Las Casas

Households: 912,400
Average Household Size: 4.12
Median Age: 28.3
Median Household Income: $38,300

WHO ARE WE?
Cultural differences depict Las Casas, a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children’s apparel—and convenience—fast food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

OUR NEIGHBORHOOD
• Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast.
• Most of the housing built before 1960; 25% built before 1940.
• Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units.
• Primarily renter-occupied homes, with an average rent of $1,067 monthly.
• Family market, primarily married couples with children, but also a number of multigenerational households; average household size at 4.12.

SOCIOECONOMIC TRAITS
• More than 40% of the population was born abroad (Index 327); 25% of the households have members who speak only Spanish (Index 558).
• Unemployment is high at 7.0%; labor force participation is average (Index 98).
• They’re trendy consumers who focus on style.
• Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products.
• They use but do not rely on technology.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
AGE BY SEX (Esri data)
Median Age: 28.3 US: 38.2

RACE AND ETHNICITY (Esri data)
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).

Diversity Index: 85.4 US: 64.0

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). Household income and net worth are estimated by Esri.

INCOME AND NET WORTH

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.
MARKET PROFILE  (Consumer preferences are estimated from data by GfK MRI)

- Recent purchases reflect personal style—apparel, personal care products like hair coloring and tooth whiteners.
- Family is reflected in purchases as well—baby products and children’s apparel.
- Banking is done primarily in person; savings and debt are minimal.
- Media preferences overwhelmingly favor Spanish-language channels and websites.
- Residents are soccer fans.

POPSUS
Las Casas

Housing
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

Ownership
- Home Ownership
  - Own: 35.7%
  - Rent: 64.3%

Typical Housing:
- Single Family; Multi-Unit Rentals

Average Rent:
- $1,067
  - US Average: $1,038

ESRI INDEXES
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
- 39

Socioeconomic Status Index
- 71

Housing Affordability Index
- 68
SEGMENT DENSITY

This map illustrates the density and distribution of the Las Casas Tapestry Segment by households.