

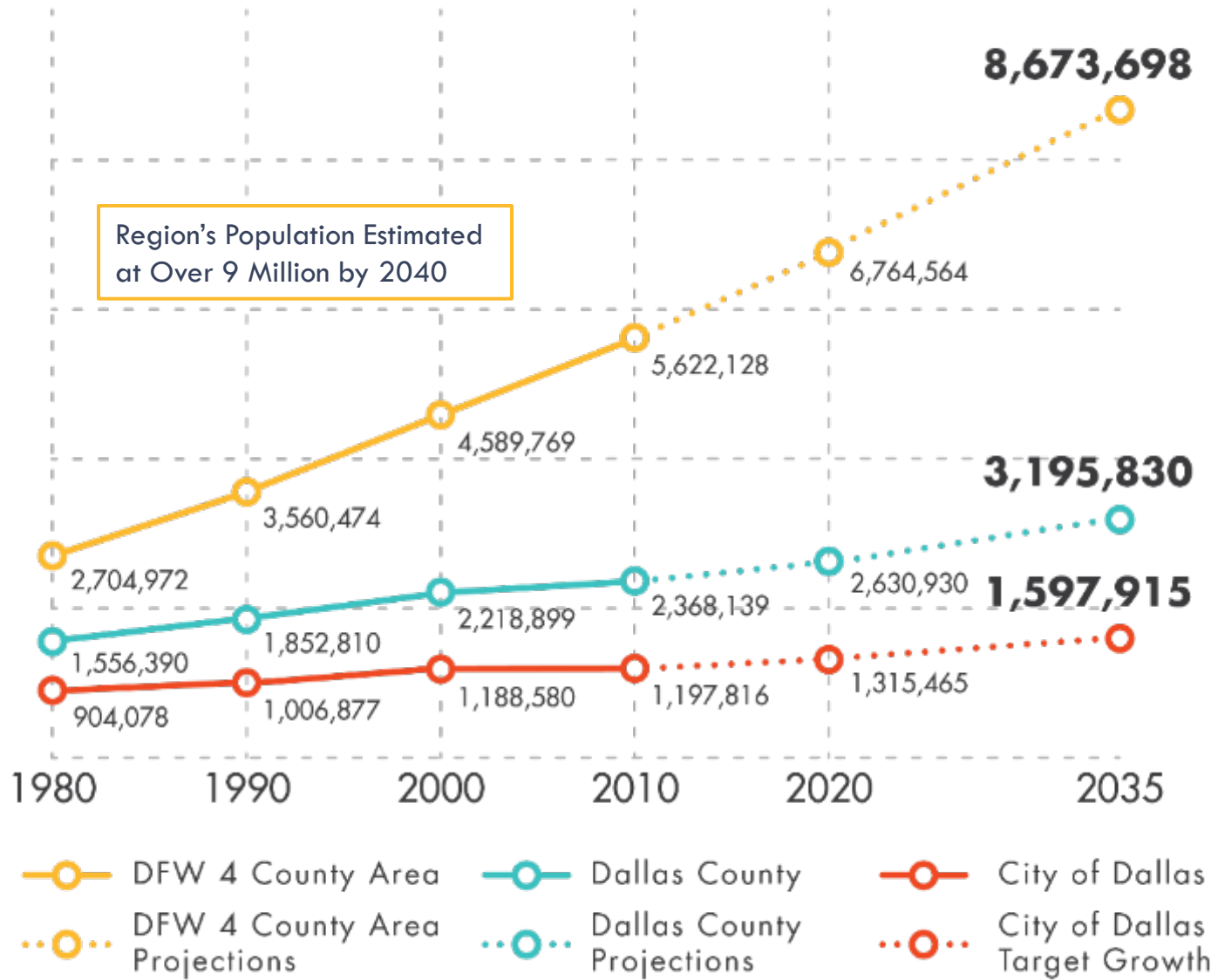
# Demographics And Psychographics of the Dallas- Ft. Worth Metroplex

- Regional Day
- October 28, 2015

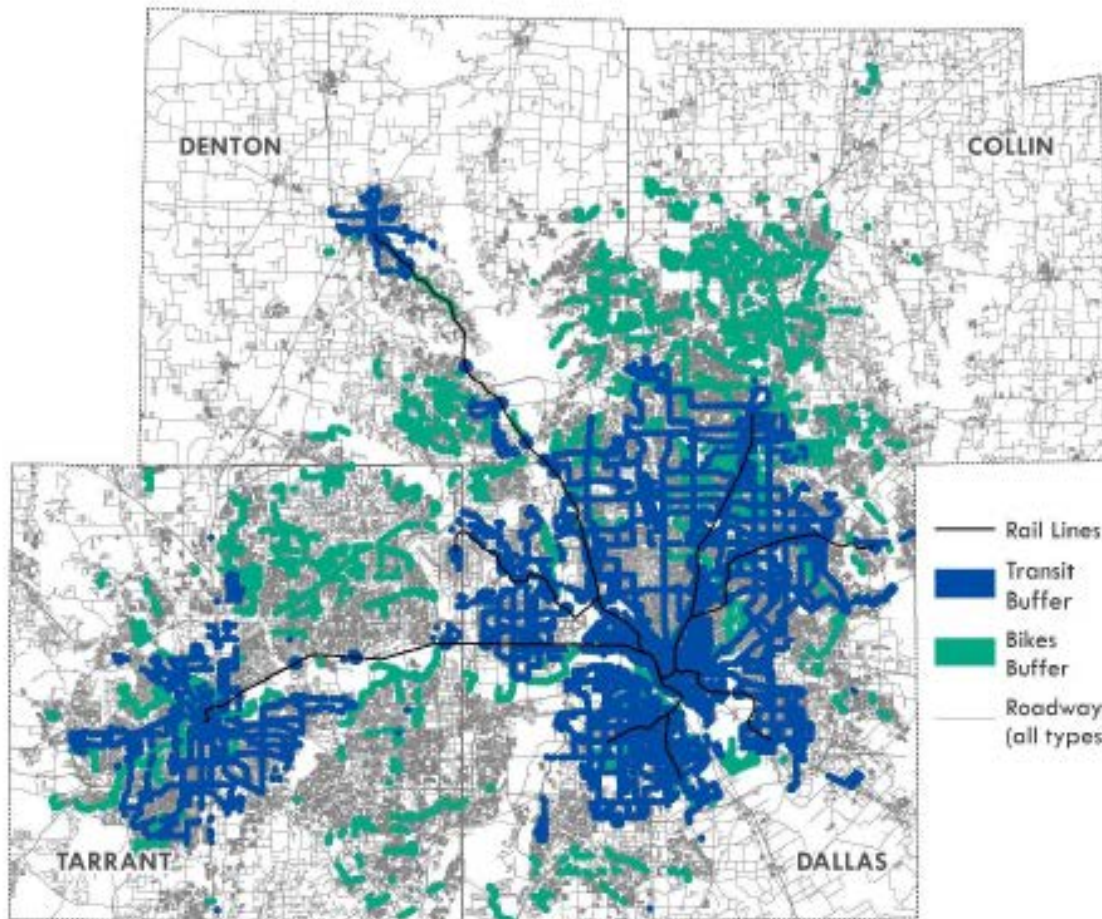


[www.frego.com](http://www.frego.com)

