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>1,393</b>	<b>6.0%</b>	<b>37</b>	<b>3,098</b>	<b>6.1%</b>	<b>37</b>
Green Acres (6A)	634	2.7%	84	1,351	2.6%	78
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	492	2.1%	215	1,092	2.1%	220
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	267	1.2%	197	655	1.3%	222
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023



## Tapestry Segmentation Area Profile

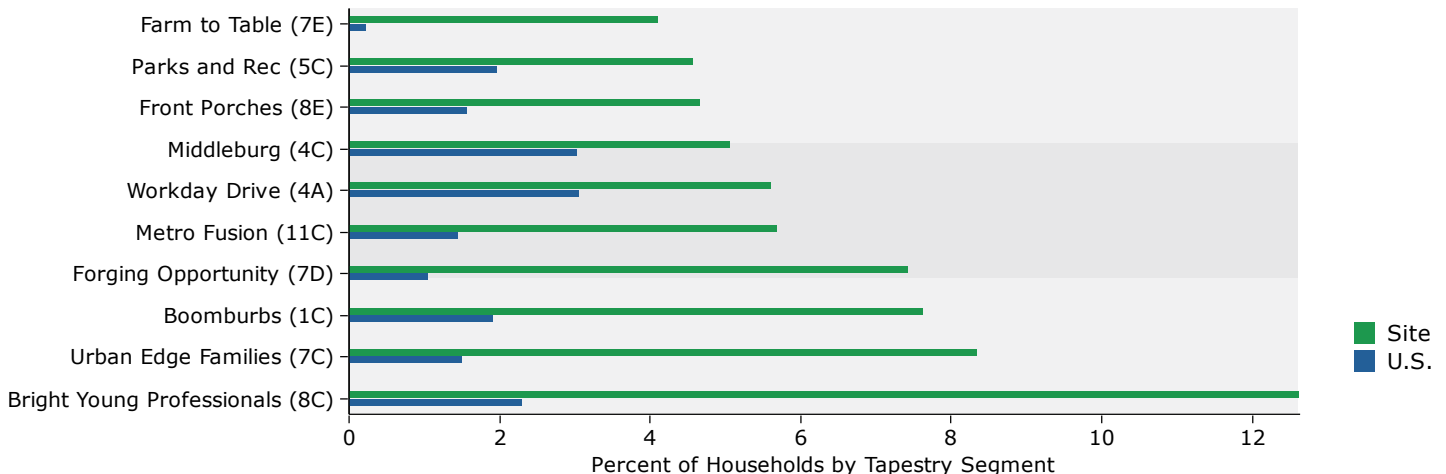
140 N 12th Ave, Hanford, California, 93230  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	12.6%	12.6%	2.3%	2.3%	547
2	Urban Edge Families (7C)	8.3%	21.0%	1.5%	3.8%	552
3	Boomburbs (1C)	7.6%	28.6%	1.9%	5.7%	399
4	Forging Opportunity (7D)	7.4%	36.1%	1.0%	6.8%	710
5	Metro Fusion (11C)	5.7%	41.8%	1.5%	8.2%	392
Subtotal		41.6%		8.2%		
6	Workday Drive (4A)	5.6%	47.4%	3.1%	11.3%	184
7	Middleburg (4C)	5.1%	52.4%	3.1%	14.3%	166
8	Front Porches (8E)	4.7%	57.1%	1.6%	15.9%	295
9	Parks and Rec (5C)	4.6%	61.7%	2.0%	17.9%	232
10	Farm to Table (7E)	4.1%	65.8%	0.2%	18.1%	1,727
Subtotal		24.1%		10.0%		
11	Prairie Living (6D)	4.0%	69.8%	1.0%	19.1%	404
12	Urban Villages (7B)	3.6%	73.4%	1.0%	20.2%	347
13	Rustbelt Traditions (5D)	3.6%	77.0%	2.1%	22.3%	168
14	Up and Coming Families (7A)	3.0%	80.0%	2.8%	25.1%	108
15	Home Improvement (4B)	2.3%	82.3%	1.7%	26.8%	137
Subtotal		16.5%		8.6%		
16	Green Acres (6A)	1.8%	84.1%	3.3%	30.0%	55
17	Set to Impress (11D)	1.8%	85.9%	1.4%	31.4%	129
18	Midlife Constants (5E)	1.7%	87.6%	2.4%	33.8%	71
19	Fresh Ambitions (13D)	1.6%	89.2%	0.7%	34.5%	246
20	Down the Road (10D)	1.6%	90.8%	1.2%	35.7%	137
Subtotal		8.5%		9.0%		
Total		90.8%		35.7%		255

