2012 DOWNTOWN RESIDENT SURVEY

OVERVIEW AND FINDINGS

DOWNTOWN
HERE + NOW

PITTSBURGH
DOWNTOWN
PARTNERSHIP

- Survey Background
  - Online and hard copy survey
  - Open from 11/6/12 – 12/7/12
  - Distributed with assistance of property managers via email, USPS or both
  - 31 properties participated
  - Survey's collected – 571
  - Incentive: Restaurant gift card raffle

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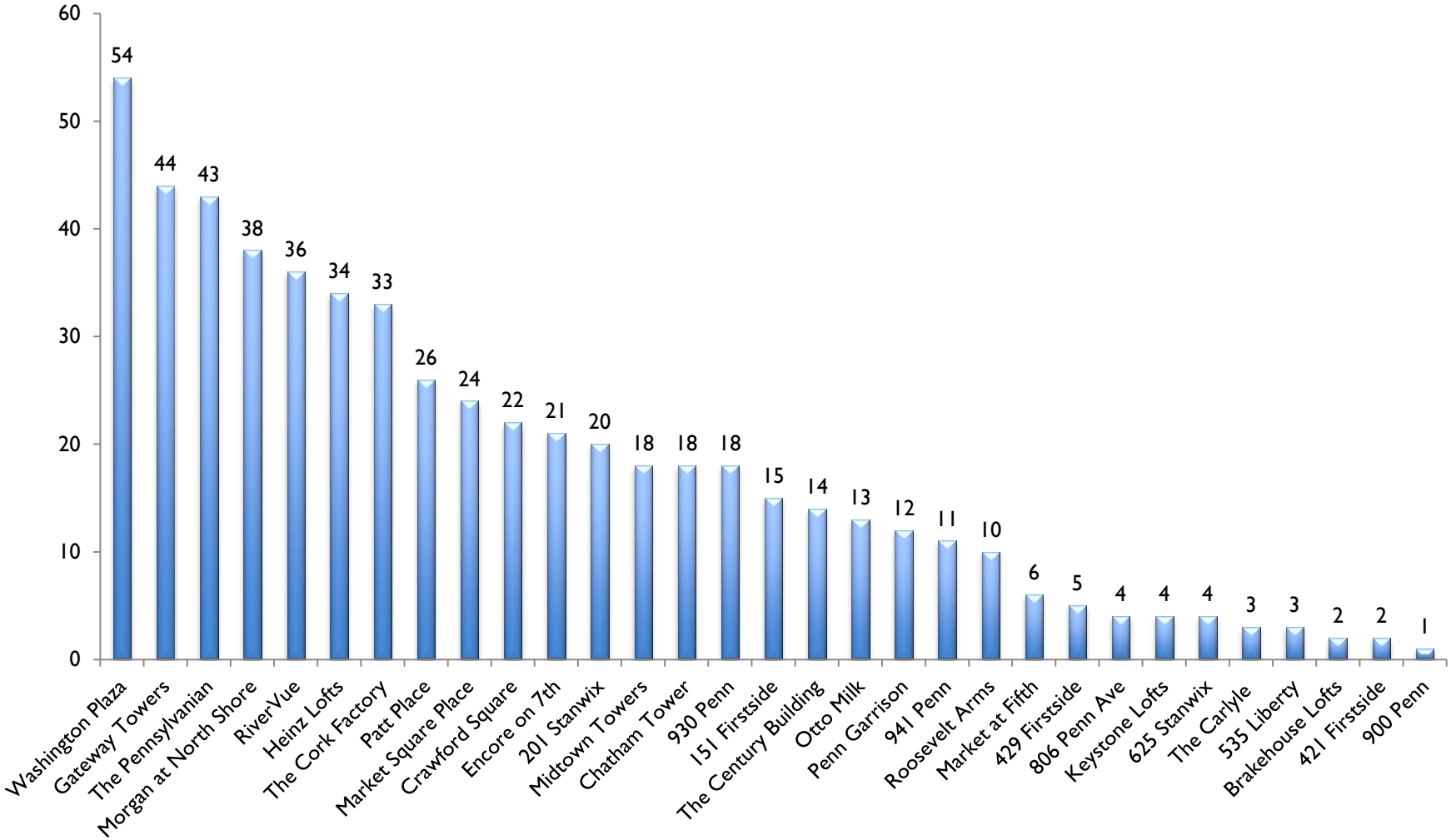
DOWNTOWN RESIDENT DEMOGRAPHICS

PITTSBURGH DOWNTOWN PARTNERSHIP

Resident Responses by Building



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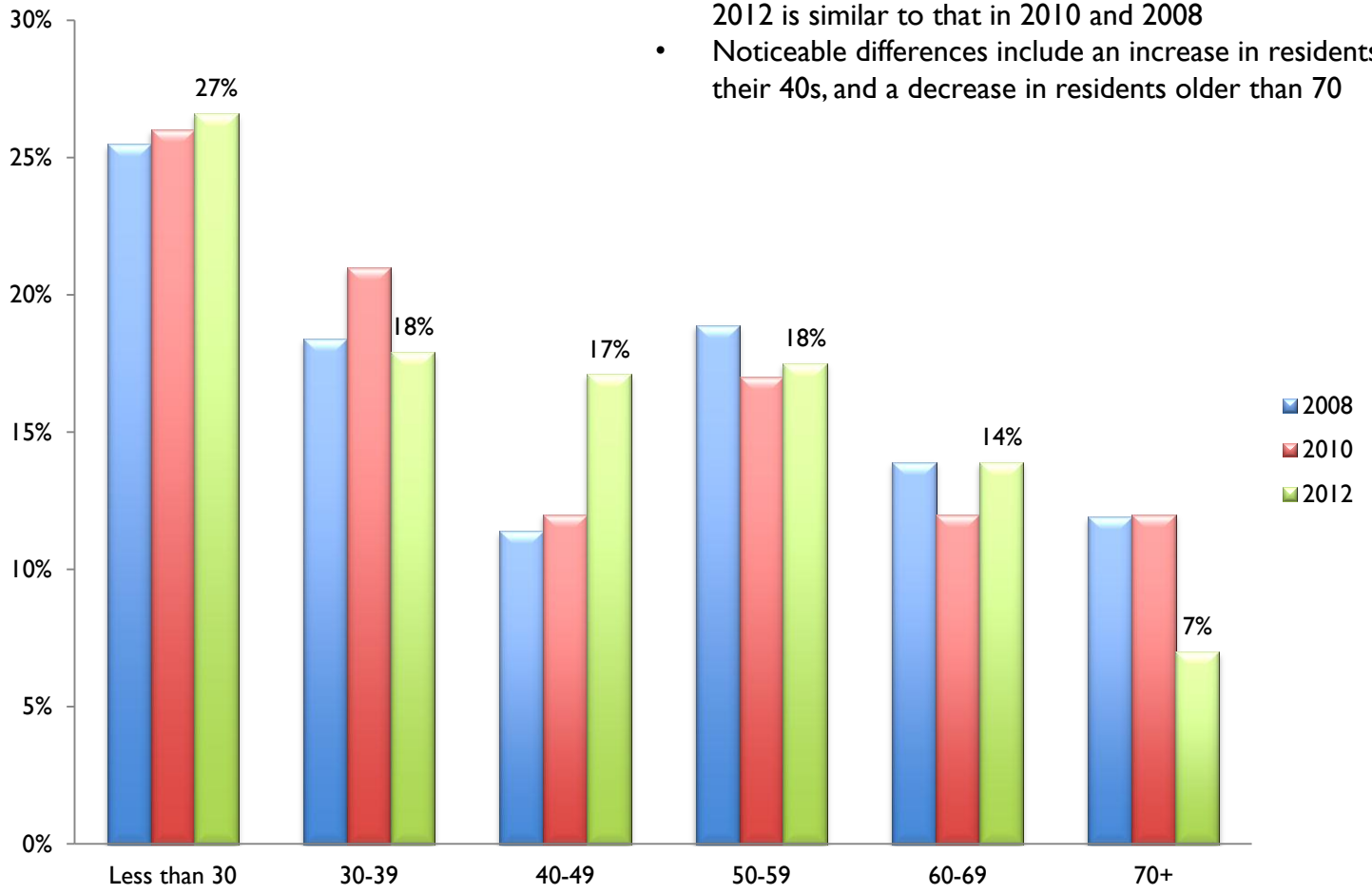
Age of Residents