# Population Growth Targets



# How well is it all connected?

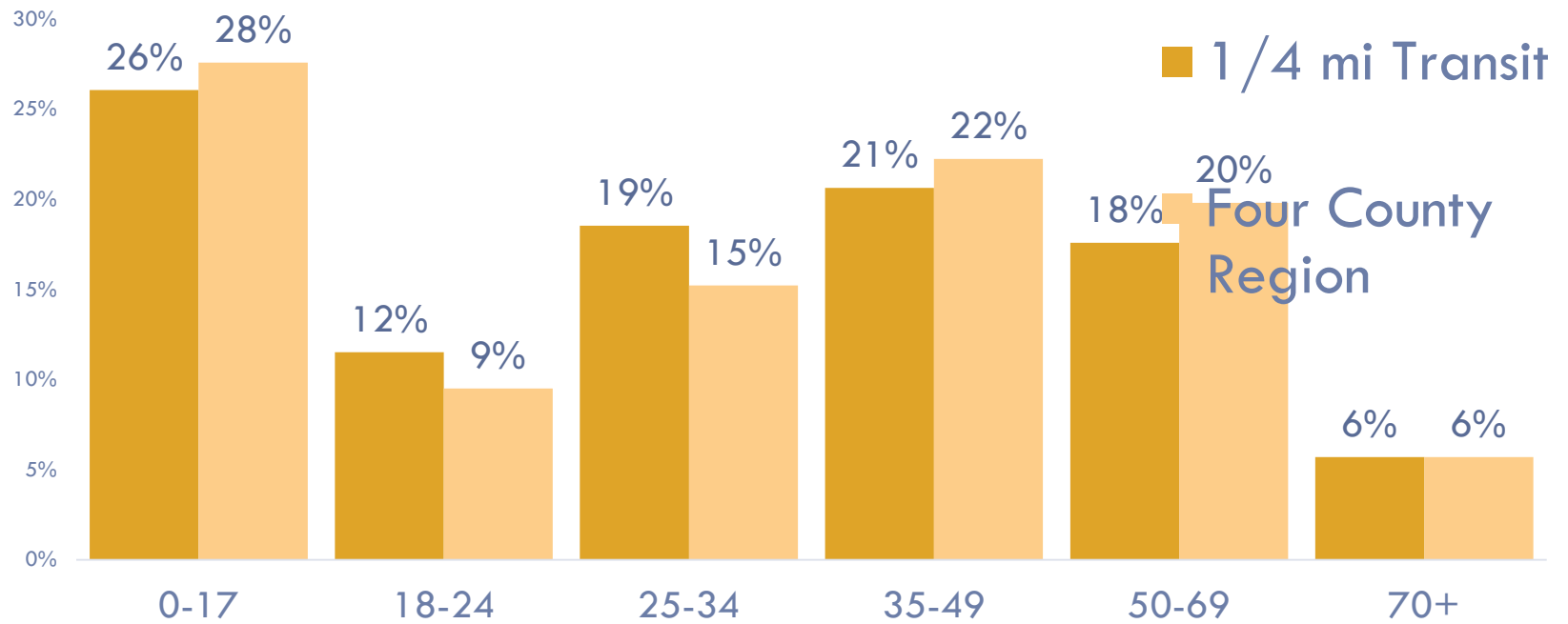


Connections Compared by Mode

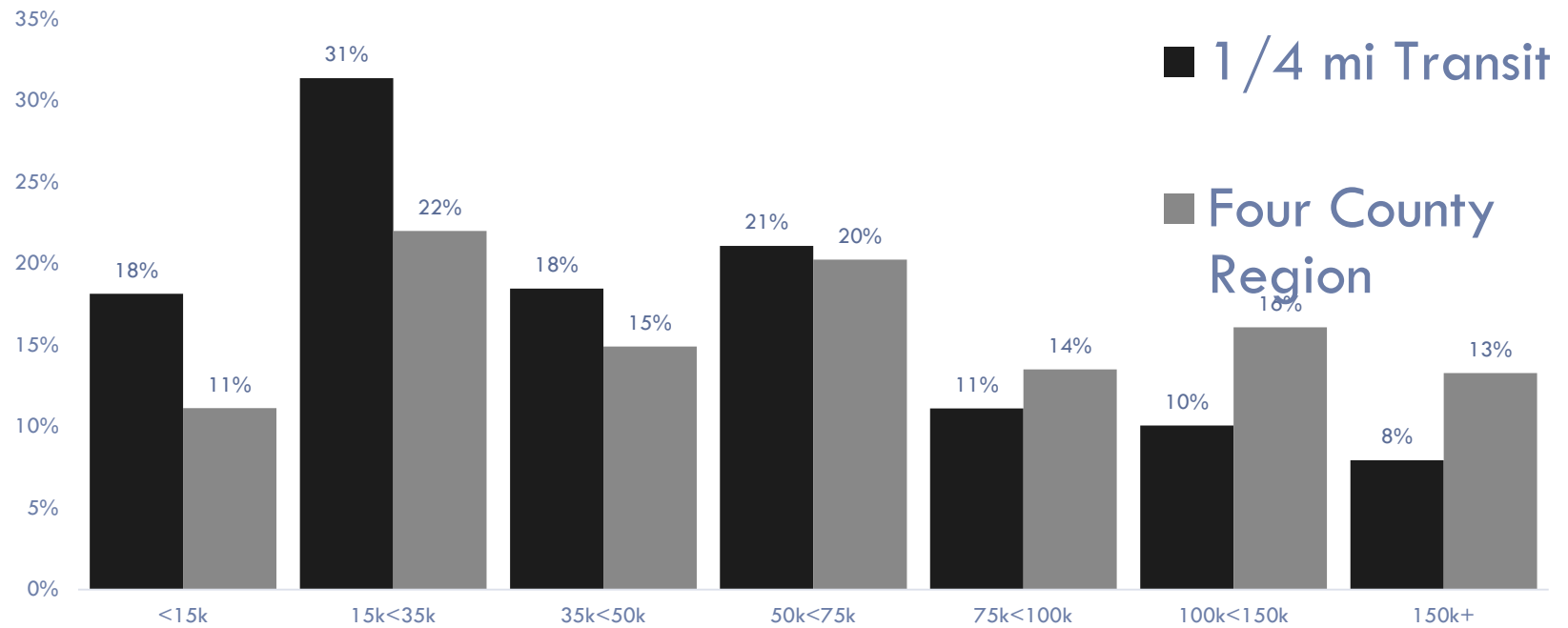
	Roads	Transit	Bikes
<b>Population</b>	100%	51%	49%
<b>Living Wage Jobs</b>	100%	63%	22%
<b>Affordable Housing Units</b>	100%	65%	38%
<b>Hospitals and Medical</b>	100%	51%	27%

Data Source: NCTCOG GIS layers, DART, The T, and DCTA General Transit Feed Specification Data

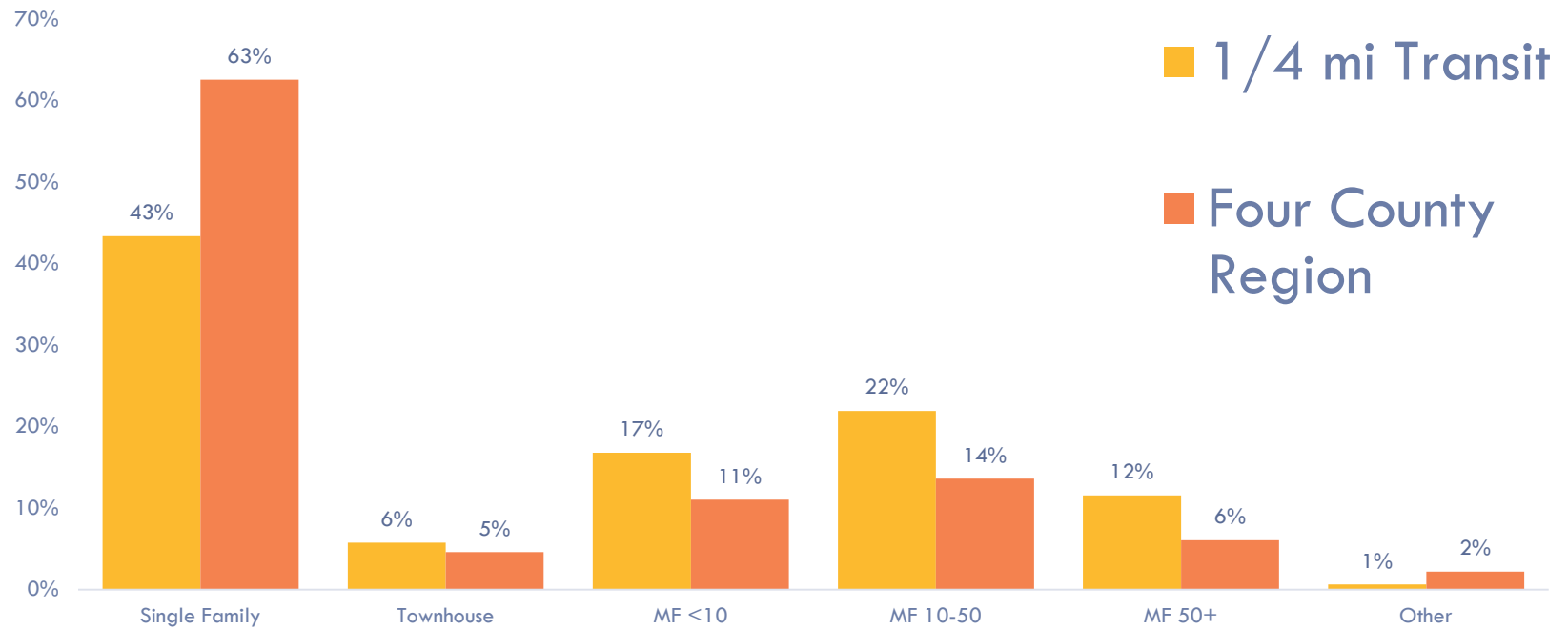
# Age



# Income



# Housing



# What are Psychographics?

U.S. households are divided into 67 distinctive segments based on their socioeconomic and demographic composition



## 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 Eno. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$174,000

US Median: \$172,000





### Demographic Overview

- Married
- Age 25-34
- Household Income \$70K+



### Psychographic Overview

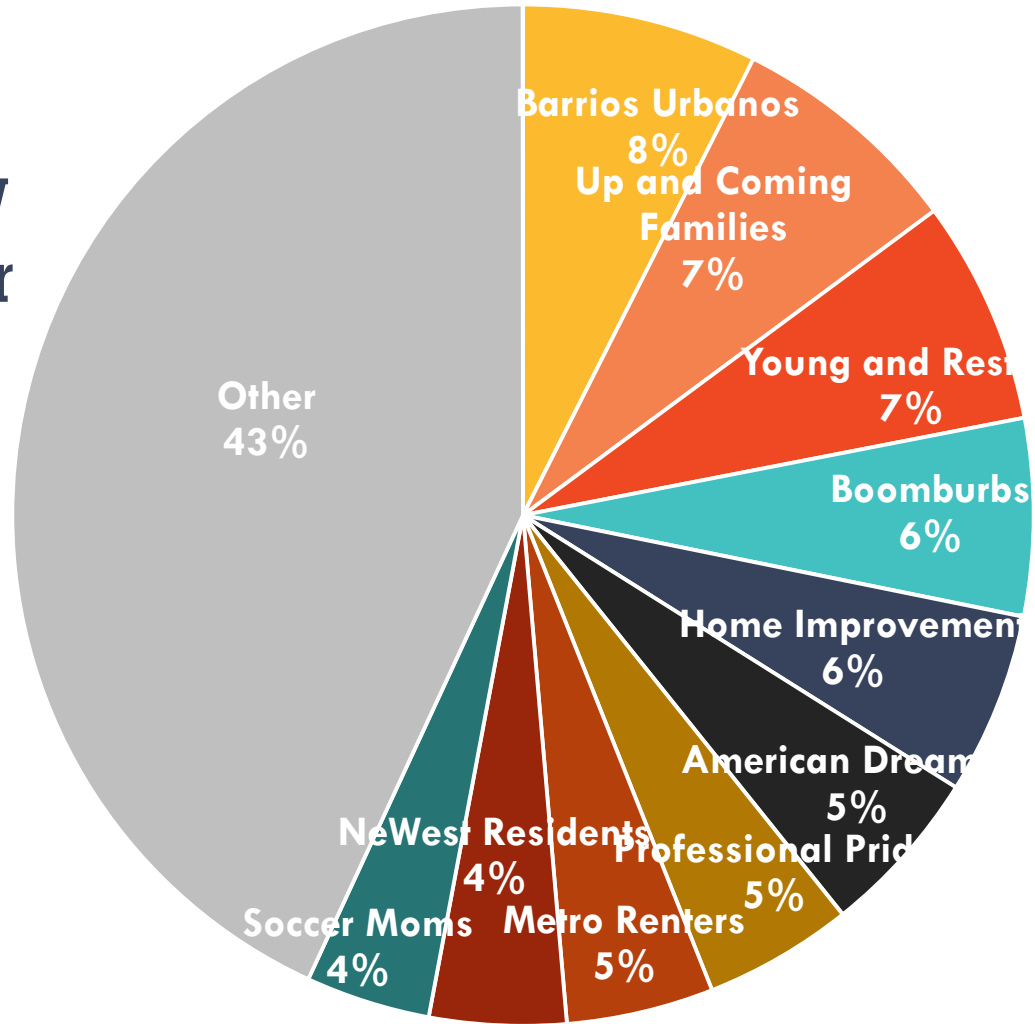
- Spends \$1,500+/mo online
- Lives 1,000 + miles from parents and in-laws
- Tech-savvy, with a preference towards Apple products
- Travels extensively
- Lives an active lifestyle with sports and aerobics

