DOWNTOWN FORT WORTH
RESIDENTIAL SURVEY

LINCOLN PARK AT TRINITY BLUFF

2014 / 2015

Executive Summary

The Downtown Fort Worth residential renaissance has changed the real estate market in our center city. Older buildings have been converted into condominiums and apartments. Land is being consumed for new construction. The ascendance of residential as a significant real estate use in Downtown creates opportunities and compression that radiates into adjacent redevelopment areas.

This report describes the people who live in Downtown and their perceptions of their neighborhood.

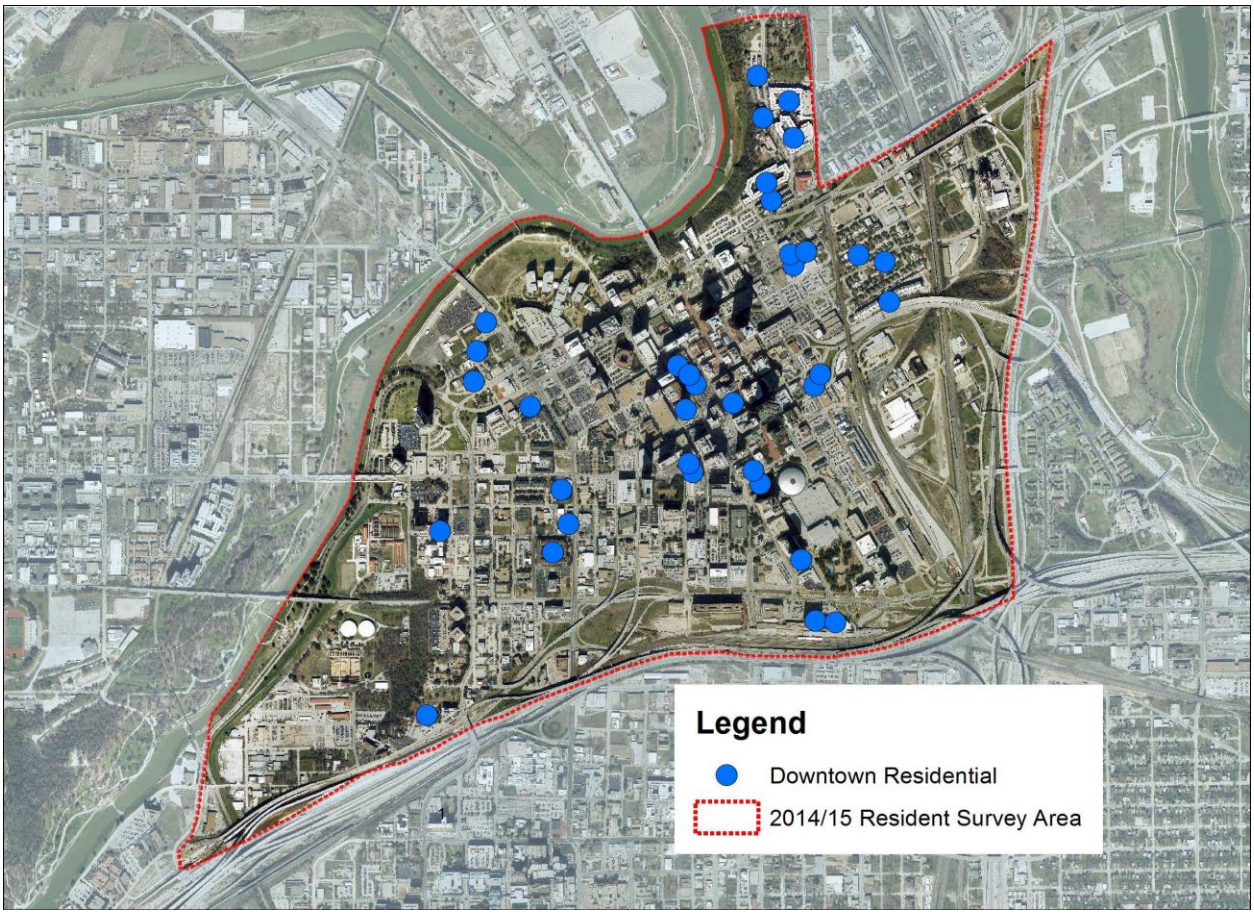
Because Downtown's residential growth rate continues to accelerate, our understanding of who lives here and how Downtown serves them is important to developers, lenders, property owners, merchants, policy makers, Public Improvement District (PID) leaders and a host of others. This survey is performed every two years by the PID to track changes and provide an understanding of the growing Downtown population.

Within the pages of this report, you will find that Downtown residents:

- are highly educated – more than 85 % have a bachelor's degree or higher
- earn high incomes – more than 89% earn more than $75,000 per year
- represent a significant buying force - $4 million+ per month
- believe that Downtown is safe or very safe - 97%
- commute less than 1 mile to work - 49%
- move here from a surprising range or origins - 29% from Metroplex cities other than Fort Worth
- state their reasons for living Downtown and opine on the condition of the public realm.

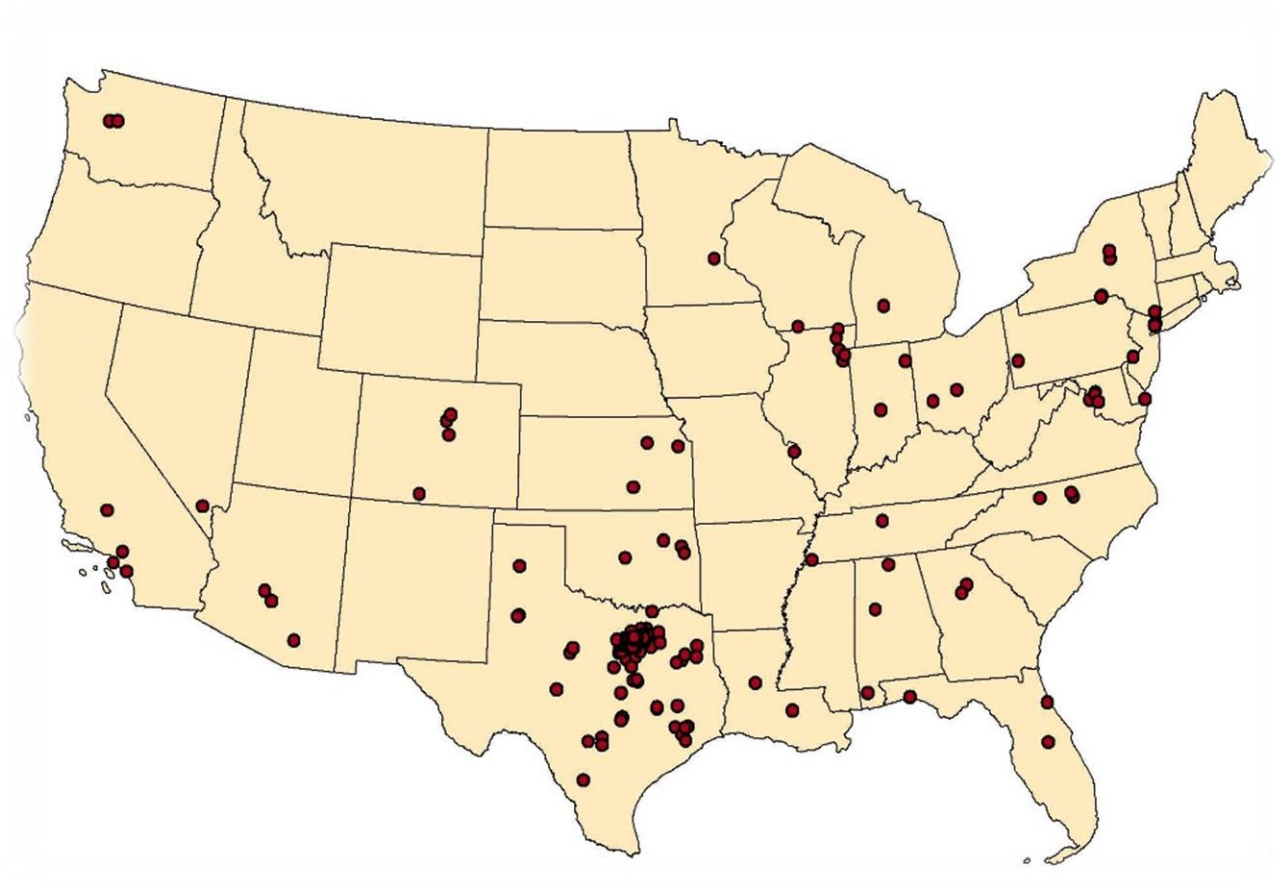
As we work to continually improve Downtown Fort Worth, the profile of Downtown residents and their opinions of our center city shape our advocacy, recruiting, budgeting and work programs.

Background and Survey Methodology:

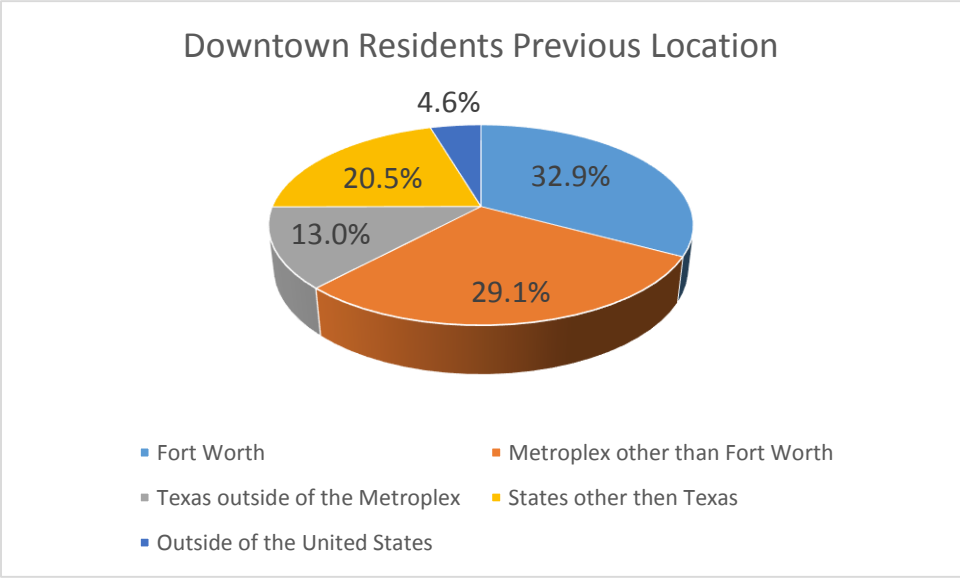


In 2007 DFWI conducted its first survey of Downtown residents to monitor trends in the changing demographics and opinions of the Downtown population. Since that first survey, Downtown Fort Worth has seen the amount of housing units increase by 68.7%. During the same period, median housing prices have increased by 9.2% for Condos and Townhomes and Apartments rents increased by 28%. The fast changing Downtown housing market requires frequent monitoring and in 2015, DFWI conducted its fourth Downtown Resident Survey. This survey was a one-sheet survey instrument delivered to 2,456 households in Downtown using first-class mail. The response rate was 17.6% providing a margin of error of ±4% at a 95% confidence level. One year after the original survey a follow up survey was conducted with 259 respondents who provided their contact information. The response rate for the follow up survey was 40%.

Residents Previous Location:



Residents moving to Downtown relocate from a variety of previous locations. 32.9% of Downtown residents prior residence was in the City of Fort Worth, 29.1% was outside of Fort Worth, but within the Dallas/Fort Worth Metropolitan area, 13.0% relocated from somewhere in the State of Texas outside of the Dallas/Fort Worth Metropolitan area, 20.5% of Downtown residents are from States other than Texas, and the remaining 4.6% of resident relocations were from outside the United States.

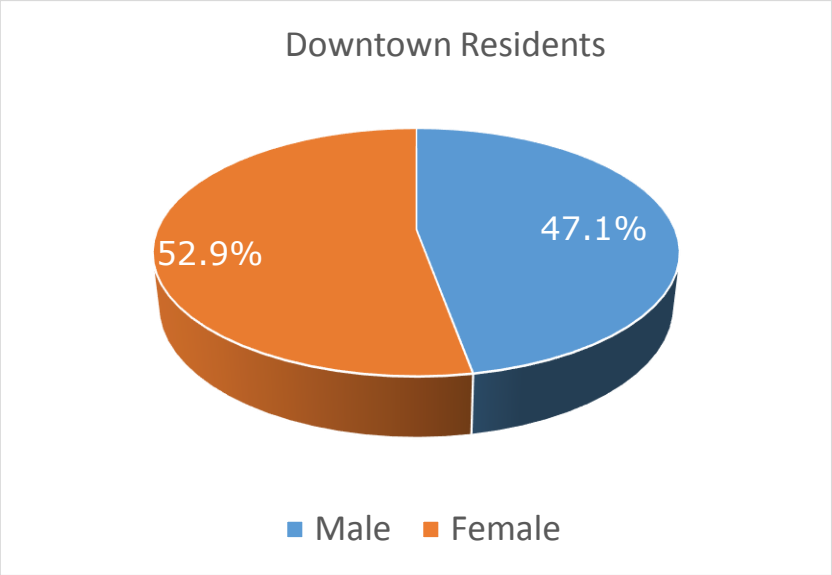


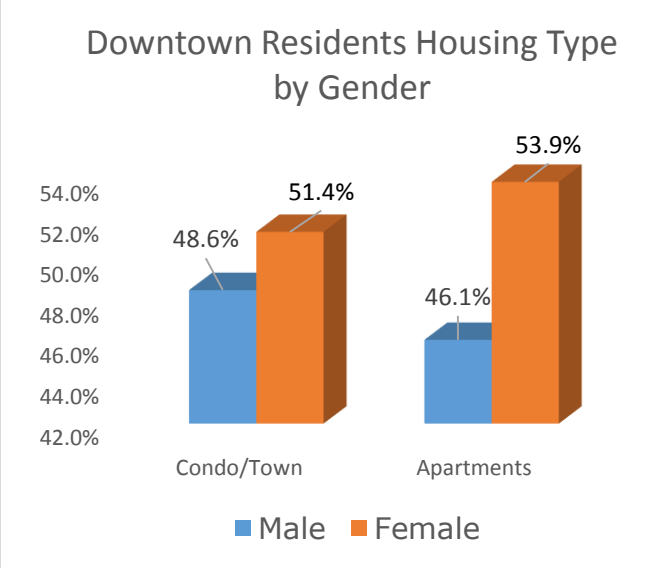
Gender Distribution:

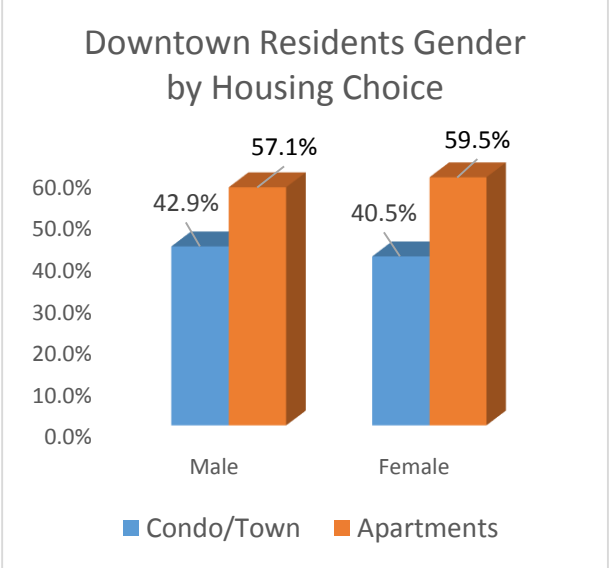
Downtown's population is 52.9% female and 47.1% male.