- Overall, the age distribution of Downtown residents in 2012 is similar to that in 2010 and 2008
- Noticeable differences include an increase in residents in their 40s, and a decrease in residents older than 70



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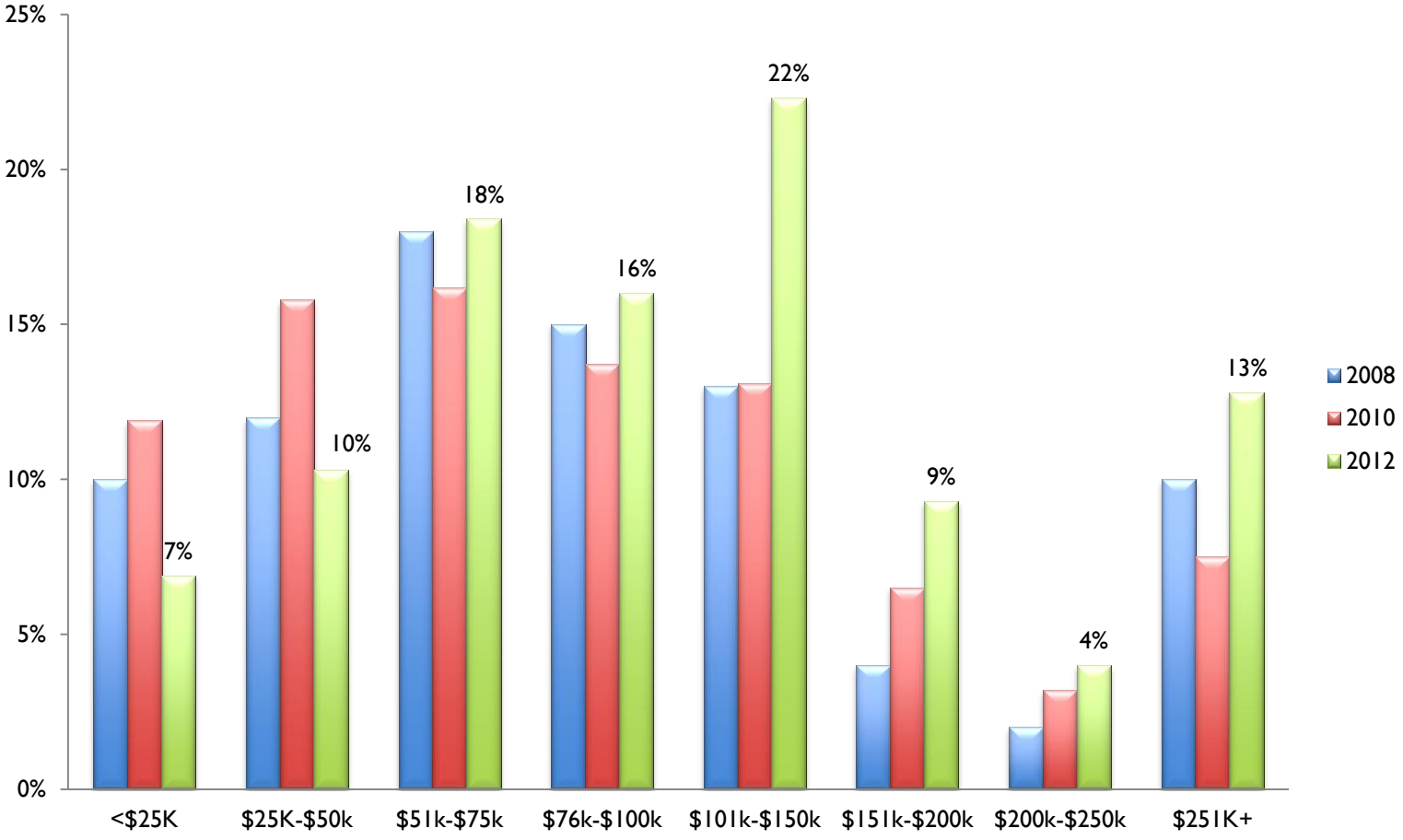
Total Annual Household Income



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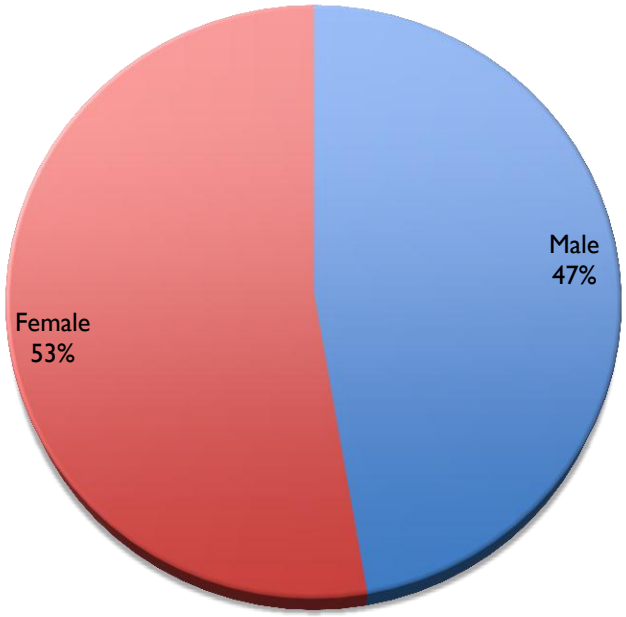
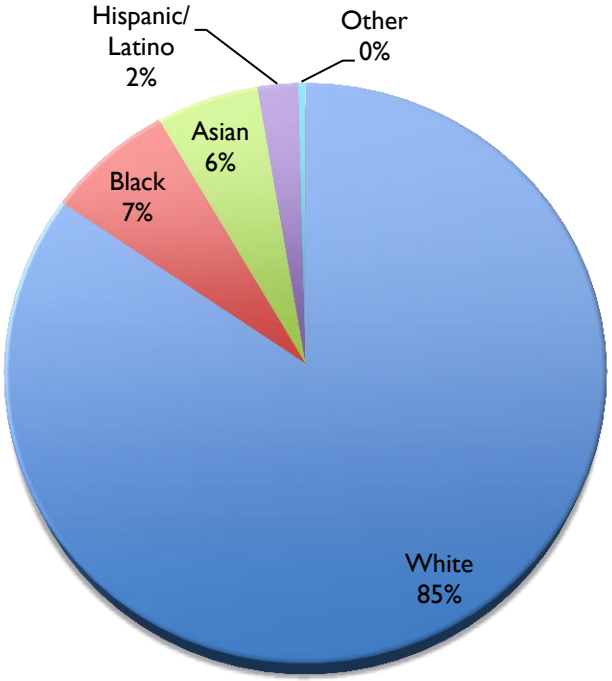
Gender