### Psychographic Overview

- Spends \$1,000+/mo at Walmart.
- Caring for an elderly parent
- Has a big screen TV, watches sports
- NASCAR Fan
- Likes to bowl



# Top Tapestry Segments for the Region



# Dominant Groups in the Region

- 18% Young Diverse Families  
Barrios Urbanos, NeWest Residents, Las Casas, American Dreamers
- 19% New Suburban Families  
Up&Coming Families, Boomburbs, Home Improvement
- 12% Urban Loving Millennials  
Metro Renter, Young & Restless, Laptop & Lattes
- 7% Metroplex Baby Boomers  
Top Tier, Savvy Suburbanites, Exurbanites
- 3% Hardworking Households  
Family Foundations, Traditional Living, Modest Income Households

Combined represented 59% of the Region's Households in 2013.

- ❖ Who are they and what do they like?
- ❖ What are the characteristics of these areas?

## Young Diverse Families

### □ Barrios Urbanos; NeWest Residents; Las Casas; American Dreamers

18% of the Region (362,623 households in 2013)

- Families with kids, often multigenerational
- Younger families newer to the city live mostly in apartments
- Others prefer single family homes - some as renters
- Own cars but frequently carpool
- Love soccer, favor energy drinks, spend on diapers, furniture, magazines, keeping up personal style



# New Suburban Households

## □ Up and Coming Families; Boomburbs; Home Improvement

19% of the Region (398,353 households in 2013)

- Younger and more mobile and ethnically diverse than the previous generation
- Moderate education, low unemployment, with most households having 2 or more workers
- New families in new housing on the suburban periphery of large metro areas
- Buy the latest technology, still furnishing their homes and already remodeling, like gardening but contract out to save time



## Urban Loving Millennials

### □ Metro Renters; Young&Restless; Laptops&Lattes

12% of the Region ( 249,187 households in 2013)

- Singles - active online social networkers, quick to buy newest gadgets
- Renters - typically in large apartment complexes
- Well educated - with medium to well paying jobs
- Environmentally conscious - less likely to own a vehicle
- Shop at Trader Joe's and Whole Foods



# Metroplex Baby Boomers

## □ Savvy Suburbanites, Top Tier, and Exurbanites

7% of the Region (135,483 households in 2013)

- Empty nesters who typically own high value single family homes
- Like gardening and DIY home improvements
- Stay active, buy organic food and luxury cars/SUVs
- Listen to NPR, shop on the internet and rack up airline miles



# Hard Working Households

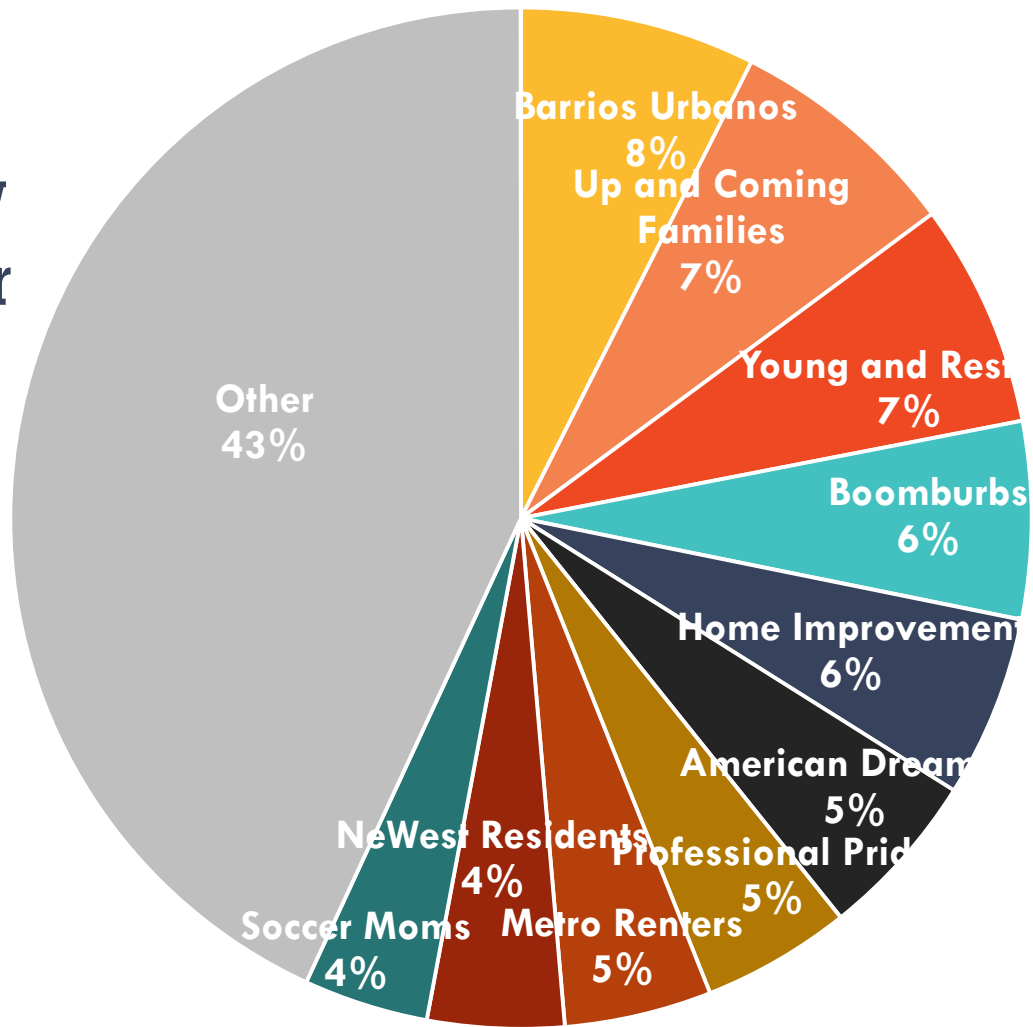
## □ Family Foundations; Traditional Living; Modest Income Households

3% of the Region (64,782 households in 2013)

- Reside in modest single family homes or rental units
- Moderate education, lower paying jobs, higher unemployment, often receive social assistance
- Disproportionately older (45 & above); single parent households
- Despite lower incomes, still want to keep their family happy and content, value style and spending money on clothes, entertainment, and home furnishings



