



# In Style

114 Watson Ln, Las Cruces, New Mexico, 88005 3

Drive time of 5 minutes



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

## DOMINANT TAPESTRY SEGMENT



2,218 households are *In Style*

37.5% of households are in this segment

**In Style:** *GenXurban LifeMode*

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

[Learn more...](#)

## ABOUT THIS SEGMENT



Homes integral part of their style. Invest in home remodeling and maintenance, DIY or contractors. Housekeeping is hired.



Attentive to price, they use coupons,. Partial to late model and compact SUVs. Generous with support of various charities and causes.



Affluent market with income supplemented by investments and a substantial net worth. Actively support the arts, theater, and museums.



Prefer organic foods, including growing their own vegetables.



Connected and knowledgeable, they carry smartphones and use many of the features.

## ABOUT THIS AREA

**Household Type:**  
Single Family

**Employment:**  
Prof; Mgmt

**Median Age:**  
29.8

**Median Household Income:**  
\$38,613

**Education:**  
44.7% have a college degree



## KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

14,764

Population

5,911

Households

2.39

Avg Size  
Household

45

Wealth  
Index

83

Housing  
Affordability

83

Diversity  
Index

\$220,533

Median Home  
Value

0.61%

Forecasted Annual  
Growth Rate



# In Style

114 Watson Ln, Las Cruces, New Mexico, 88005 3

Drive time of 5 minutes



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](https://esri.com/tapestry)

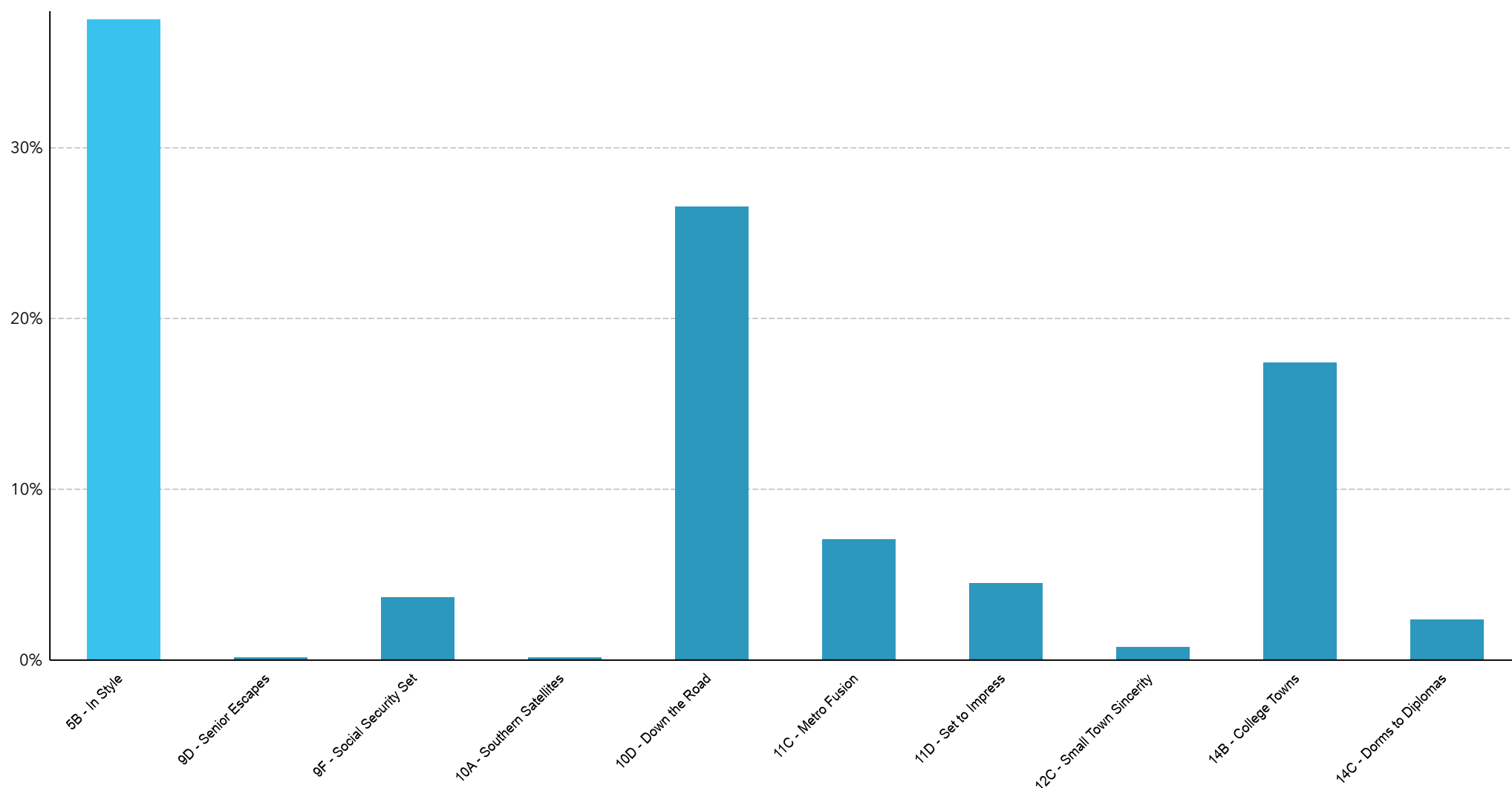
## TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