The distribution of gender by housing type is similar. Condo/Townhome residents are 51.4% female and 48.6% male. Apartment residents are 53.9% female and 46.1% male.

Gender does not appear to have an effect on housing choice with 40.5% of females and 42.9% of males choosing to live in Condo/Townhomes.



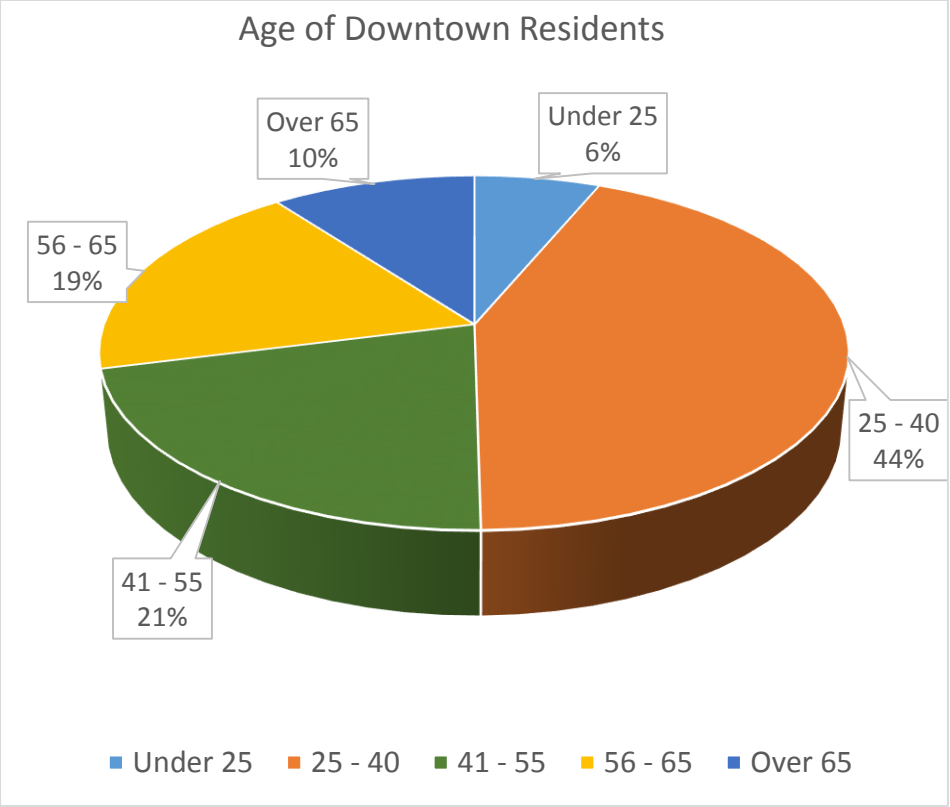




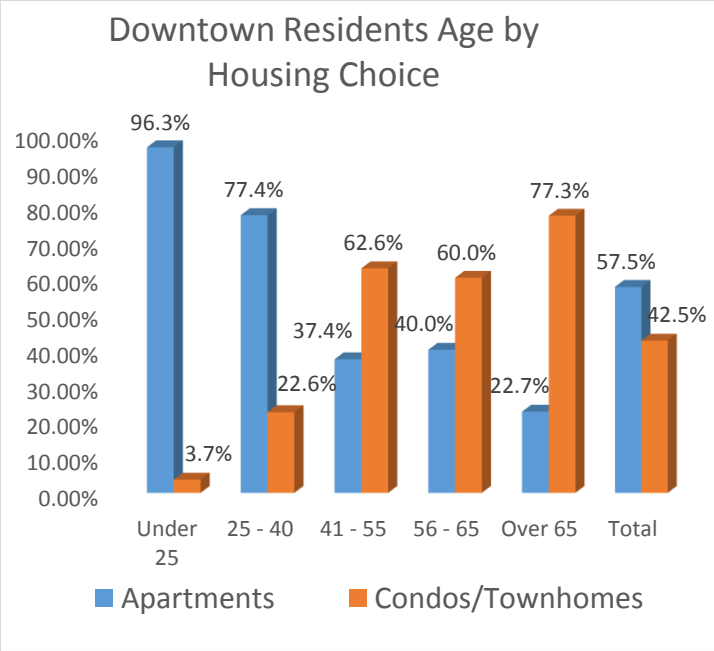
Age Distribution:

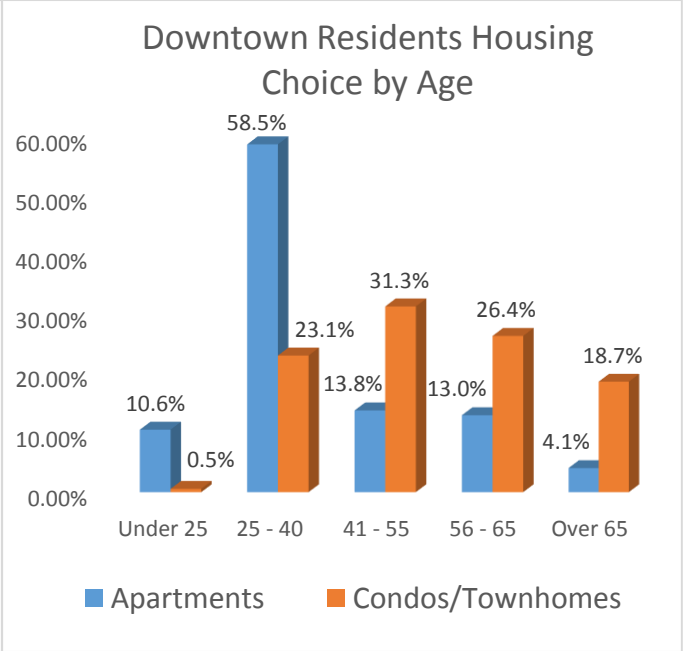
Downtown residents are predominately between the ages of 25 to 55, 44% of Downtown residents are between the ages of 25 to 40. 6% of residents are under the age of 25, while 10% of Downtown residents are over the age of 65.

Since 2011 there has been a small shift upwards in age of Downtown residents. In 2011, 10.9% of residents were under the age of 25 this number has fallen to 6% while residents between the ages of 25 to 55 has grown by 7% to 65% of the Downtown population.



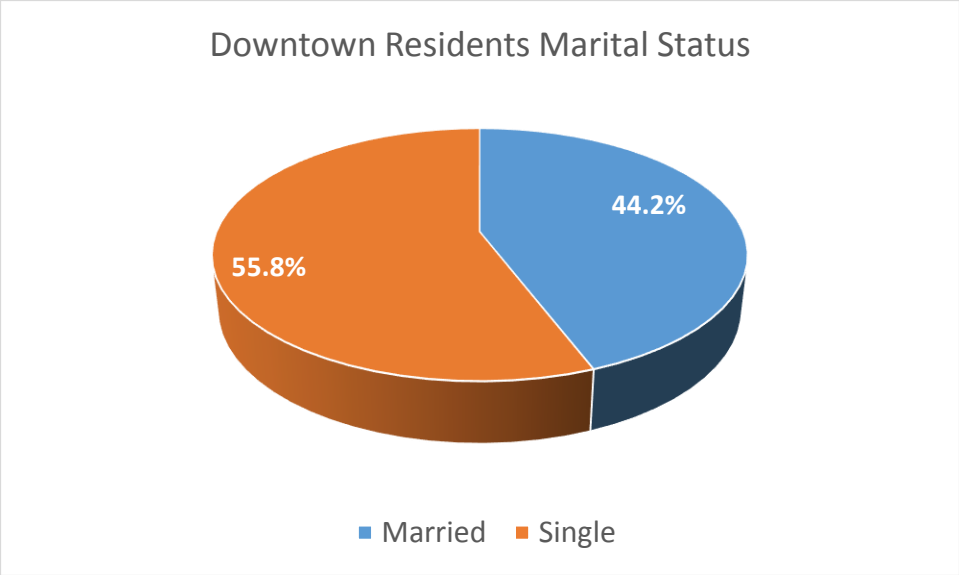
Of the residents under 40, 79.8% live in apartments. In contrast, 64.7% of those over 40 live in Condos or Townhomes. However, the ages of individuals living in Condos or Townhomes is fairly evenly distributed. At less than 1% the only age group that is not strongly represented among Condo and Townhome residents are those under the age of 25.





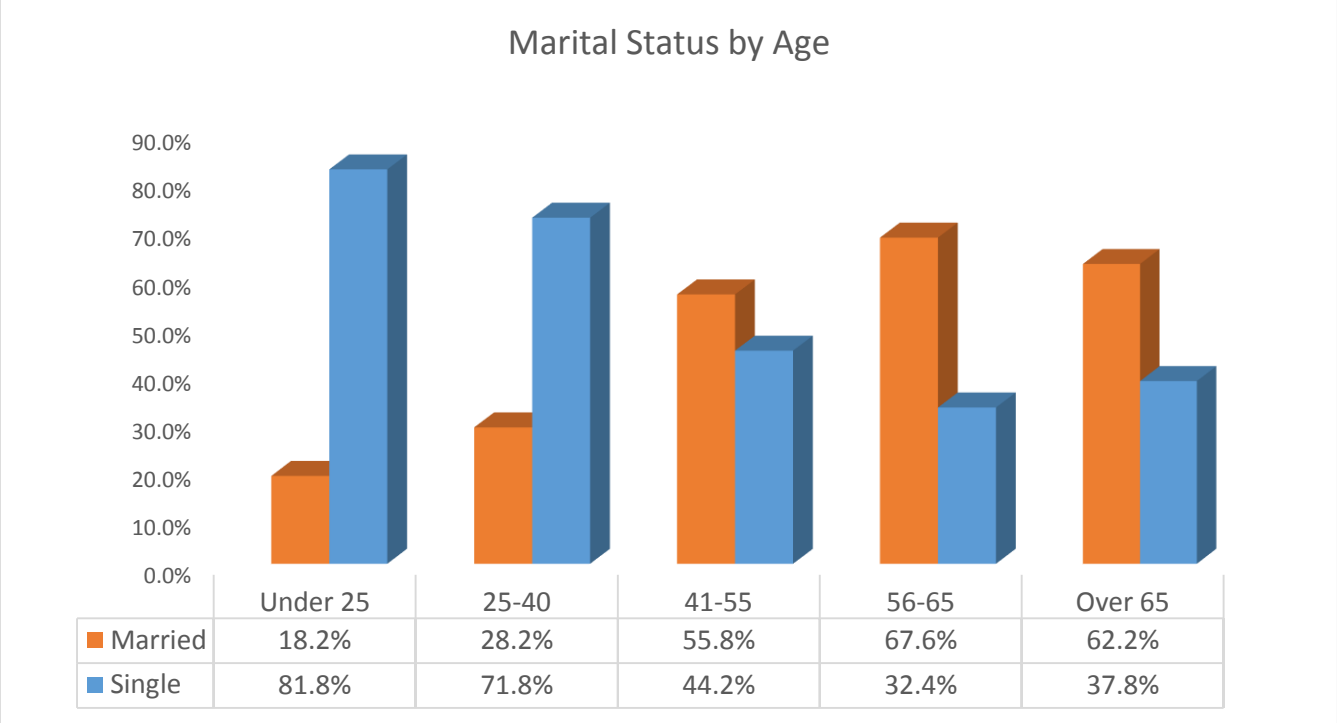
Marital Status:

In 2011, 61.6% of Downtown residents were single. That number has fallen to 55.8% in 2014. However, 70% of Downtown residents who live in Condo/Townhomes are married. This is up from 52.6% in 2011. In direct contrast, only 37% of Apartment dwellers are married.

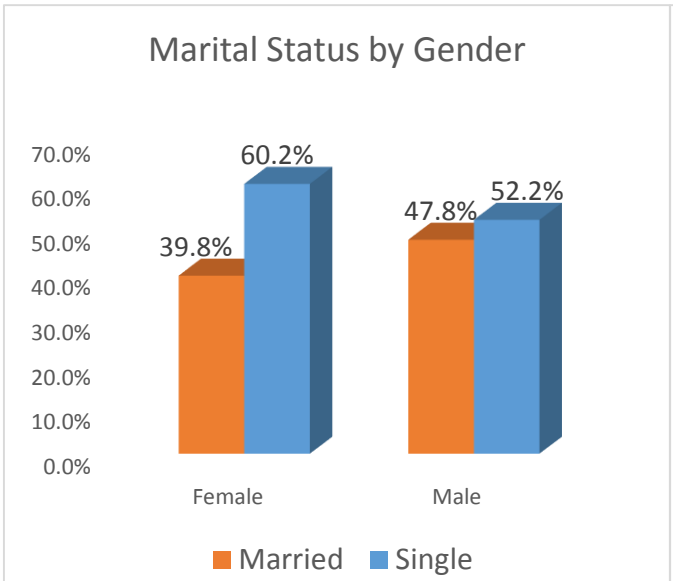


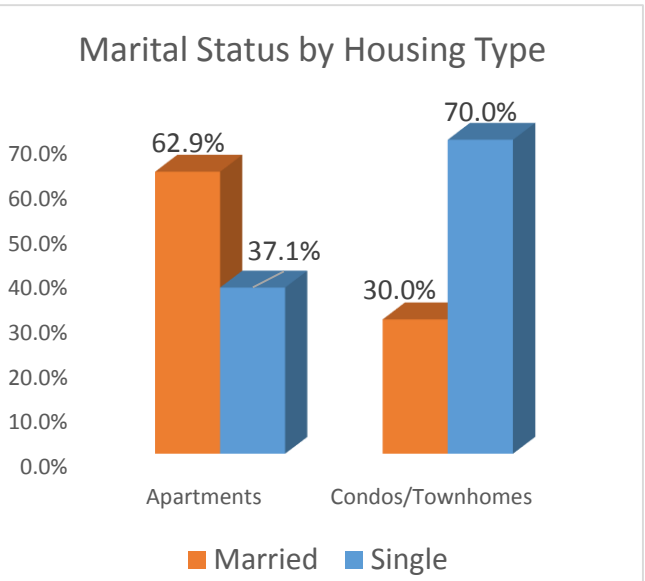
Downtown residents under the age of 40 are predominately single. After 40, the dynamic changes with more residents who are married than single. Females account for 54% of the Downtown single population.