# Top Tapestry Segments for the Region





# Psychographics for Near Transit

Young Diverse Families: 28%

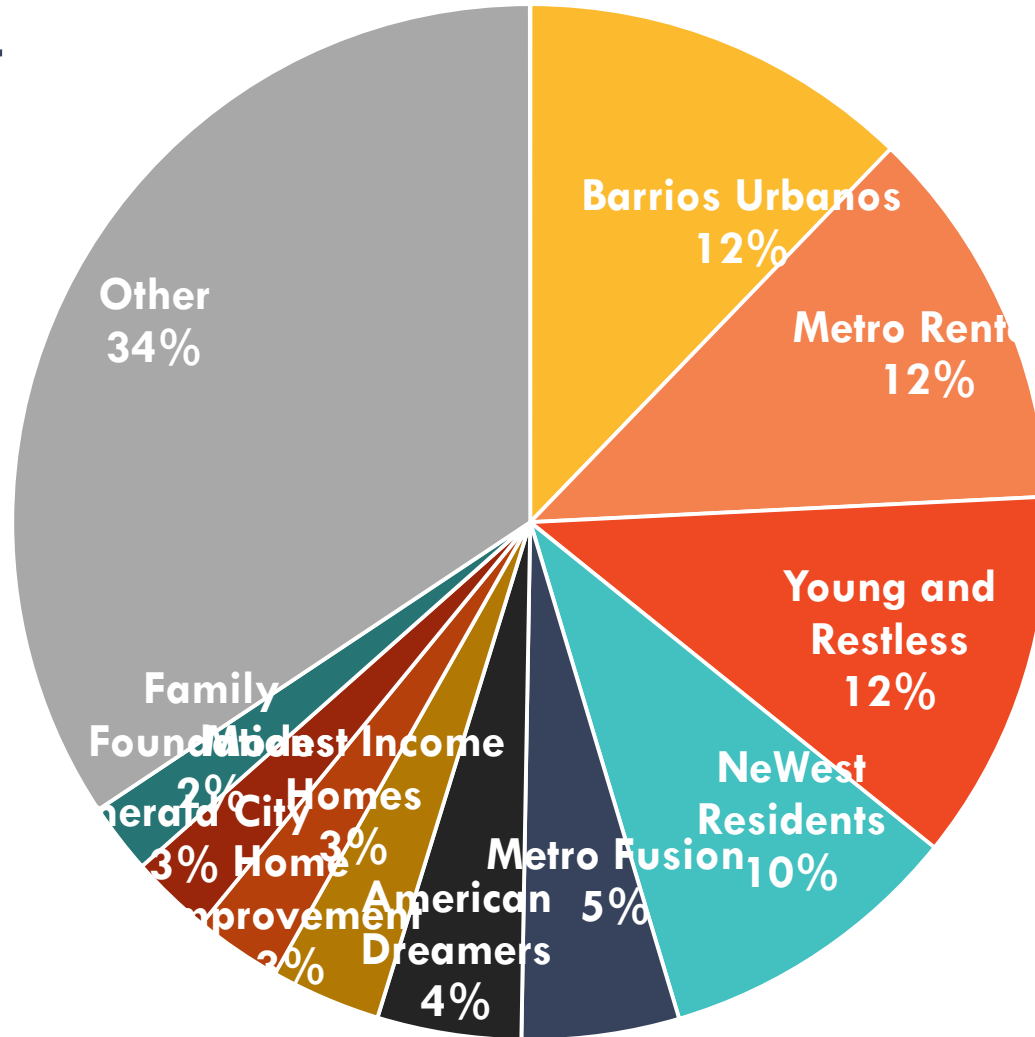
Urban Loving Millennials: 24%

Hardworking Households: 6%

New Suburban Families: 3%

Metroplex Baby Boomers: 3%

Combined: 64%



# Psychographics for City of Dallas

Young Diverse Families: 29%

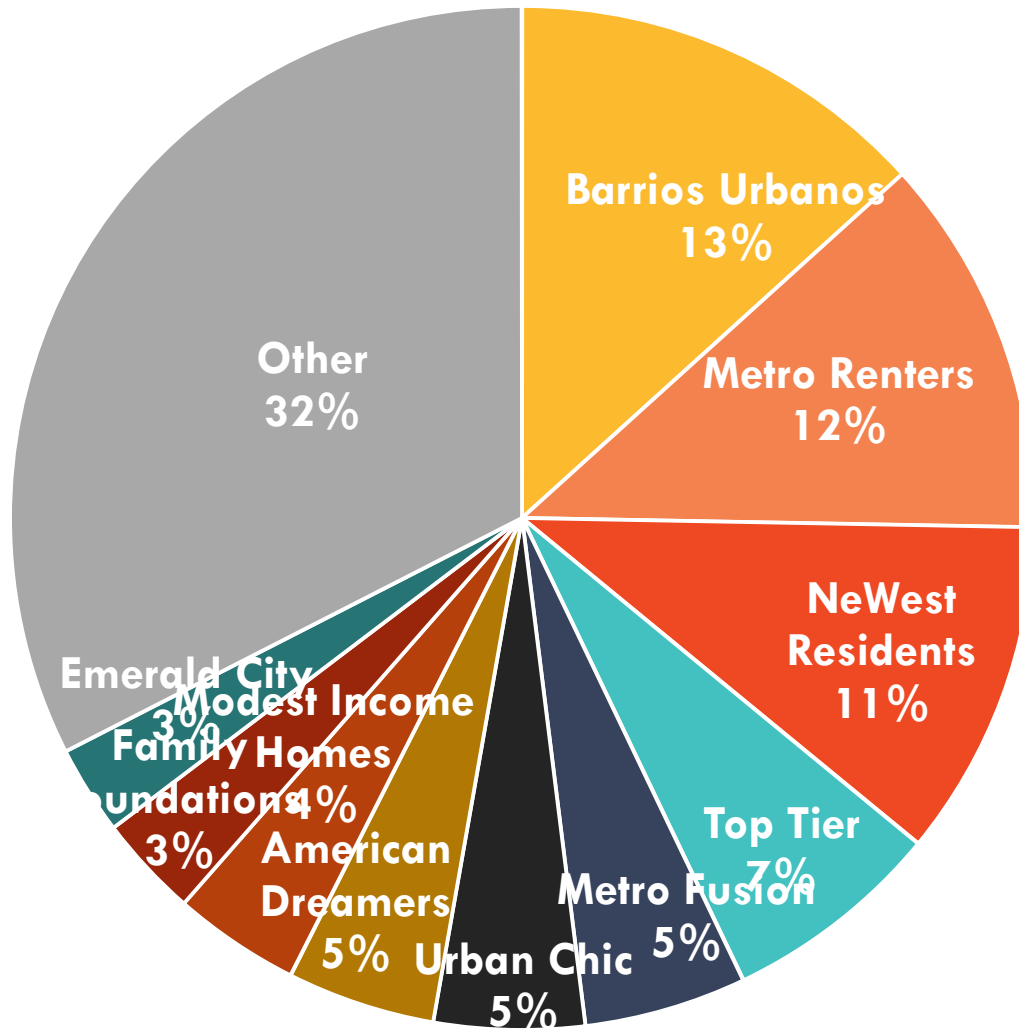
Urban Loving Millennials: 18%

Metroplex Baby Boomers: 10%

