



Tapestry Segmentation Area Profile

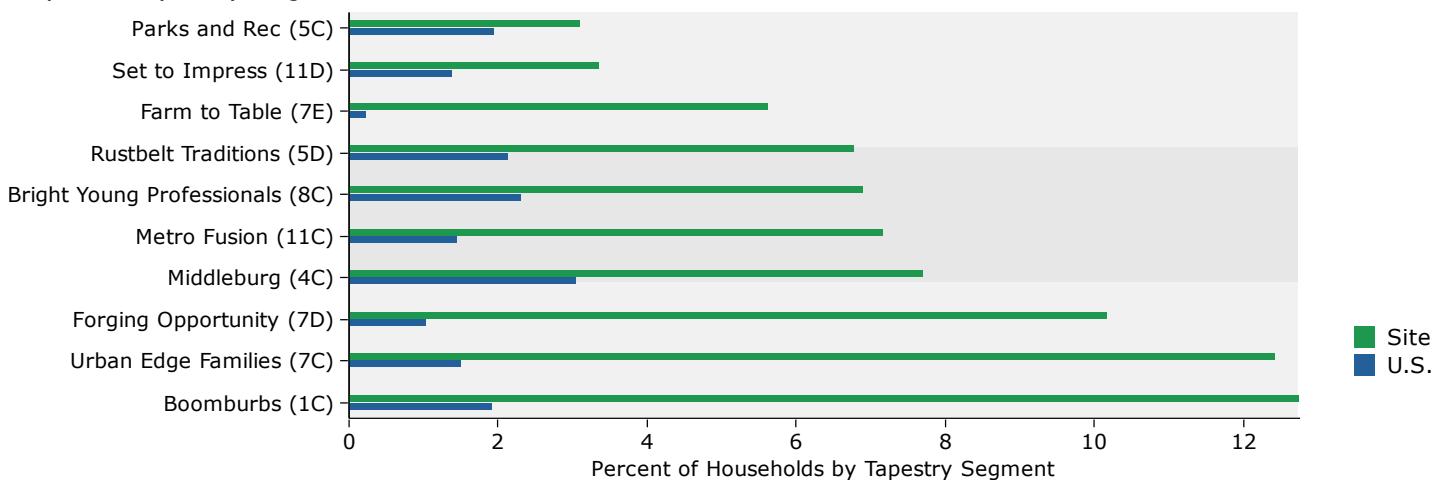
140 N 12th Ave, Hanford, California, 93230
Ring: 3 mile radius

Prepared by Esri
Latitude: 36.32373
Longitude: -119.67641

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
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