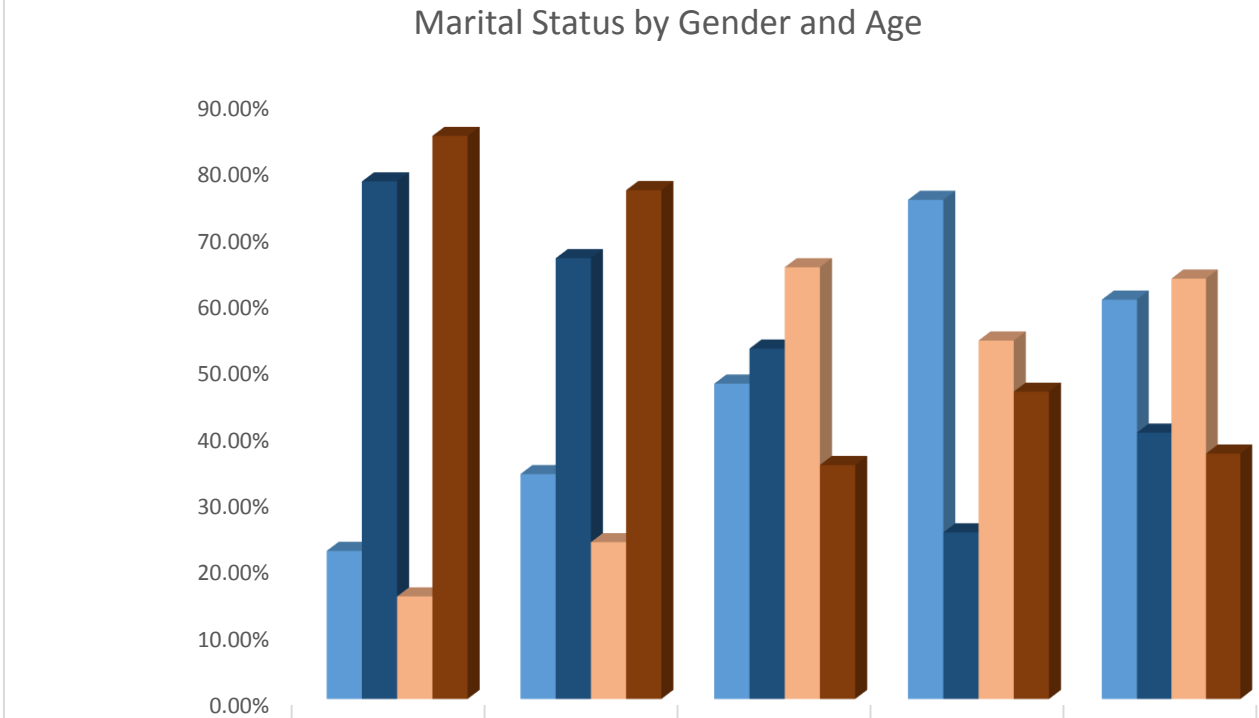
Men who live Downtown are more likely to be married than women through all age groups, with one exception. Of residents between the age of 41 and 55 females are more likely to be married than men.



	Under 25	25-40	41-55	56-65	Over 65
Married	18.2%	28.2%	55.8%	67.6%	62.2%
Single	81.8%	71.8%	44.2%	32.4%	37.8%





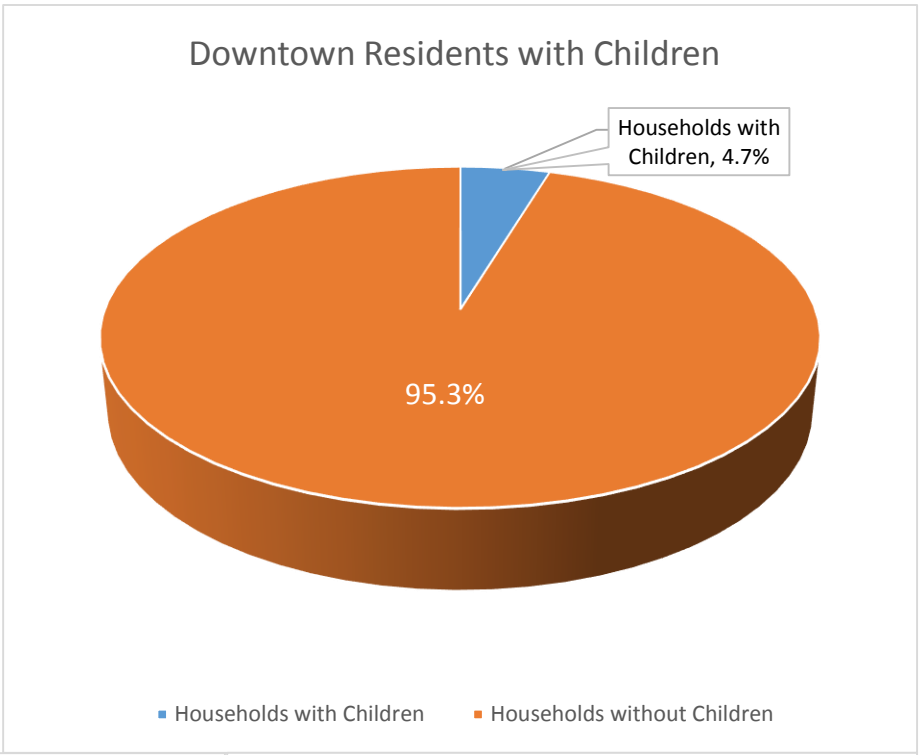


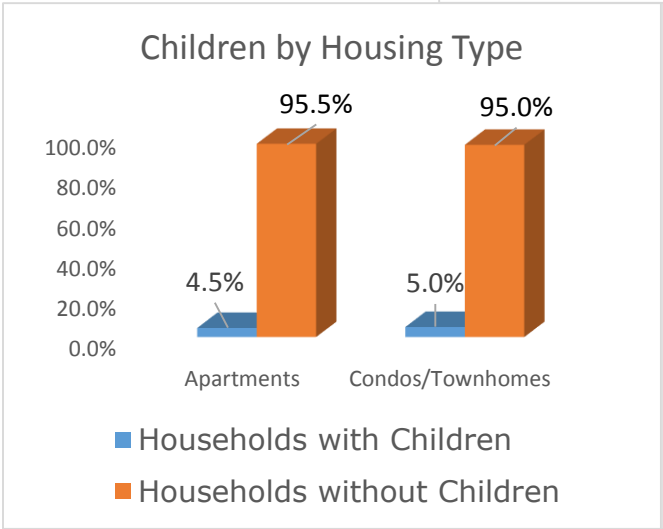
	Under 25	25-40	41-55	56-65	Over 65
Male Married	22.22%	33.77%	47.37%	75.00%	60.00%
Male Single	77.78%	66.23%	52.63%	25.00%	40.00%
Female Married	15.38%	23.53%	64.86%	53.85%	63.16%
Female Single	84.62%	76.47%	35.14%	46.15%	36.84%

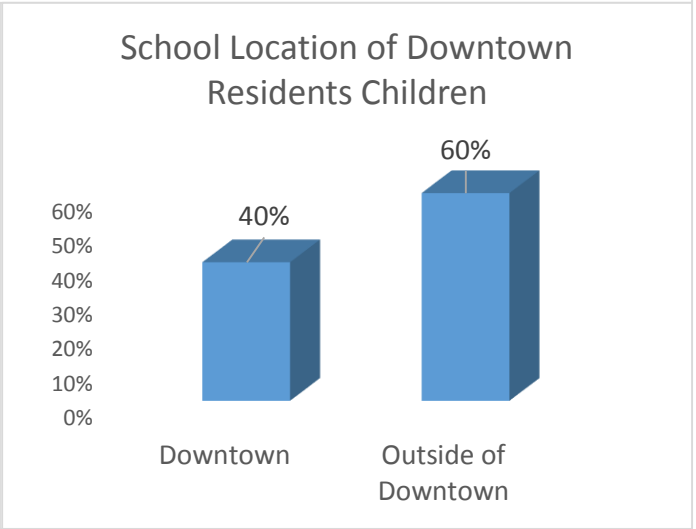
Children:

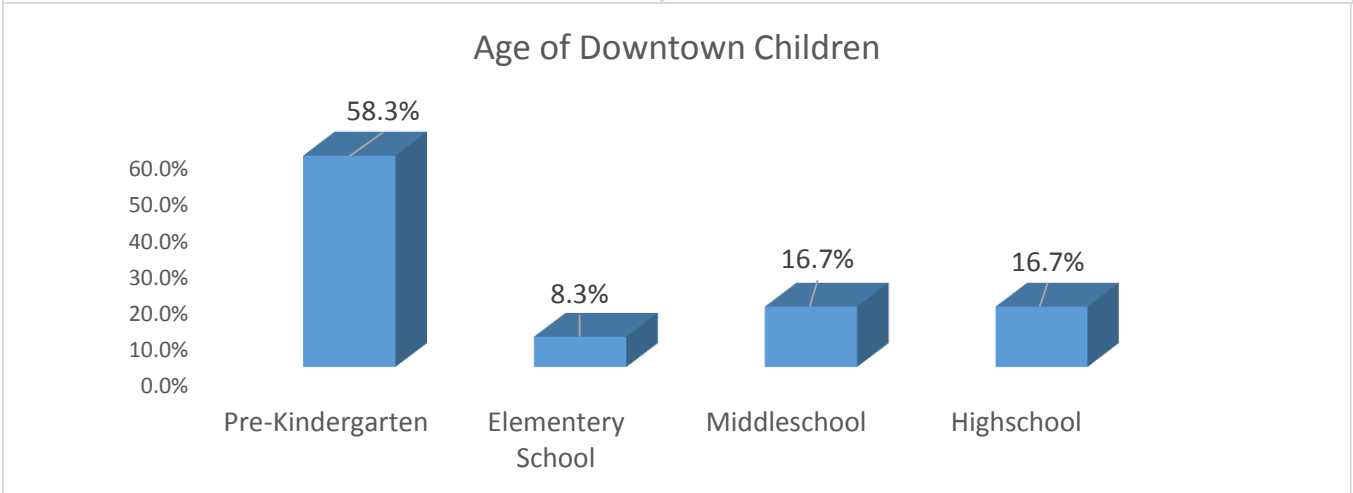
4.7% of households in Downtown have children with an average of 1.3 children per family, which equates to a population of 211 children in Downtown. The ratio of households with children is relatively the same between Apartments and Condos/Townhomes.

Children who live Downtown attend a variety of schools both public and private. 40% of Downtown Children attend schools in Downtown. The largest age group for children living Downtown is Pre-Kindergarten at 58.3%

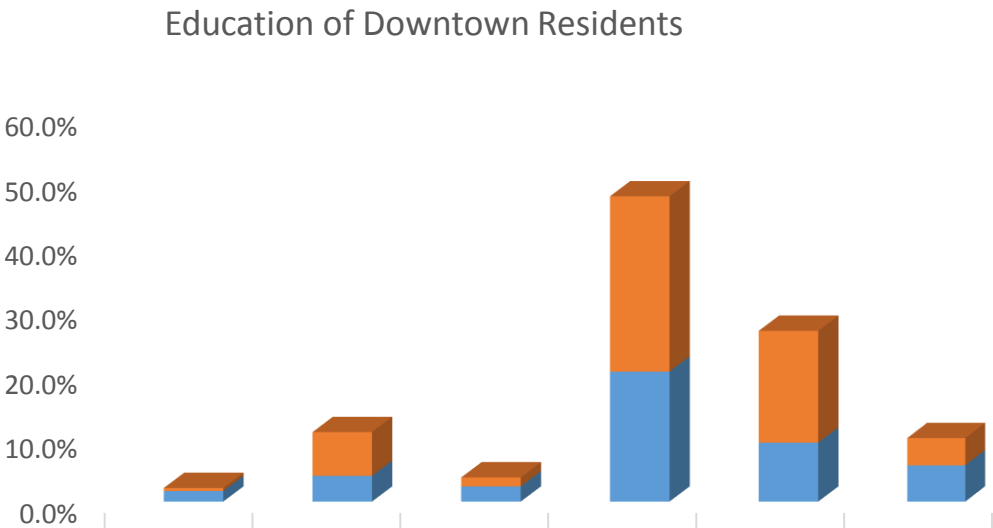




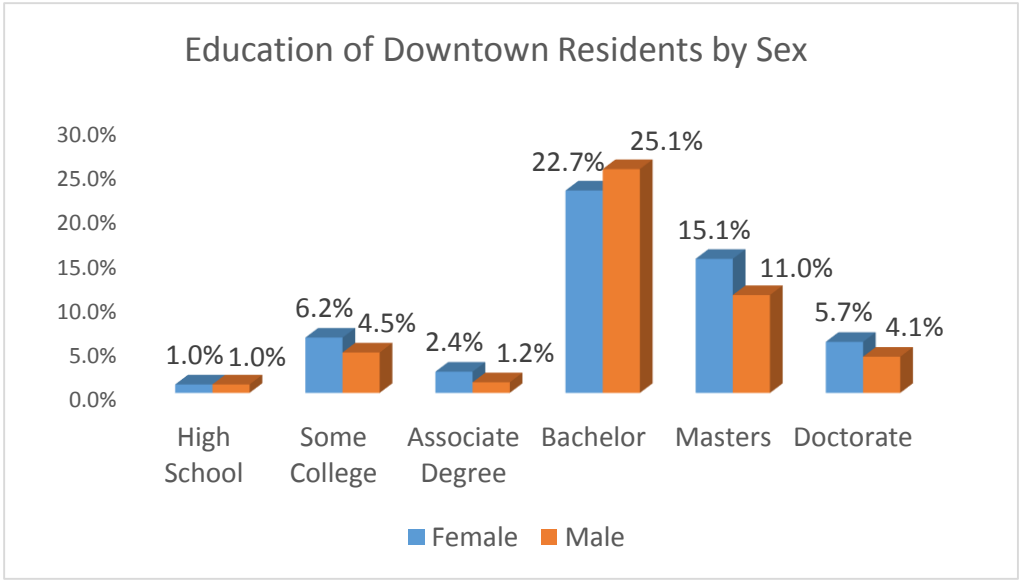




Education and Income:



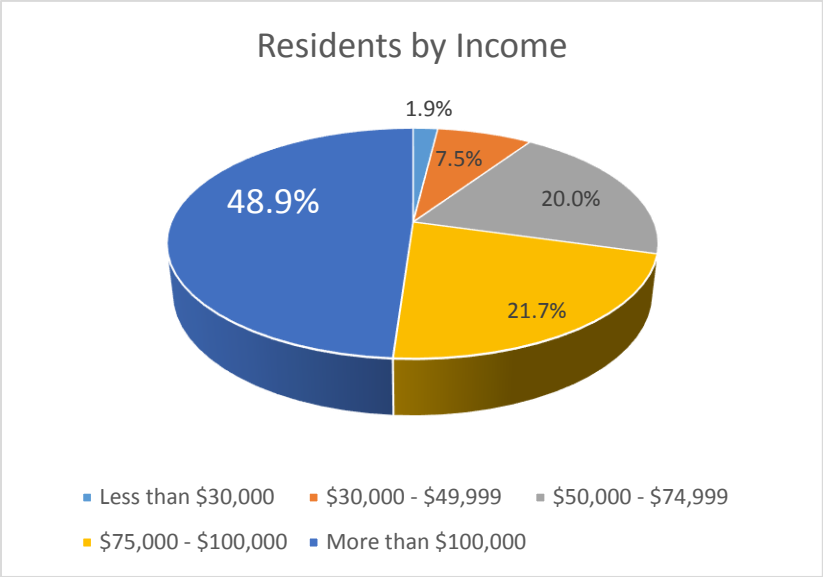
	High School	Some College	Associate Degree	Bachelor	Masters	Doctorate
All Residents	2.1%	10.7%	3.7%	47.2%	26.4%	9.8%
Apartments	0.5%	6.8%	1.4%	27.1%	17.3%	4.2%
Condos/Townhomes	1.6%	4.0%	2.3%	20.1%	9.1%	5.6%



Downtown residents are highly educated, with 84.9% reporting a Bachelor degree or higher. For context, in Fort Worth, 26.5% of residents have a Bachelor's degree or higher, nationally, 30.1% have a Bachelor's degree or higher (U.S Census 2014). Renters, at 84.9%, are slightly more likely to have a Bachelor degree or higher than owners, with 81.4%. Males and females in Downtown are similarly educated, 85.7% of males have a bachelor or better in comparison to 82.0% of females.