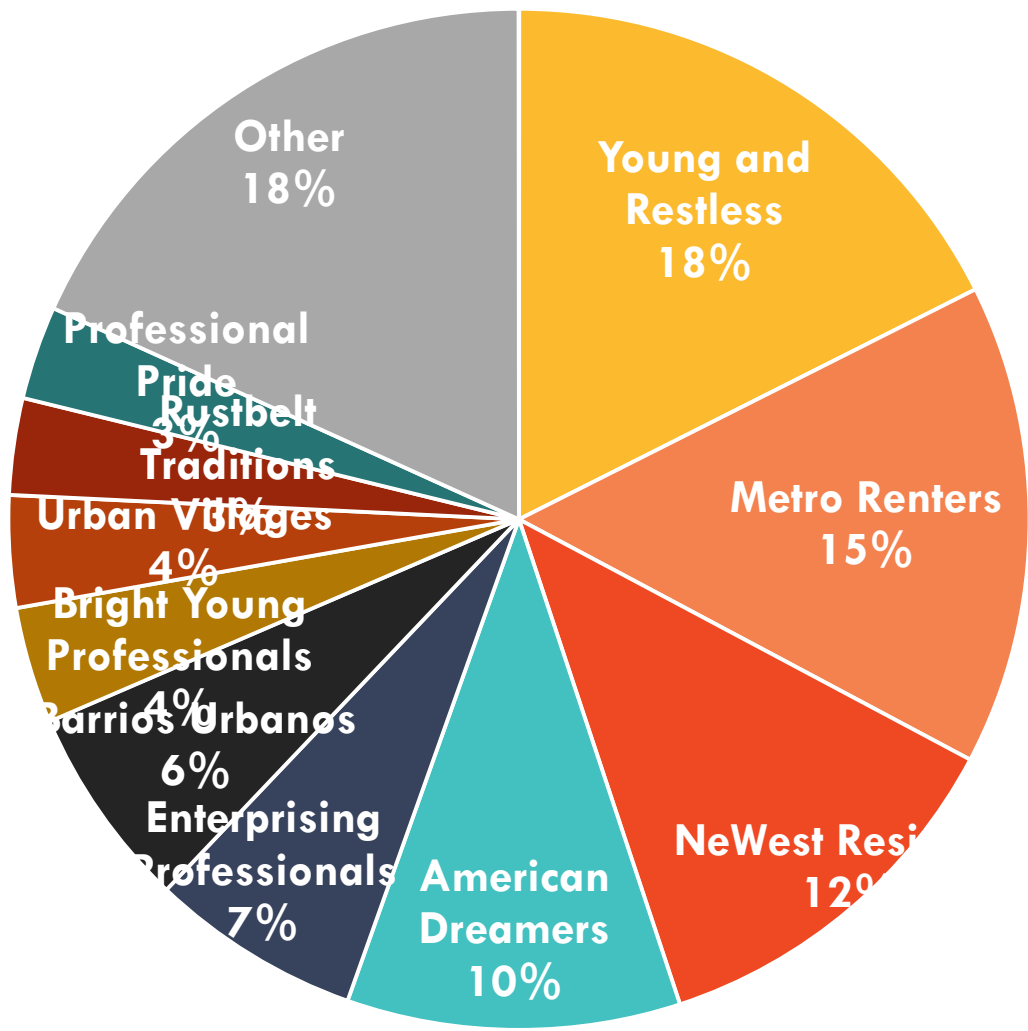
Hardworking Households: 7%

New Suburban Families: 3%

Combined: 66%



# Psychographics for City of Irving



Urban Loving Millennials: 34%

Young Diverse Families: 30%

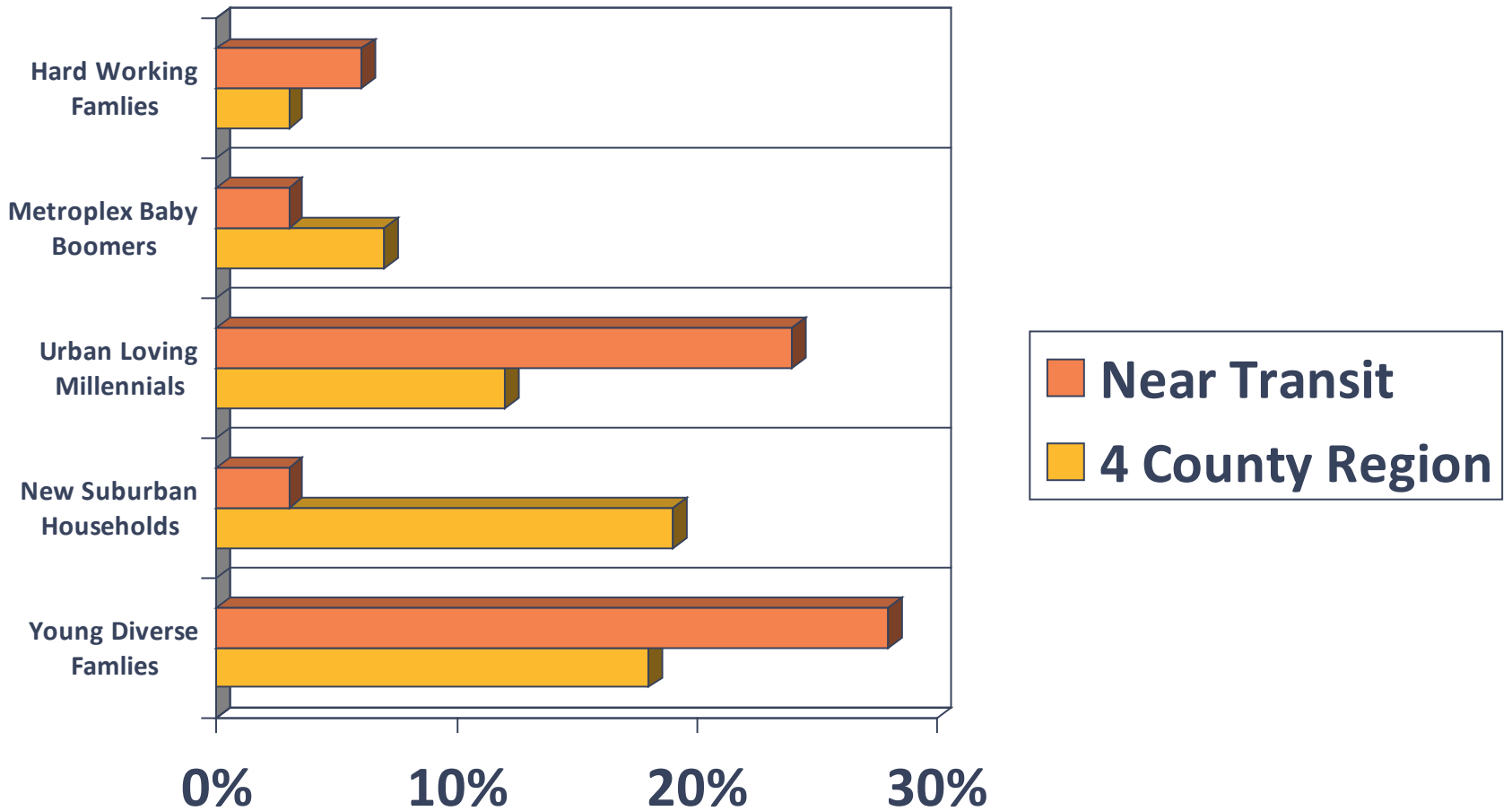
New Suburban Families: 4%

Metroplex Baby Boomers: 1%

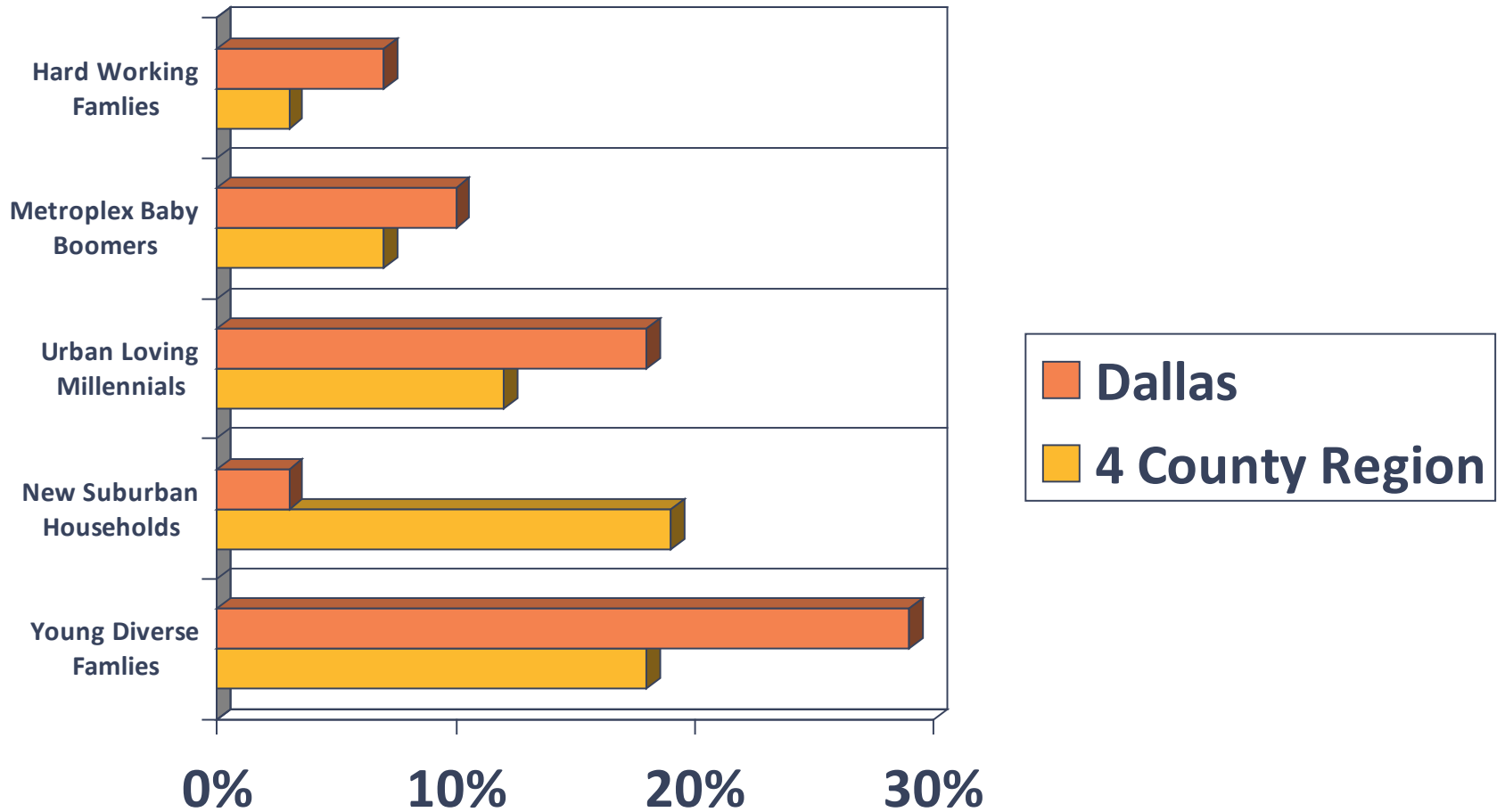
Hardworking Families: 0%

Combined: 68%

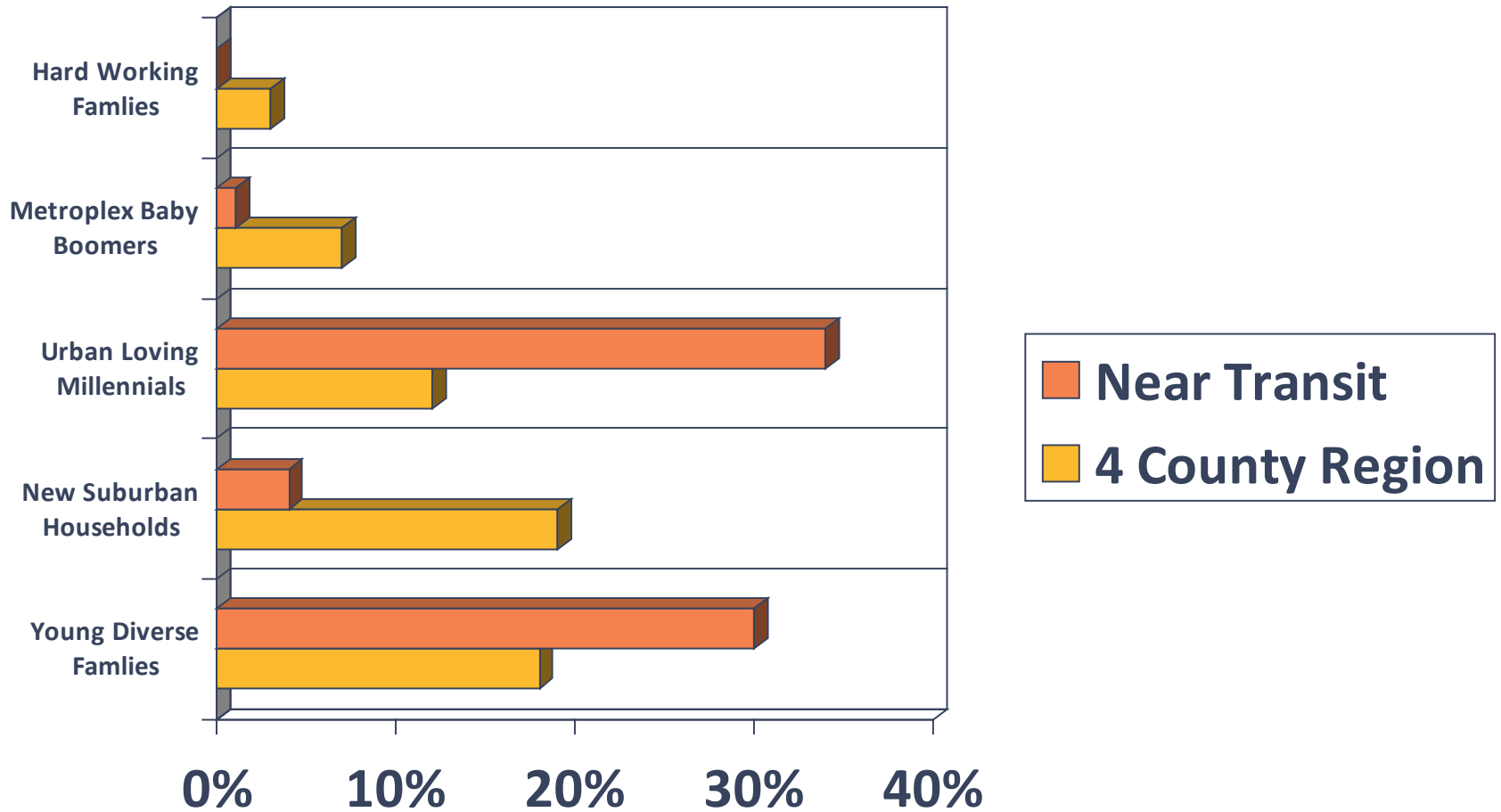
# Region Psychographics compared to Near Transit