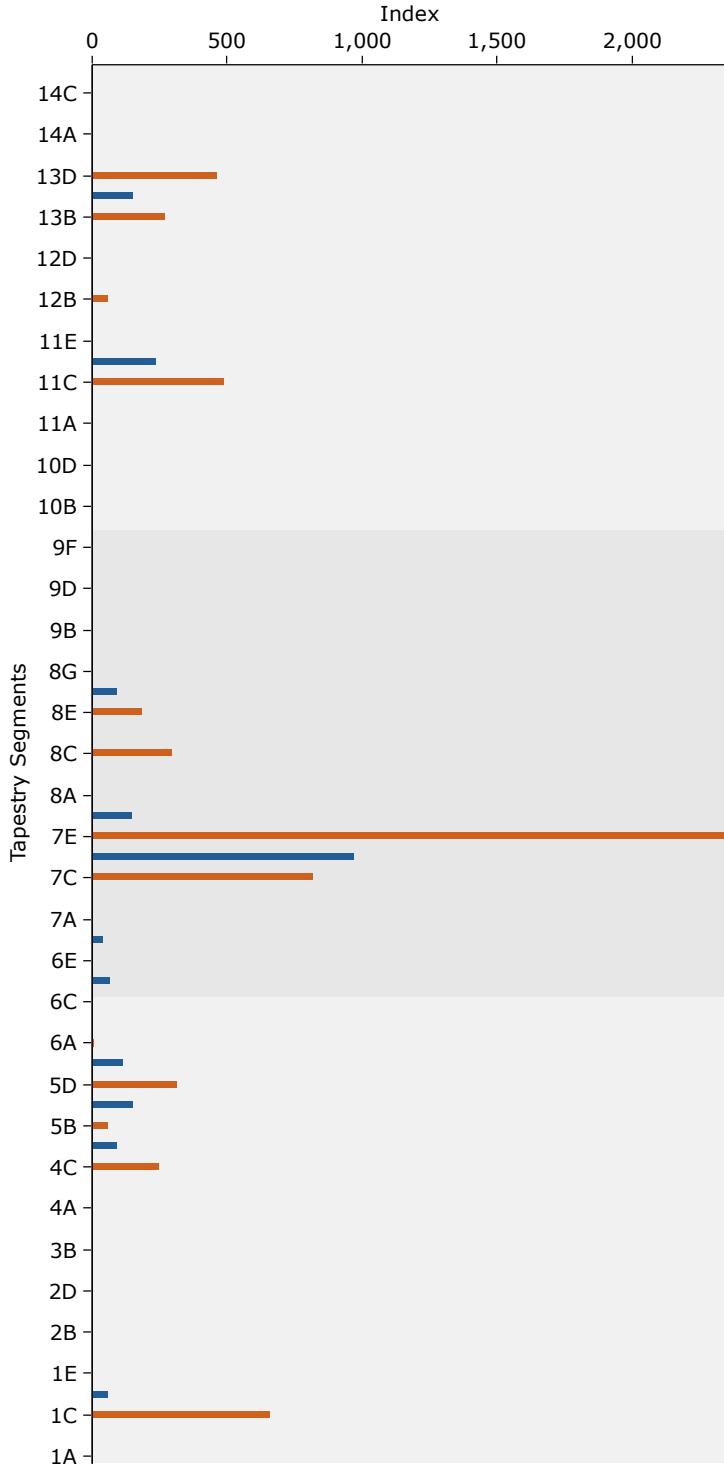


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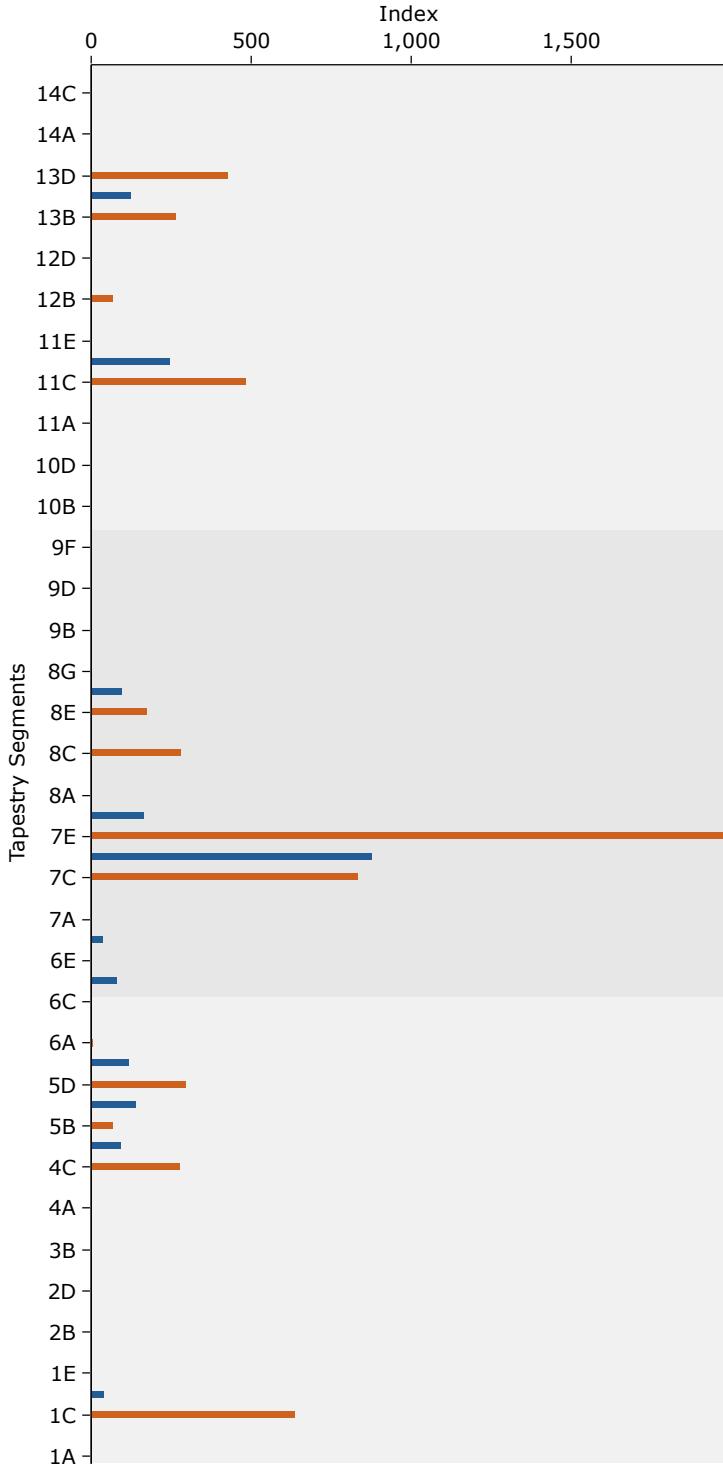
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2022 Tapestry Indexes by Households