2010 Results
Female 54%
Males 46%

Race



2010 Results
White 84%
Black 10%
Asian 2%
Other 2%
Mixed 2%

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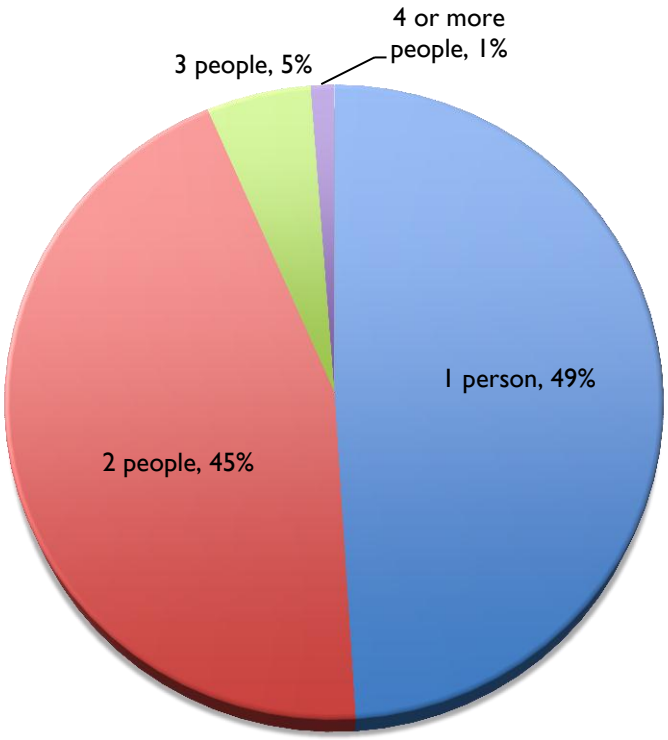
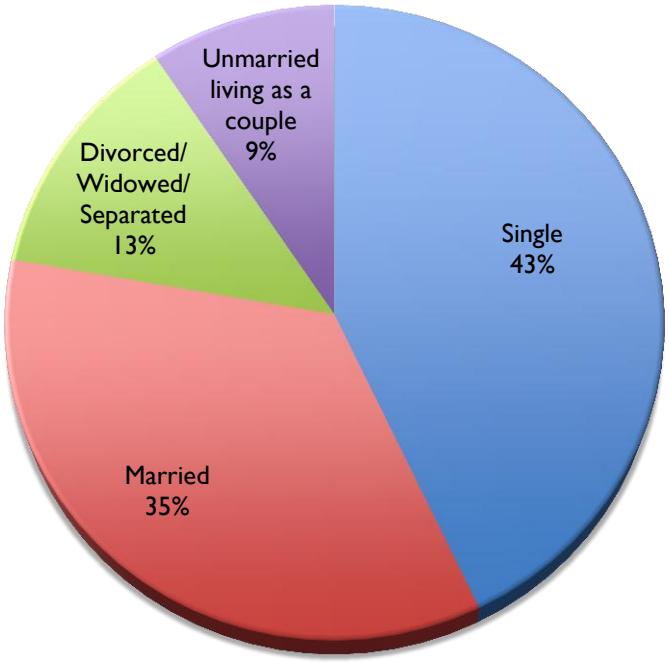
DOWNTOWN
PARTNERSHIP

Household Size



- Average Household Size = 1.6 people (1.5 in 2010)
- 1 person Households are down from 60% in 2010
- 2 person Households are up from 37% in 2010
- 11.2% of Households contain a resident under the age of 18

Marital Status



- Married residents are up from 25% in 2010
- All other categories have fallen by a couple percentage points since 2010

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Pet Ownership

Type of Pet	2008	2010	2012
No pets	74%	76%	64%
Own Dogs	13%	11%	22%
Own Cats	14%	12%	14%
Own Other Pets	2%	1%	0%
Average # of Dogs	*1.0*	*1.1*	*1.1*
Average # of Cats	*1.5*	*1.4*	*1.6*

Q46. How many pets live with you?

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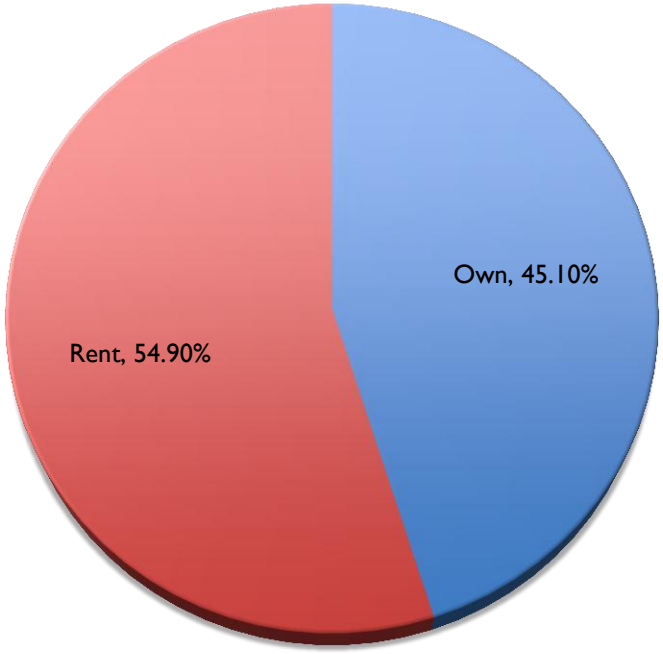
Ownership Status

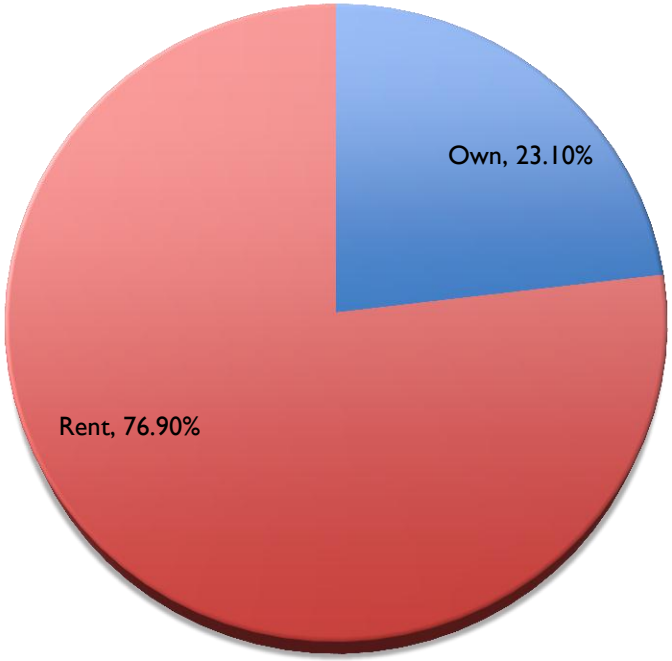
Prior Residence



2010 Results
Rent 54%
Own 37%
Other 9%

Q5. Did you rent or own your prior residence?

Current Residence



2010 Results
Rent 80%
Own 20%

Q3. Do you rent or own your current residence?