# Region Psychographics compared to Dallas



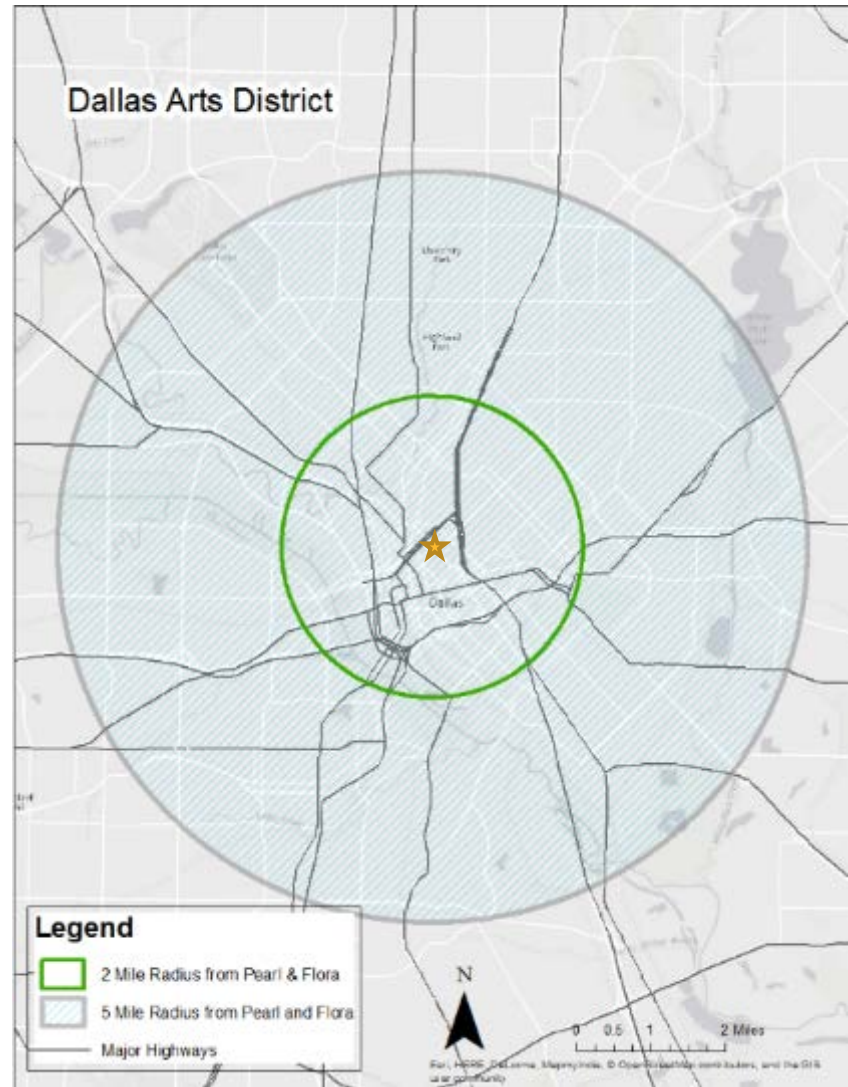
# Region Psychographics compared to Irving



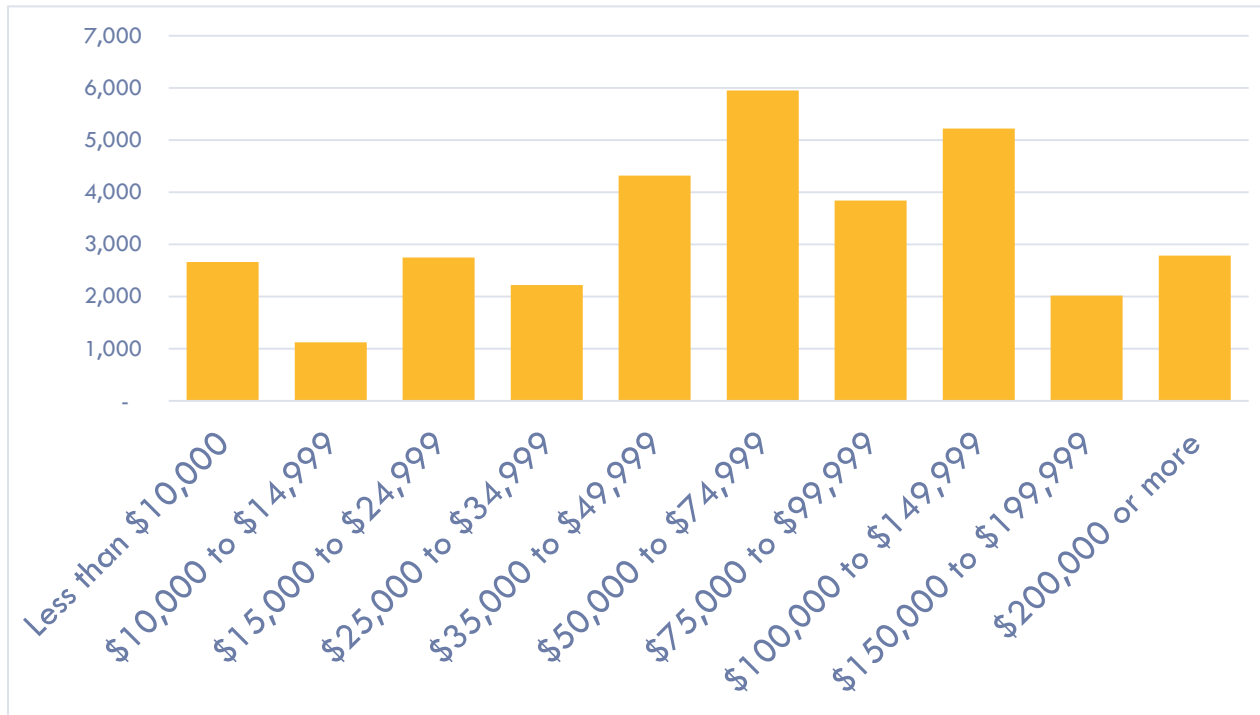
# Radius from Intersecti on of Flora/Pea