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023

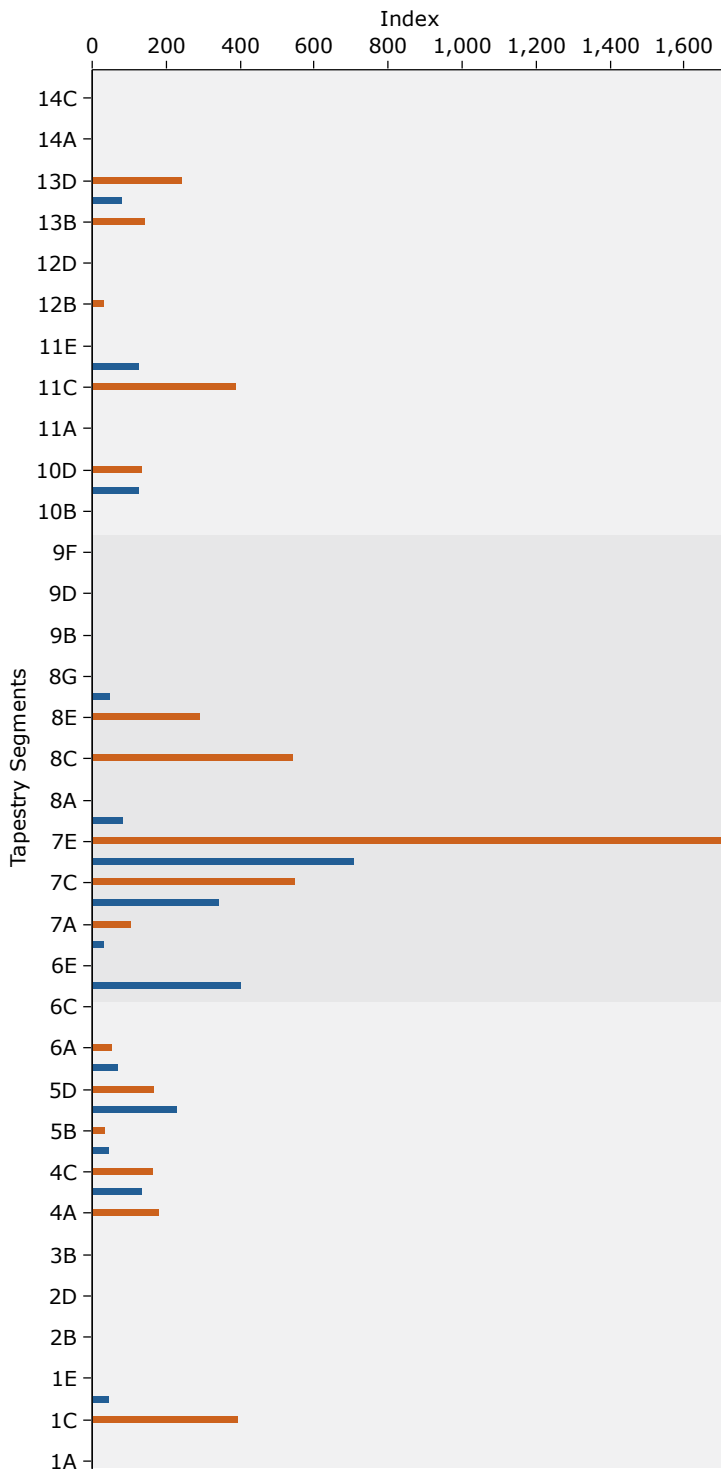


# Tapestry Segmentation Area Profile