5,911 total households in this area

2,218 households in *In Style* - 37.5%





# Key Demographic Indicators

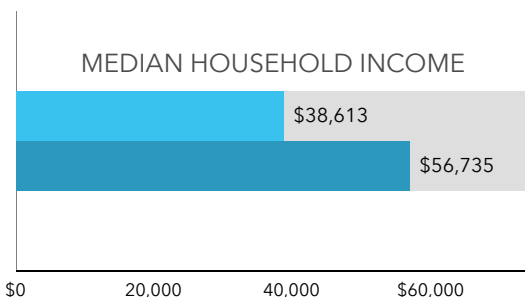
114 Watson Ln, Las Cruces, New Mexico, 88005 3

Drive time of 5 minutes



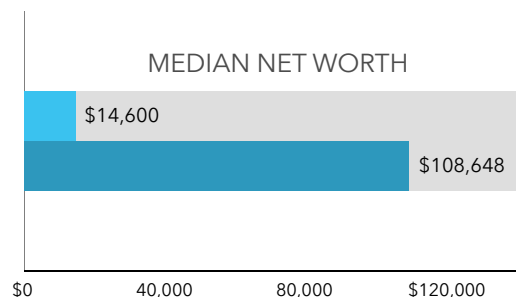
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.



Bars show comparison to

New Mexico

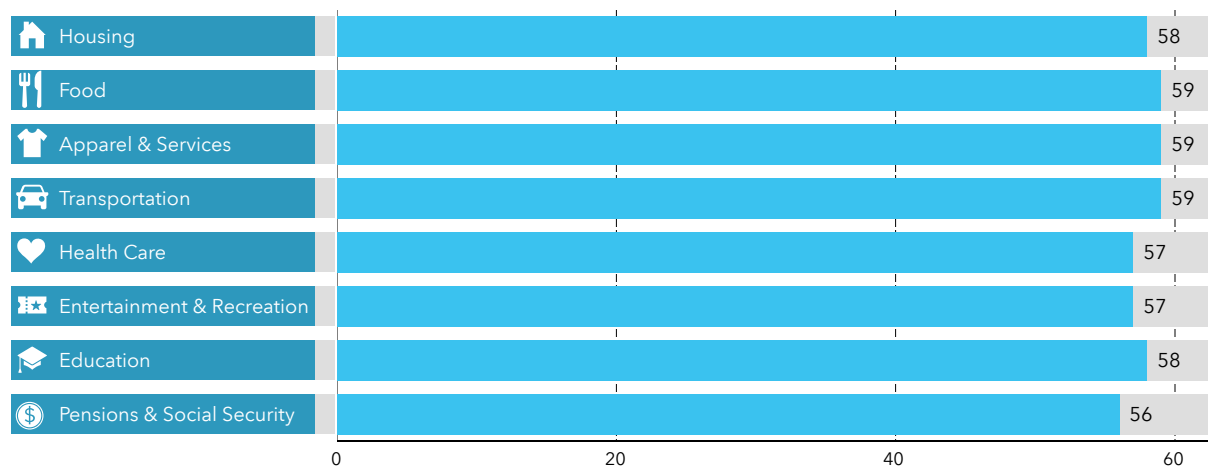


Bars show comparison to

New Mexico

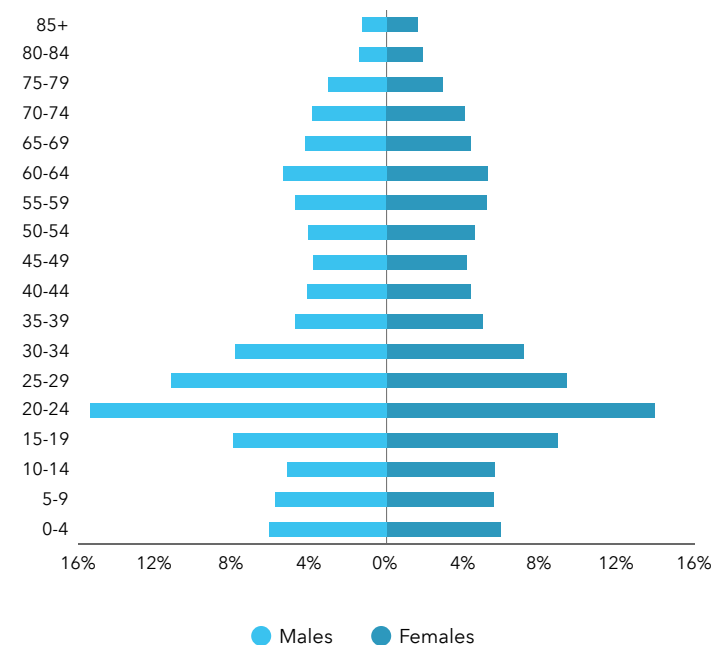
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