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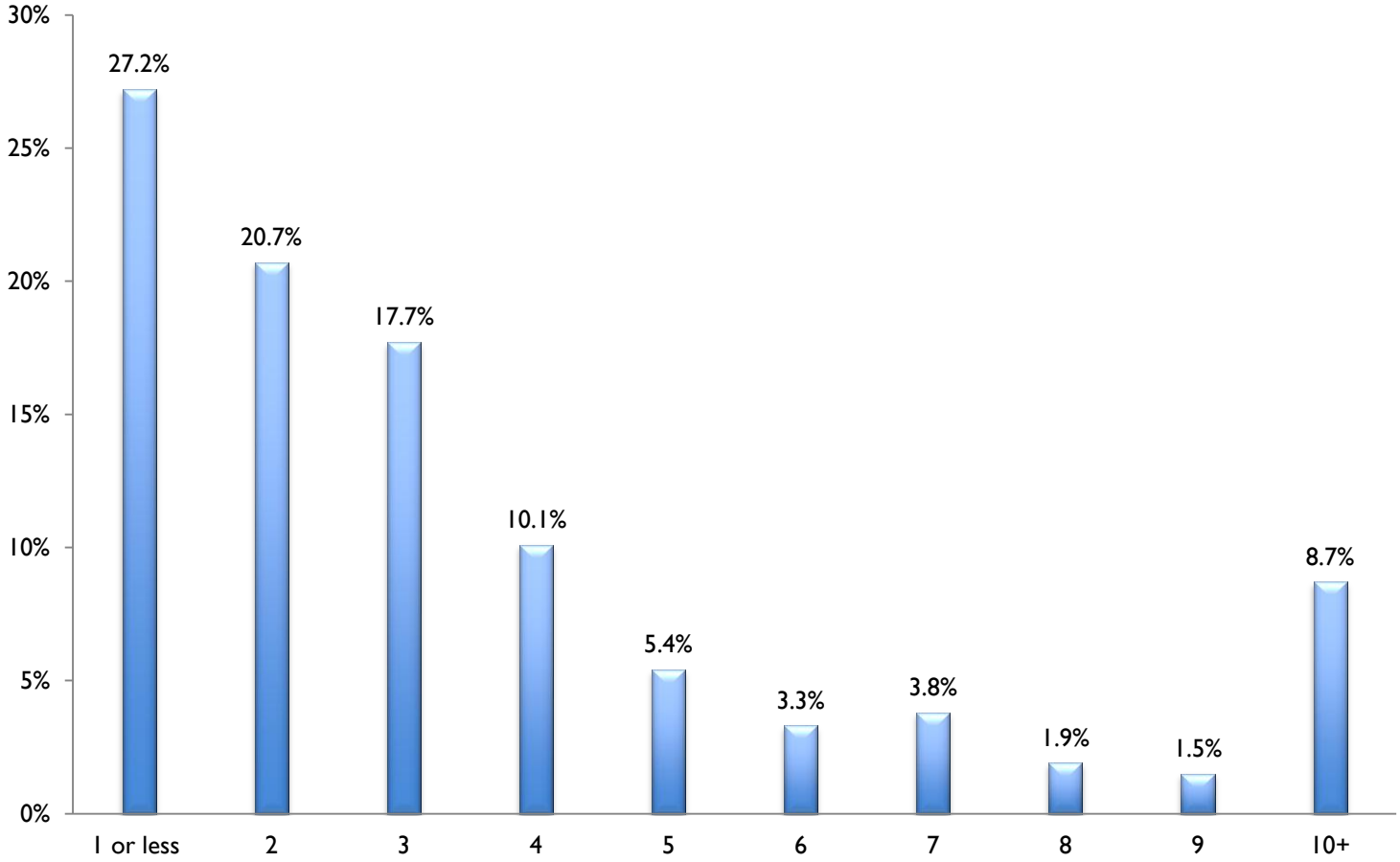
Tenure at Downtown Residence

Average Number of Years Living at Residence: 2012 = 3.5 2010 = 4.4 2008 = 4.6



Q2. How long have you lived at your current residence?

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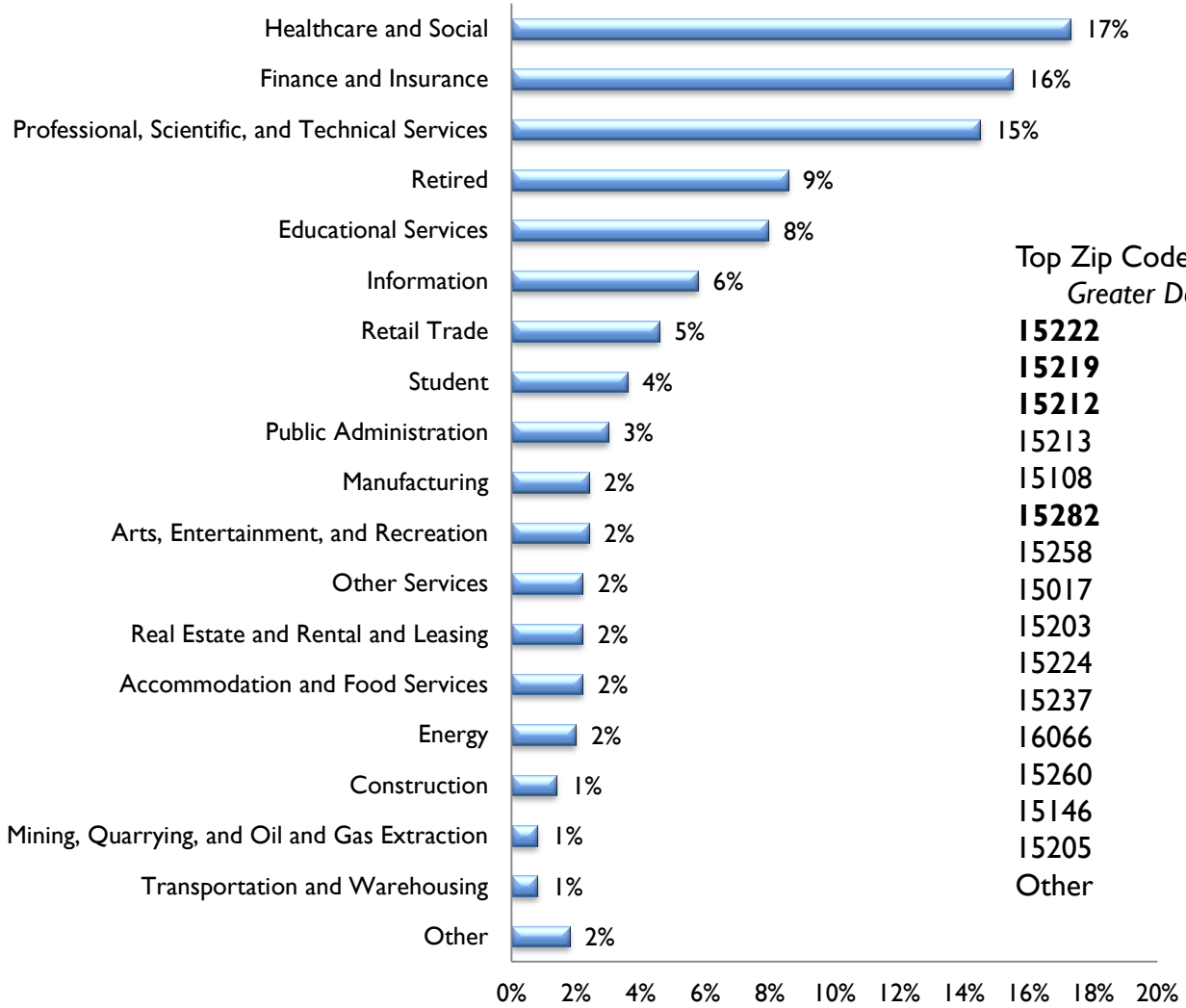
Resident Professions



Top Zip Codes Where Residents Work

Greater Downtown Zip Codes in ***Bold***

15222	**35%**
15219	**17%**
15212	**7%**
15213	6%
15108	3%
15282	**2%**
15258	2%
15017	1%
15203	1%
15224	1%
15237	1%
16066	1%
15260	1%
15146	1%
15205	1%
Other	17%

Q49. In what industry are you employed (finance, law, hospitality, medicine, etc.)?