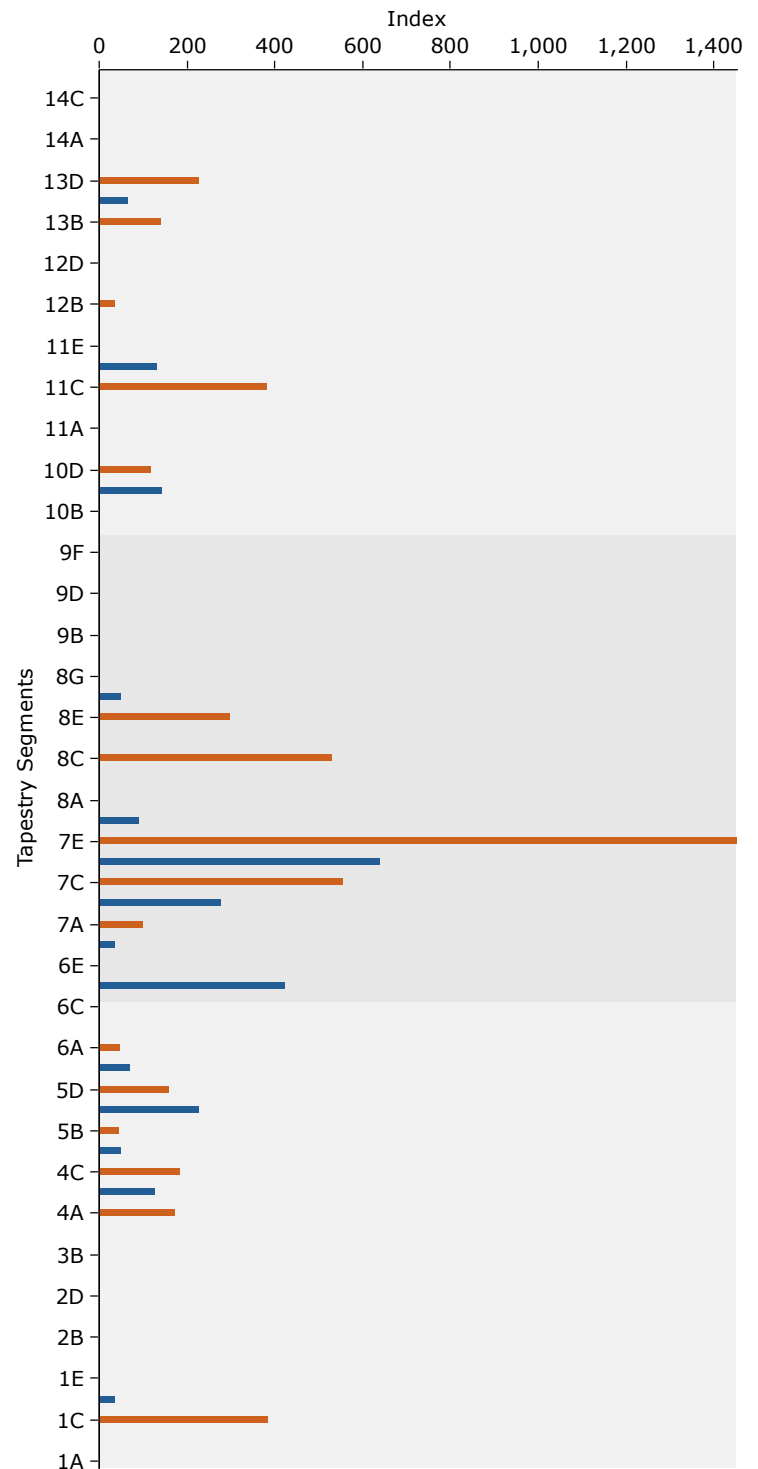
140 N 12th Ave, Hanford, California, 93230  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