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
Total:	18,846	100.0%		41,490	100.0%	
1. Affluent Estates	2,740	14.5%	148	5,950	14.3%	133
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
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	1,452	7.7%	99	3,550	8.6%	105
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
5. GenXurban	3,079	16.3%	146	6,461	15.6%	143
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
6. Cozy Country Living	325	1.7%	15	747	1.8%	15
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
7. Sprouting Explorers	5,557	29.5%	194	13,290	32.0%	382
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

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	Number	Percent	Index	Number	Percent	Index
Total:	18,846	100.0%		41,490	100.0%	
8. Middle Ground	2,283	12.1%	111	4,421	10.7%	105
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
9. Senior Styles	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
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
10. Rustic Outposts	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
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,987	10.5%	168	3,889	9.4%	171
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
12. Hometown	228	1.2%	20	512	1.2%	22
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
13. Next Wave	1,195	6.3%	161	2,670	6.4%	152
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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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		
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Total:	18,846	100.0%		41,490	100.0%	
1. Principal Urban Center	814	4.3%	59	1,631	3.9%	58
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
2. Urban Periphery	8,809	46.7%	191	19,587	47.2%	271
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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Bright Young Professionals (8C)	1,301	6.9%	299	2,473	6.0%	284
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
3. Metro Cities	2,096	11.1%	61	4,318	10.4%	62
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

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	Number	Percent	Index	Number	Percent	Index
Total:	18,846	100.0%		41,490	100.0%	
4. Suburban Periphery	4,288	22.8%	71	9,233	22.3%	67
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
5. Semirural	2,688	14.3%	153	6,332	15.3%	169
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
6. Rural	151	0.8%	5	389	0.9%	6
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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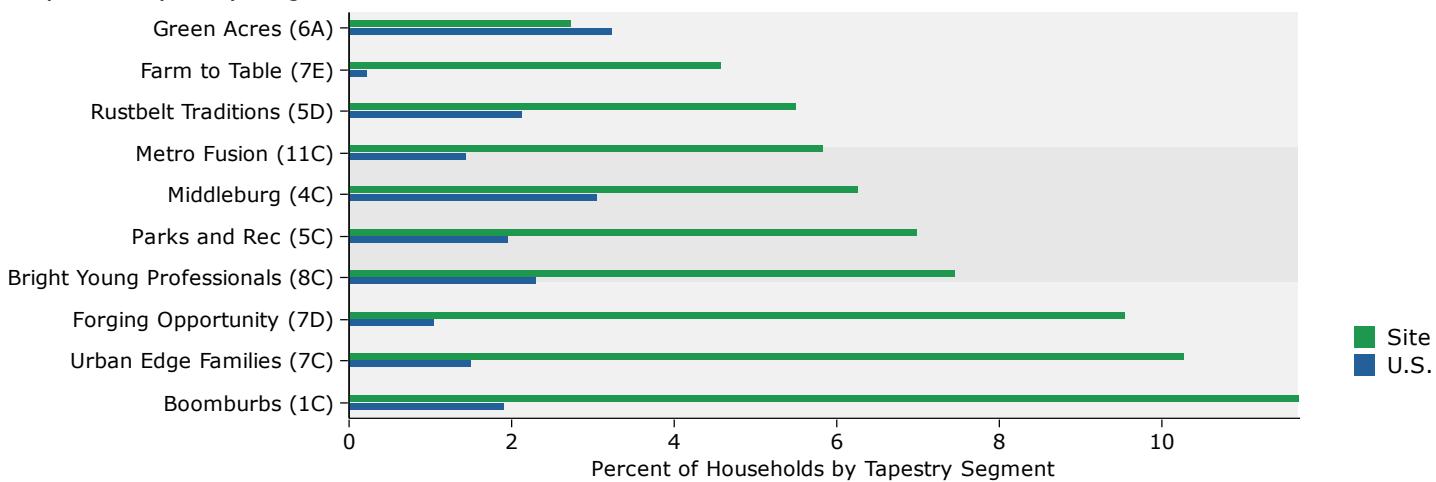
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Top Twenty Tapestry Segments