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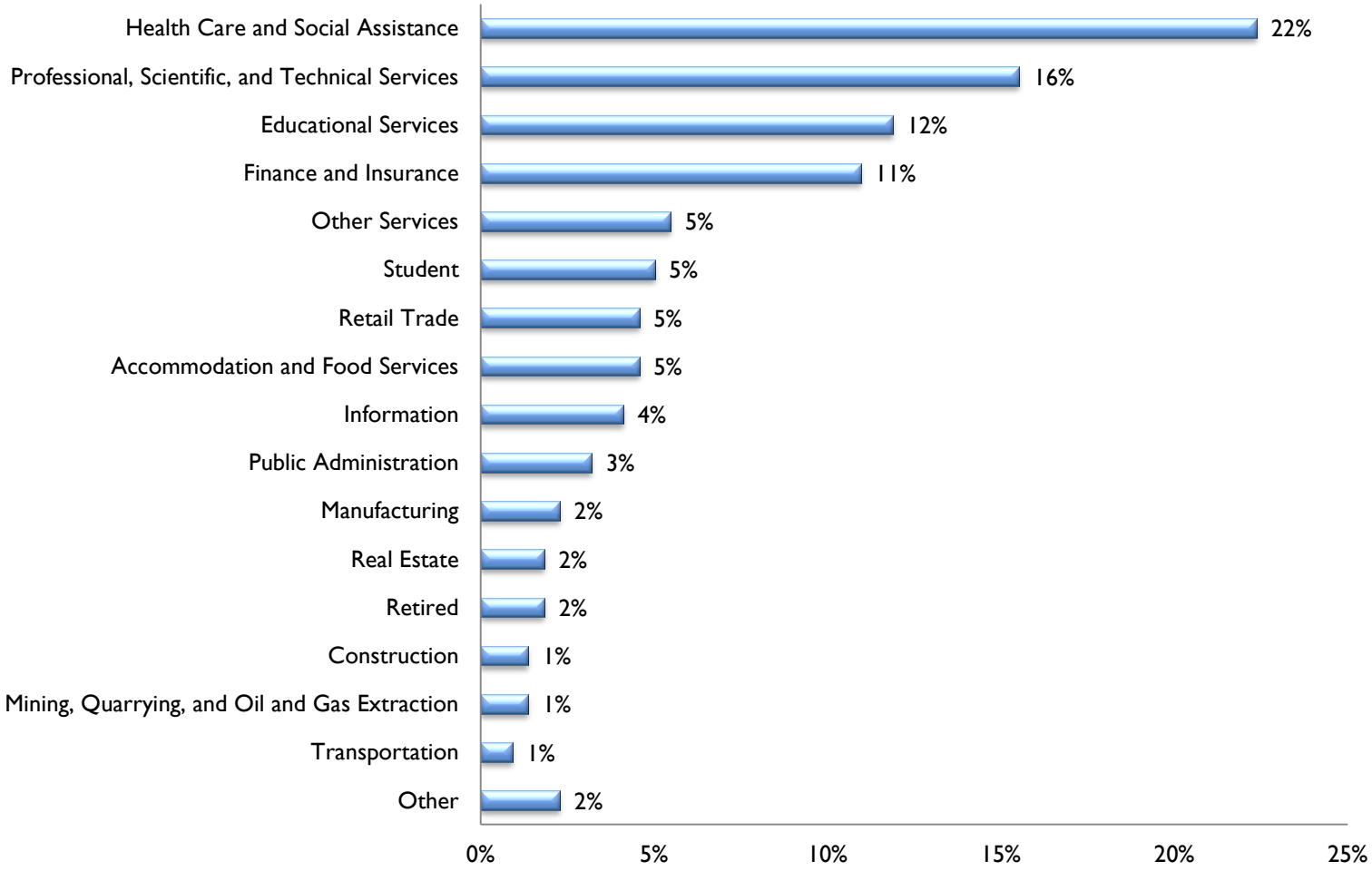
Profession of other Residents



Q51. In what industry do other adults in your household work?
Industries at classified using the United States Census Bureau 2012 North American Industry Classification System

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MOVING DOWNTOWN

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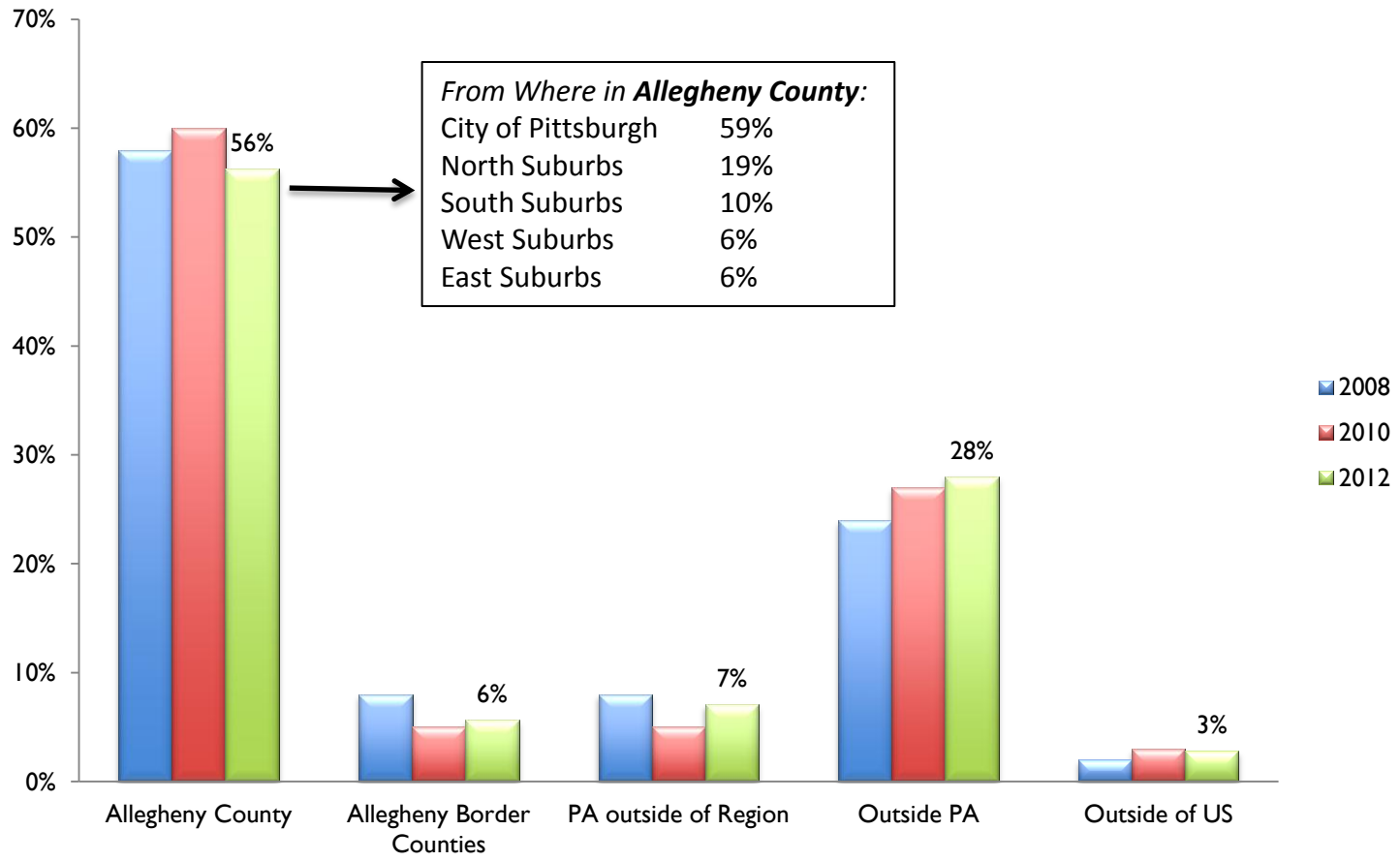
Prior Residence



