

The View from Dallas-Fort Worth

1,000 residents share their
perspectives on life in Dallas-Fort
Worth metropolitan area, the local
economy and personal finances

July 2016

charles
SCHWAB

Own your tomorrow™

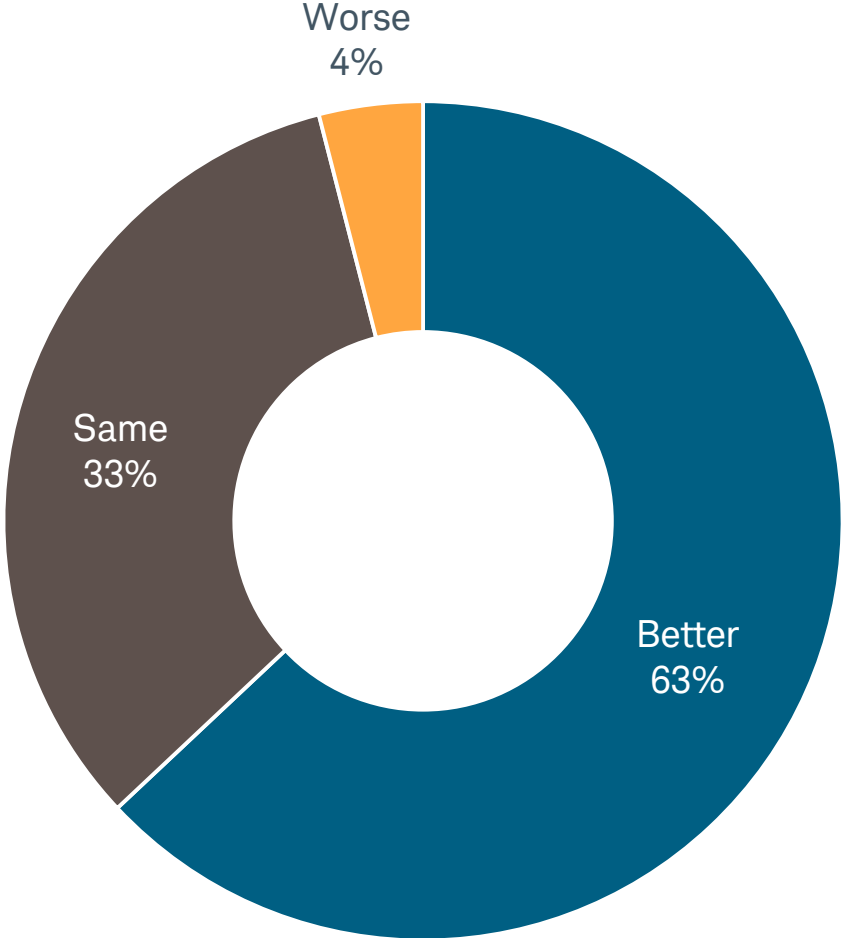
Methodology

What	<ul style="list-style-type: none">▪ An online study among a sample of the general public was conducted by Koski Research.▪ Koski Research is neither affiliated with, nor employed by, Charles Schwab & Co., Inc.
When	<ul style="list-style-type: none">▪ The study was fielded May 19th – June 2nd, 2016.
Who	<ul style="list-style-type: none">▪ 1,000 Dallas-Fort Worth residents aged 21-75 completed the study.▪ The sample was drawn from online sample sources.▪ The geographical area of the sample included all the counties in the Dallas-Fort Worth (MSA). Quotas were set so that the sample is as demographically representative of the Dallas-Forth Worth area as possible. The data have not been weighted.

The Dallas-Fort Worth Economy

Nearly all DFW residents believe that the local economy is in as good or better shape than the overall U.S. economy

Dallas-Fort Worth Economy Comparison to U.S. Economy
All Dallas-Fort Worth Residents

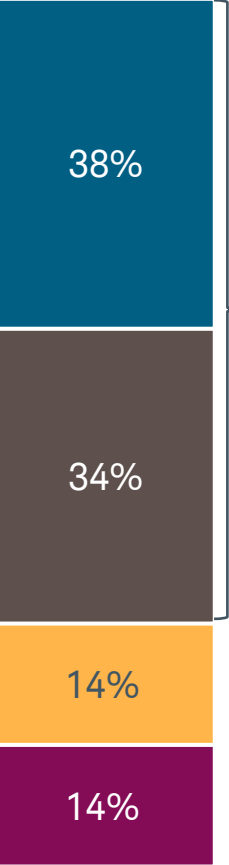


Q6 If you were to compare the economy of the Dallas-Fort Worth area to the economy of the United States overall, would you say Dallas-Fort Worth's economy is... ? (Base: All Dallas-Fort Worth Residents=1,000)

DFW residents are more optimistic about the local economy than the national economy

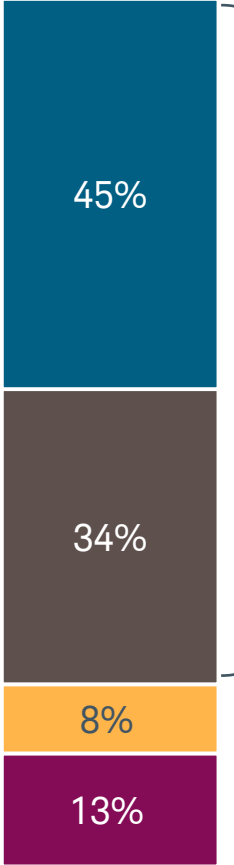
View of the economy: All Dallas-Fort Worth Residents

In Your Neighborhood



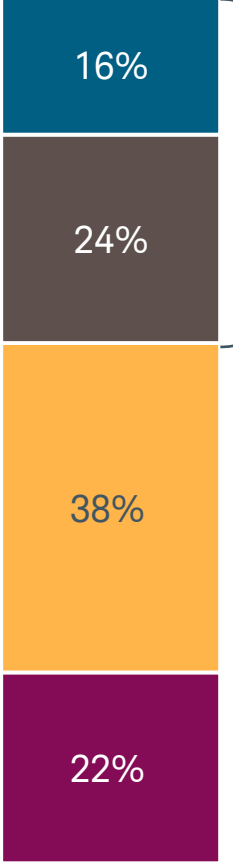
Becoming more prosperous/
staying the same
(NET) = 72%

In Dallas-Fort Worth



Becoming more prosperous/
staying the same
(NET) = 79%

In the United States



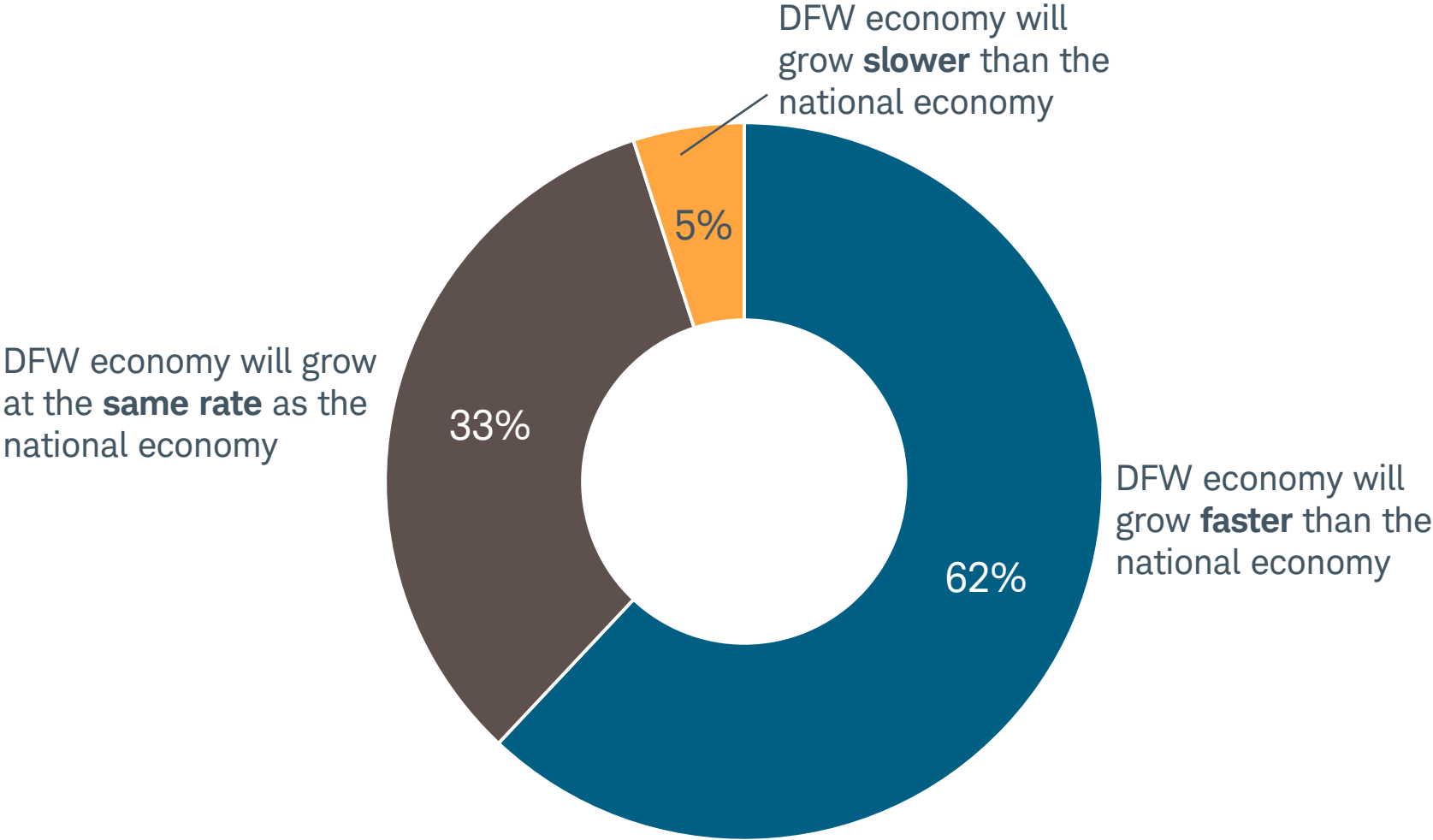
Becoming more prosperous/
staying the same
(NET) = 40%

- Becoming more prosperous
- Staying about the same
- Becoming less prosperous
- Cannot say

Q5 How do you view the economy in each of the following areas... a. In your specific area or neighborhood? b. In Dallas-Fort Worth? c. In the United States? (Base: All Dallas-Fort Worth Residents=1,000)

Most DFW residents predict the local economy will continue to grow at the same past or faster than the U.S. economy

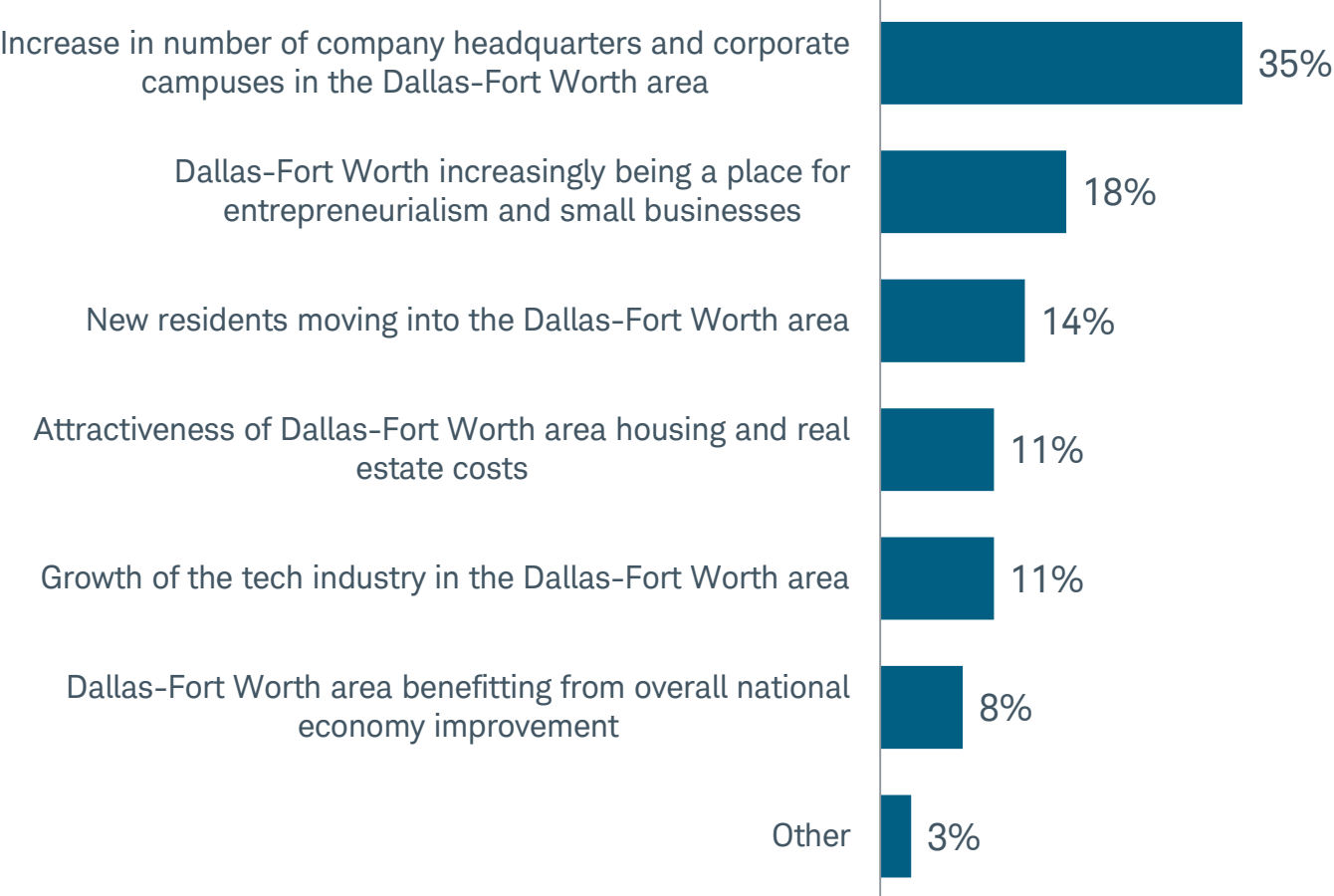
Dallas-Fort Worth Economic Growth Comparison to National Economic Growth
All Dallas-Fort Worth Residents