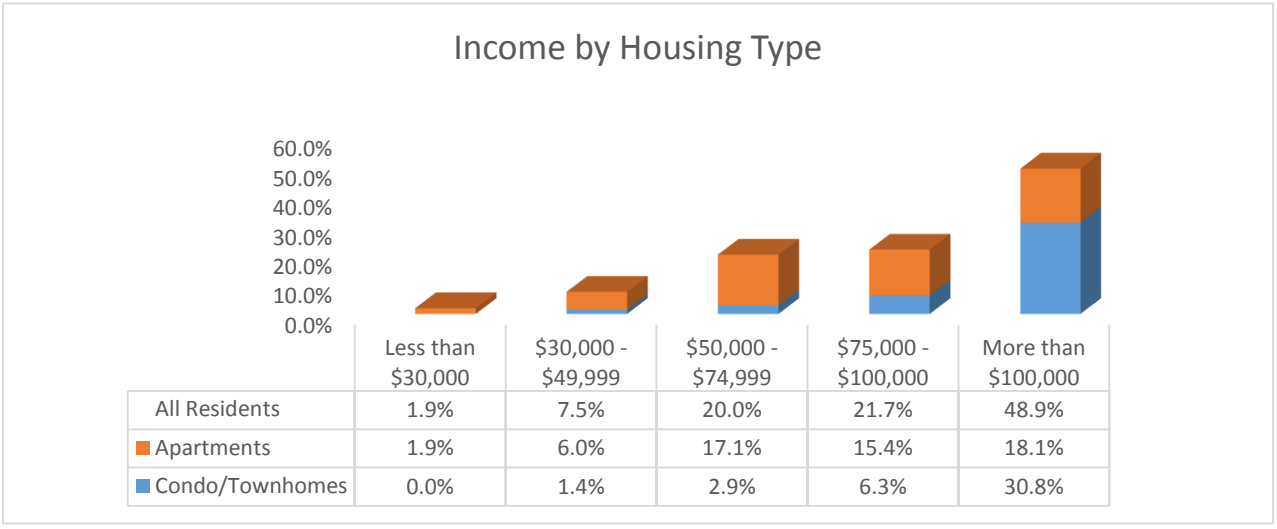
Not surprisingly, highly educated residents translate into highly paid residents. 90.6% percent of residents in Downtown report income greater than $50,000 per year, 48.9% have income greater than

$100,000 per year. Owners report greater income than renters, 89.5% of residential owners have income greater than $75,000 per year, renters: 57.2%.



Only 9.4% of Downtown residents reported an income of less than $50,000 per year. (The median income in Fort Worth is $51,315.) The small percentage of households in Downtown making less than Fort Worth's median income is a function of a shortage of workforce housing. Currently 6.7% of Downtown's housing is dedicated to affordable housing. With more affordable housing units currently in development, the ratio of affordable housing in Downtown is expected to increase by 135% within the next few years.

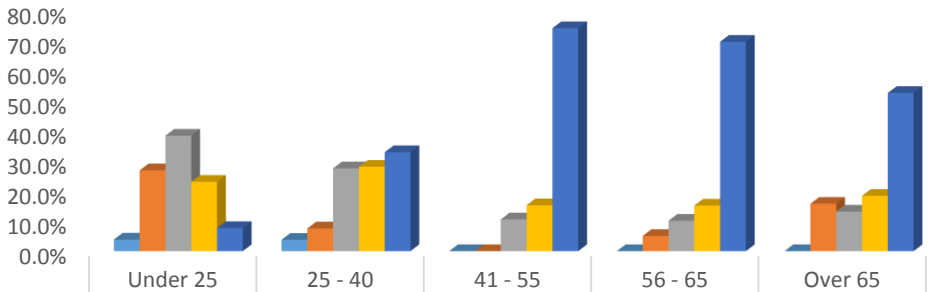
Downtown resident income increases as age increases. 53.7% of residents under the age of 40 have a household income greater than $75,000. 84.2% of residents over the age of 40 have a household income over $75,000. The difference in income by age is even greater of those with income higher $100,000. 68.3% of residents over 40 have incomes greater than $100,000. Only 29.9% of residents under the age of 40 have incomes over $100,000.



	Less than $30,000	$30,000 - $49,999	$50,000 - $74,999	$75,000 - $100,000	More than $100,000
All Residents	1.9%	7.5%	20.0%	21.7%	48.9%
Apartments	1.9%	6.0%	17.1%	15.4%	18.1%
Condo/Townhomes	0.0%	1.4%	2.9%	6.3%	30.8%

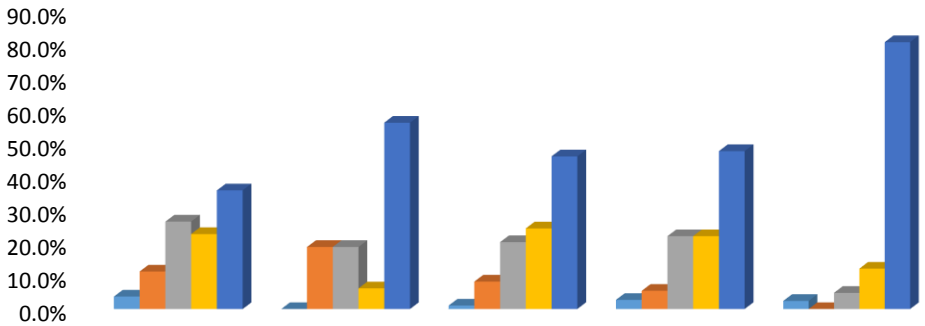
The majority of residents in Downtown are salaried employees, 71.9%, with 12.8% working as hourly employees and 11.8% who are self-employed. Self-employed residents are more likely to own than to rent. 68.2% of self-employed residents are owners. In addition to Downtown workers, 10.9% of Downtown residents reported as retired. Among retired residents 76.2% report yearly income greater than $75,000.

Income by Age



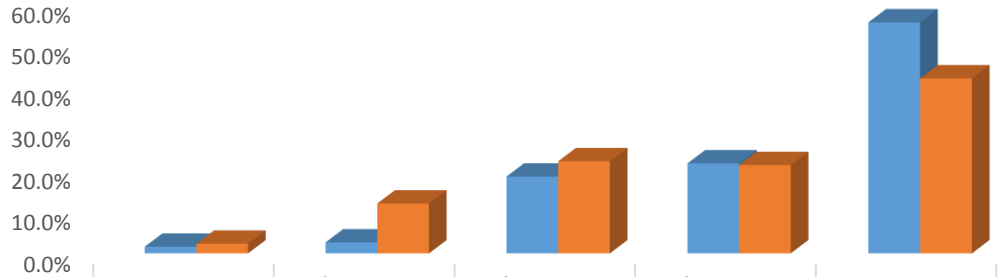
	Under 25	25 - 40	41 - 55	56 - 65	Over 65
Less than $30,000	3.8%	3.8%	0.0%	0.0%	0.0%
$30,000 - $49,999	26.9%	7.6%	0.0%	5.1%	15.8%
$50,000 - $74,999	38.5%	27.6%	10.6%	10.1%	13.2%
$75,000 - $100,000	23.1%	28.1%	15.3%	15.2%	18.4%
More than $100,000	7.7%	33.0%	74.1%	69.6%	52.6%

Income and Educational Attainment

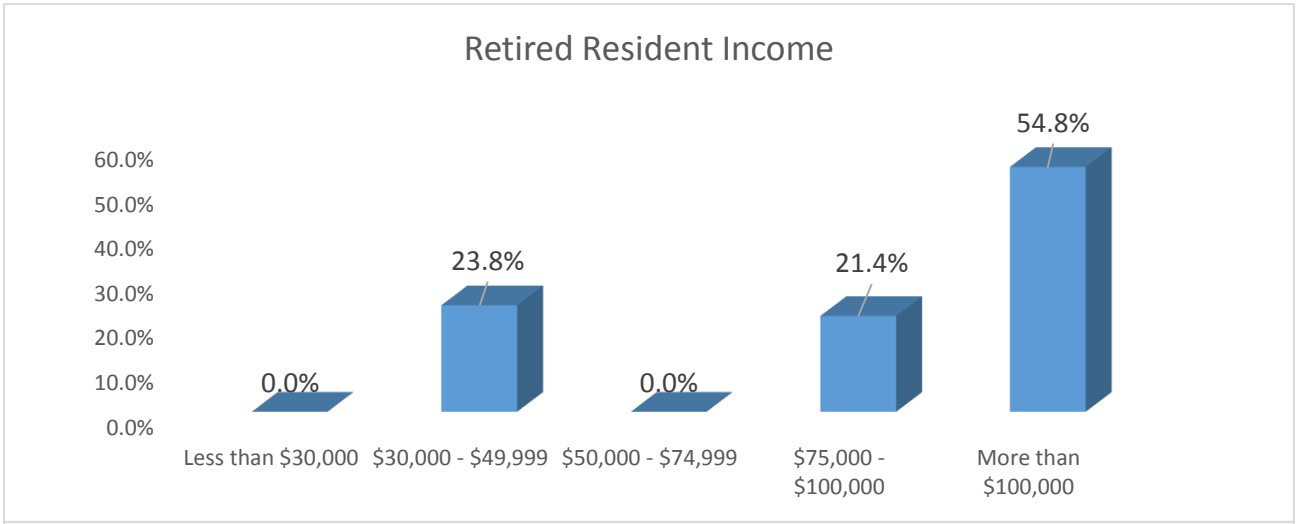


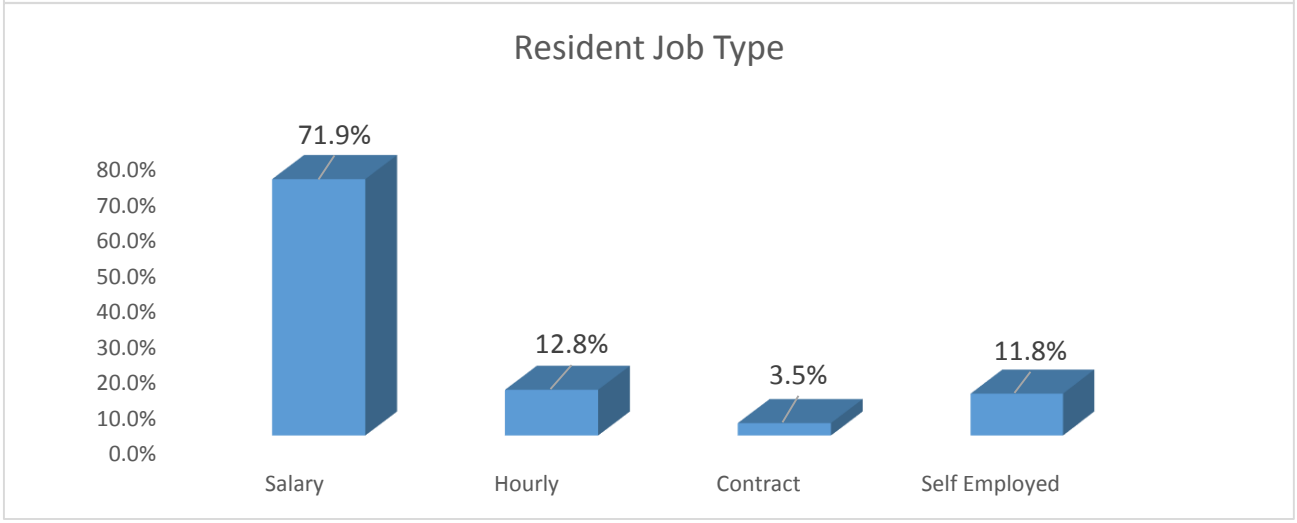
	Highschool	Associate	Bacholer	Master	Doctorate
Less than $30,000	3.8%	0.0%	1.0%	2.8%	2.4%
$30,000 - $49,999	11.3%	18.8%	8.3%	5.5%	0.0%
$50,000 - $74,999	26.4%	18.8%	20.2%	22.0%	4.9%
$75,000 - $100,000	22.6%	6.3%	24.4%	22.0%	12.2%
More than $100,000	35.8%	56.3%	46.1%	47.7%	80.5%