## 2022 Tapestry Indexes by Households



## 2022 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,515	100.0%		77,881	100.0%	
<b>1. Affluent Estates</b>	<b>3,205</b>	<b>9.0%</b>	<b>92</b>	<b>7,034</b>	<b>9.0%</b>	<b>84</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,714	7.6%	399	6,093	7.8%	387
Savvy Suburbanites (1D)	491	1.4%	47	941	1.2%	37
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>4,613</b>	<b>13.0%</b>	<b>167</b>	<b>10,710</b>	<b>13.8%</b>	<b>169</b>
Workday Drive (4A)	1,993	5.6%	184	4,466	5.7%	176
Home Improvement (4B)	821	2.3%	137	1,794	2.3%	127
Middleburg (4C)	1,799	5.1%	166	4,450	5.7%	187
<b>5. GenXurban</b>	<b>4,231</b>	<b>11.9%</b>	<b>107</b>	<b>9,094</b>	<b>11.7%</b>	<b>108</b>
Comfortable Empty Nesters (5A)	422	1.2%	49	987	1.3%	52
In Style (5B)	299	0.8%	38	782	1.0%	47
Parks and Rec (5C)	1,622	4.6%	232	3,455	4.4%	229
Rustbelt Traditions (5D)	1,278	3.6%	168	2,527	3.2%	160
Midlife Constants (5E)	610	1.7%	71	1,343	1.7%	74
<b>6. Cozy Country Living</b>	<b>2,330</b>	<b>6.6%</b>	<b>56</b>	<b>5,188</b>	<b>6.7%</b>	<b>57</b>
Green Acres (6A)	634	1.8%	55	1,351	1.7%	51
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,415	4.0%	404	3,214	4.1%	426
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	281	0.8%	36	623	0.8%	39
<b>7. Sprouting Explorers</b>	<b>9,661</b>	<b>27.2%</b>	<b>179</b>	<b>22,652</b>	<b>29.1%</b>	<b>347</b>
Up and Coming Families (7A)	1,065	3.0%	108	2,300	3.0%	101
Urban Villages (7B)	1,288	3.6%	347	3,054	3.9%	281
Urban Edge Families (7C)	2,964	8.3%	552	7,390	9.5%	558
Forging Opportunity (7D)	2,641	7.4%	710	5,962	7.7%	641
Farm to Table (7E)	1,460	4.1%	1,727	3,317	4.3%	1,455
Southwestern Families (7F)	243	0.7%	86	629	0.8%	93

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230

Ring: 10 mile radius

Prepared by Esri

Latitude: 36.32373

Longitude: -119.67641

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,515	100.0%		77,881	100.0%	
<b>8. Middle Ground</b>	<b>6,566</b>	<b>18.5%</b>	<b>170</b>	<b>13,098</b>	<b>16.8%</b>	<b>165</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,488	12.6%	547	8,709	11.2%	533
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,661	4.7%	295	3,560	4.6%	301
Old and Newcomers (8F)	417	1.2%	51	829	1.1%	53
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>826</b>	<b>2.3%</b>	<b>29</b>	<b>1,750</b>	<b>2.2%</b>	<b>28</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	267	0.8%	129	655	0.8%	146
Down the Road (10D)	559	1.6%	137	1,095	1.4%	121
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>2,659</b>	<b>7.5%</b>	<b>119</b>	<b>5,167</b>	<b>6.6%</b>	<b>121</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	2,026	5.7%	392	3,960	5.1%	386
Set to Impress (11D)	633	1.8%	129	1,207	1.5%	133
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>229</b>	<b>0.6%</b>	<b>11</b>	<b>518</b>	<b>0.7%</b>	<b>12</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	229	0.6%	34	518	0.7%	38
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>1,195</b>	<b>3.4%</b>	<b>86</b>	<b>2,670</b>	<b>3.4%</b>	<b>81</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	1.1%	147	1,039	1.3%	144
NeWest Residents (13C)	239	0.7%	84	430	0.6%	68
Fresh Ambitions (13D)	575	1.6%	246	1,201	1.5%	230
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