Q21 Data shows that the Dallas-Fort Worth economy has been growing. Do you think it will...? (Base: All Dallas-Fort Worth Residents=1,000)

DFW residents view the increase in number of corporate headquarters and campuses as the primary driver of local economic growth

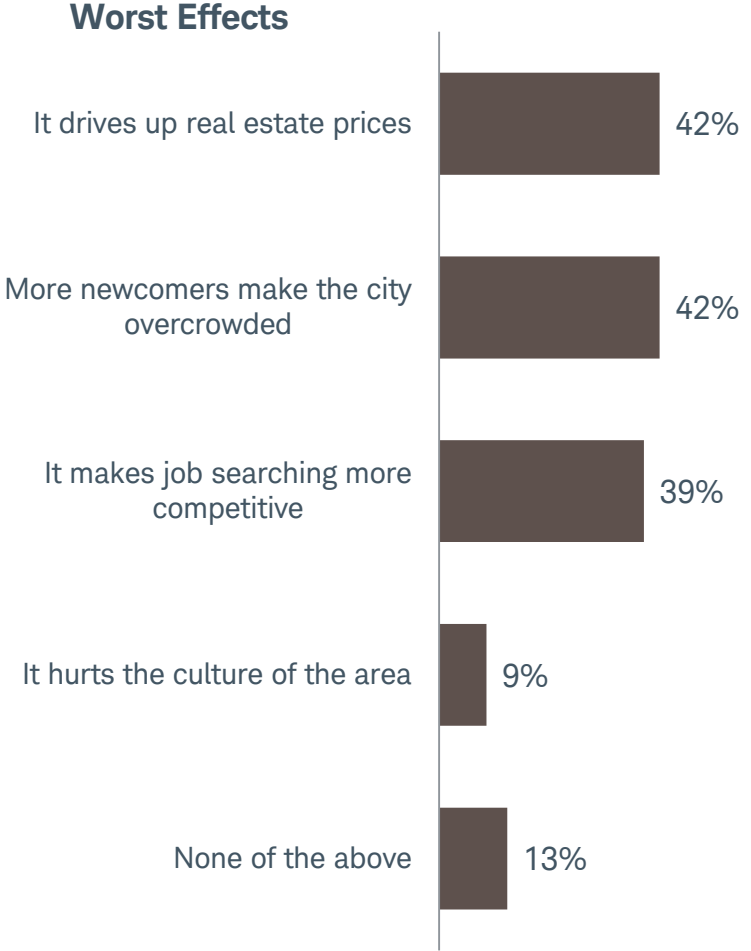
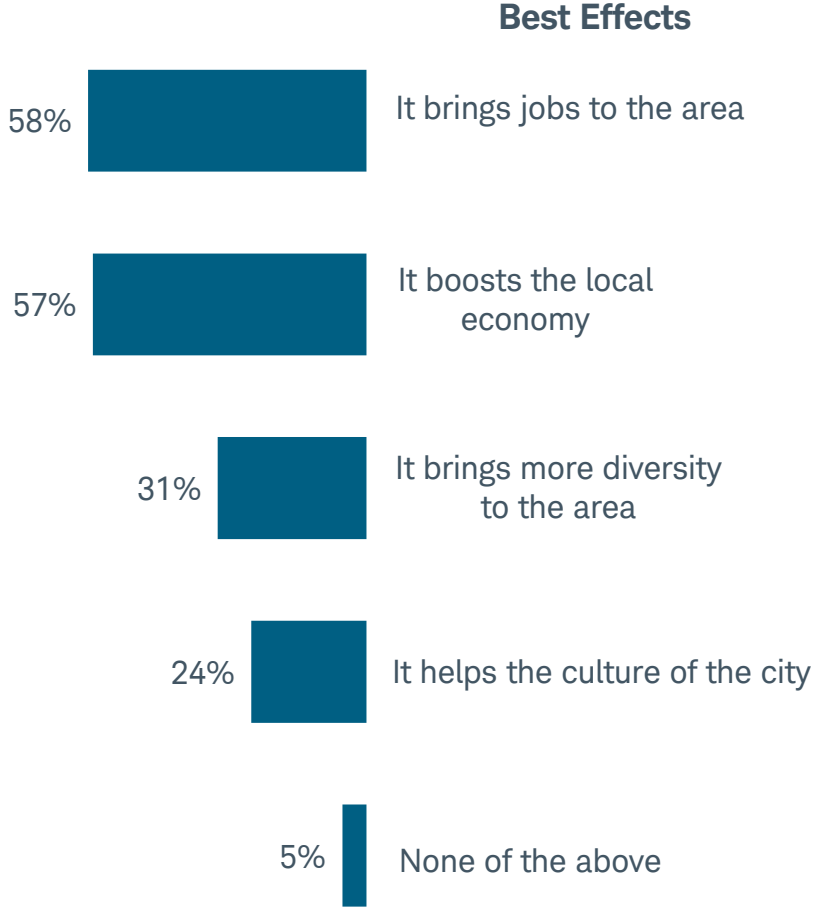
Cause of Economic Growth All Dallas-Fort Worth Residents



Q22 What do you think is most responsible for the economic growth in the Dallas-Fort Worth area? (Base: All Dallas-Fort Worth Residents=1,000)

DFW residents view the rising real estate prices and overcrowding as adverse effects of the influx of corporations, but a majority believe the benefits outweigh the costs

Effects of People and Businesses Moving to Dallas-Fort Worth All Dallas-Fort Worth Residents

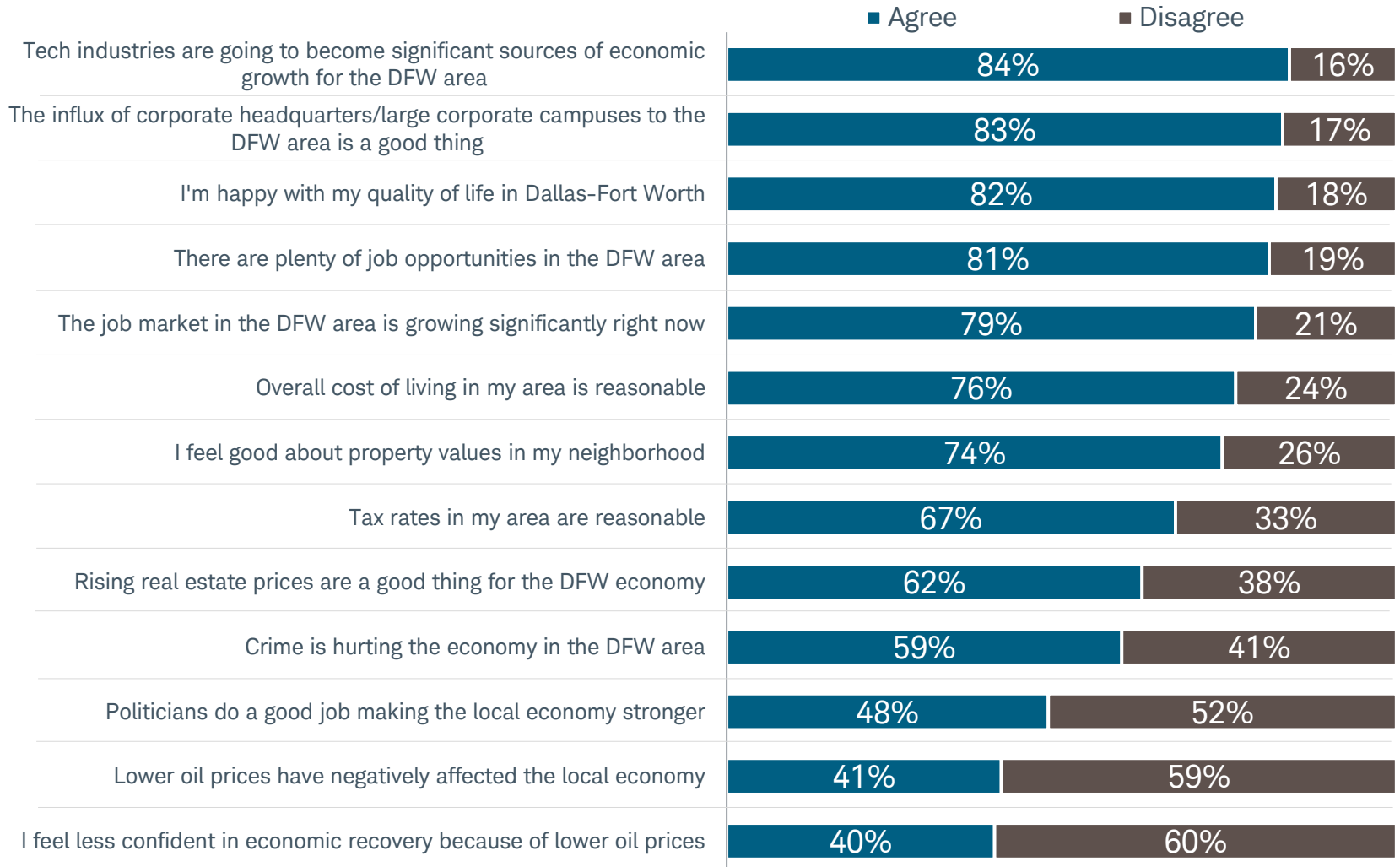


Q24 What do you think is the best thing about the increase in number of people, businesses, and corporations relocating to the Dallas-Fort Worth area? (Base: All Dallas-Fort Worth Residents=1,000)

Q25 What is the worst thing about the increase in number of people, businesses, and corporations relocating to the Dallas-Fort Worth area? (Base: All Dallas-Fort Worth Residents=1,000)

A strong majority believe the tech industry is going to become a significant driver of local economic growth

Agreement with Statements About Dallas-Fort Worth All Dallas-Fort Worth Residents

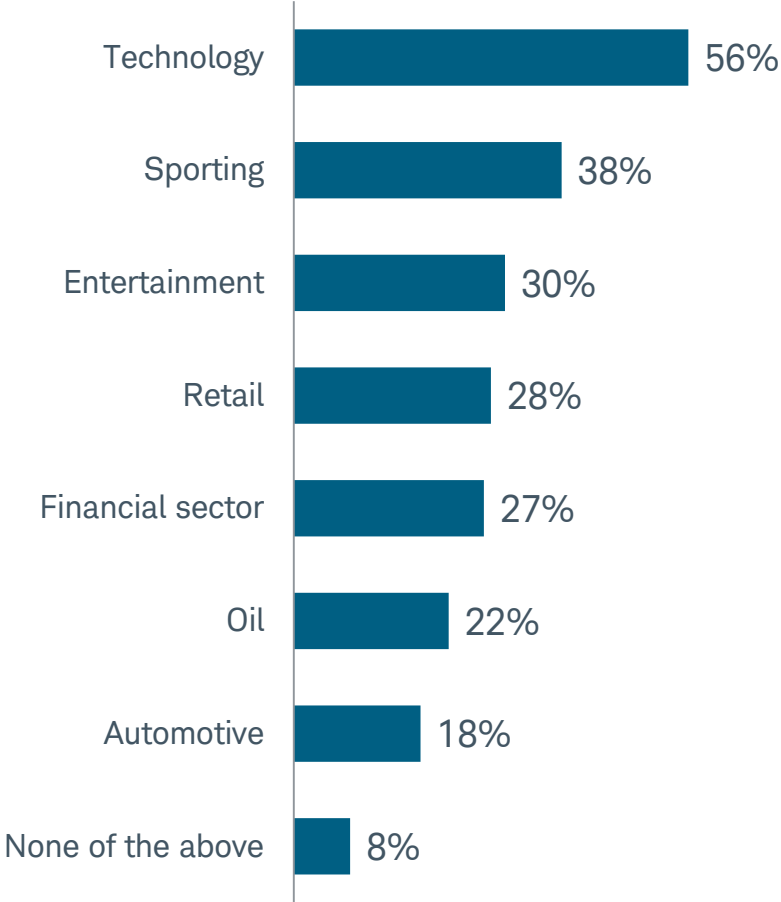


Q9 Please indicate your level of agreement or disagreement with each of the statements below. (Base: All Dallas-Fort Worth Residents=1,000)