Q4. Where did you last live prior to moving to your current Downtown residence?

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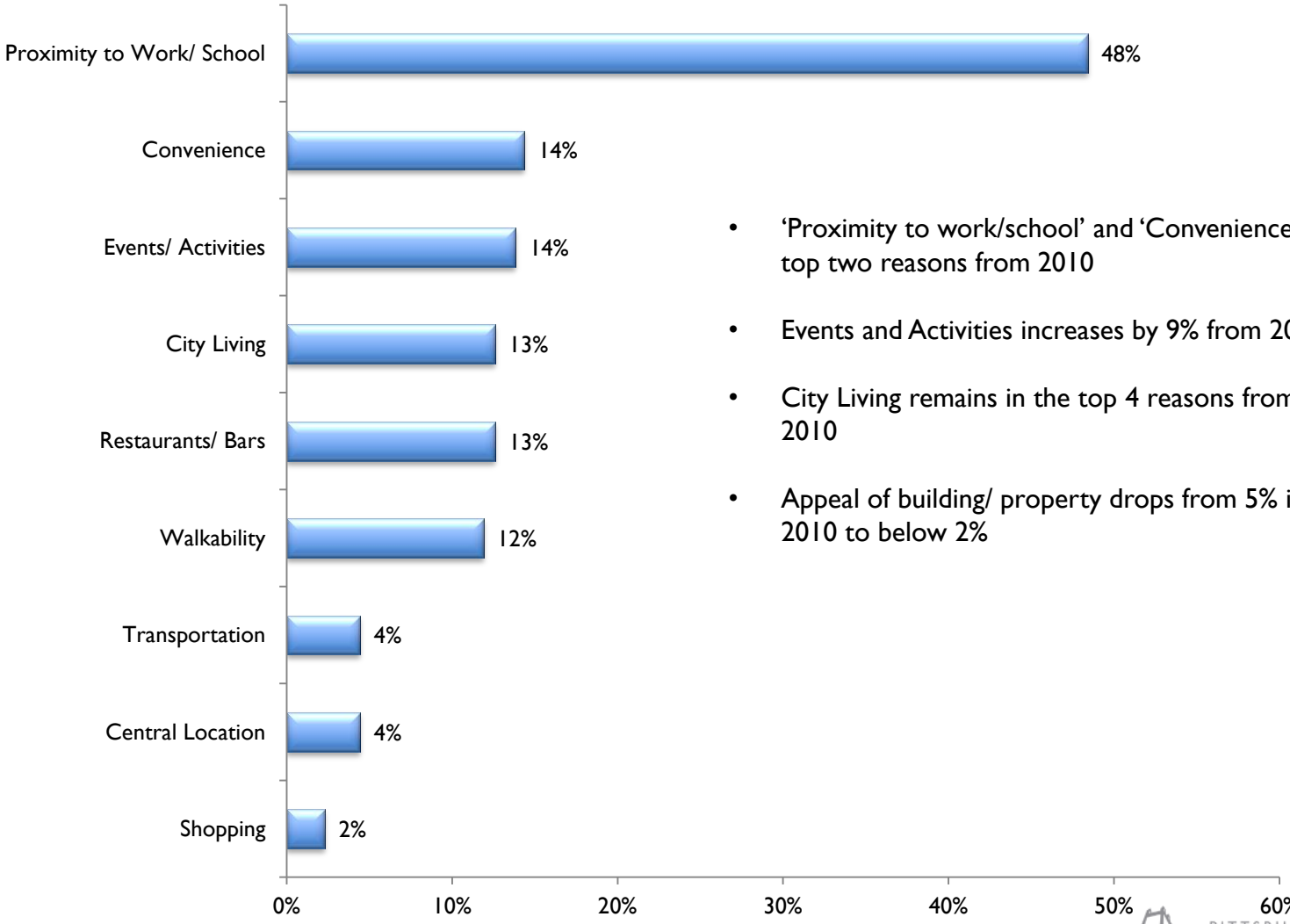
Reasons for Moving Downtown



- 'Proximity to work/school' and 'Convenience' are top two reasons from 2010
- Events and Activities increases by 9% from 2010
- City Living remains in the top 4 reasons from 2010
- Appeal of building/ property drops from 5% in 2010 to below 2%

Q6. What was the primary reason you chose to live Downtown?