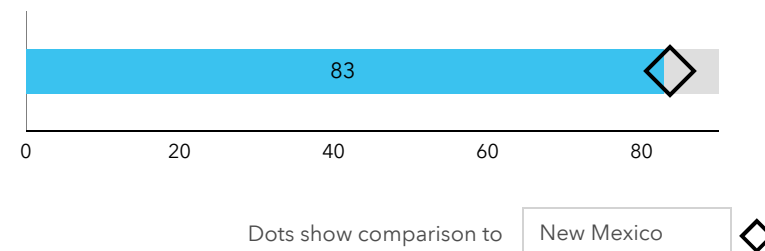
## AGE BY SEX

Median Age: 29.8



## DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).





# Key Demographic Indicators

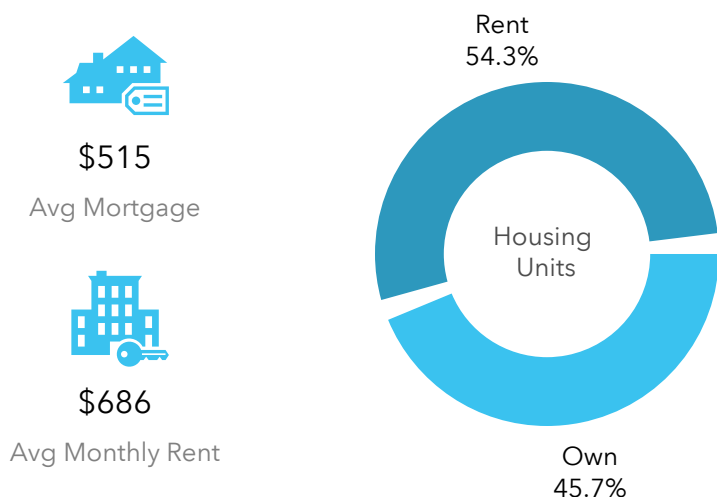
114 Watson Ln, Las Cruces, New Mexico, 88005 3

Drive time of 5 minutes



## HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

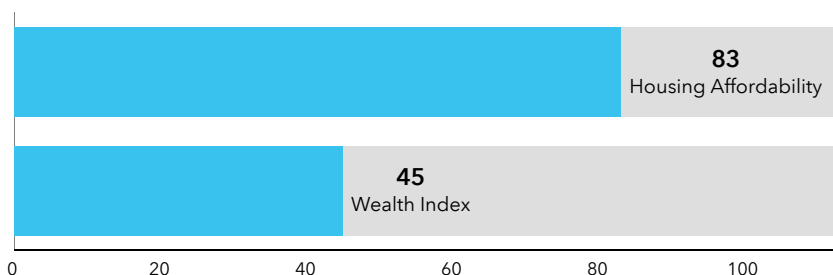


**Typical Household Type:** Single Family

**Median Home Value:** \$220,533

## ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



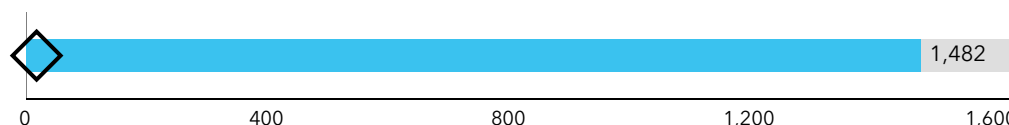
## LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2016-2020).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,876	6,636	1,174	9,686
Spanish	372	2,922	742	4,036
Spanish & English Well	372	2,600	659	3,631
Spanish & English Not Well	0	199	70	269
Indo-European	0	337	40	377
Indo-European & English Well	0	337	34	371
Indo-European & English Not Well	0	0	5	5
Asian-Pacific Island	0	257	0	257
Asian-Pacific Isl & English Well	0	257	0	257
Asian-Pacific Isl & English Not Well	0	0	0	0
Other Language	0	24	30	54
Other Language & English Well	0	24	30	54
Other Language & English Not Well	0	0	0	0

## POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to

New Mexico