Q23 What is your opinion about the increase in number of people, businesses, and corporations relocating to the Dallas-Fort Worth area? (Base: All Dallas-Fort Worth Residents=1,000)

More than half of area residents believe DFW will be known for its strength in technology by 2026

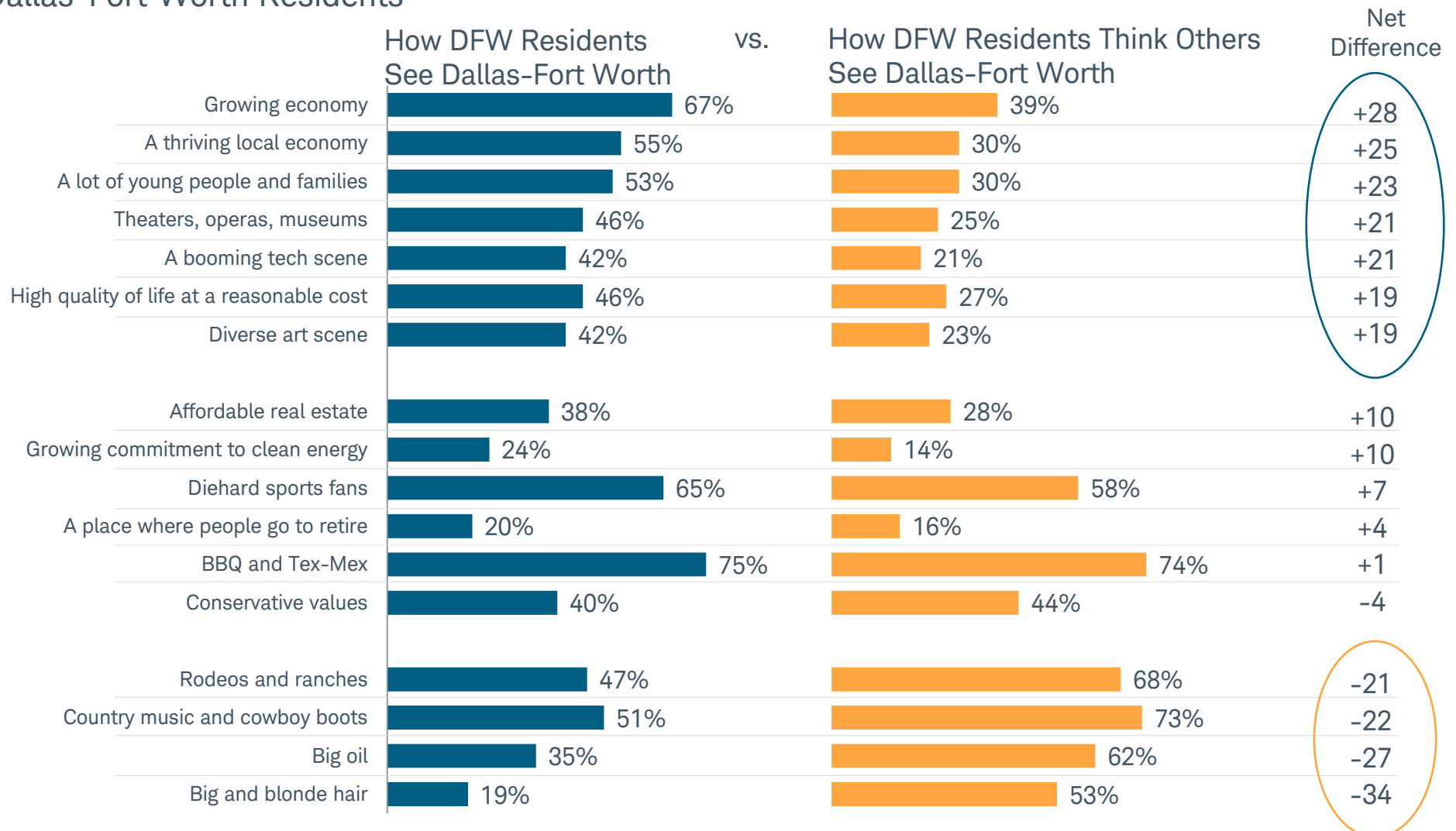
Industries Dallas-Fort Worth Will Be Known For In 2026 All Dallas-Fort Worth Residents



Q25a When thinking about the Dallas-Fort Worth economy, in 10 years Dallas-Fort Worth will be known for which industries? (Base: All Dallas-Fort Worth Residents=1,000)

DFW residents don't think many outsiders recognize their growing local economy or booming tech scene

How Dallas-Fort Worth is Seen by DFW Residents and Others All Dallas-Fort Worth Residents



Q35a The Dallas Fort-Worth area is well known for a variety of reasons. Which of the following do you believe describe the Dallas Fort-Worth area?

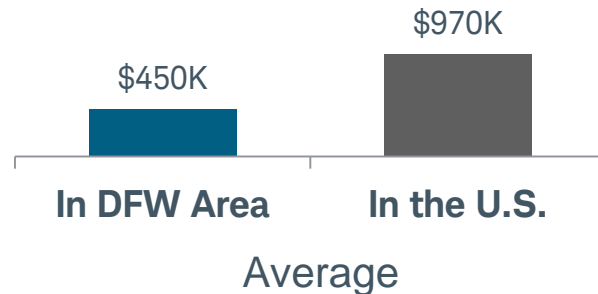
Q35b People from other places also have impressions of Dallas-Fort Worth area. Which of the following do you think people from other places believe are descriptive of the Dallas Fort-Worth area? (Base: All Dallas-Fort Worth Residents=1,000)

Personal Finances in Dallas-Fort Worth

Area residents believe it takes much less to be considered financially comfortable or wealthy in DFW compared to the rest of the country

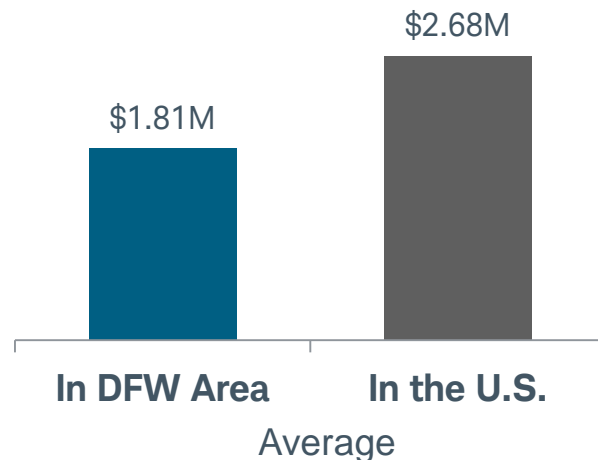
Net Worth Needed to be *Financially Comfortable*

All Dallas-Fort Worth Residents



Net Worth Needed to be *Wealthy*

All Dallas-Fort Worth Residents



Q12 At what level of personal **net worth** would you say a person in the Dallas-Fort Worth area could be considered financially comfortable?

Q13 At what level of personal net worth would you say a person in the Dallas-Fort Worth area could be considered wealthy?

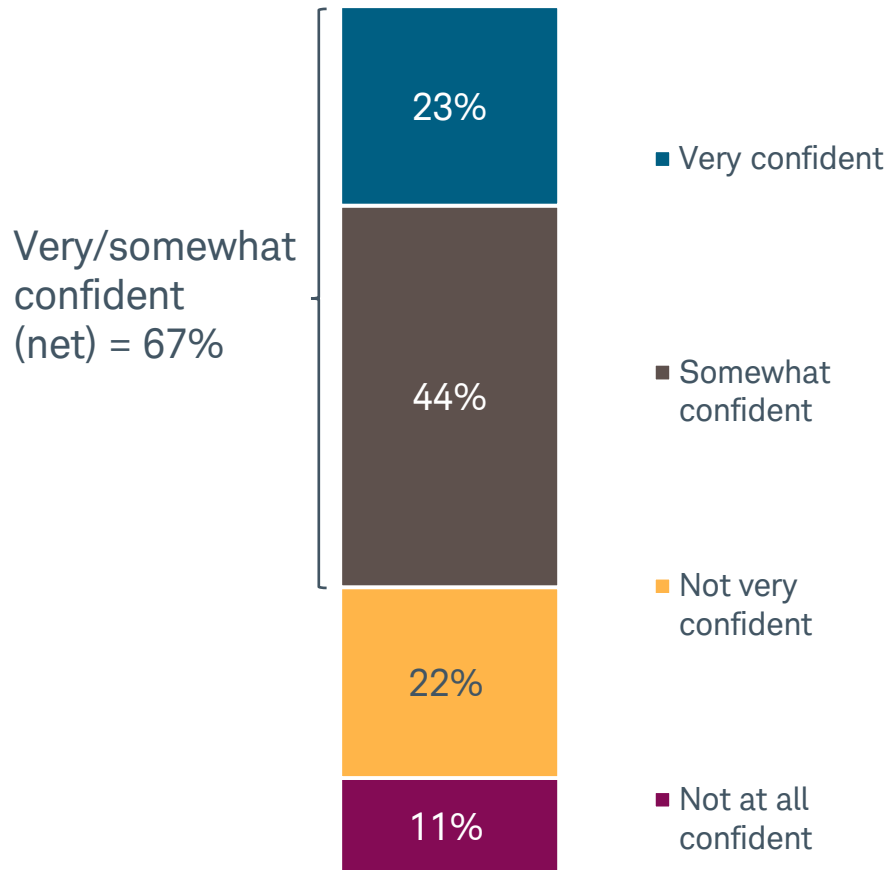
Q13a At what level of personal net worth would you say a person living in the rest of the United States could be considered financially comfortable?

Q13b At what level of personal net worth would you say a person living in the rest of the United States could be considered wealthy? (Base: All Dallas-Fort Worth Residents=1,000)

Two-thirds of DFW residents are confident they will reach their financial goals; 40 percent say living in the DFW area helps

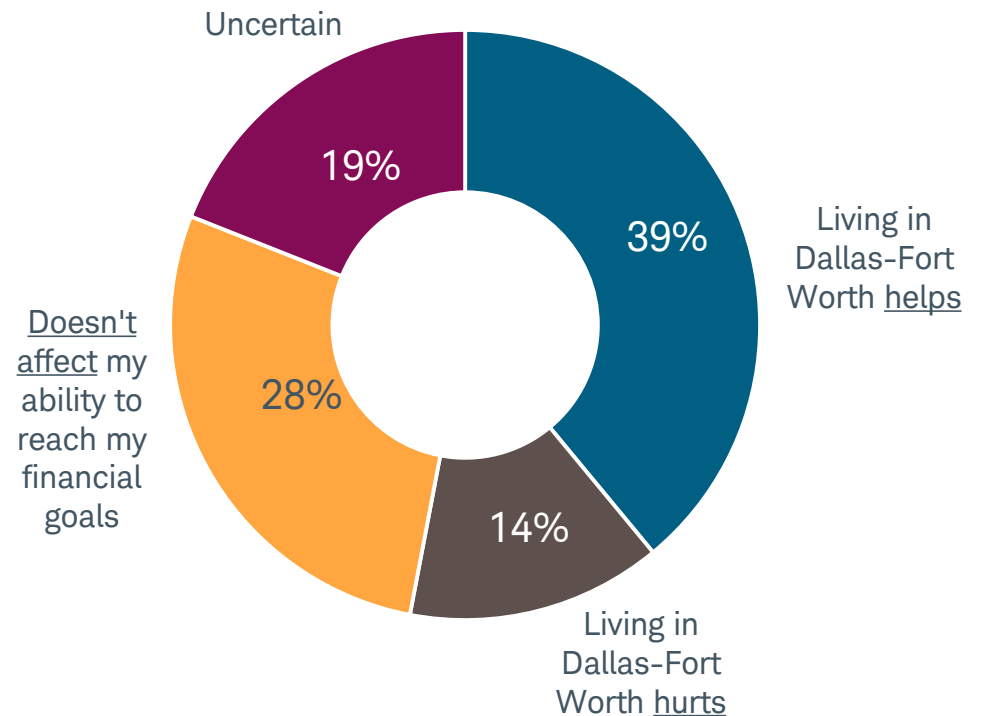
Confidence in Ability to Achieve Financial Goals