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		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
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

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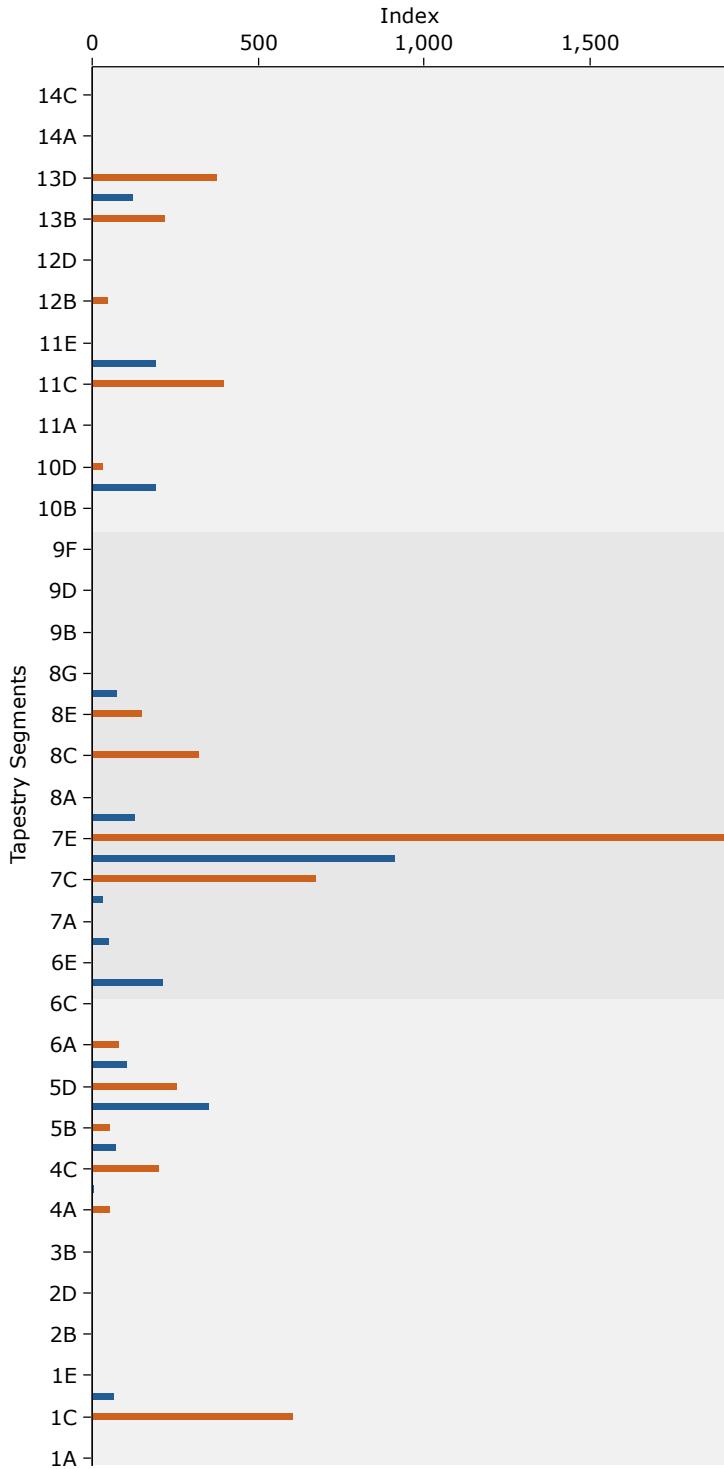