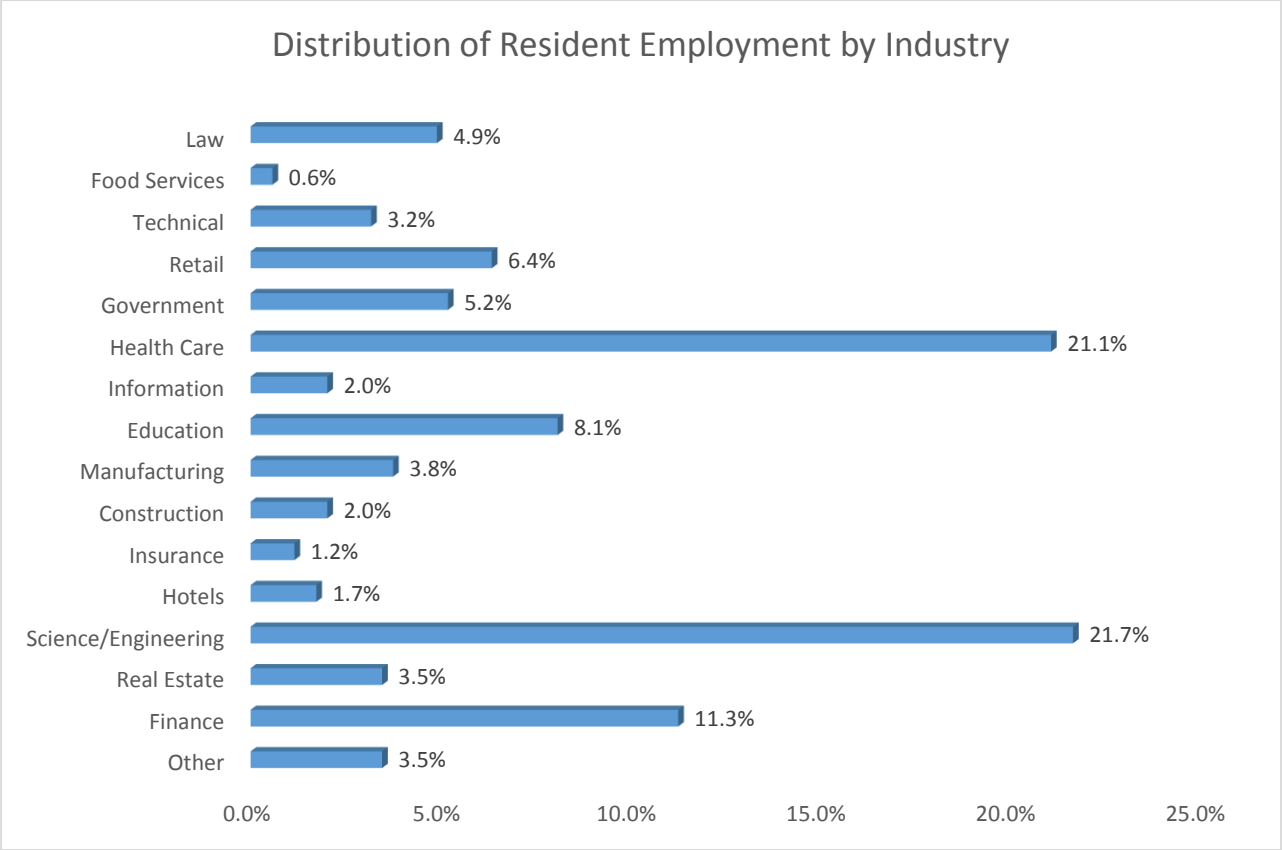
Income by Sex



	Less than $30,000	$30,000 - $49,999	$50,000 - $74,999	$75,000 - $100,000	More than $100,000
Male	1.6%	2.6%	18.5%	21.7%	55.6%
Female	2.3%	12.0%	22.2%	21.3%	42.1%

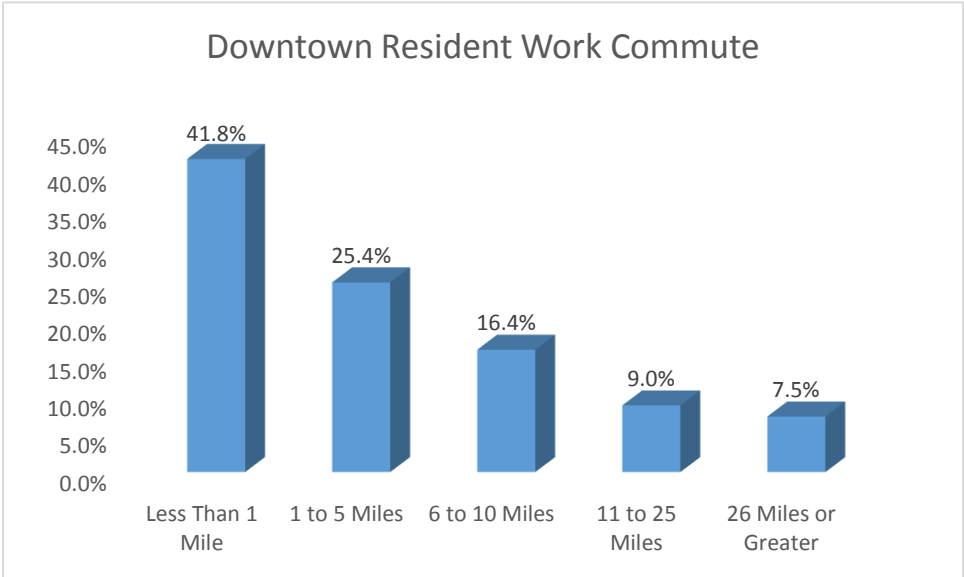

Retired Resident Income
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
0.0%
23.8%
0.0%
21.4%
54.8%
Less than $30,000
$30,000 - $49,999
$50,000 - $74,999
$75,000 - $100,000
More than $100,000


Resident Job Type
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
71.9%
12.8%
3.5%
11.8%
Salary
Hourly
Contract
Self Employed

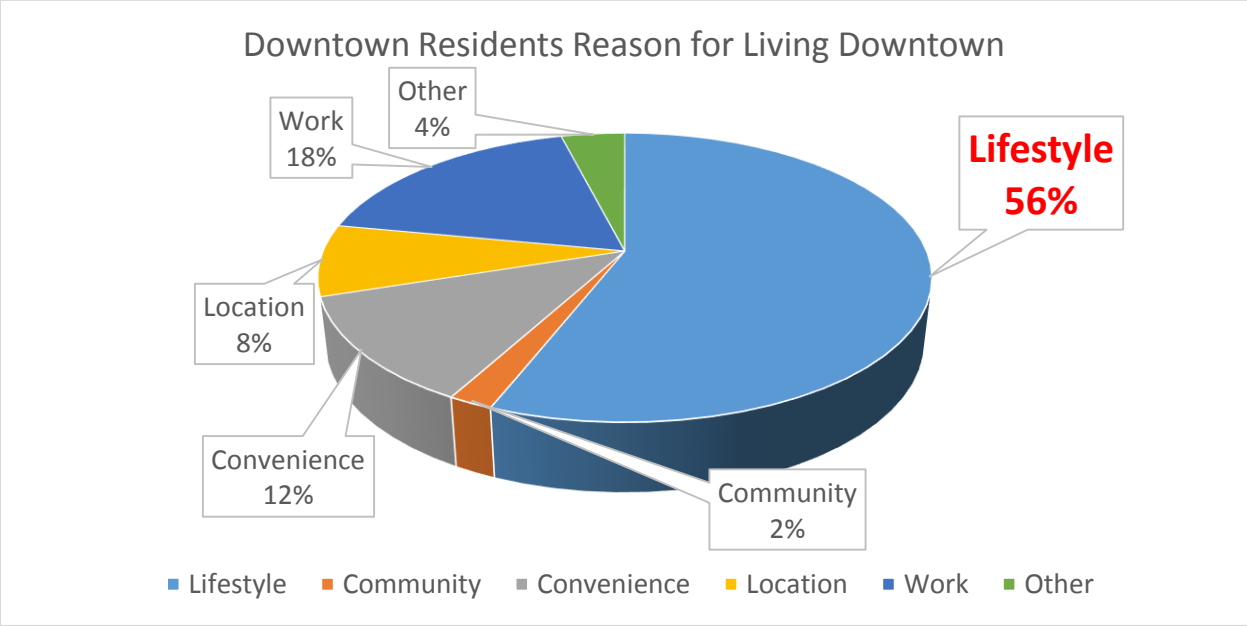


Downtown residents work in a variety of fields, but 42.8% of Downtown residents work in either Science/Engineering or Healthcare. With the prevalence of oil and gas companies in Downtown Science/Engineering should be expected as a top employer of Downtown residents. While Healthcare is not a dominant industry in Downtown, the Hospital District's close proximity makes living in Downtown attractive for healthcare workers.

In the one year follow up survey, respondents provided the zip code in which they work. 41.8% of respondents work in Downtown with 25.4% working outside of Downtown but within 5 miles. 7.5% of respondents have commutes of greater than 26 miles.

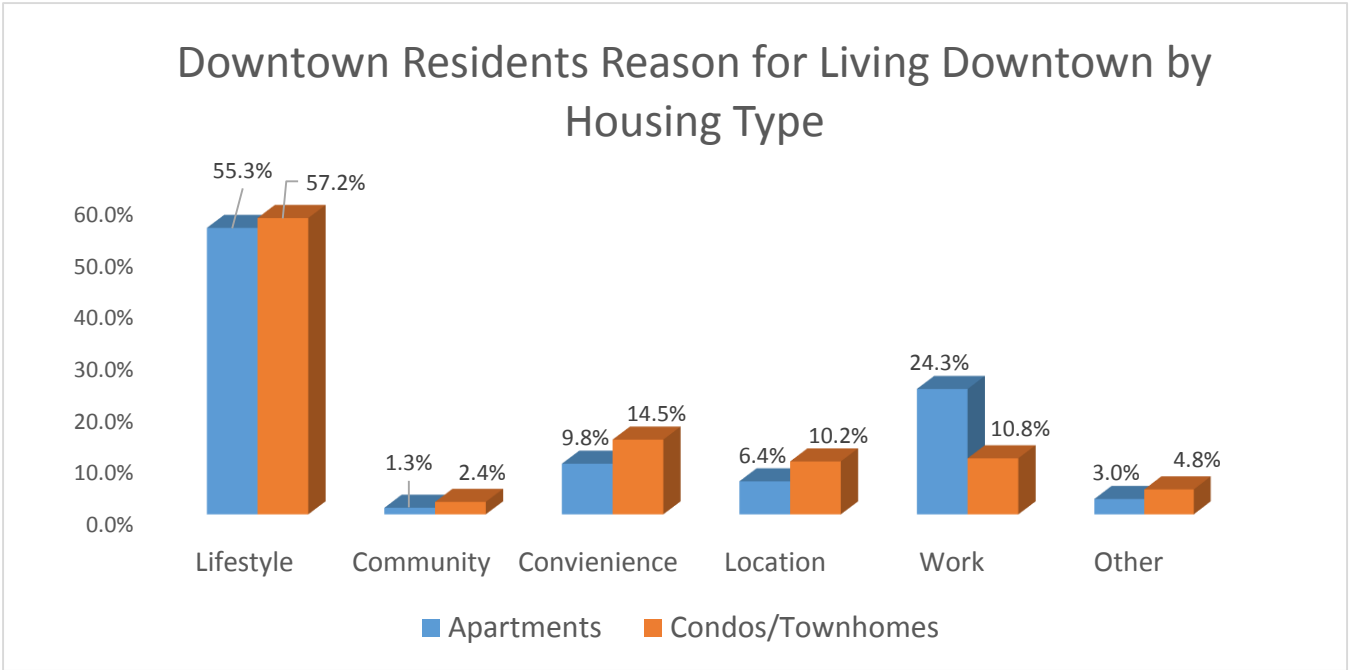


Downtown Living:

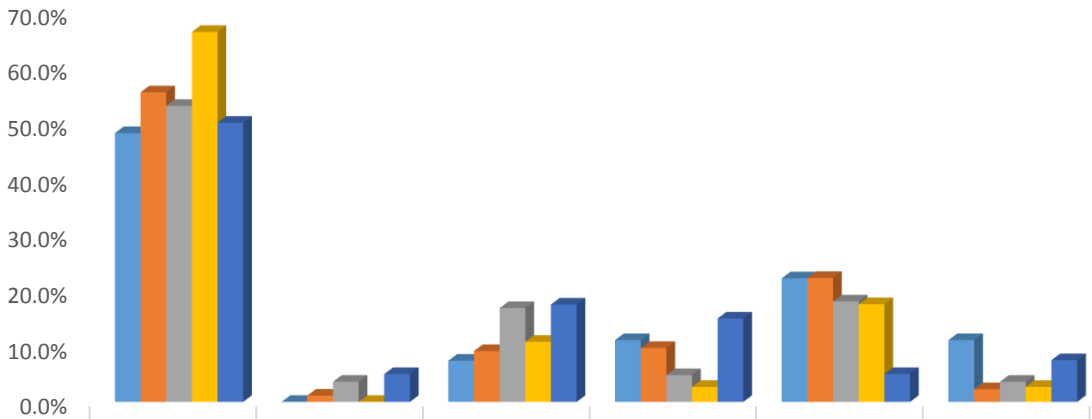


There are many variables that make up individual choice on where to live. At 56%, Downtown Fort Worth residents overwhelmingly point to lifestyle. Reasons for living Downtown did change by gender, age and income. Specifically, of those under the age of 25, 11.1% mentioned school as a reason for living Downtown which is categorized as "other". Also respondents over the age of 65 did not list work as a reason but instead listed convenience and location more than other age groups.

Income has the largest effect on Downtown resident's reason for living Downtown. For those with household incomes less than $30,000 lifestyle is not listed nearly as much as other groups, instead work became the most listed reason for living Downtown.