All Dallas-Fort Worth Residents



Effect of Living in Dallas-Fort Worth on Reaching Financial Goals

All Dallas-Fort Worth Residents

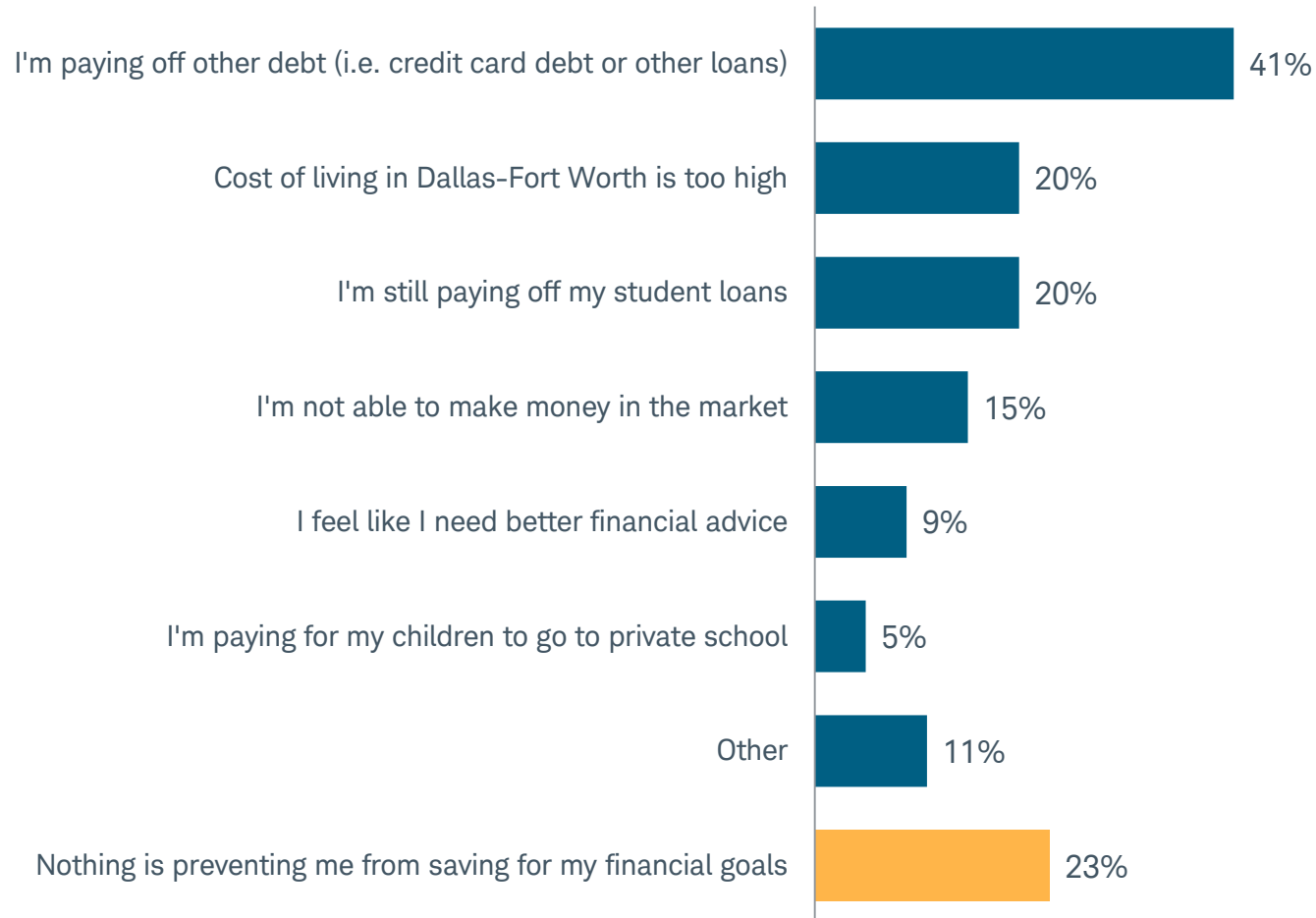


Q17 How confident do you feel that you will be able to reach your financial goals?

Q18 Would you say that living in Dallas-Fort Worth area helps or hurts your ability to reach your financial goals? (Base: All Dallas-Fort Worth Residents=1,000)

Debt is the primary obstacle preventing DFW residents reaching their financial goals

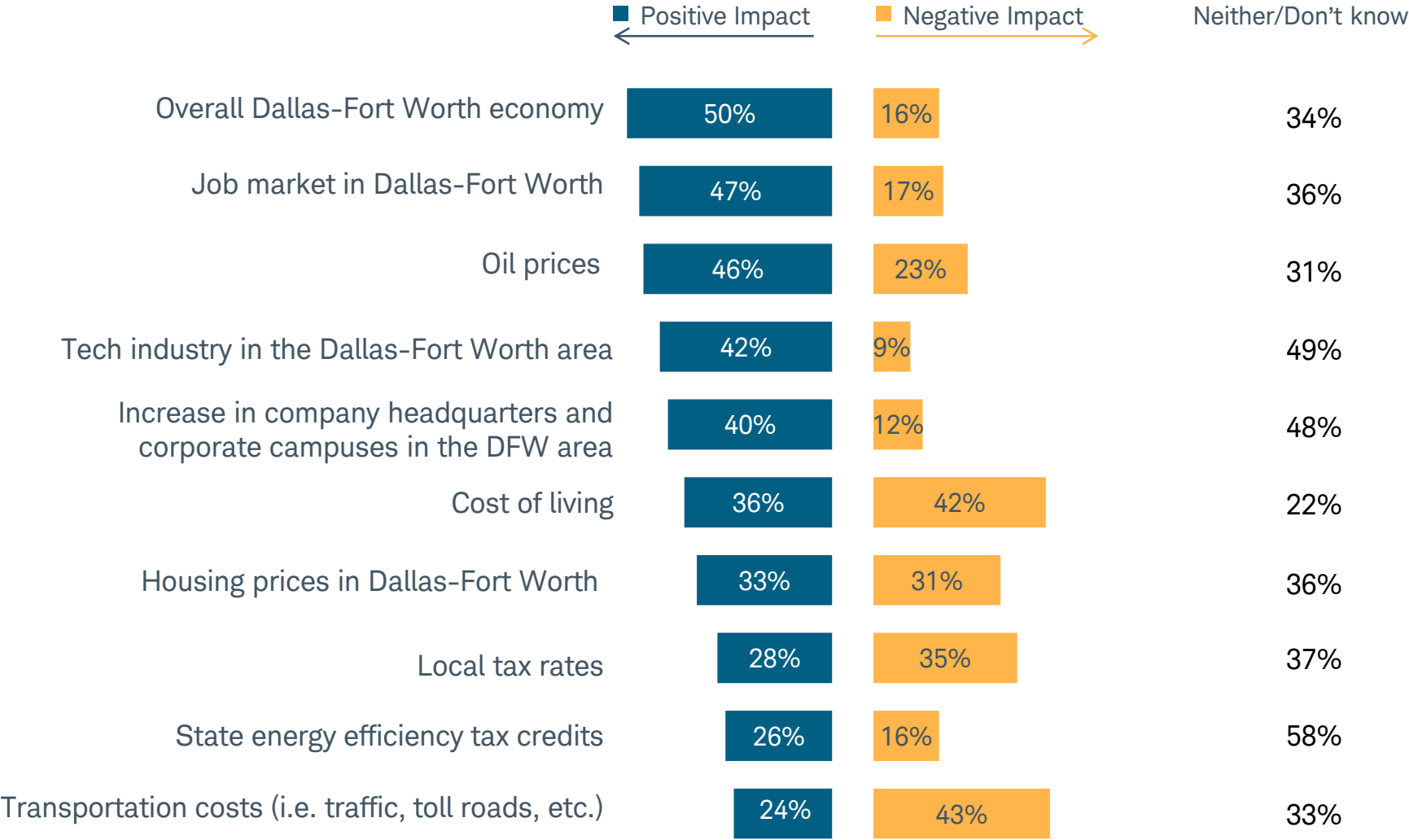
Obstacles preventing saving for financial goals All Dallas-Fort Worth Residents



Q28 Which of the following obstacles prevent you from saving for your financial goals? (Base: All Dallas-Fort Worth Residents=1,000)

DFW residents say the local economy, job market and oil prices have contributed positively to their personal finances

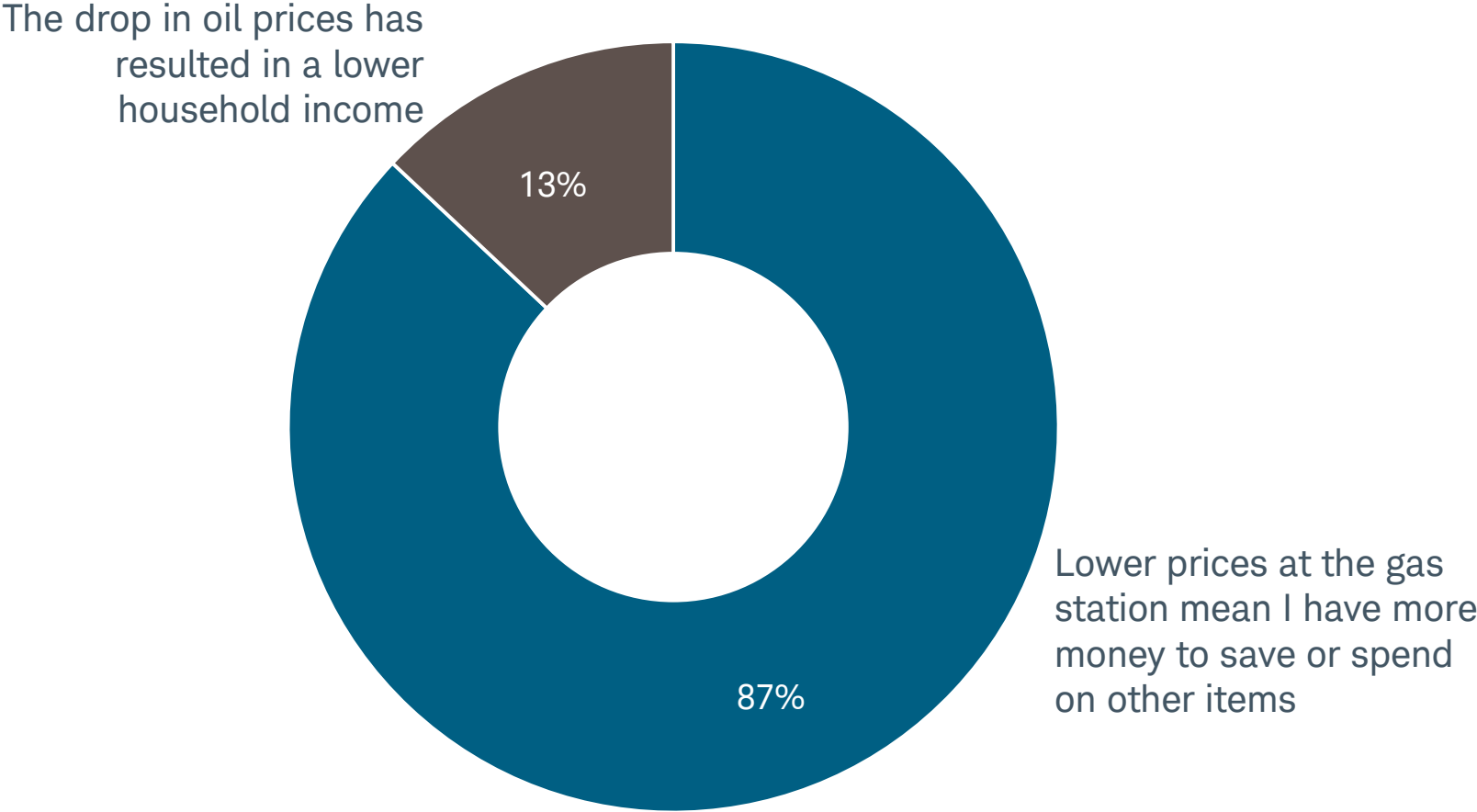
Impact on Personal Finances All Dallas-Fort Worth Residents



Q34 How have each of the following impacted your personal finances? (Base: All Dallas-Fort Worth Residents=1,000)

Most DFW residents say the drop in oil prices has meant more money in their pockets

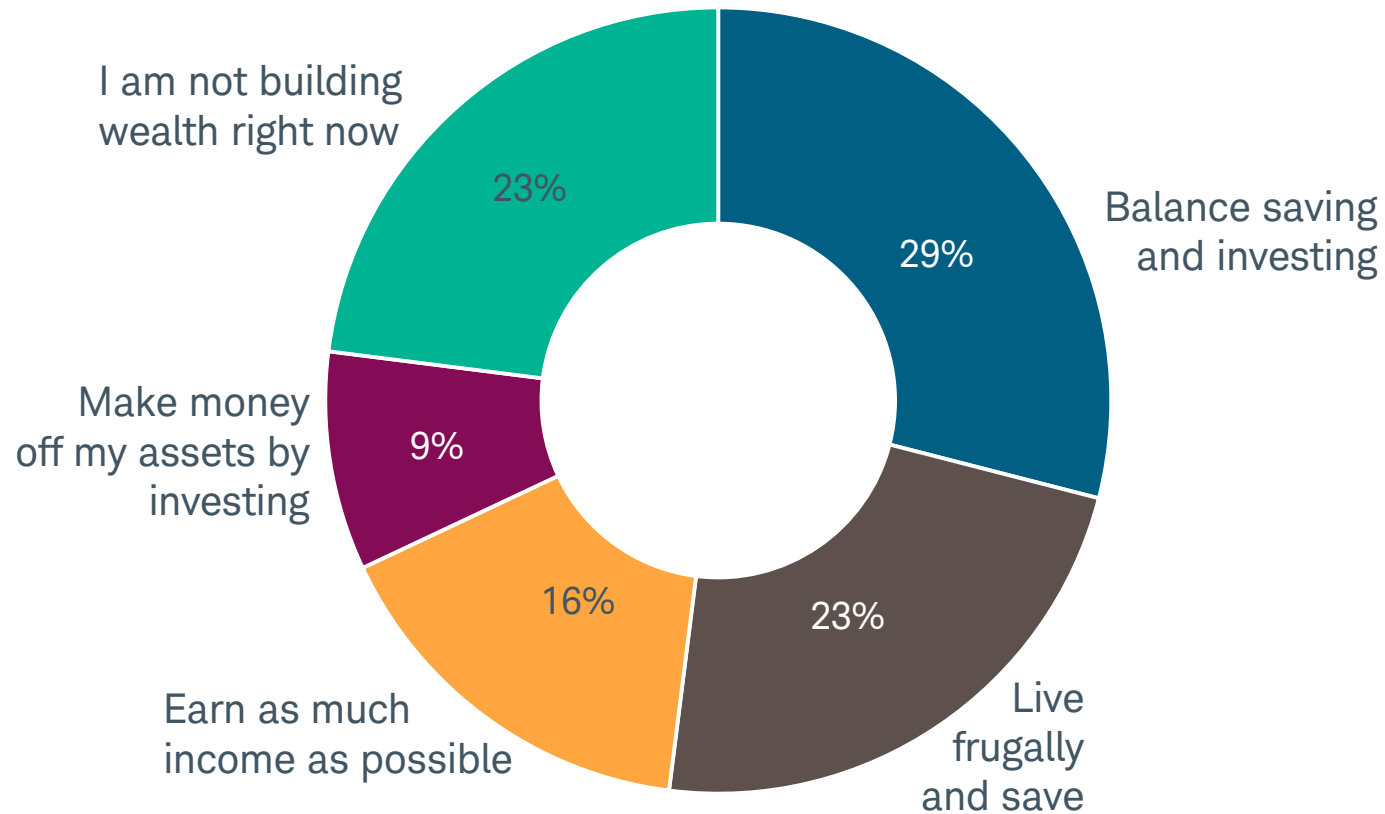
Effect of Drop in Oil Prices on Personal Financial Situation All Dallas-Fort Worth Residents