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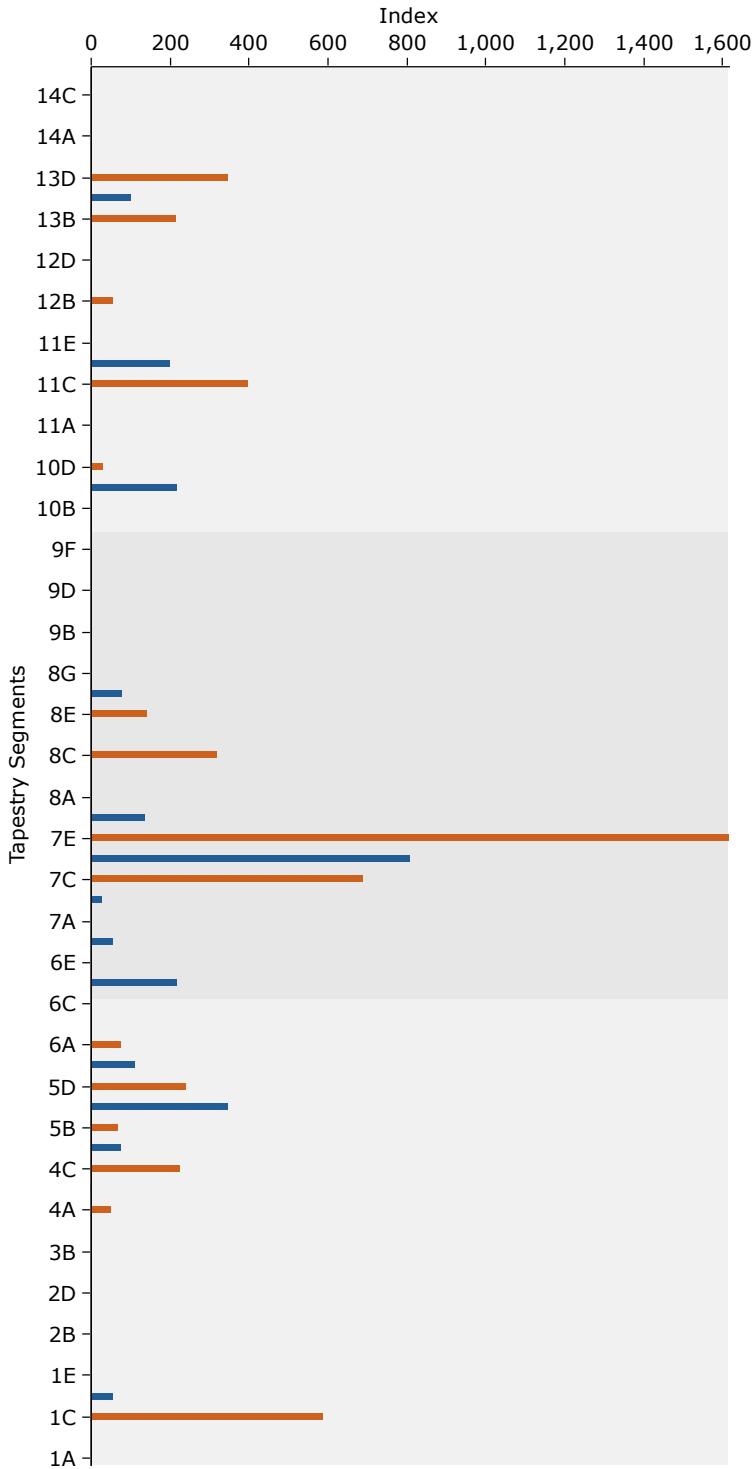
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Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	23,180	100.0%		51,168	100.0%	
1. Affluent Estates	3,205	13.8%	141	7,034	13.7%	127
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (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
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	1,865	8.0%	103	4,417	8.6%	106
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
5. GenXurban	4,231	18.3%	163	9,094	17.8%	164
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
6. Cozy Country Living	1,407	6.1%	52	3,066	6.0%	51
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
7. Sprouting Explorers	5,992	25.8%	170	14,235	27.8%	331
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
Total:	23,180	100.0%		51,168	100.0%	
8. Middle Ground	2,713	11.7%	108	5,389	10.5%	104
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
9. Senior Styles	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
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
10. Rustic Outposts	356	1.5%	19	856	1.7%	21
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
11. Midtown Singles	1,987	8.6%	136	3,889	7.6%	139
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
12. Hometown	229	1.0%	17	518	1.0%	18
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
13. Next Wave	1,195	5.2%	131	2,670	5.2%	123
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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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
Total:	23,180	100.0%		51,168	100.0%	
1. Principal Urban Center	814	3.5%	48	1,631	3.2%	47
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
2. Urban Periphery	9,674	41.7%	170	21,500	42.0%	241
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
3. Metro Cities	2,143	9.2%	51	4,455	8.7%	52
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
Total:	23,180	100.0%		51,168	100.0%	
4. Suburban Periphery	6,272	27.1%	85	13,686	26.7%	80
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
5. Semirural	2,884	12.4%	133	6,798	13.3%	147
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
6. Rural	1,393	6.0%	37	3,098	6.1%	37
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