2013 Population Counts:

- 57,871 within 2 miles
- 264,044 within 5 miles

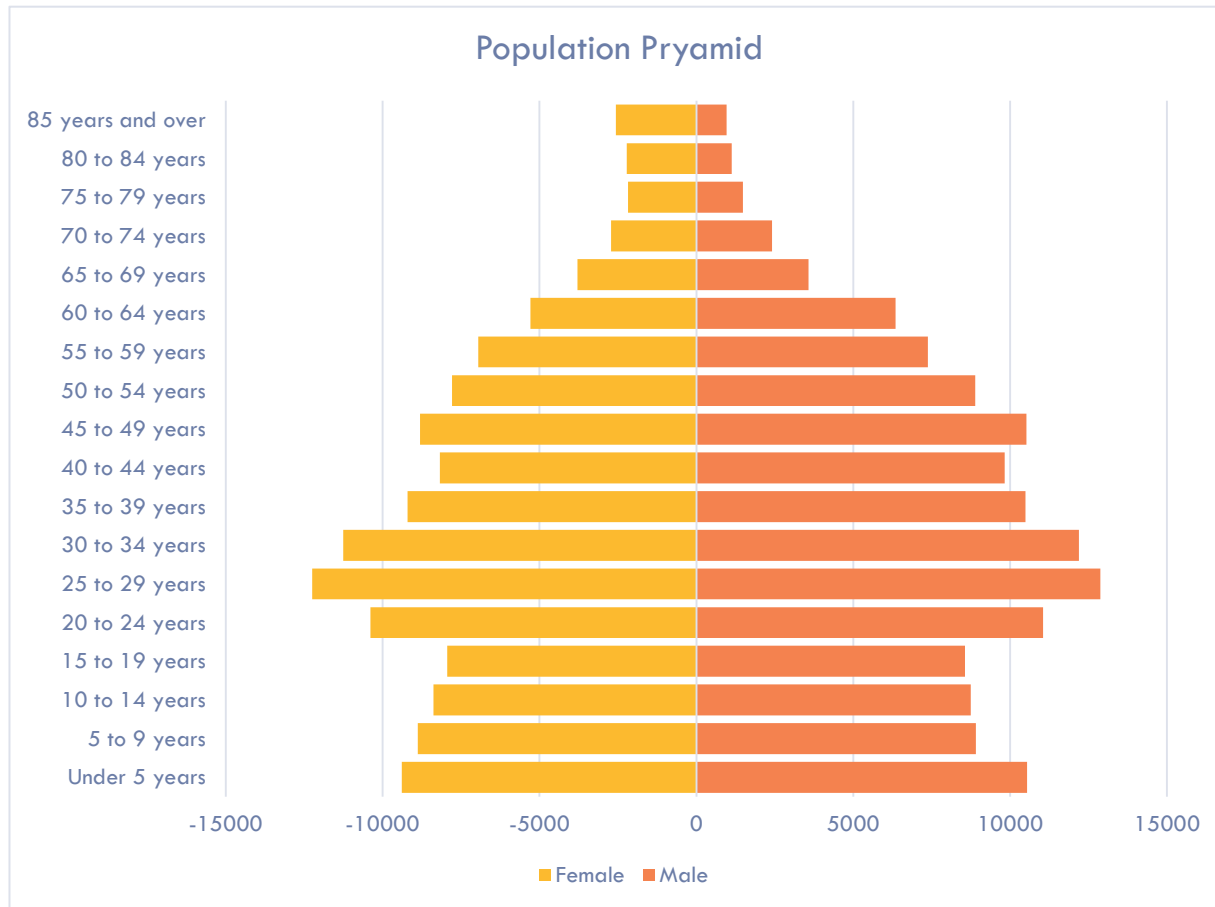


## 2 Mile Radius: Income



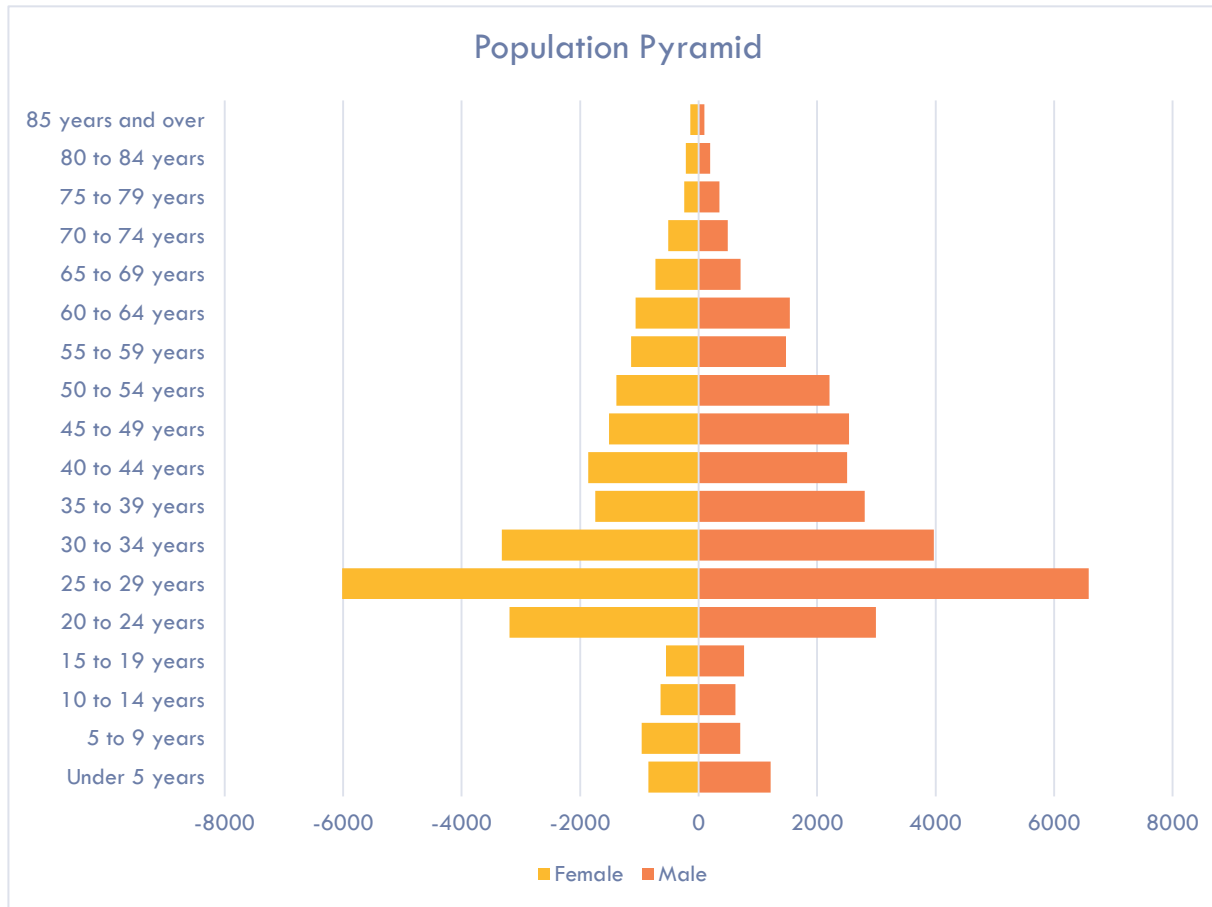


# 5 Mile Radius: Age



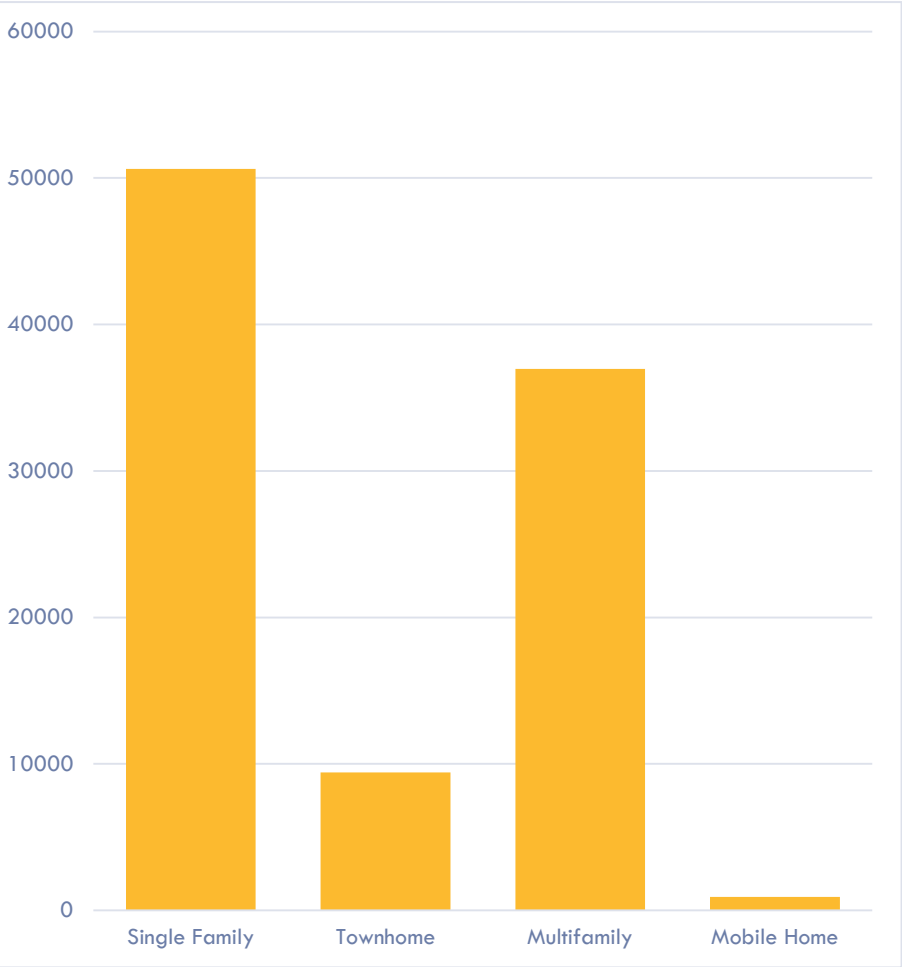
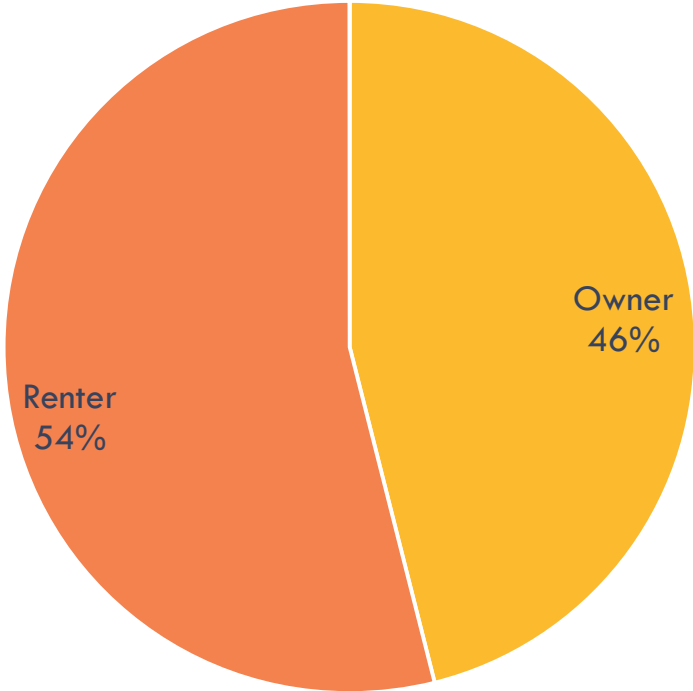
33.4 Median Age