February 08, 2023





# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 36.32373  
Longitude: -119.67641

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,515	100.0%		77,881	100.0%	
<b>1. Principal Urban Center</b>	<b>814</b>	<b>2.3%</b>	<b>31</b>	<b>1,631</b>	<b>2.1%</b>	<b>31</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	239	0.7%	84	430	0.6%	68
Fresh Ambitions (13D)	575	1.6%	246	1,201	1.5%	230
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>15,309</b>	<b>43.1%</b>	<b>176</b>	<b>33,270</b>	<b>42.7%</b>	<b>245</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,278	3.6%	168	2,527	3.2%	160
Urban Villages (7B)	1,288	3.6%	347	3,054	3.9%	281
Urban Edge Families (7C)	2,964	8.3%	552	7,390	9.5%	558
Forging Opportunity (7D)	2,641	7.4%	710	5,962	7.7%	641
Southwestern Families (7F)	243	0.7%	86	629	0.8%	93
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,488	12.6%	547	8,709	11.2%	533
Metro Fusion (11C)	2,026	5.7%	392	3,960	5.1%	386
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	381	1.1%	147	1,039	1.3%	144
<b>3. Metro Cities</b>	<b>3,239</b>	<b>9.1%</b>	<b>50</b>	<b>6,896</b>	<b>8.9%</b>	<b>53</b>
In Style (5B)	299	0.8%	38	782	1.0%	47
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,661	4.7%	295	3,560	4.6%	301
Old and Newcomers (8F)	417	1.2%	51	829	1.1%	53
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	633	1.8%	129	1,207	1.5%	133
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	229	0.6%	34	518	0.7%	38
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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**Source:** Esri

February 08, 2023



# Tapestry Segmentation Area Profile

140 N 12th Ave, Hanford, California, 93230  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 36.32373  
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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,515	100.0%		77,881	100.0%	
<b>4. Suburban Periphery</b>	<b>9,738</b>	<b>27.4%</b>	<b>86</b>	<b>21,379</b>	<b>27.5%</b>	<b>82</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	2,714	7.6%	399	6,093	7.8%	387
Savvy Suburbanites (1D)	491	1.4%	47	941	1.2%	37
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	1,993	5.6%	184	4,466	5.7%	176
Home Improvement (4B)	821	2.3%	137	1,794	2.3%	127
Comfortable Empty Nesters (5A)	422	1.2%	49	987	1.3%	52
Parks and Rec (5C)	1,622	4.6%	232	3,455	4.4%	229
Midlife Constants (5E)	610	1.7%	71	1,343	1.7%	74
Up and Coming Families (7A)	1,065	3.0%	108	2,300	3.0%	101
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>4,099</b>	<b>11.5%</b>	<b>124</b>	<b>9,485</b>	<b>12.2%</b>	<b>134</b>
Middleburg (4C)	1,799	5.1%	166	4,450	5.7%	187
Heartland Communities (6F)	281	0.8%	36	623	0.8%	39
Farm to Table (7E)	1,460	4.1%	1,727	3,317	4.3%	1,455
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	559	1.6%	137	1,095	1.4%	121
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>2,316</b>	<b>6.5%</b>	<b>40</b>	<b>5,220</b>	<b>6.7%</b>	<b>41</b>
Green Acres (6A)	634	1.8%	55	1,351	1.7%	51
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,415	4.0%	404	3,214	4.1%	426
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	267	0.8%	129	655	0.8%	146
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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