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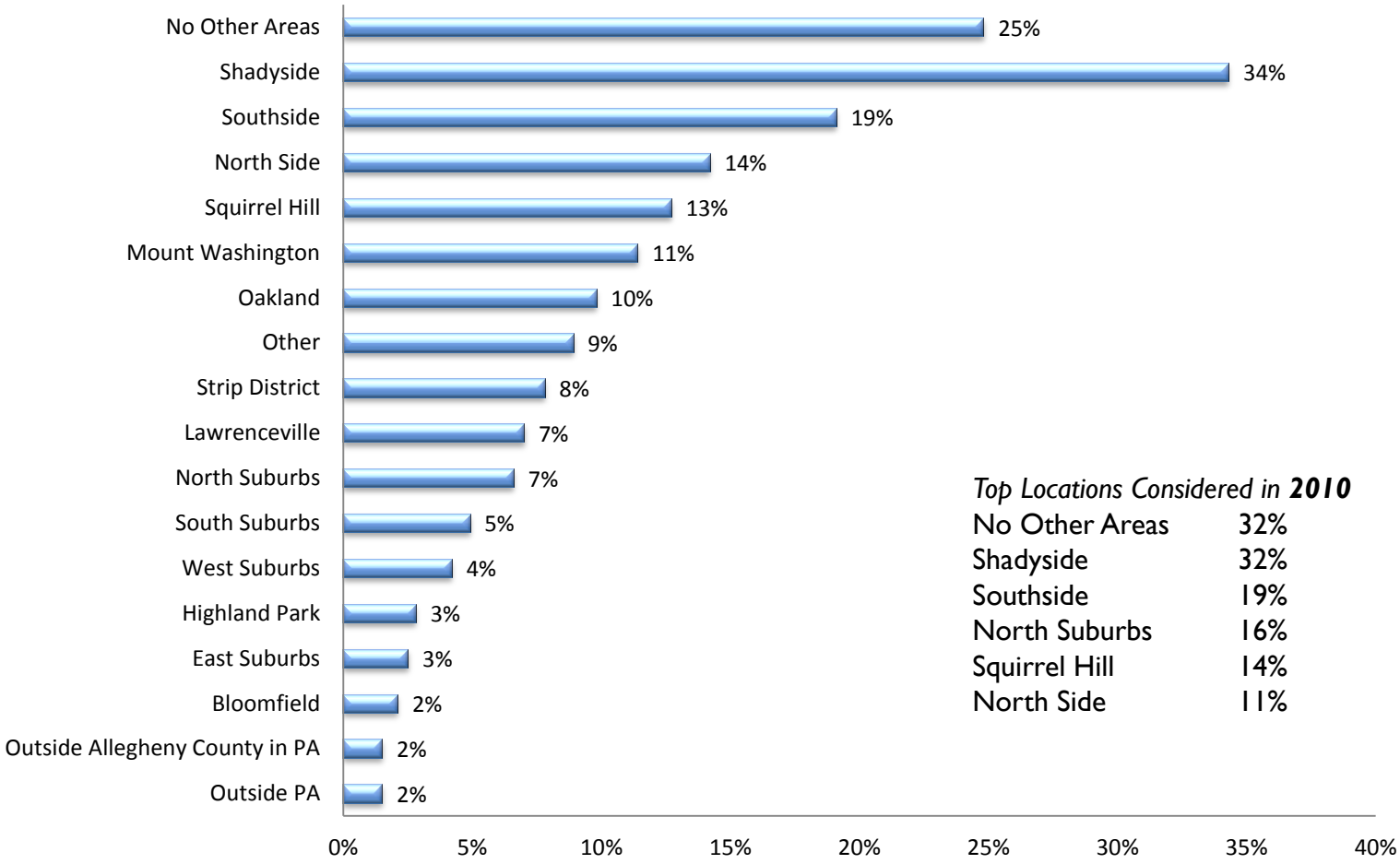
Other Locations Considered in Housing Search



*Top Locations Considered in **2010***

No Other Areas	32%
Shadyside	32%
Southside	19%
North Suburbs	16%
Squirrel Hill	14%
North Side	11%

Q7. Prior to moving Downtown, what other communities/neighborhoods were included in your housing search?

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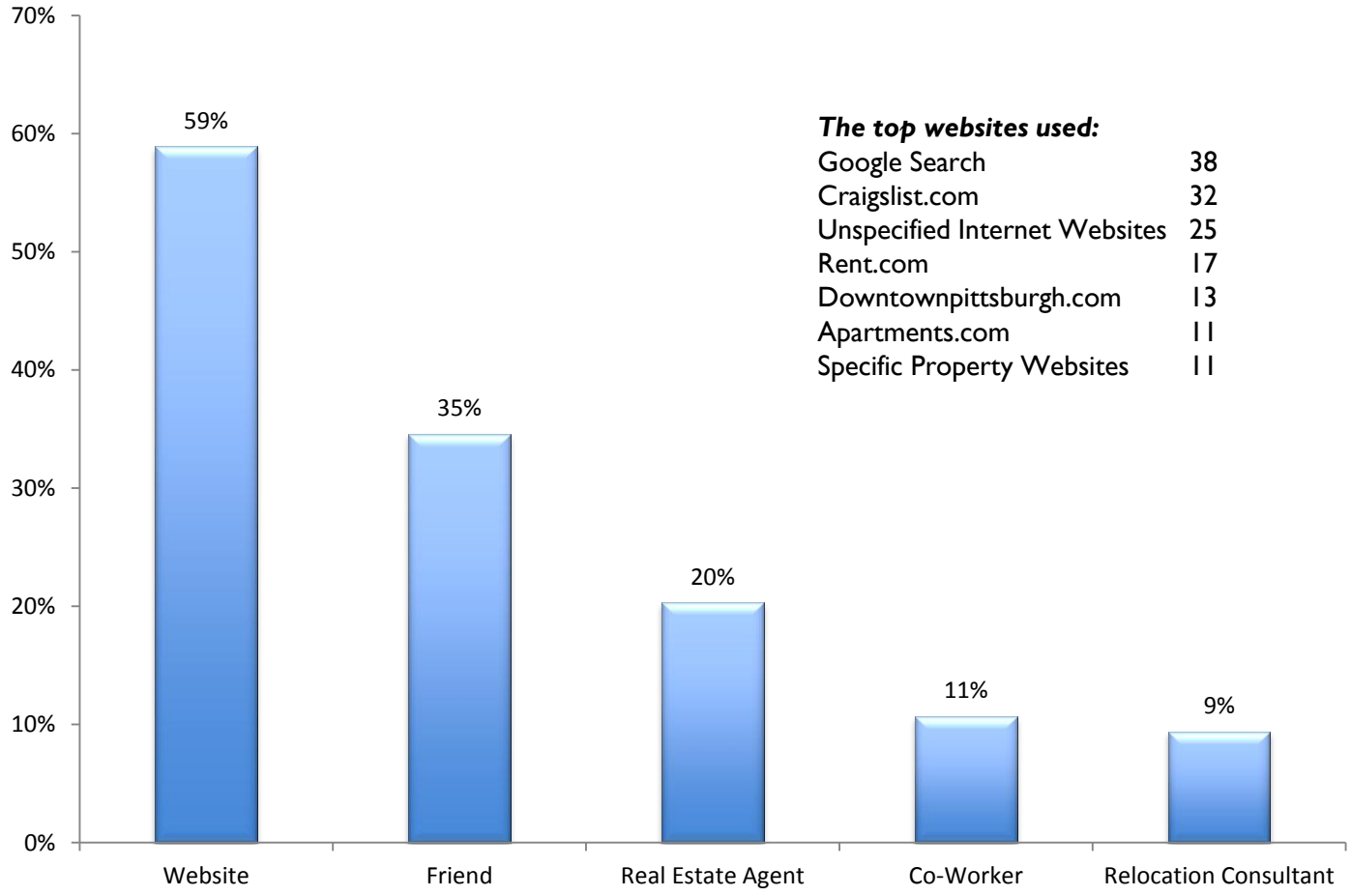
Resources Used in Housing Search



The top websites used:

Google Search	38
Craigslist.com	32
Unspecified Internet Websites	25
Rent.com	17
Downtownpittsburgh.com	13
Apartments.com	11
Specific Property Websites	11

Q8. Which resources did you use to find your current Downtown property/building?