# 2 Mile Radius: Age

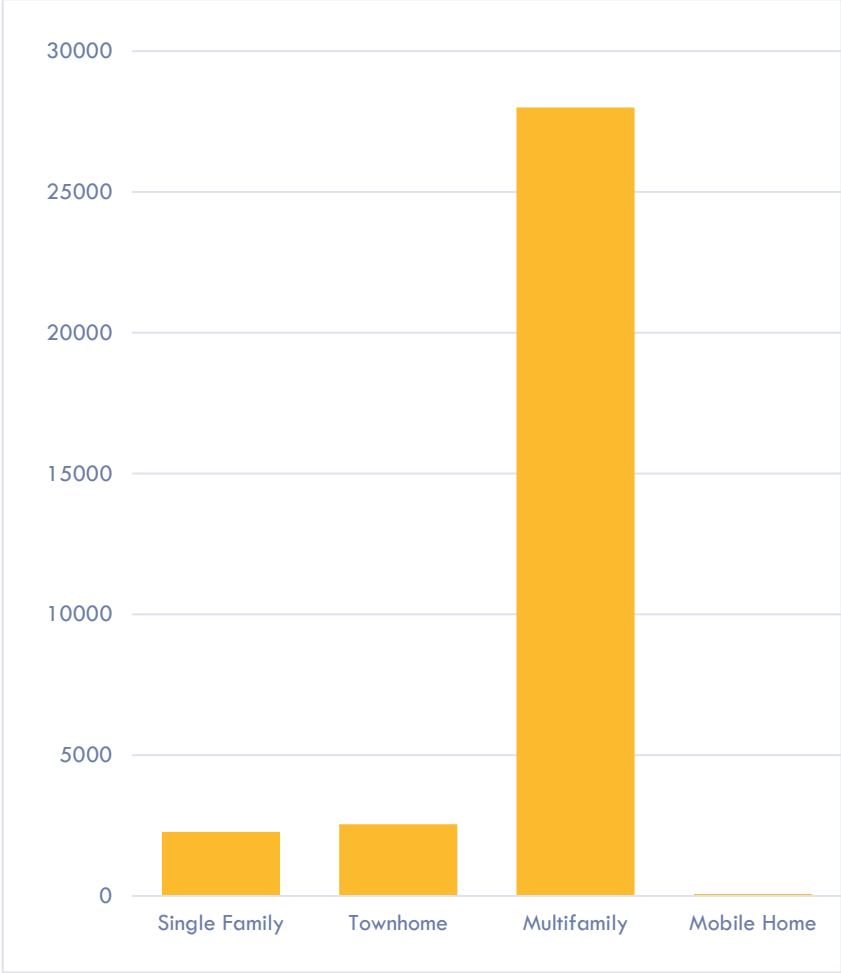
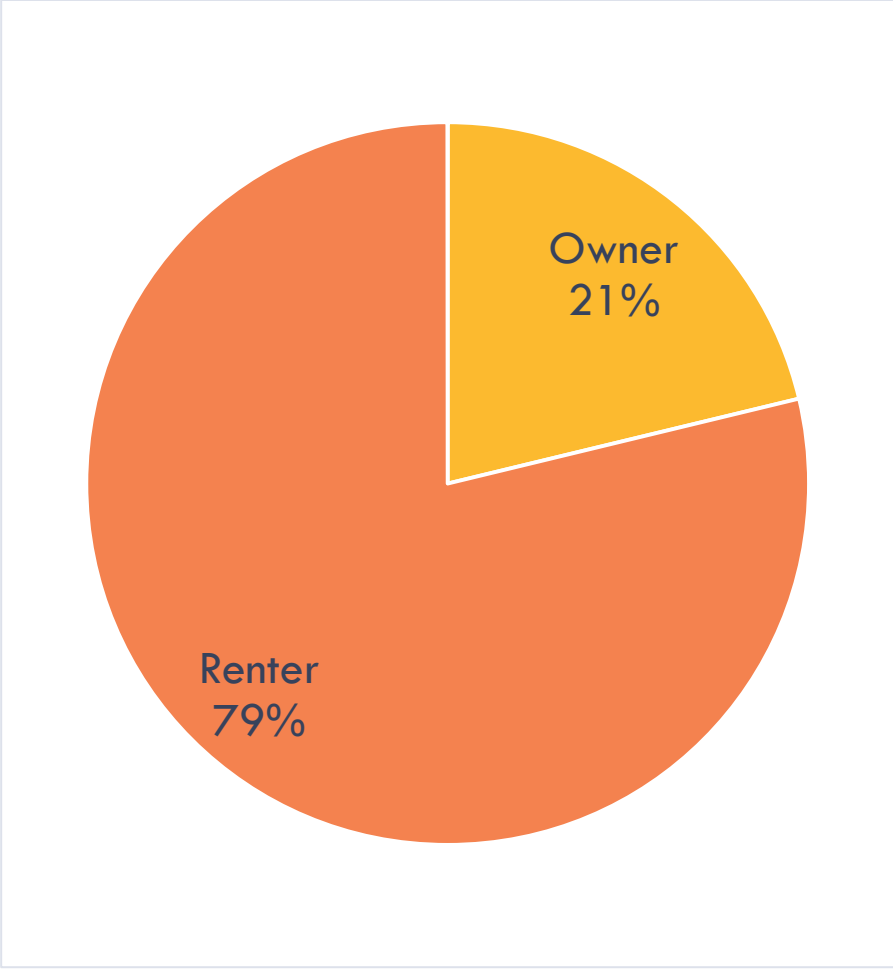


33.3 Median Age

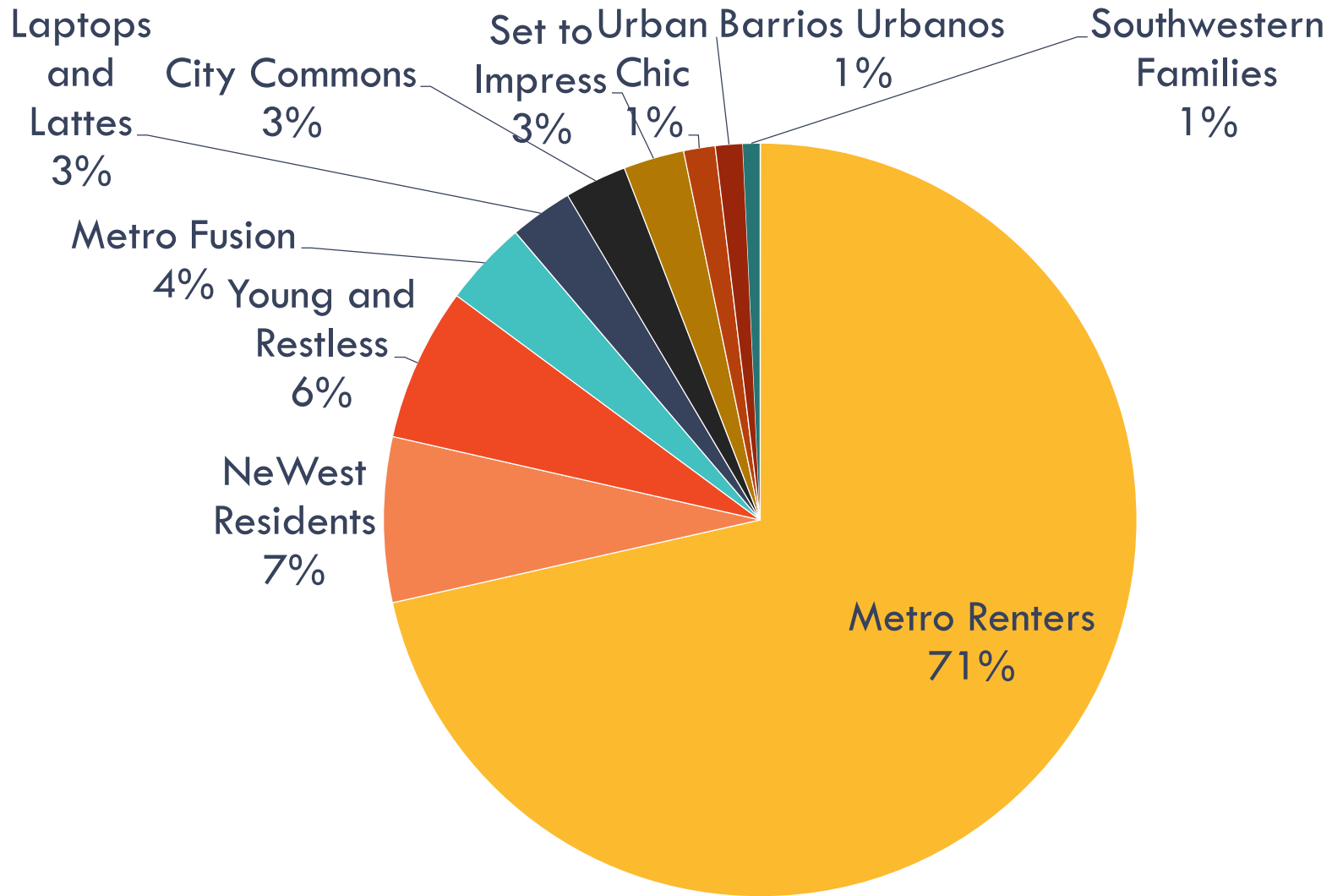
# 5 Mile Radius: Housing



# 2 Mile Radius: Housing



# 2 Mile Radius: Tapestry Segments



**Metro Renters are 71% of Arts District and are still dominant group within the larger radius.**



LifeMode Group: Uptown Individuals

## **Metro Renters**

Households: 1,734,000

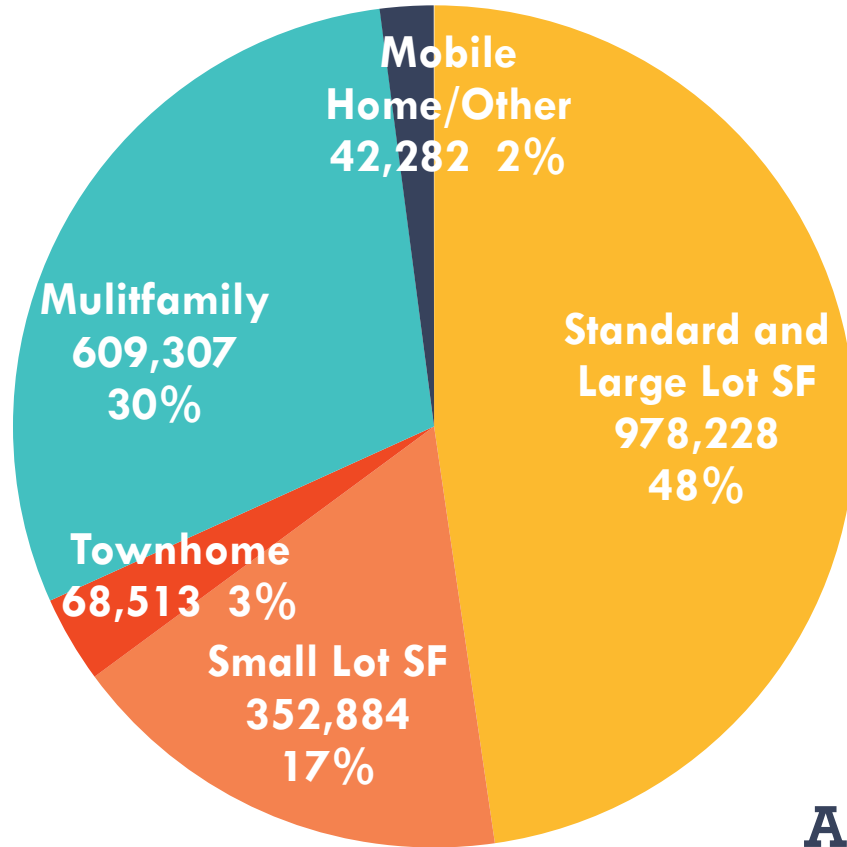
Average Household Size: 1.66

Median Age: 31.8

Median Household Income: \$52,000

# What type of housing do we have today?

## Current Housing Stock, 4 County Region



ACS 2009-2013

# Balanced Housing Forecast for the Region