Q10a Thinking about your personal financial situation, how would you say the drop in oil prices has affected you? (Base: All Dallas-Fort Worth Residents=1,000)

The most common approach to building wealth in Dallas-Fort Worth is a balance of saving and investing

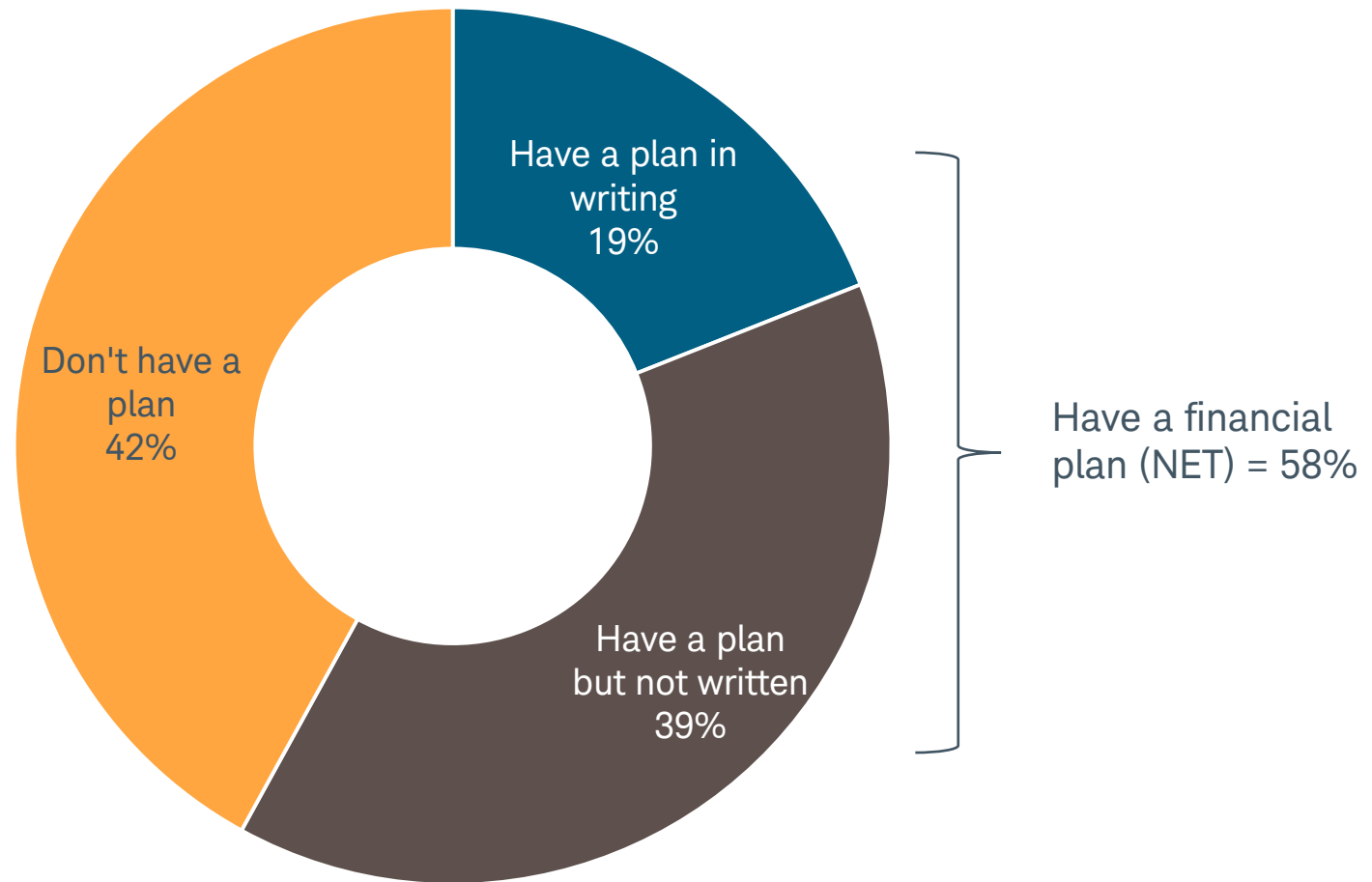
Approach to Building Wealth All Dallas-Fort Worth Residents



More than half of DFW residents have financial plans, but fewer than one in five plans are in writing

Financial Planning

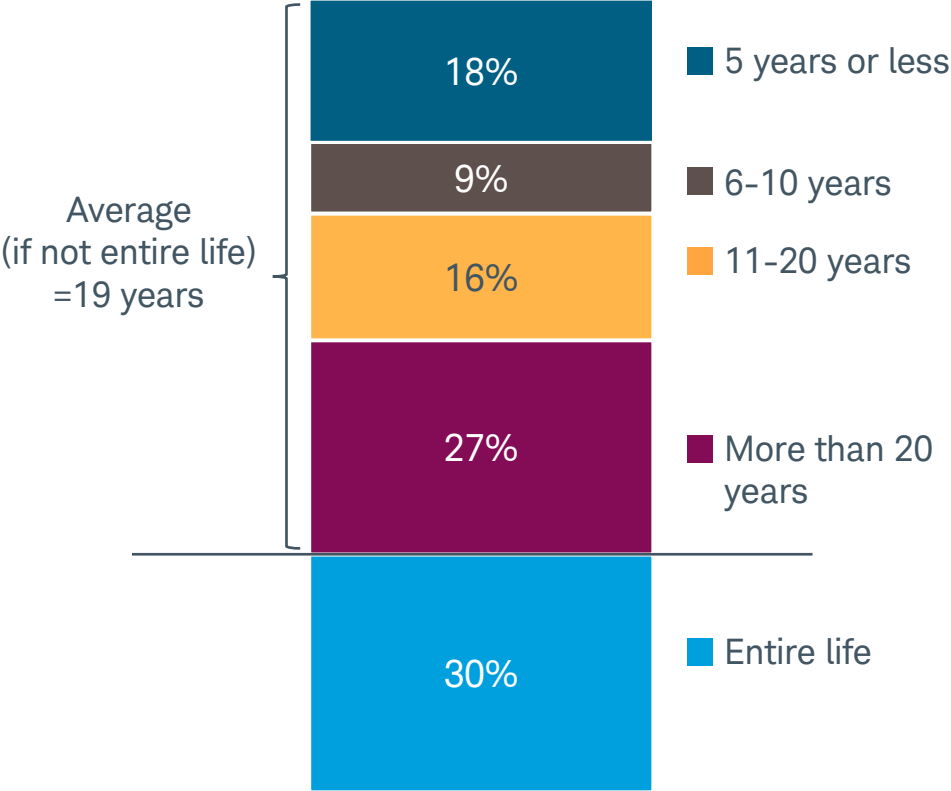
All Dallas-Fort Worth Residents



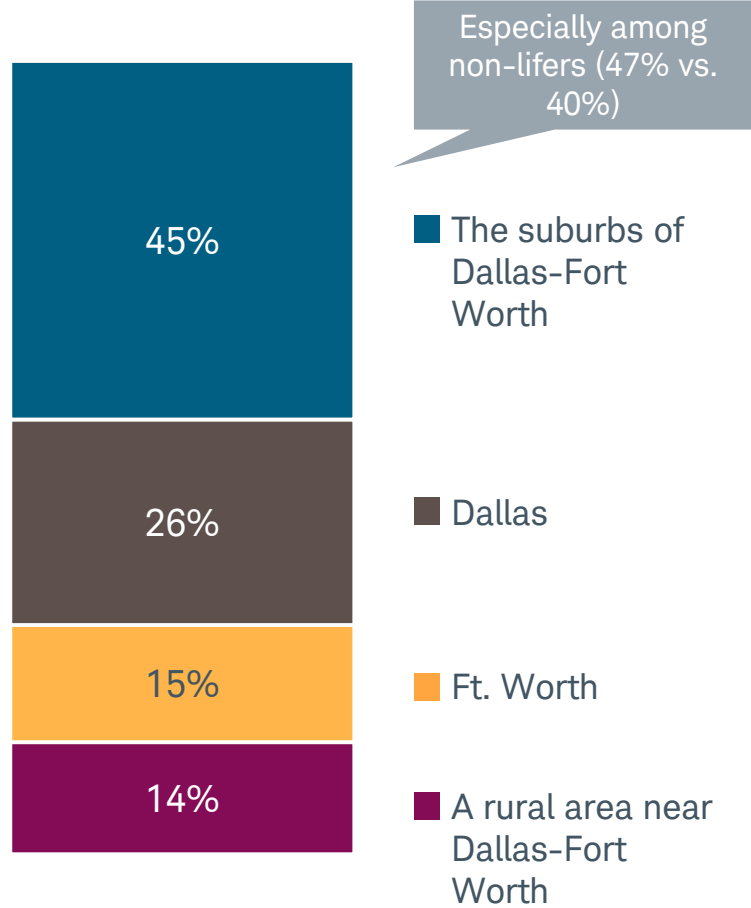
Life in the Dallas-Forth Worth Metroplex

Almost a third of DFW residents are lifers and nearly half live in the suburbs

Length of Time Lived in DFW Area
All Dallas-Fort Worth Residents



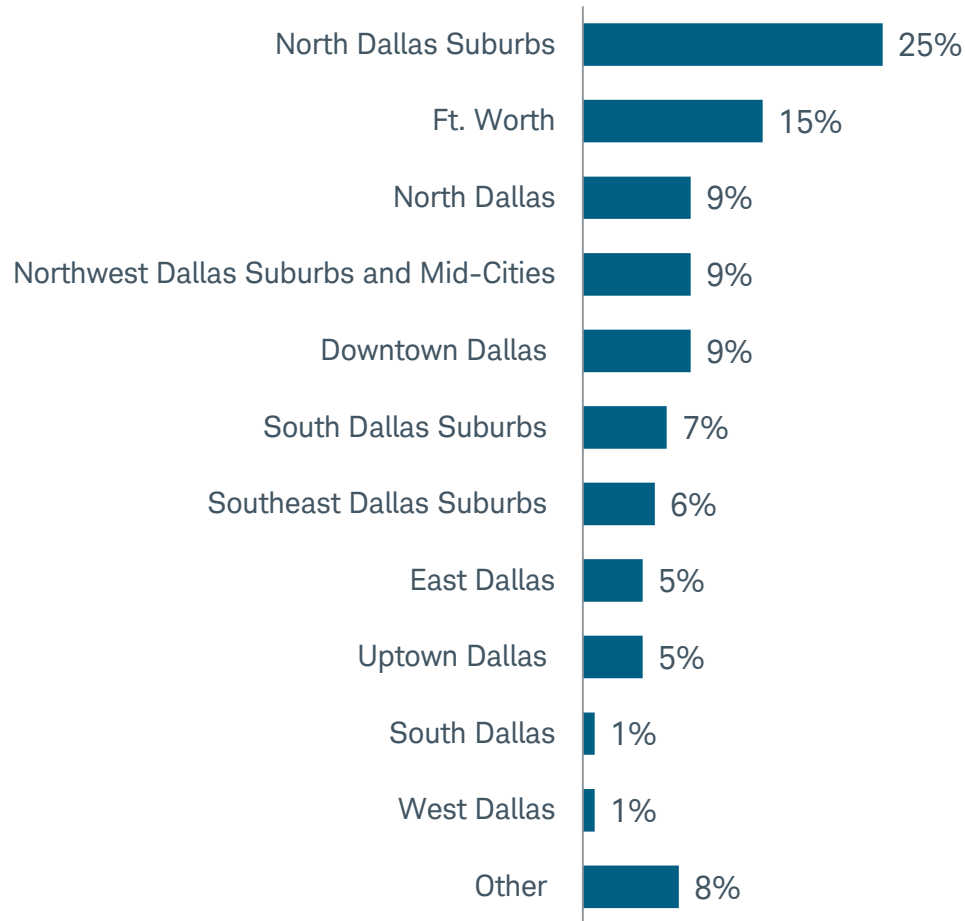
Current Area of Residence
All Dallas-Fort Worth Residents