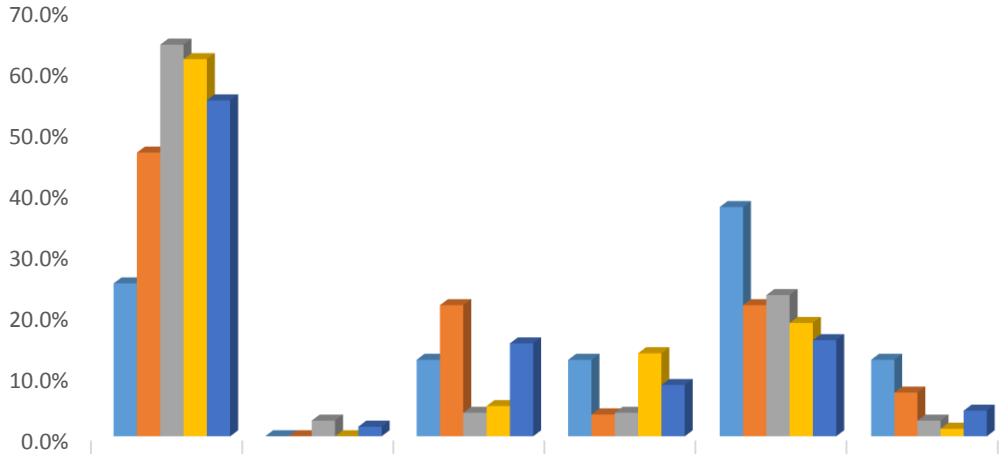


Reasons for living Downtown by Age



	Lifestyle	Community	Convenience	Location	Work	Other
Under 25	48.1%	0.0%	7.4%	11.1%	22.2%	11.1%
25 - 40	55.4%	1.1%	9.1%	9.7%	22.3%	2.3%
41 - 55	53.0%	3.6%	16.9%	4.8%	18.1%	3.6%
56 - 65	66.2%	0.0%	10.8%	2.7%	17.6%	2.7%
Over 65	50.0%	5.0%	17.5%	15.0%	5.0%	7.5%

Reason for Living Dowtown by Income



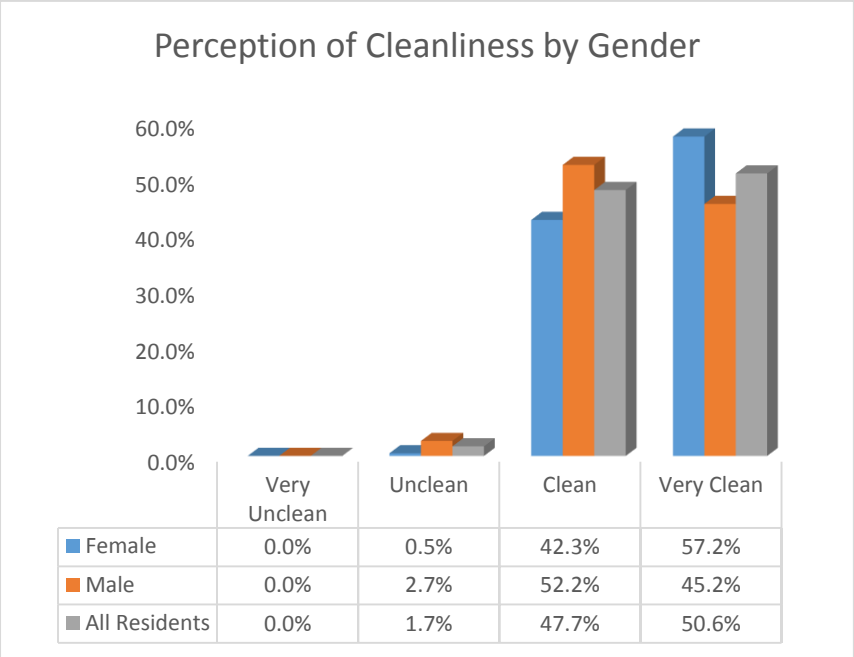
	Lifestyle	Community	Convenience	Location	Work	Other
Less than $30,000	25.0%	0.0%	12.5%	12.5%	37.5%	12.5%
$30,000 - $49,999	46.4%	0.0%	21.4%	3.6%	21.4%	7.1%
$50,000 - $74,999	64.1%	2.6%	3.8%	3.8%	23.1%	2.6%
$75,000 - $100,000	61.7%	0.0%	4.9%	13.6%	18.5%	1.2%
More than $100,000	55.0%	1.6%	15.2%	8.4%	15.7%	4.2%

In the one year follow up survey respondents were aske what the Downtown lifestyle meant to them. Above is a visual representation of their responses. Analysis of the responses creates a picture of how residents view Downtown. The Downtown lifestyle means convienience and walkability to restaurants and enterainment in a safe, friendly environment that is in the center of Fort Worth.

In effort to identify specific elements that create the Downtown lifestyle respondents were also asked what made Downtown unique. Below is a visual representation of their responses.

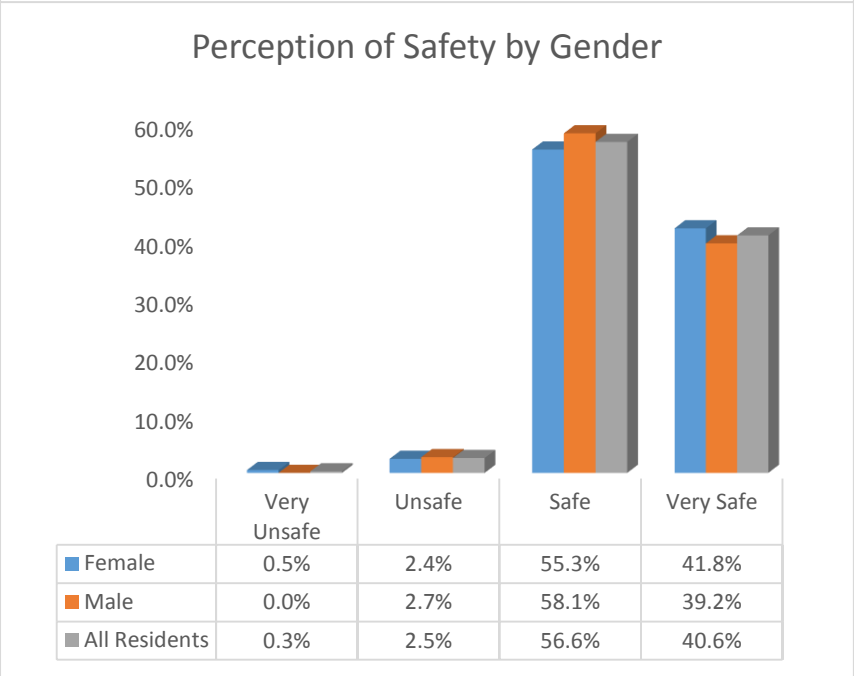
Sundace Square stands out as being central to Downtown's uniqueness. However many of the same themes appear in these answers as in respondent answers to Downtown's lifestyle, such as walkability and entertainment. The general overall theme that appeared from repondents on Downtown's uniqueness is that it provides a lifestyle centered environment, that prioritizes walkability and connectivity in a safe, fun atmosphere located in the center of Fort Worth.

Two elements that contribute to positive perceptions of Downtown are cleanliness and saftey, both of which score very high among Downtown residents. 98.3% of Downtown residents believe that Downtown is either clean or very clean.



	Very Unclean	Unclean	Clean	Very Clean
Female	0.0%	0.5%	42.3%	57.2%
Male	0.0%	2.7%	52.2%	45.2%
All Residents	0.0%	1.7%	47.7%	50.6%

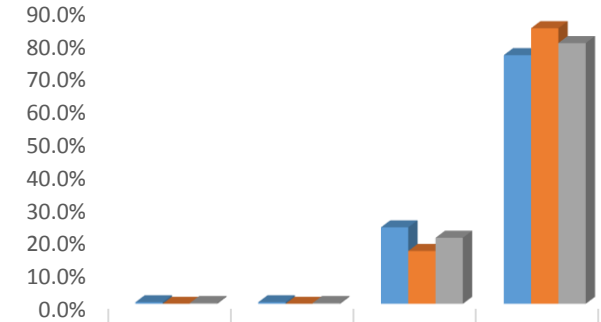
As for safety, 97.2% of residents believed that Downtown is safe with only 0.3% answering very unsafe. Interestingly, 41.8% of females believe that Downtown is very safe. 39.2% of men avowed the same. The numbers change slightly when asked about walking after dark. 90.4% of residents believed Downtown is either safe or very safe after dark, which is 7.2% less than their general feelings toward Downtown safety and 9.4% less than their feeling about safety walking during the day. Female perception of Downtown safety walking after dark decreases by 11%, from 99% believing that walking in Downtown during the day is either safe or very safe to 88.0%. Male perception of safety walking after dark stays relatively simmiliar to their perception of safety walking during the day, with only a 6.5% drop in perception.



	Very Unsafe	Unsafe	Safe	Very Safe
Female	0.5%	2.4%	55.3%	41.8%
Male	0.0%	2.7%	58.1%	39.2%
All Residents	0.3%	2.5%	56.6%	40.6%

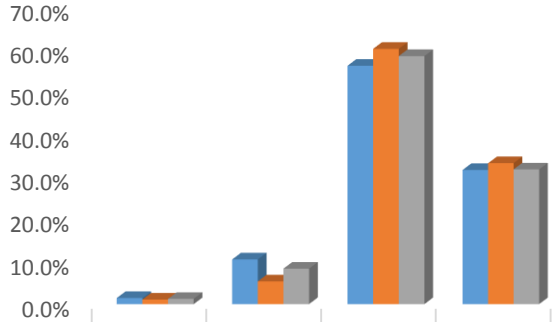
Age appears to have the greatest impact on perception of safety for Downtown residents. The general trend is the older the age group, the more likely they are to perceive Downtown to be safe or very safe. Of those under 25, 32.0% perceive Downtown as very safe as opposed to those over 65 where 59.5% perceive Downtown as safe. The age impact is even more pronounced for perception of safety after dark where 68.0% of the under 25 age group perceive walking in Downtown after dark as safe or very safe in contrast to 100% of the over 65 age group. (This could well be explained by exactly how late the younger group is staying out.)

Perception of Safety Walking In Daytime by Gender



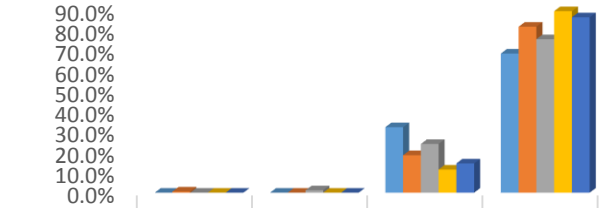
	Very Unsafe	Unsafe	Safe	Very Safe
Female	0.5%	0.5%	23.3%	75.7%
Male	0.0%	0.0%	16.1%	83.9%
Total	0.2%	0.2%	20.1%	79.4%

Perception of Safety Walking in Downtown After Dark by Gender



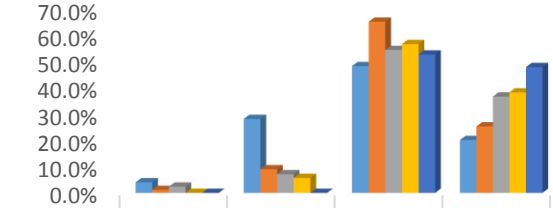
	Very Unsafe	Unsafe	Safe	Very Safe
Female	1.4%	10.6%	56.3%	31.7%
Male	1.1%	5.4%	60.2%	33.3%
Total	1.2%	8.4%	58.5%	31.9%

Perception of Safety Walking in Daytime by Age



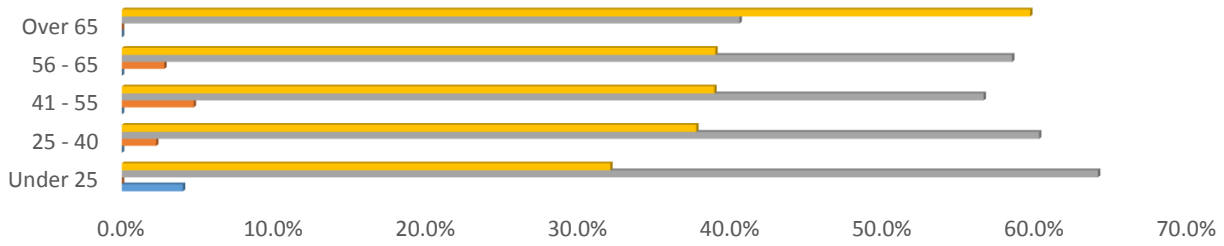
	Very Unsafe	Unsafe	Safe	Very Safe
Under 25	0.0%	0.0%	32.0%	68.0%
25 - 40	0.6%	0.0%	18.3%	81.1%
41 - 55	0.0%	1.2%	23.8%	75.0%
56 - 65	0.0%	0.0%	11.3%	88.7%
Over 65	0.0%	0.0%	14.3%	85.7%

Perception of Safety Walking in Downtown After Dark by Age



	Very Unsafe	Unsafe	Safe	Very Safe
Under 25	4.0%	28.0%	48.0%	20.0%
25 - 40	1.1%	8.9%	64.8%	25.1%
41 - 55	2.4%	7.1%	54.1%	36.5%
56 - 65	0.0%	5.6%	56.3%	38.0%
Over 65	0.0%	0.0%	52.4%	47.6%

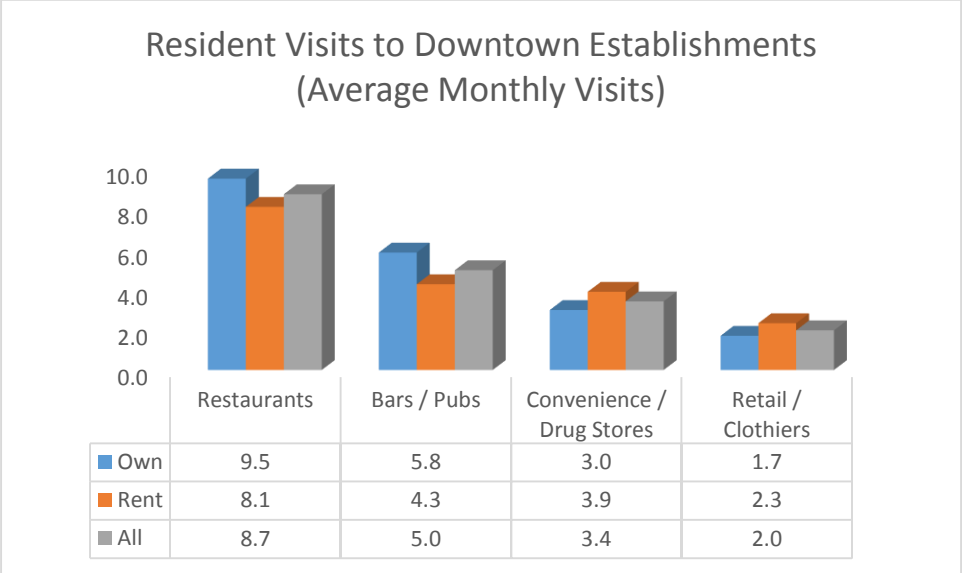
Perception of Safety by Age



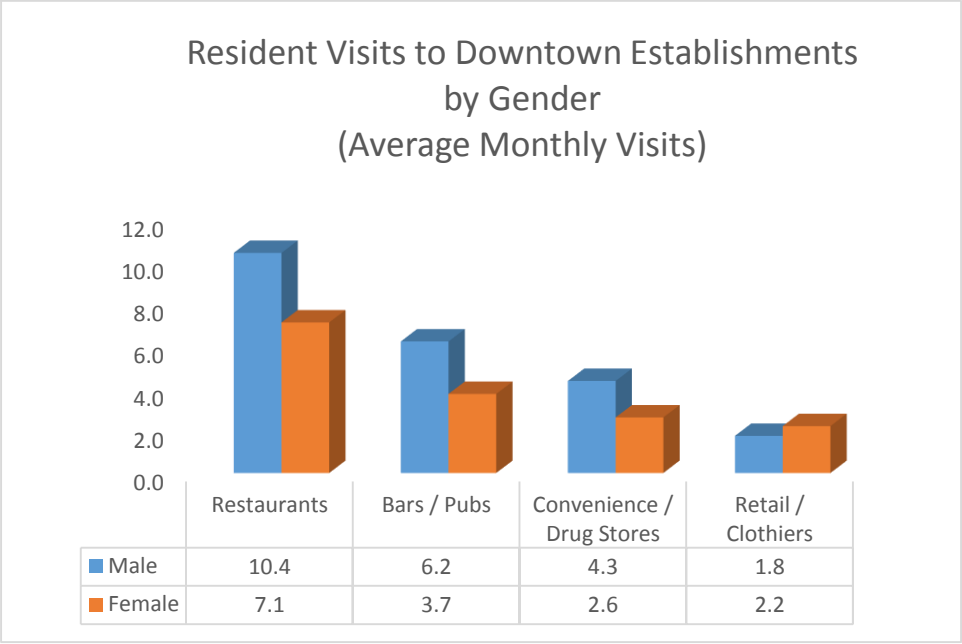
	Under 25	25 - 40	41 - 55	56 - 65	Over 65
Very Safe	32.0%	37.6%	38.8%	38.9%	59.5%
Safe	64.0%	60.1%	56.5%	58.3%	40.5%
Unsafe	0.0%	2.2%	4.7%	2.8%	0.0%
Very Unsafe	4.0%	0.0%	0.0%	0.0%	0.0%

Resident Spending:

Resident spending habits in Downtown are highly variable, with some residents rarely visiting Downtown establishments, while others visit Downtown establishments daily. Residents frequent Downtown restaurants significantly more than any other establishment type. Also residents of Condos and Townhomes frequent Downtown establishments slightly more than renters do but the difference is relatively small. Males visit Downtown establishments more than females in every category except Retail/Clothing, where women make more visits by a small margin. Marital status has no effect on resident visits to Downtown establishments except in the case of Bars/Pubs, which single residents visit slightly more frequently.