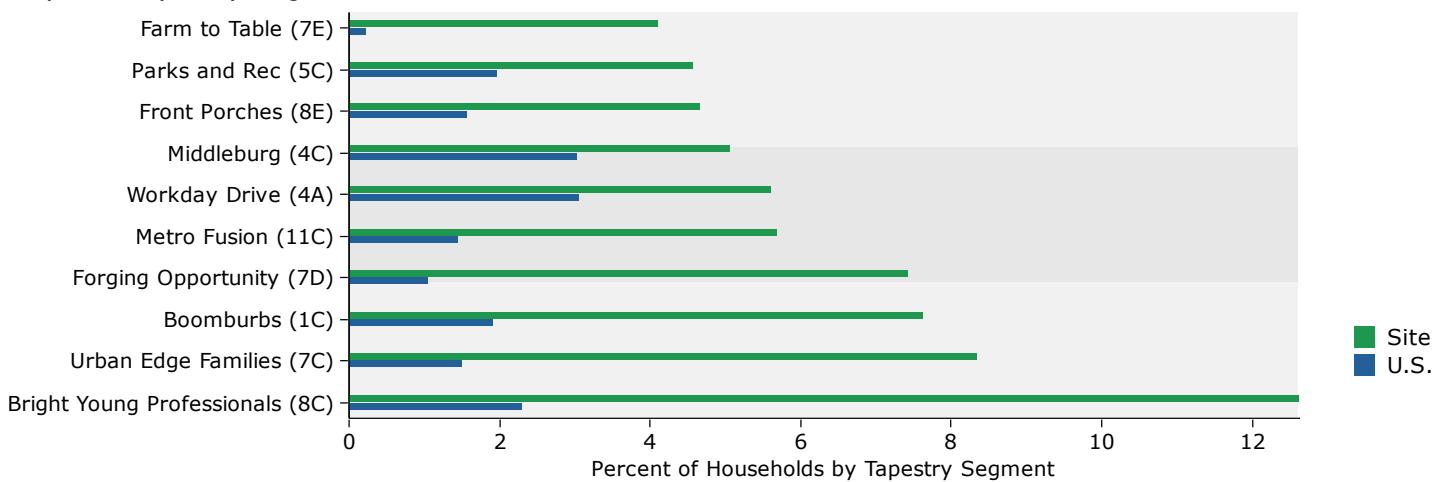
140 N 12th Ave, Hanford, California, 93230
Ring: 10 mile radius

Prepared by Esri
Latitude: 36.32373
Longitude: -119.67641

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
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