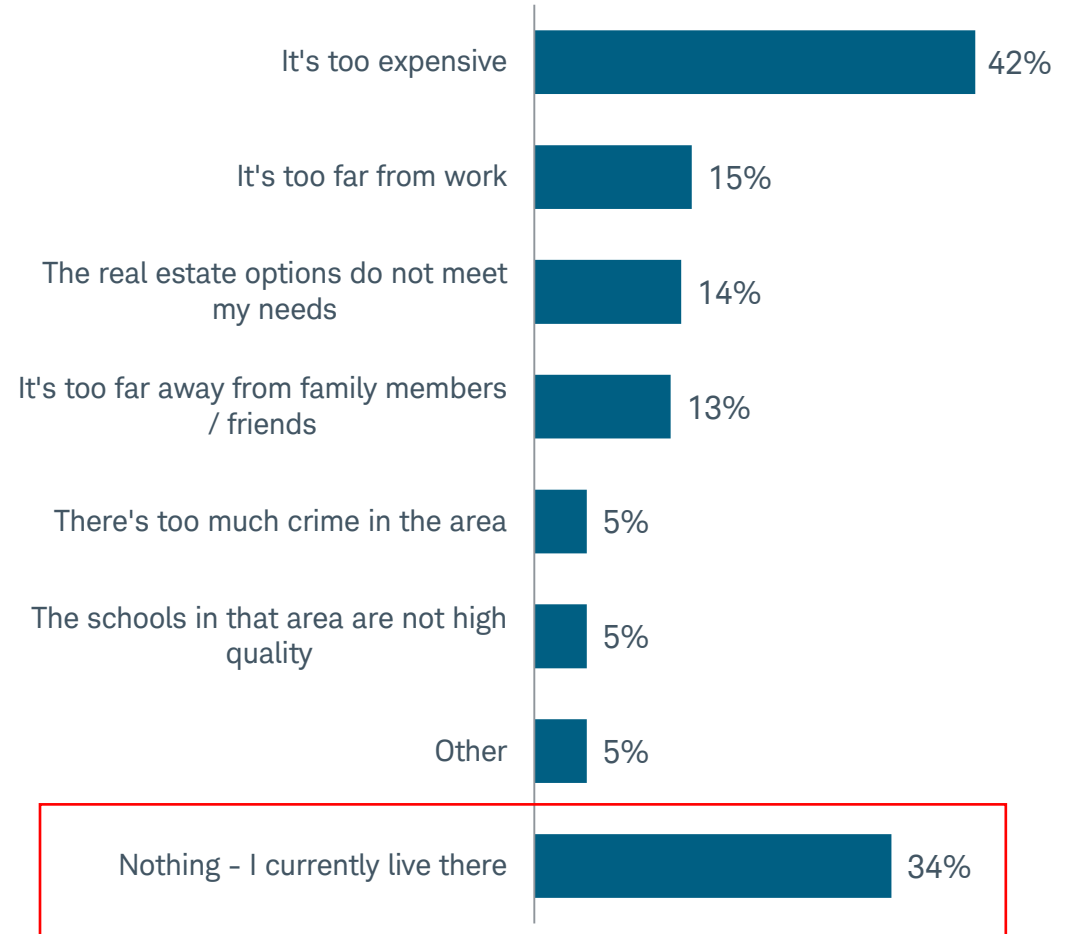
Q1 How many years have you lived in the Dallas Fort-Worth area? (Base: All Dallas-Fort Worth Residents=1,000)
Q2 Would you describe the area where you live as...? (Base: All Dallas-Fort Worth Residents=1,000)

One in four DFW residents prefer to live in the North Dallas suburbs

Preferred Neighborhood of Residence All Dallas-Fort Worth Residents



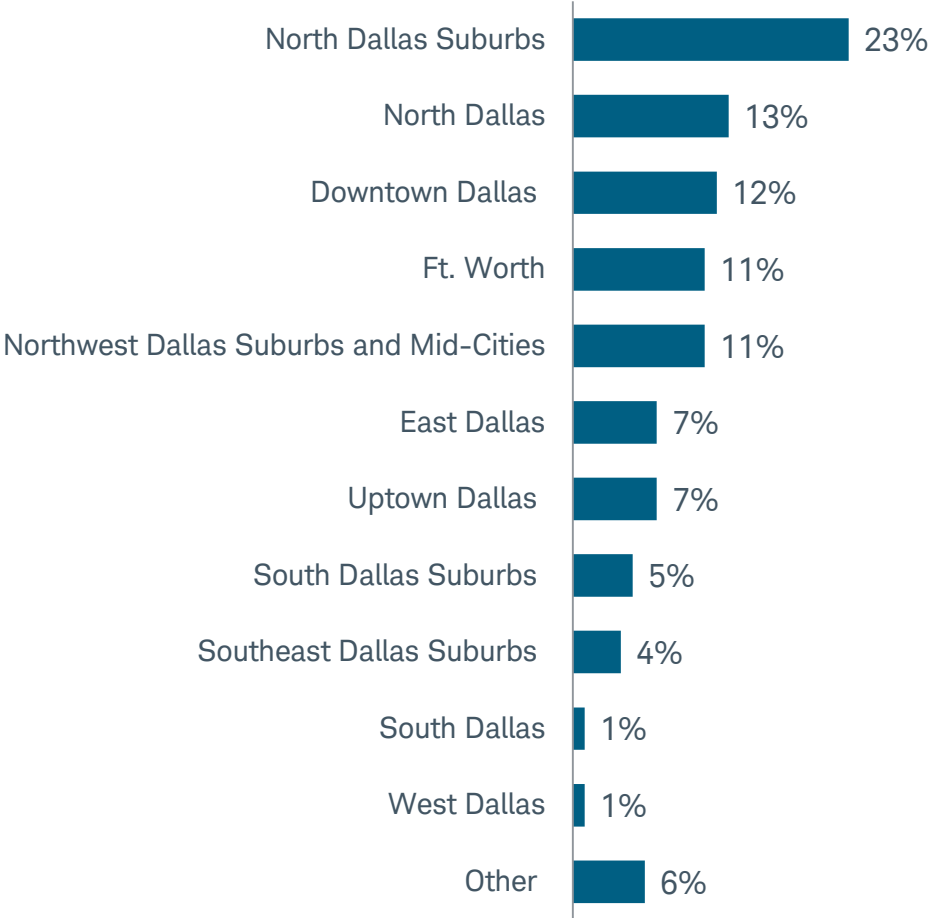
Barriers to Living in Preferred Neighborhood All Dallas-Fort Worth Residents



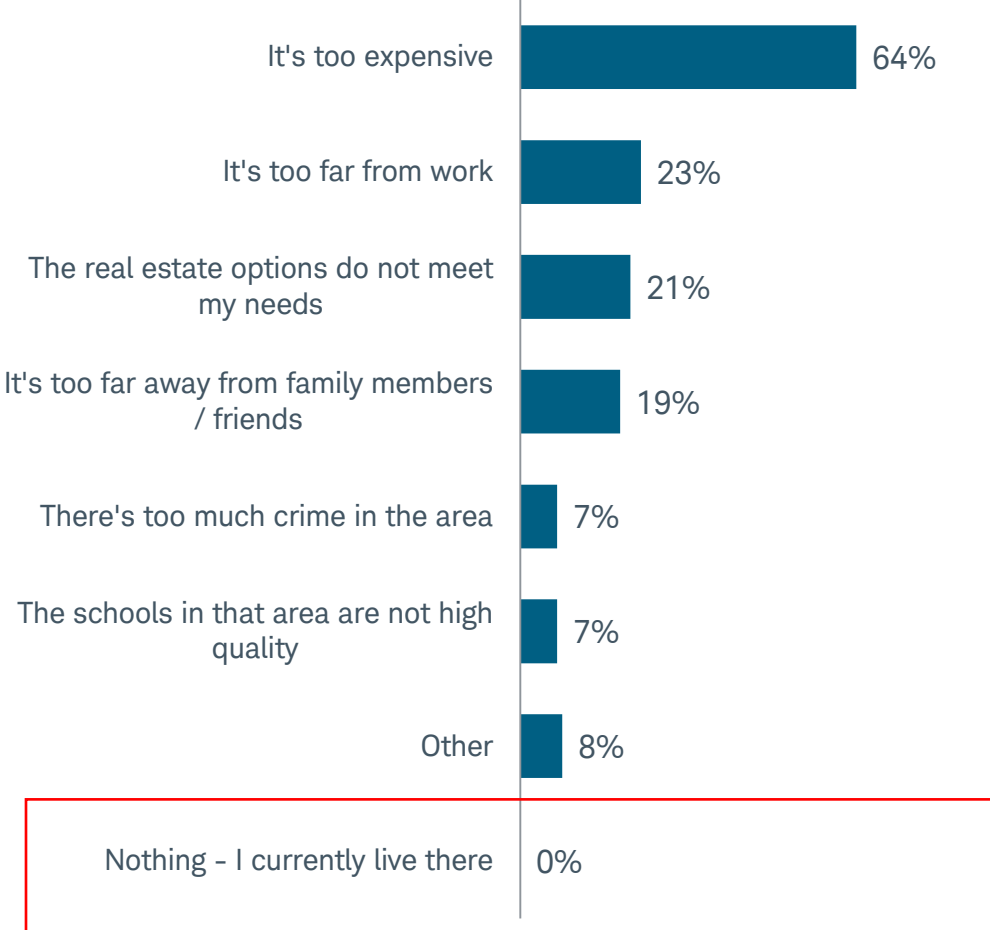
Q7 If money were no object, where in the Dallas-Fort Worth area would you like to live? (Base: All Dallas-Fort Worth Residents=1,000)
 Q8 What is preventing you from living in (preferred place)? (Base: All Dallas-Fort Worth Residents=1,000)

Among DFW residents who don't live in their preferred neighborhood, nearly two-thirds say cost is the top barrier

Preferred Neighborhood of Residence
DFW Residents Who Don't Live in Preferred Neighborhood



Barriers to Living in Preferred Neighborhood
DFW Residents Who Don't Live in Preferred Neighborhood

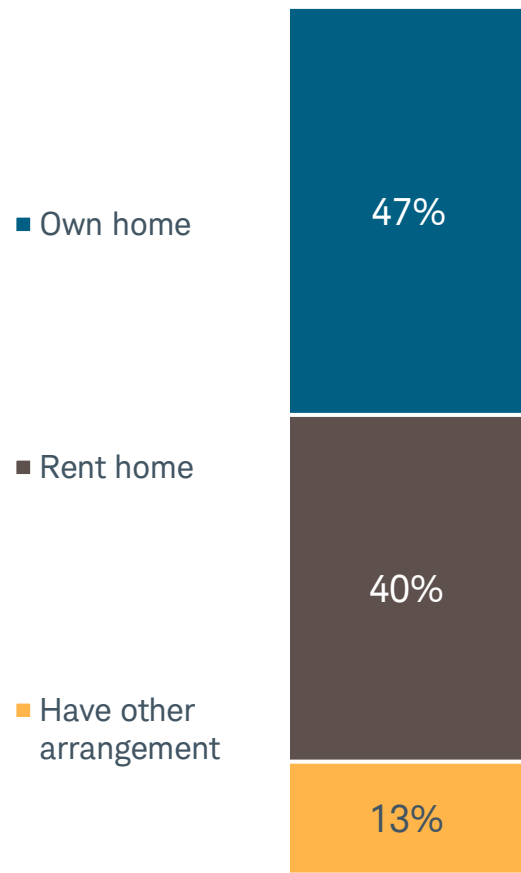


Q7 If money were no object, where in the Dallas-Fort Worth area would you like to live? (Base: Don't live in preferred neighborhood=655)
 Q8 What is preventing you from living in (preferred place)? (Base: Don't live in preferred neighborhood=655)