	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Own	9.5	5.8	3.0	1.7
Rent	8.1	4.3	3.9	2.3
All	8.7	5.0	3.4	2.0

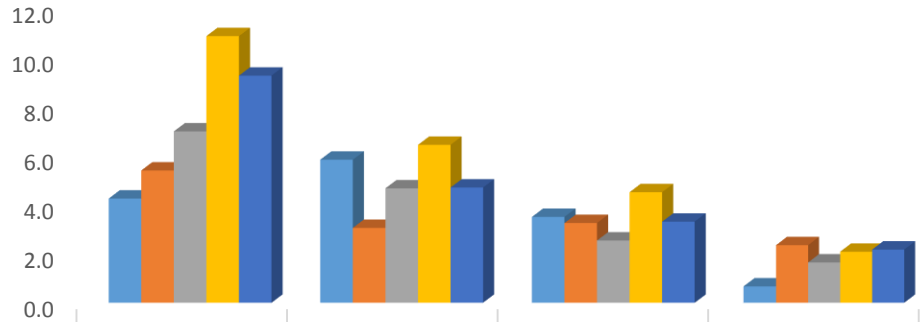


	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Male	10.4	6.2	4.3	1.8
Female	7.1	3.7	2.6	2.2

Income has a significant effect on the number of visits residents make to Downtown restaurants. Residents with income less than $30,000 visit Downtown establishments 14.3 times per month. Residents with income between $75,000 and $100,000 visit Downtown establishments on average 23.9 times per month. Residents with income greater than $100,000 visit Downtown establishments on average 19.5 times per month.

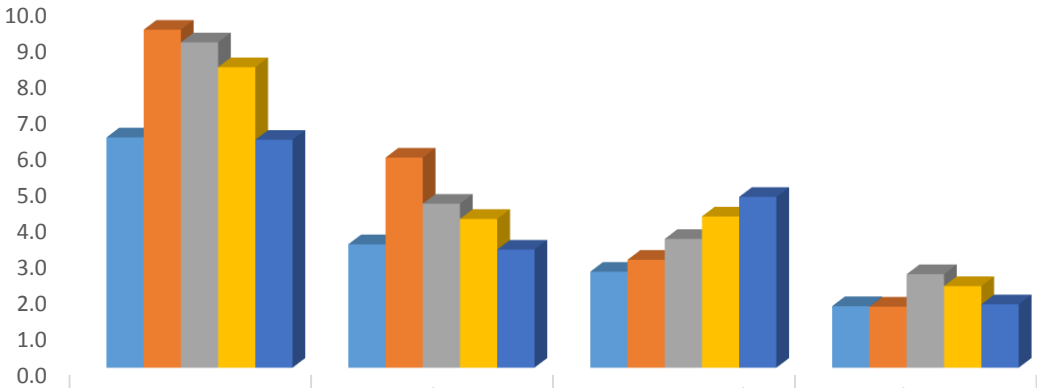
Age has less of an effect than income on resident visits. Residents in the age groups 25 – 40, 41 – 55, and 56 - 65 have very similar average number of visits. Resident who are under 25 or over 65 make fewer visits to Downtown establishments than other age groups.

Resident Visits to Downtown Establishments by Income (Average Monthly Visits)



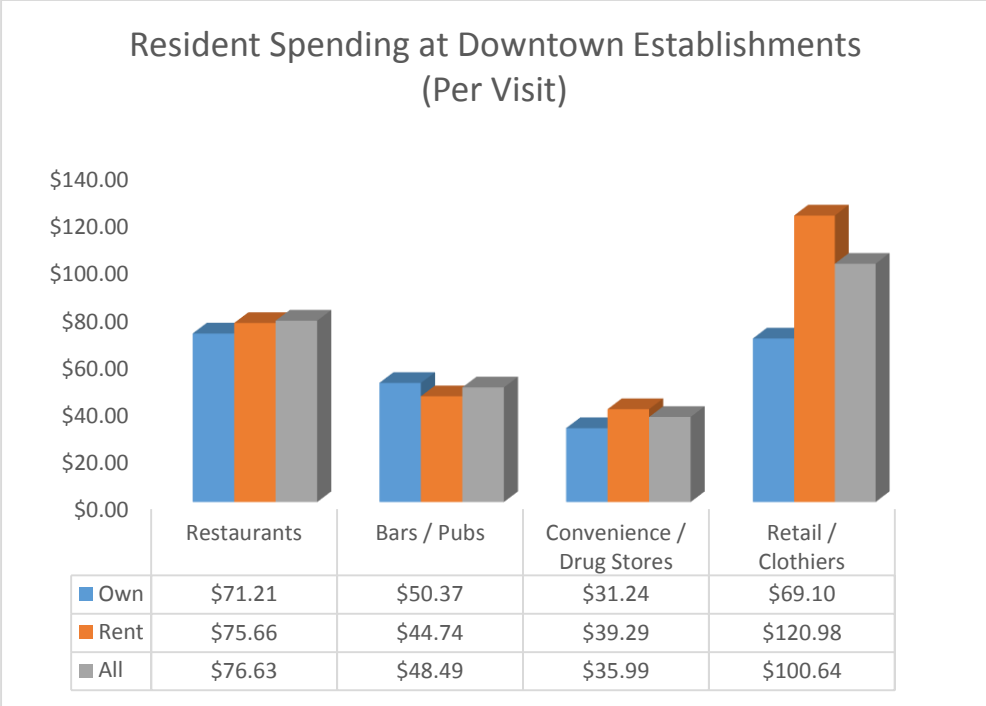
	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Less than $30,000	4.3	5.8	3.5	0.7
$30,000 - $49,999	5.4	3.1	3.3	2.4
$50,000 - $74,999	7.0	4.7	2.5	1.6
$75,000 - $100,000	10.9	6.4	4.5	2.1
More than $100,000	9.3	4.7	3.3	2.2

Resident Visits to Downtown Establishments by Age (Average Month Visits)

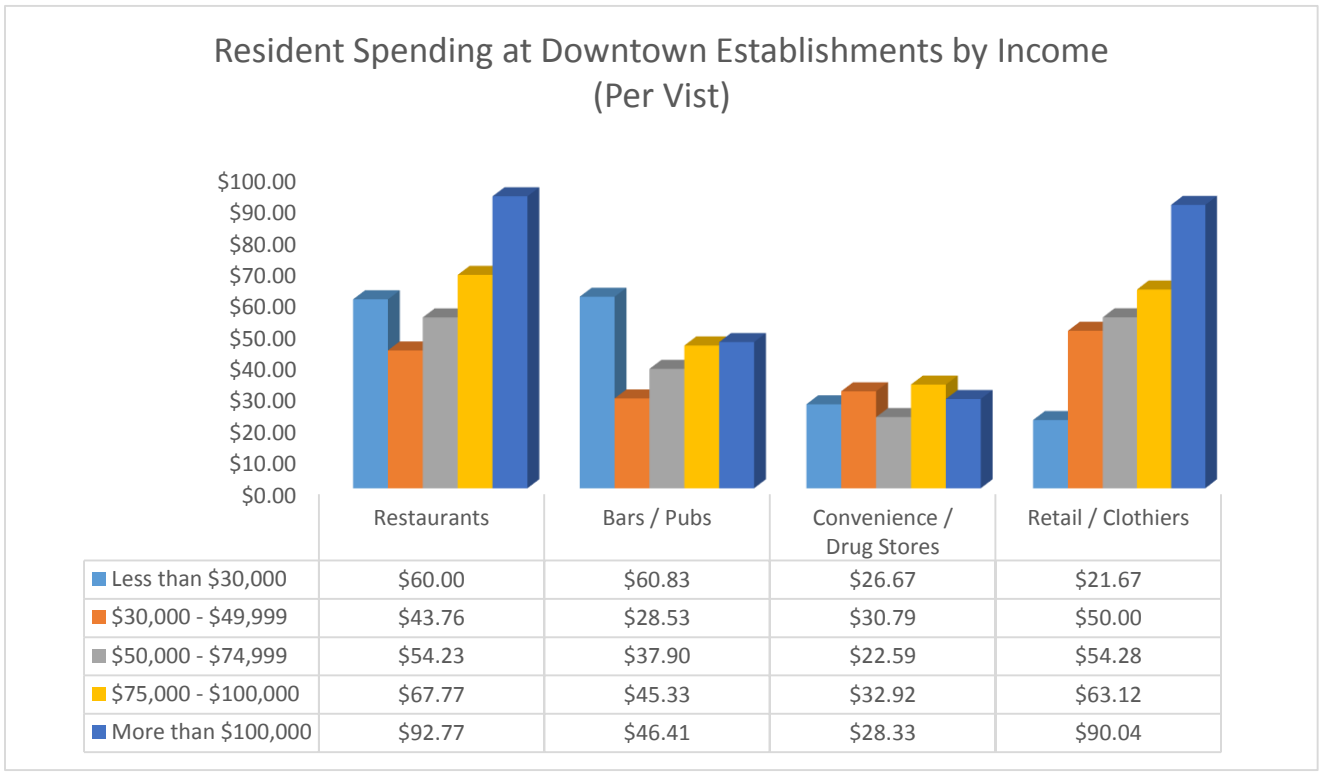


	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Under 25	6.4	3.4	2.7	1.7
25 - 40	9.4	5.8	3.0	1.7
41 - 55	9.0	4.5	3.6	2.6
56 - 65	8.3	4.1	4.2	2.3
Over 65	6.3	3.3	4.7	1.8

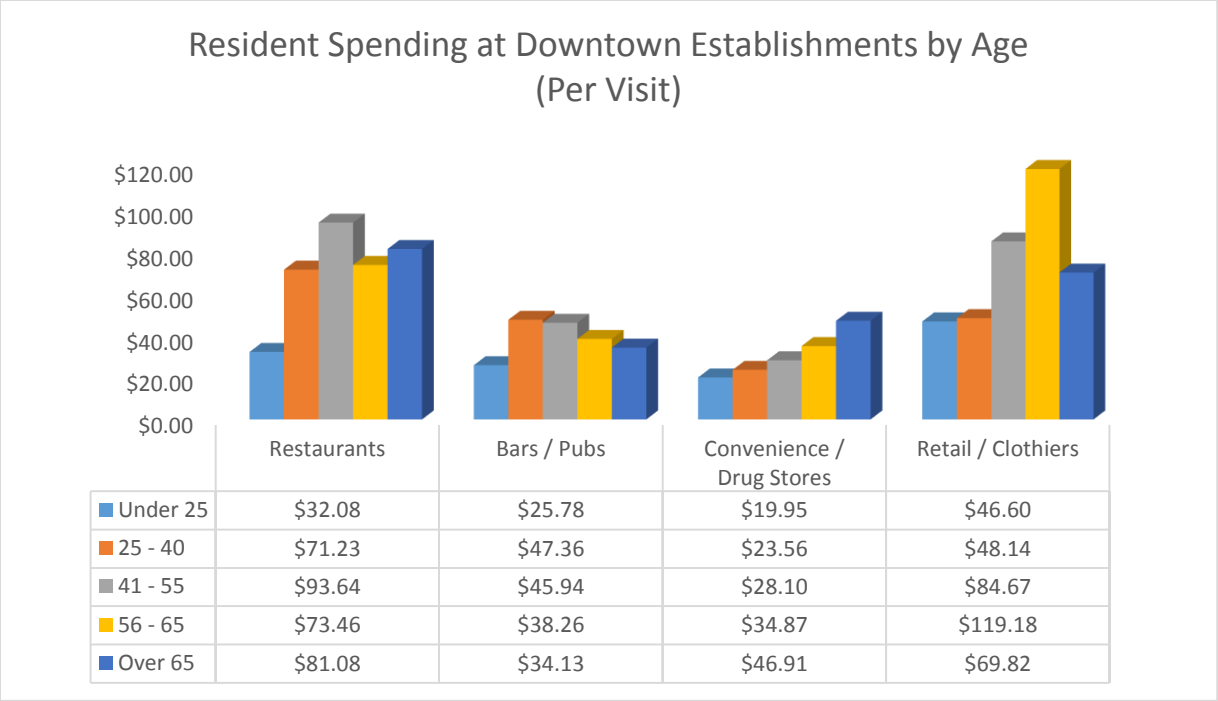
Resident spending per visit to Downtown establishments is fairly consistent among renters and owners. The only area where spending habits differ between renters and owners is at Retail/Clothiers. Renters spend $51.88 more per visit than owners. Not surprisingly, resident spending per visit increases in higher income levels. However, residents with income of less than $30,000 spend significantly more per visit to Bars/Clubs than other income groups. Resident spending by age also is fairly consistent with one understandable outlier, residents under the age of 25 spend significantly less than other age groups at Restaurants and Bars/Clubs.