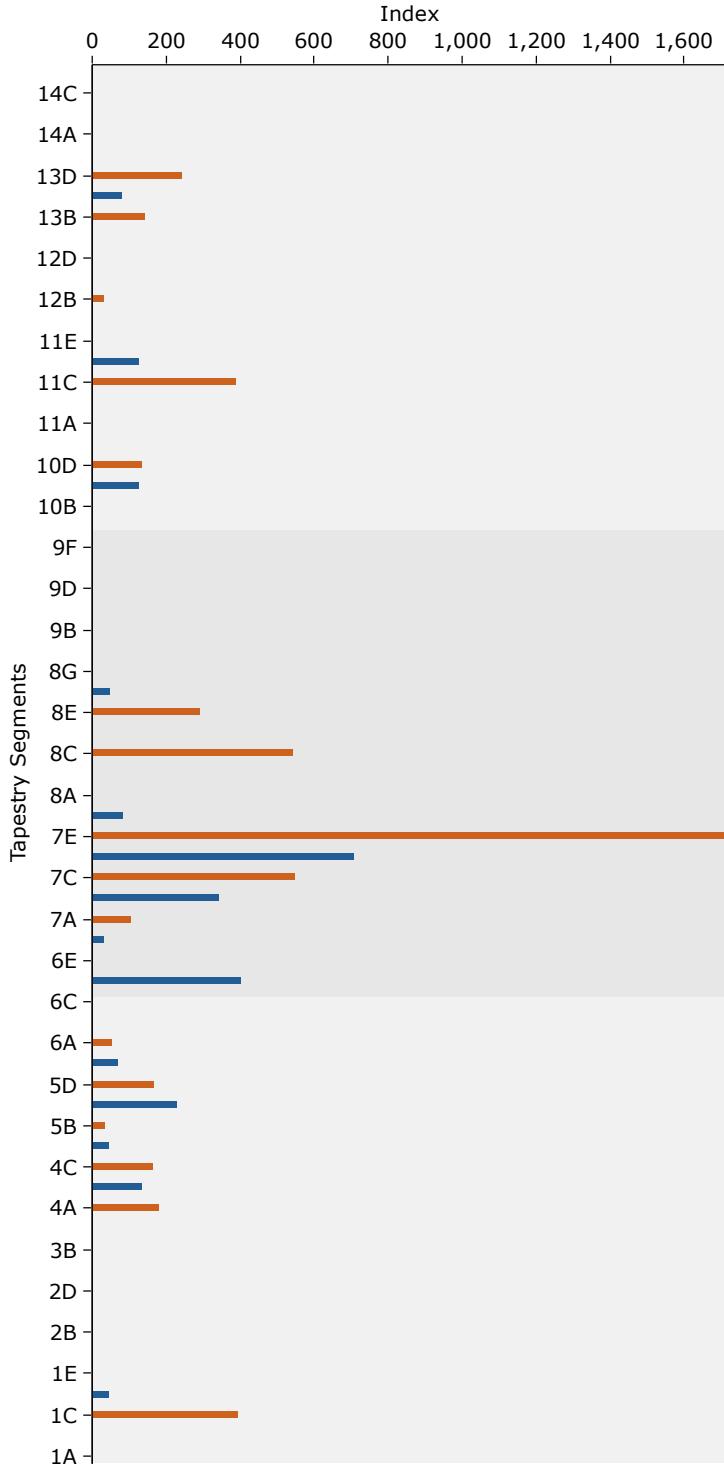


Tapestry Segmentation Area Profile

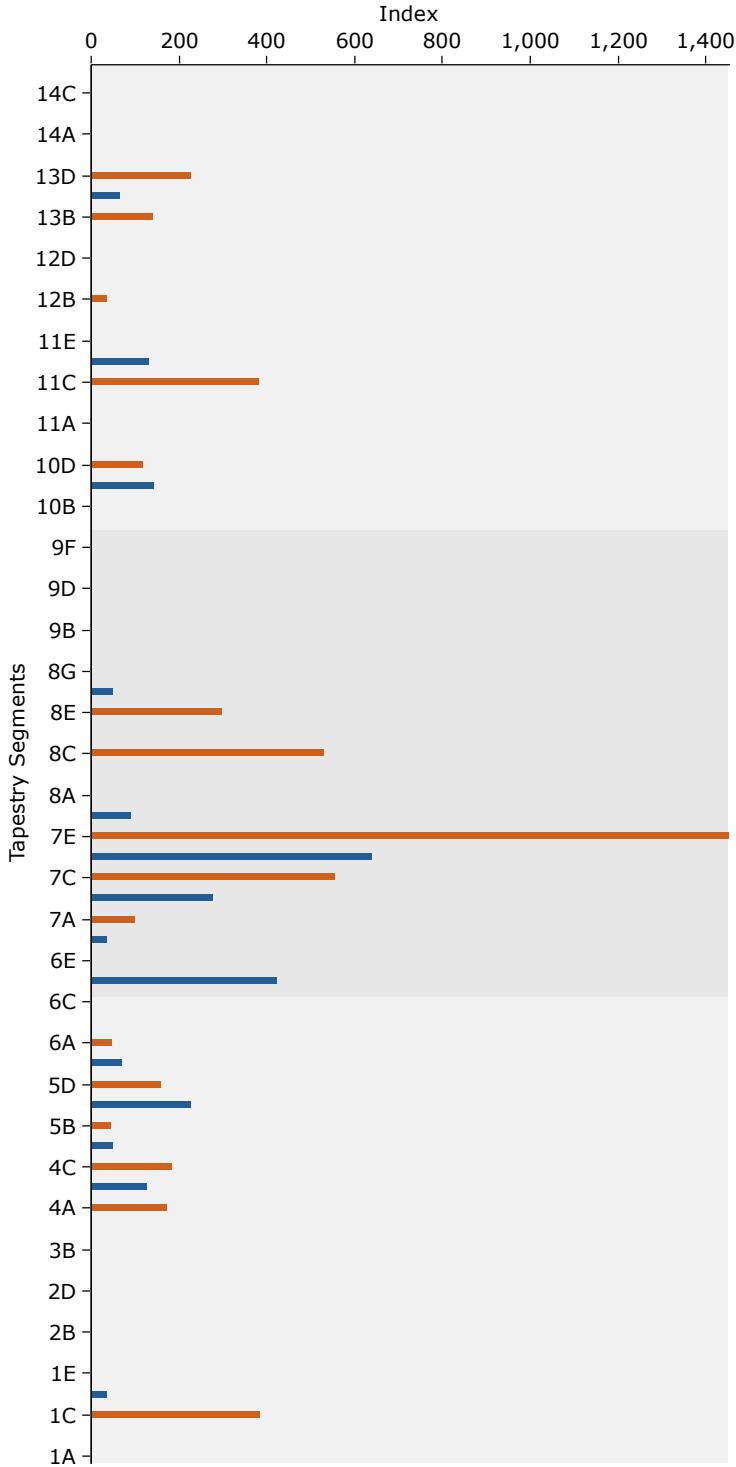
140 N 12th Ave, Hanford, California, 93230
Ring: 10 mile radius

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

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
Total:	35,515	100.0%		77,881	100.0%	
1. Affluent Estates	3,205	9.0%	92	7,034	9.0%	84
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
2. Upscale Avenues	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
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
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
4. Family Landscapes	4,613	13.0%	167	10,710	13.8%	169
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
5. GenXurban	4,231	11.9%	107	9,094	11.7%	108
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
6. Cozy Country Living	2,330	6.6%	56	5,188	6.7%	57
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
7. Sprouting Explorers	9,661	27.2%	179	22,652	29.1%	347
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

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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
Longitude: -119.67641

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,515	100.0%		77,881	100.0%	
8. Middle Ground	6,566	18.5%	170	13,098	16.8%	165
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
9. Senior Styles	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
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
10. Rustic Outposts	826	2.3%	29	1,750	2.2%	28
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
11. Midtown Singles	2,659	7.5%	119	5,167	6.6%	121
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
12. Hometown	229	0.6%	11	518	0.7%	12
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
13. Next Wave	1,195	3.4%	86	2,670	3.4%	81
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
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
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
Total:	35,515	100.0%		77,881	100.0%	
1. Principal Urban Center	814	2.3%	31	1,631	2.1%	31
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
2. Urban Periphery	15,309	43.1%	176	33,270	42.7%	245
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
3. Metro Cities	3,239	9.1%	50	6,896	8.9%	53
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

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Ring: 10 mile radius

Prepared by Esri

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Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,515	100.0%		77,881	100.0%	
4. Suburban Periphery	9,738	27.4%	86	21,379	27.5%	82
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
5. Semirural	4,099	11.5%	124	9,485	12.2%	134
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
6. Rural	2,316	6.5%	40	5,220	6.7%	41
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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