Fewer than half of DFW residents own their homes

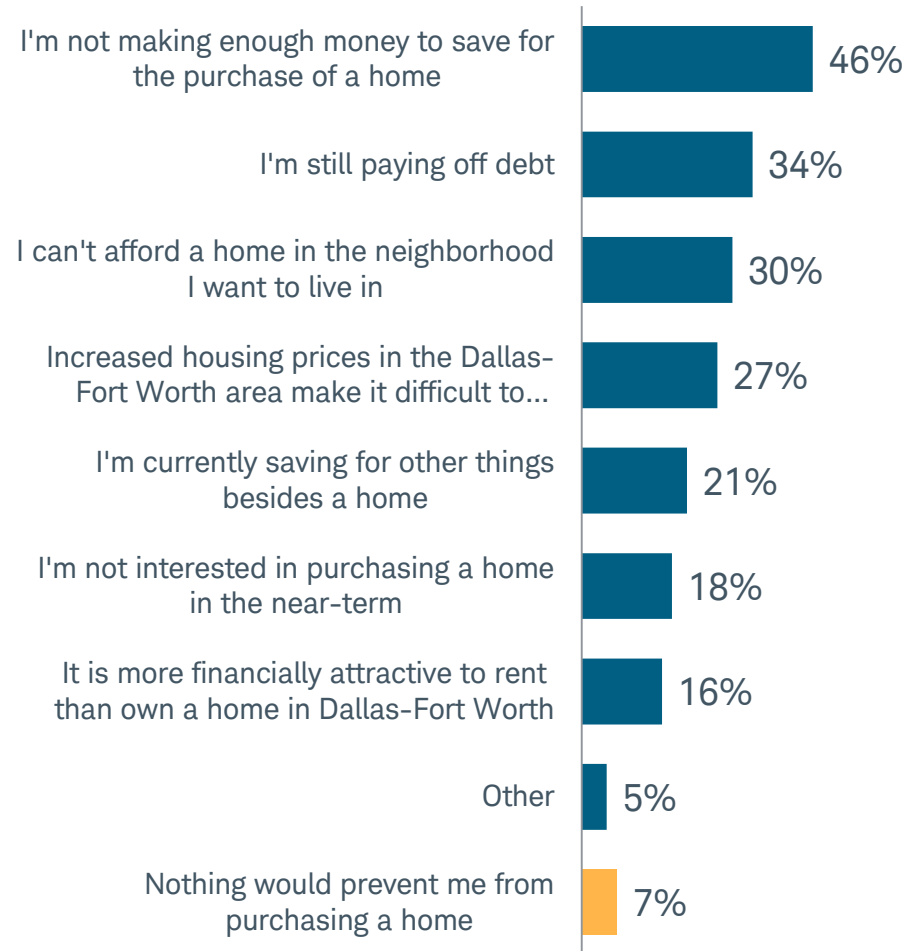
Current home ownership

All Dallas-Fort Worth Residents



Factors preventing home ownership

Among those who rent or have other arrangement

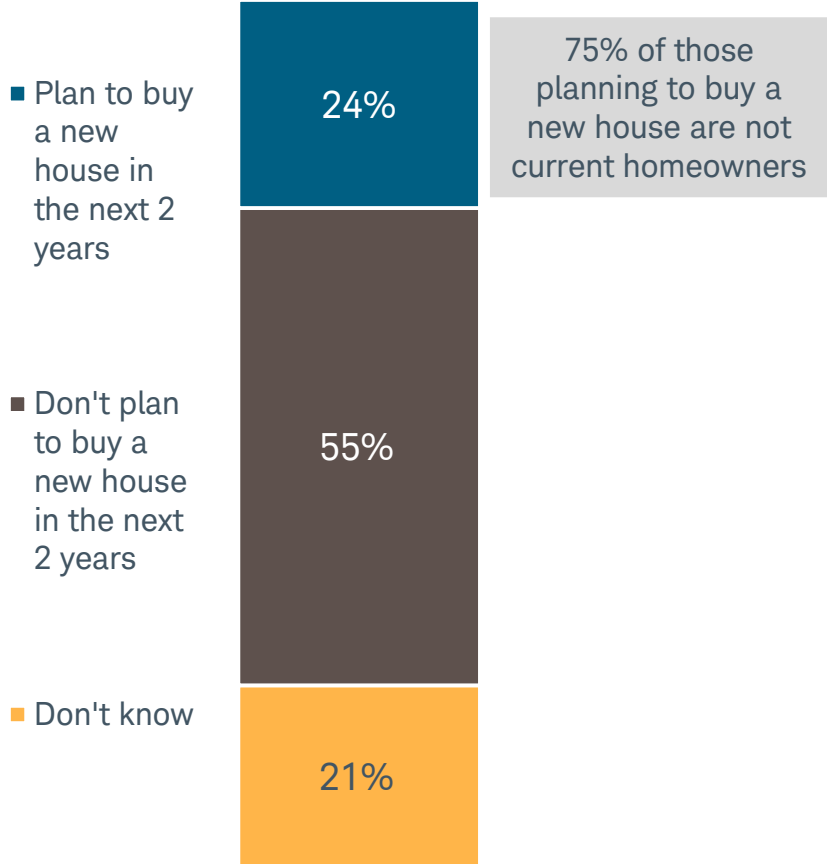


Q29 Do you currently...? (Base: All Dallas Fort Worth=1,000)

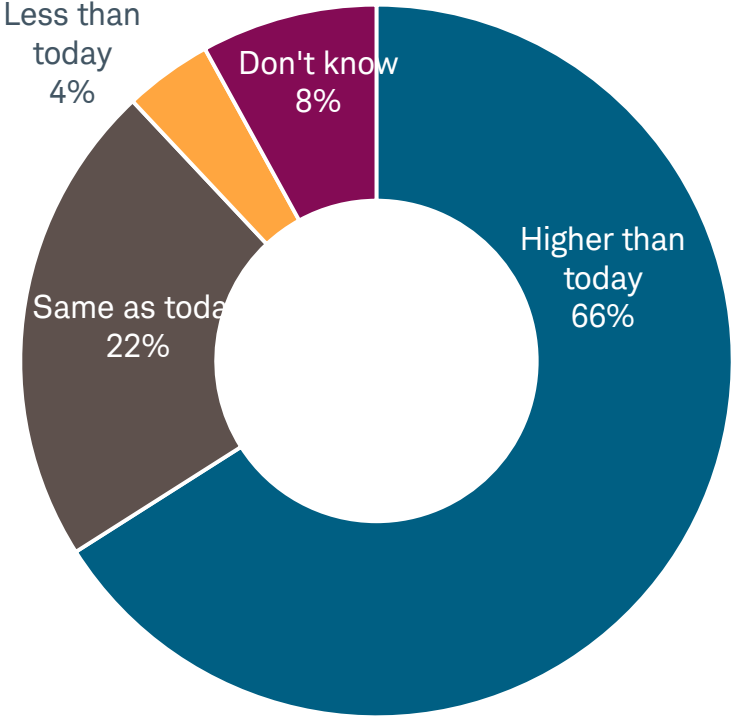
Q30 Which of the following would prevent you from purchasing a home in the Dallas-Fort Worth area? (Base: Those who rent or have other arrangement=536)

One in four DFW residents plans to purchase a new home soon, and most expect a new home's value to rise in 5 years

Future home ownership All Dallas-Fort Worth Residents



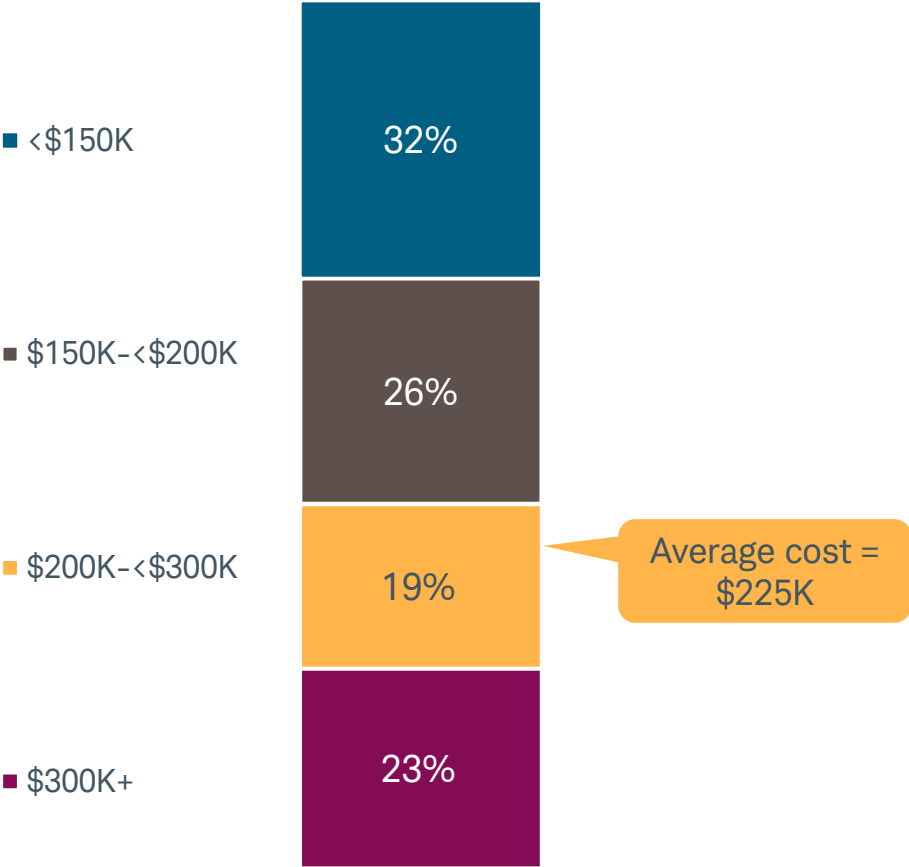
Expected value of new home in 5 years will be: Among those who plan to buy



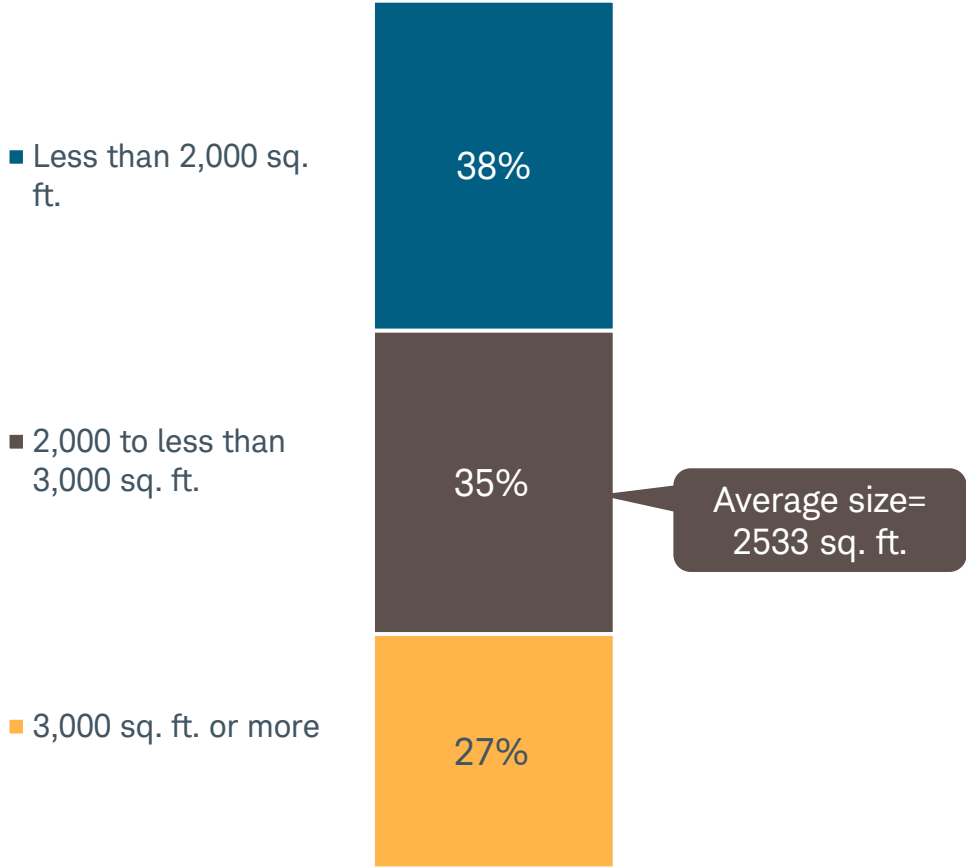
Q29a Do you plan to buy a house in the next 2 years? (Base: All Dallas Fort Worth=1,000)
Q29d In 5 years, do you think the value of the home you are planning to purchase...? (Base: Plan to buy in next 2 years=242)

On average, prospective buyers expect to pay \$225K for a home with an average size of about 2,500 square feet