	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Own	$71.21	$50.37	$31.24	$69.10
Rent	$75.66	$44.74	$39.29	$120.98
All	$76.63	$48.49	$35.99	$100.64

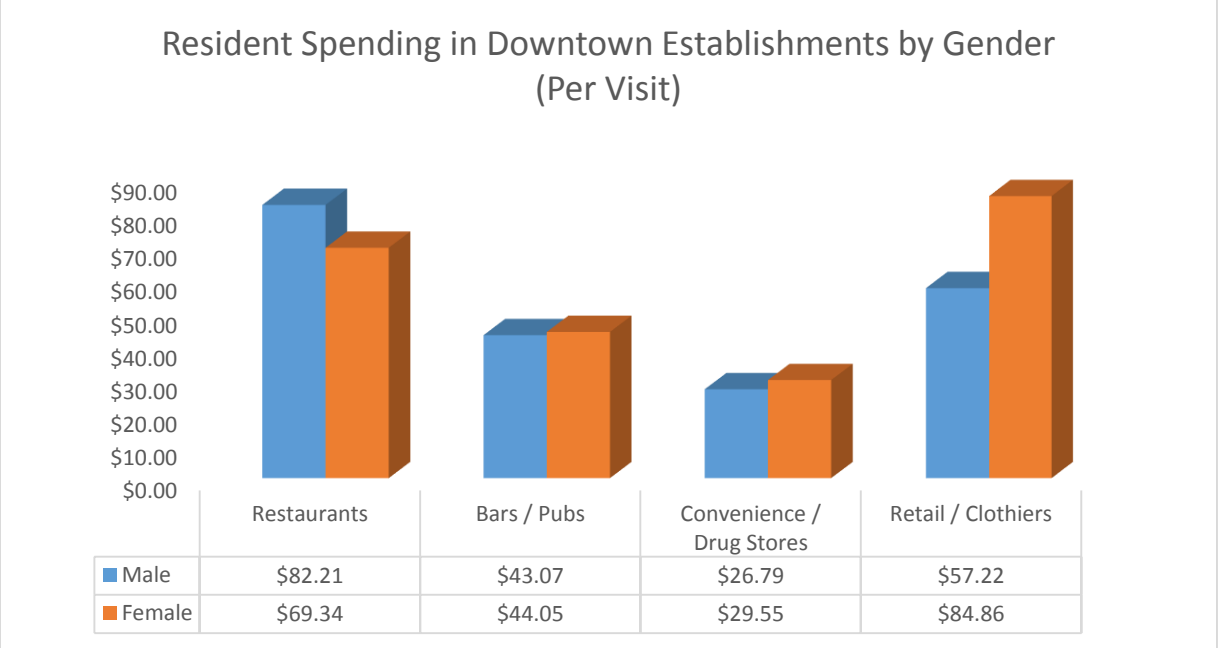


	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Less than $30,000	$60.00	$60.83	$26.67	$21.67
$30,000 - $49,999	$43.76	$28.53	$30.79	$50.00
$50,000 - $74,999	$54.23	$37.90	$22.59	$54.28
$75,000 - $100,000	$67.77	$45.33	$32.92	$63.12
More than $100,000	$92.77	$46.41	$28.33	$90.04



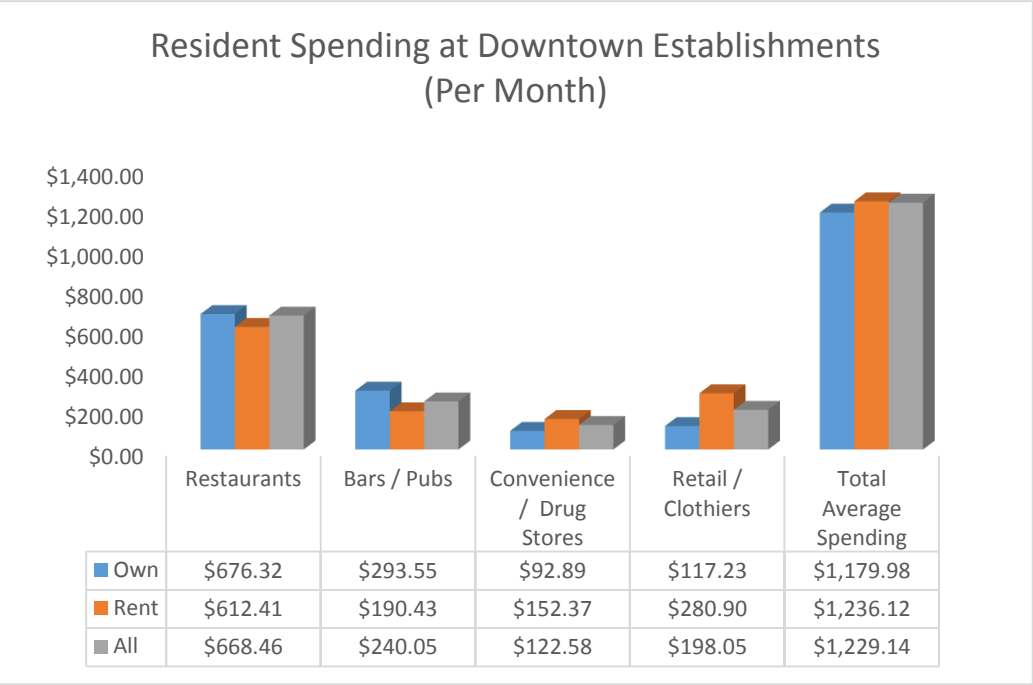
	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Under 25	$32.08	$25.78	$19.95	$46.60
25 - 40	$71.23	$47.36	$23.56	$48.14
41 - 55	$93.64	$45.94	$28.10	$84.67
56 - 65	$73.46	$38.26	$34.87	$119.18
Over 65	$81.08	$34.13	$46.91	$69.82

The impact of resident spending is significant. The average Downtown resident spends $1,229.14 monthly. Multiplying this number by the total amount of households in Downtown, the economic impact to Downtown Restaurants, Bars/Clubs, Convenience/Drug Stores and Retail/Clothiers from Downtown restaurants is over $4 million per month. Since only one survey was completed per residential unit, this economic impact does not include spending by spouses, roommates or dependents which would significantly increase the economic impact of Downtown residents.

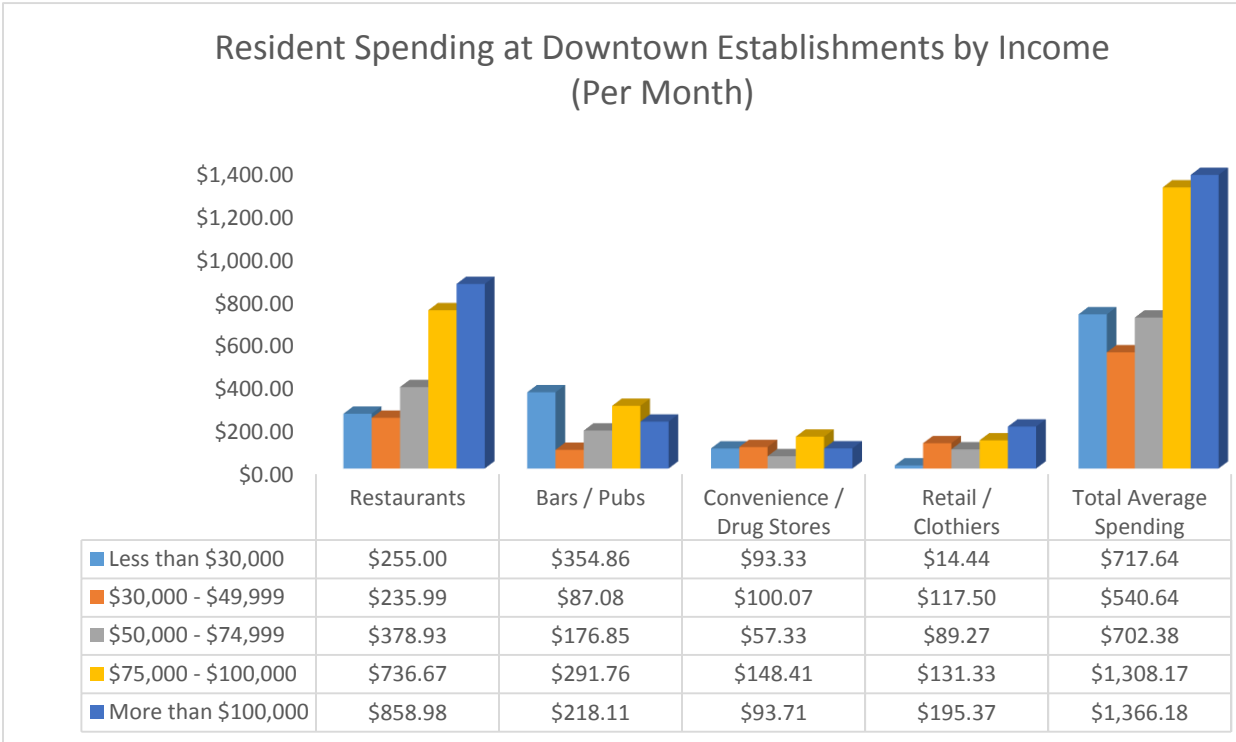


	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers
Male	$82.21	$43.07	$26.79	$57.22
Female	$69.34	$44.05	$29.55	$84.86

Resident spending in Downtown is highly influenced by income. Because the majority of Downtown residents are high income earners, they have a large effect on the overall average resident spending. Residents with income greater than $75,000 spend more than $1,300 per month, increasing the overall average spending per resident significantly. Residents with income less than $30,000 on average spend $177 more per month than residents with income between $30,000 and $49,999, and spend slightly more ($15) per month than residents with income between $50,000 and $74,999.



	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers	Total Average Spending
Own	$676.32	$293.55	$92.89	$117.23	$1,179.98
Rent	$612.41	$190.43	$152.37	$280.90	$1,236.12
All	$668.46	$240.05	$122.58	$198.05	$1,229.14



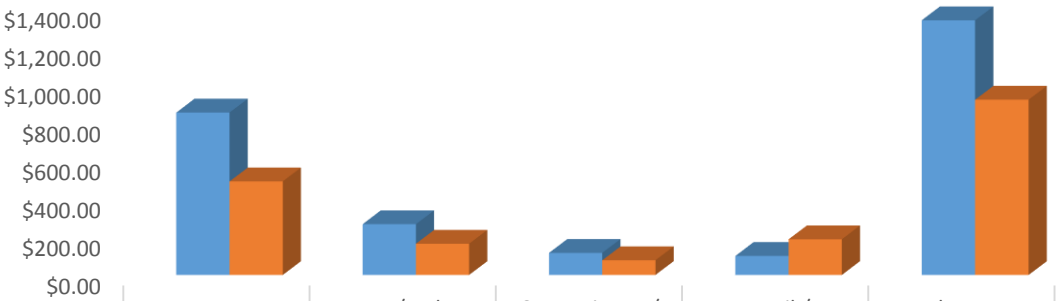
	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers	Total Average Spending
Less than $30,000	$255.00	$354.86	$93.33	$14.44	$717.64
$30,000 - $49,999	$235.99	$87.08	$100.07	$117.50	$540.64
$50,000 - $74,999	$378.93	$176.85	$57.33	$89.27	$702.38
$75,000 - $100,000	$736.67	$291.76	$148.41	$131.33	$1,308.17
More than $100,000	$858.98	$218.11	$93.71	$195.37	$1,366.18

Resident Spending at Downtown Establishments by Age (Per Month)

	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers	Total Average Spending
Under 25	$204.51	$87.90	$52.86	$79.22	$424.49
25 - 40	$666.99	$275.47	$70.19	$81.11	$1,093.77
41 - 55	$843.88	$208.34	$99.97	$218.72	$1,370.92
56 - 65	$611.47	$157.37	$145.83	$268.55	$1,183.23
Over 65	$511.45	$111.29	$221.61	$122.19	$966.54

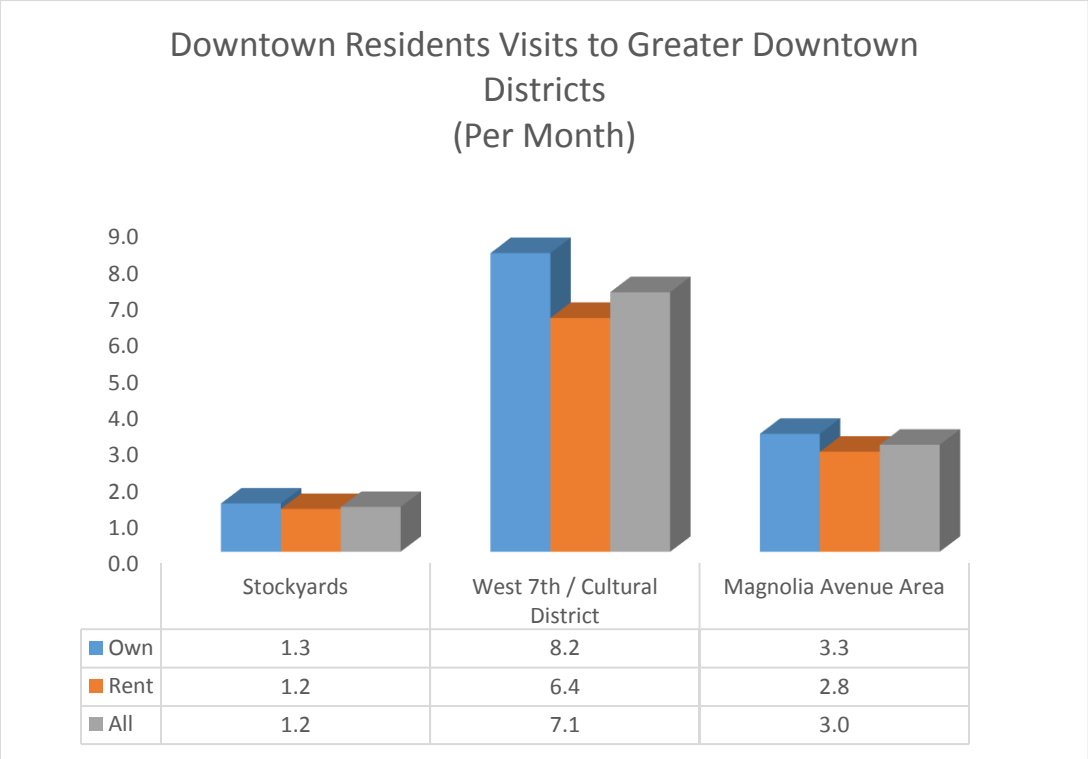
Age also has an effect on resident spending. Residents under the age of 25 spend $424 per month, which is $542 less than the next lowest spending age group (those over 65). Residents between the ages of 41 and 55 spend the most of any age group, mostly due to spending more per month at restaurants. For similar reasons, males on average spend $416 more than females per month.

Resident Spending at Downtown Establishments by Gender (Per Month)



	Restaurants	Bars / Pubs	Convenience / Drug Stores	Retail / Clothiers	Total Average Spending
Male	$854.84	$267.43	$116.36	$100.32	$1,338.95
Female	$492.81	$164.39	$77.48	$187.78	$922.44

Residents also have an impact on the greater Downtown area. Residents were asked how many visits they make to districts surrounding Downtown which make up the greater Downtown area. On average, residents make 11 visits per month to surrounding districts, with the West 7th/Cultural District being the most highly visited.



	Stockyards	West 7th / Cultural District	Magnolia Avenue Area
Own	1.3	8.2	3.3
Rent	1.2	6.4	2.8
All	1.2	7.1	3.0

Overall the questions regarding resident spending demonstrate the importance of Downtown's residents to the health of its economy and surrounding areas. Residents are providing at minimum $48 million in yearly sales in Downtown, and likely more when spouses and roomates are taken into account. With over 2,500 new units either in the construction or planning phase in Downtown, this impact can be expect to increase significantly.