Expected average cost of new home
Among those who plan to buy



Expected average size of new home
Among those who plan to buy

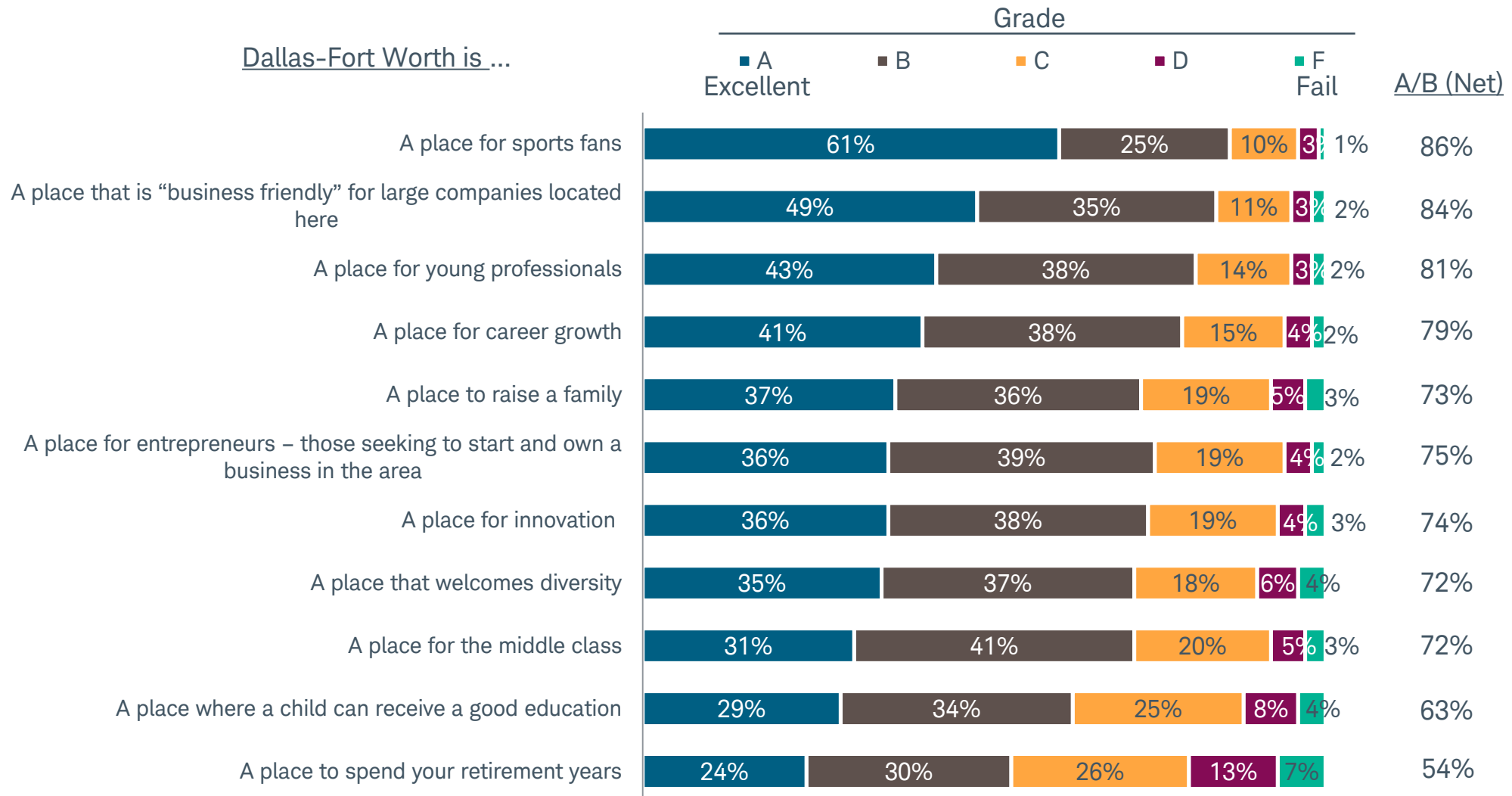


Q29b How much do you plan on spending on the house you are planning to buy? (Base: Plan to buy in next 2 years=242)

Q29c Thinking about the house you are planning to buy in the next 2 years, about how many square feet do you expect it to be? (Base: Plan to buy in next 2 years=242)

Residents give DFW high marks for sports fans, large businesses and young professionals, but see it as less appealing for retirees

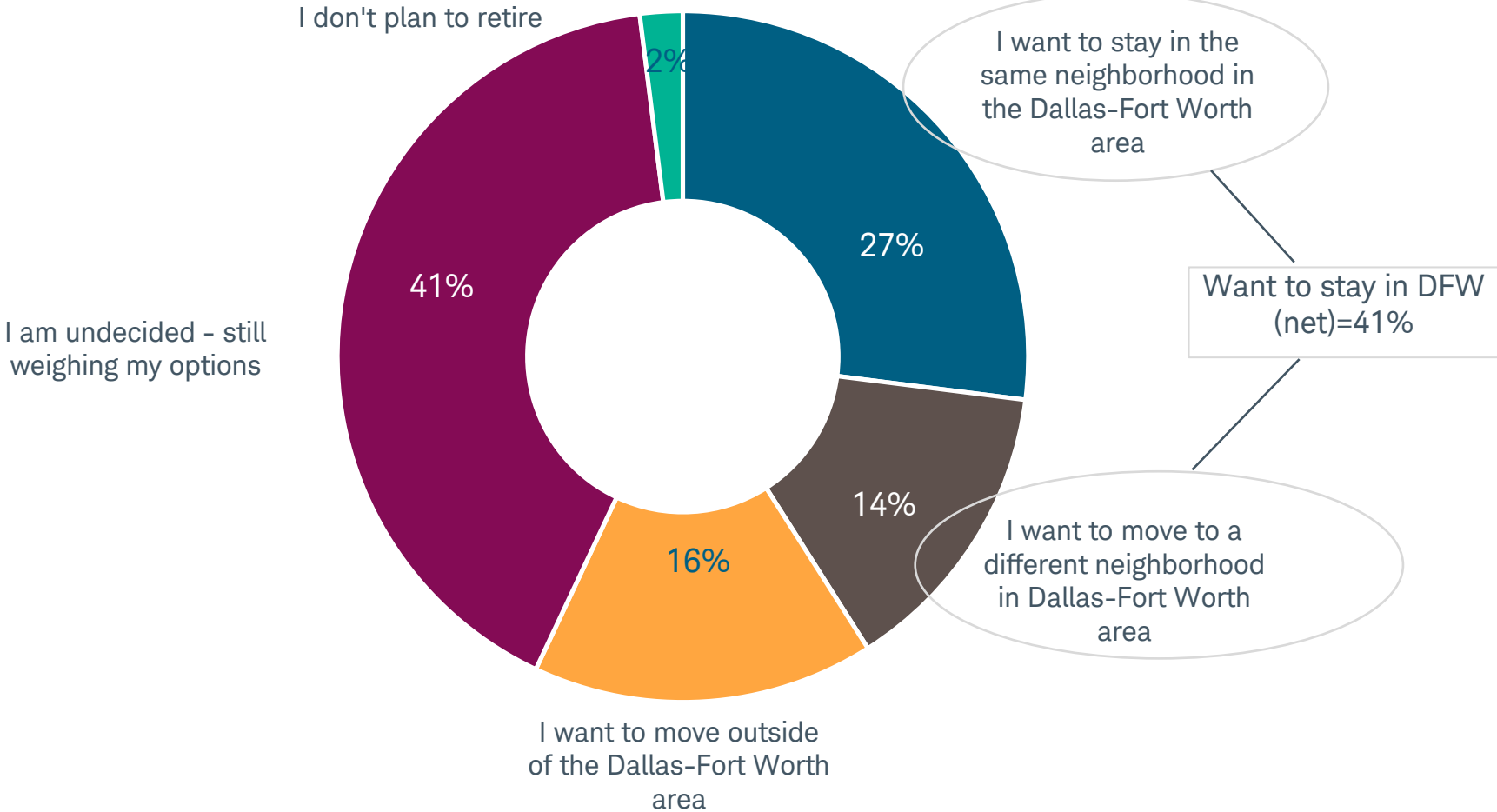
How Residents Grade Dallas-Fort Worth All Dallas-Fort Worth Residents



Q11 How would you grade the greater Dallas-Fort Worth area on each of the following? (Base: All Dallas-Fort Worth Residents=1,000)

Only two out of five residents plan to stay in the area after retirement

Planned Retirement Residence Among employed Dallas-Fort Worth

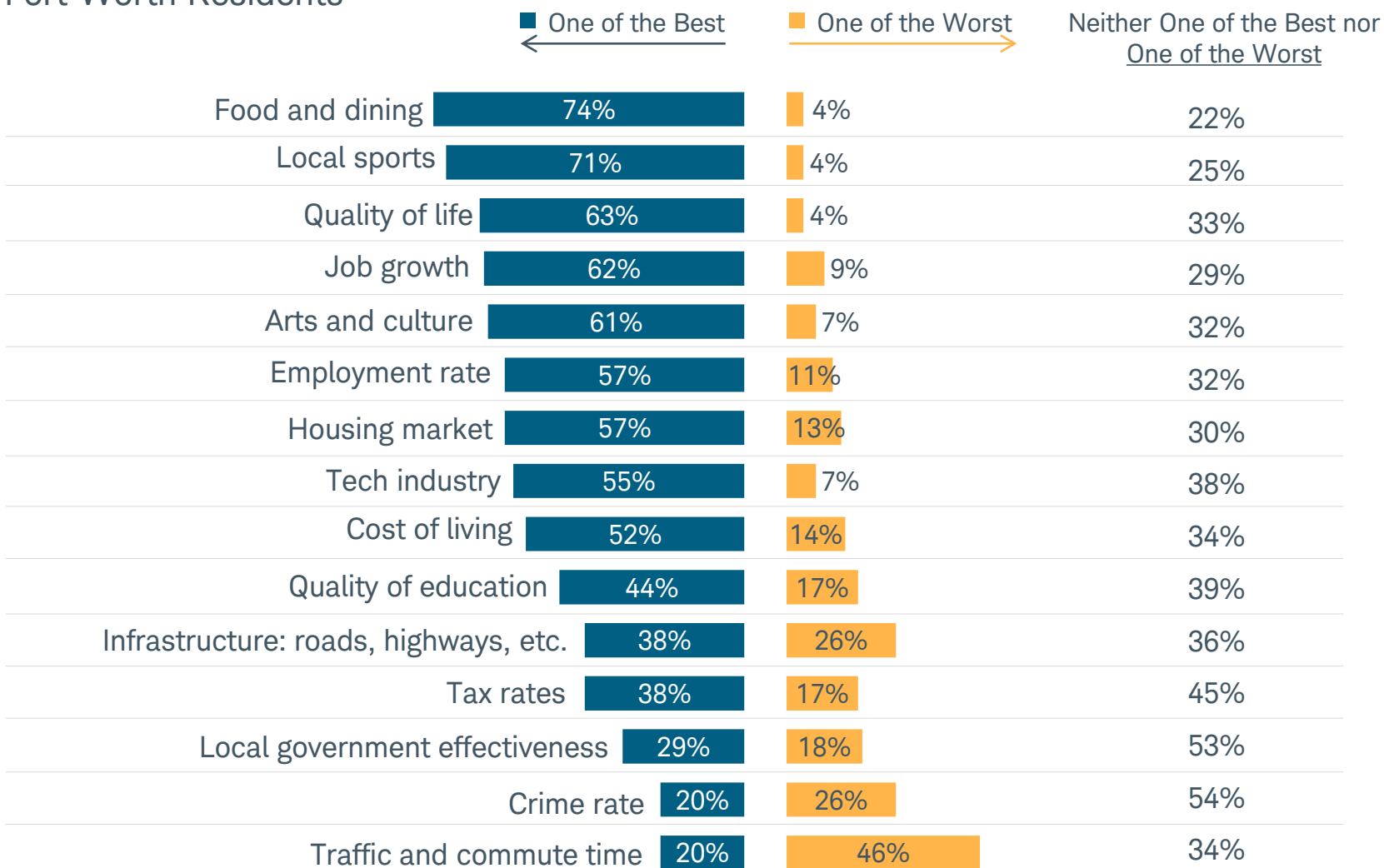


Q3 When you think about retirement, what are your plans for where you will live? (Base: Employed Dallas-Fort Worth=642)

DFW residents consider the area one of the best for food, sports and quality of life, but one of the worst for traffic and commute times

Dallas-Fort Worth Comparison to Other US Metropolitan Areas

All Dallas-Fort Worth Residents



Q4 When you think about the top large metropolitan areas in the U.S., how do you think the Dallas-Fort Worth area compares on each of the issues listed below? For each characteristic please indicate whether you think Dallas-Fort Worth is “One of the Best” metropolitan areas or whether it is “One of the Worst”. (Base: All Dallas-Fort Worth Residents=1,000)

Demographic Profile

Demographics

	All Dallas-Fort Worth Residents (n=1,000)
Gender*	
Male	50%
Female	50%
Generation	
Millennials (21-33)	32%
Gen X (34-49)	32%
Boomers (50-68)	34%
Matures (Over 68)	2%
Mean age	43
Children	
<u>Have children (Net)</u>	<u>64%</u>
Under age 18	26%
Over age 18	29%
Both over and under age 18	8%
No children	36%

	All Dallas-Fort Worth Residents (n=1,000)
Racial Background	
White/Caucasian	70%
African American/Black	15%
Asian	5%
Hispanic or Latino	10%
Other	3%
Prefer not to answer	2%
Employment Status	
<u>Employed (Net)</u>	<u>64%</u>
Full-time	51%
Part-time	13%
Unemployed, looking for work	9%
Homemaker or student, not looking for work	13%
Retired, semi-retired	14%

Demographics

	All Dallas-Fort Worth Residents (n=1,000)
2015 Household Income	
<\$25K	20%
\$25K to \$49.9K	26%
\$50K to \$74.9K	22%
\$75K to \$99.9K	13%
\$100K or more	13%
Prefer not to answer	6%
Median	\$44K

	All Dallas-Fort Worth Residents (n=1,000)
Total Assets	
<\$25K	40%
\$25K to \$99.9K	21%
\$100K to \$249.9K	10%
\$250K to \$499.9K	6%
\$500K or more	7%
Prefer not to answer	16%
Median	\$20K

Disclosures

Through its operating subsidiaries, The Charles Schwab Corporation (NYSE: SCHW) provides a full range of securities brokerage, banking, money management and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc. (member [SIPC](http://www.sipc.org), www.sipc.org), and affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; compliance and trade monitoring solutions; referrals to independent fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through Schwab Advisor Services. Its banking subsidiary, Charles Schwab Bank (member FDIC and an Equal Housing Lender), provides banking and lending services and products.

Koski Research is not affiliated with the Charles Schwab Corporation or its affiliates. More information is available at www.schwab.com and www.aboutschwab.com.

Brokerage Products: Not FDIC Insured · No Bank Guarantee · May Lose Value.

(0716-2797)