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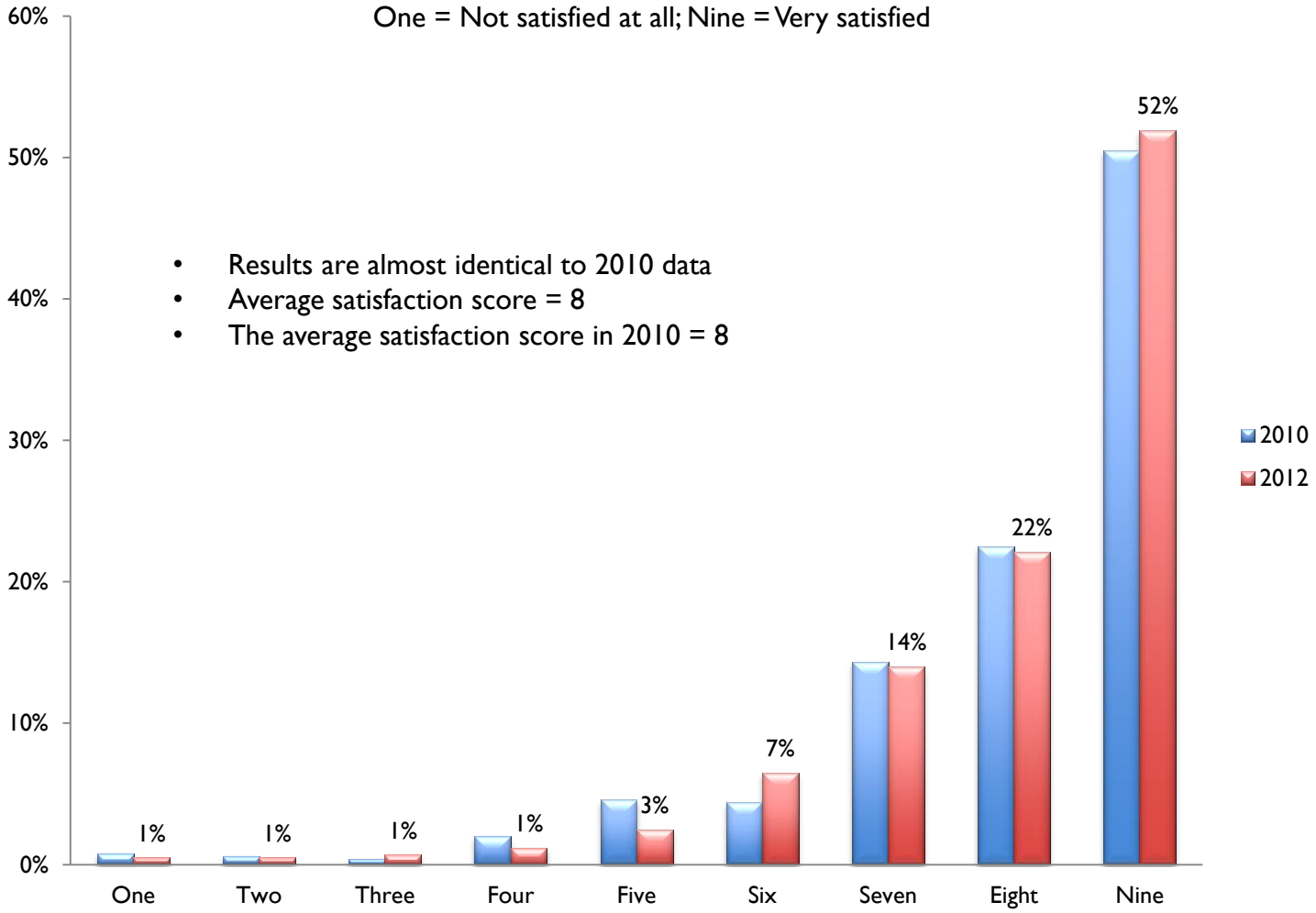
DOWNTOWN SATISFACTION

PITTSBURGH DOWNTOWN PARTNERSHIP

Satisfaction with Decision to Live Downtown

One = Not satisfied at all; Nine = Very satisfied

- Results are almost identical to 2010 data
- Average satisfaction score = 8
- The average satisfaction score in 2010 = 8



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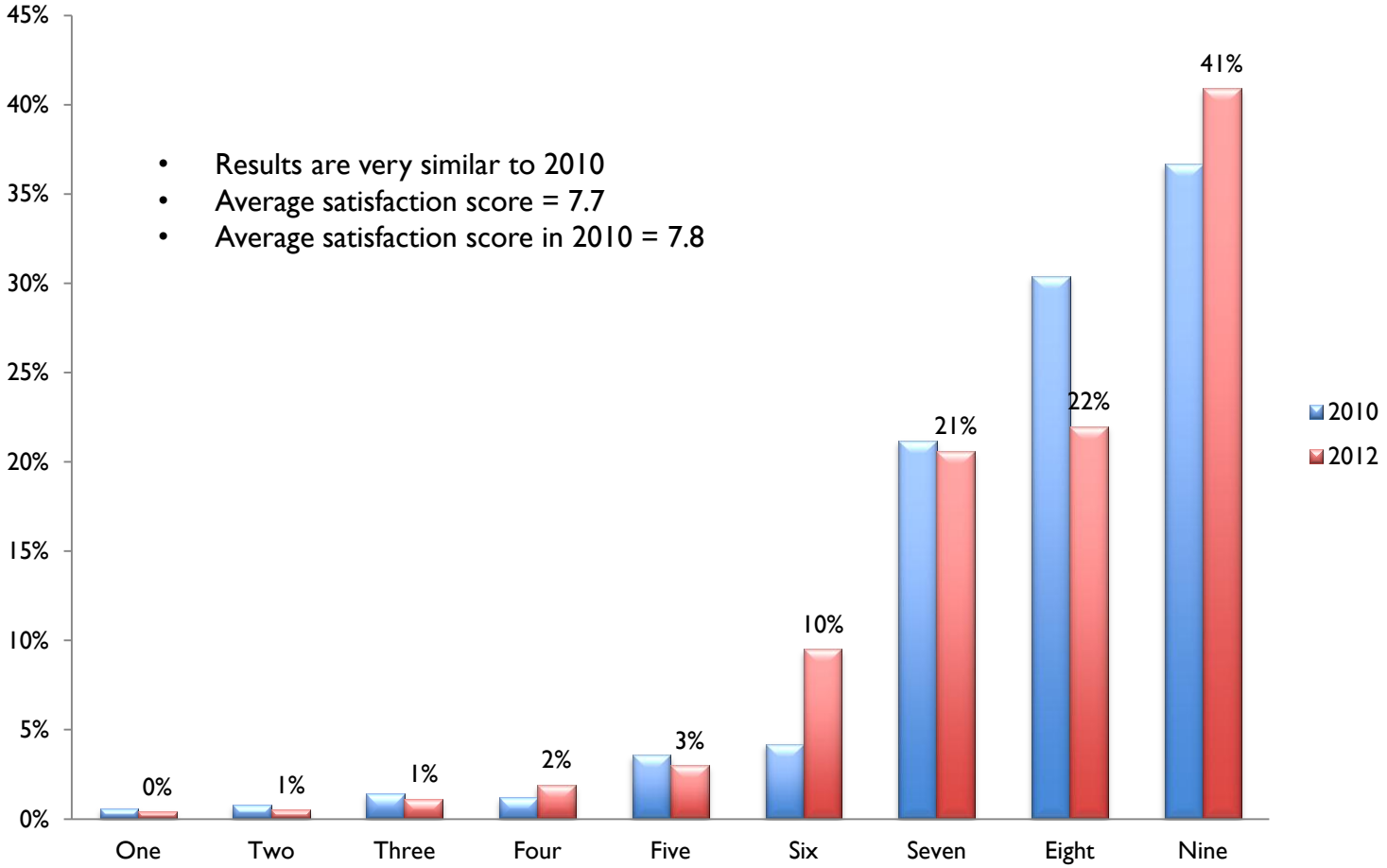
Q10. How satisfied are you with your decision to live in the Downtown neighborhood?

Satisfaction with Downtown Building/ Property



- Results are very similar to 2010
- Average satisfaction score = 7.7
- Average satisfaction score in 2010 = 7.8

Q9. How satisfied are you with your property/building choice?

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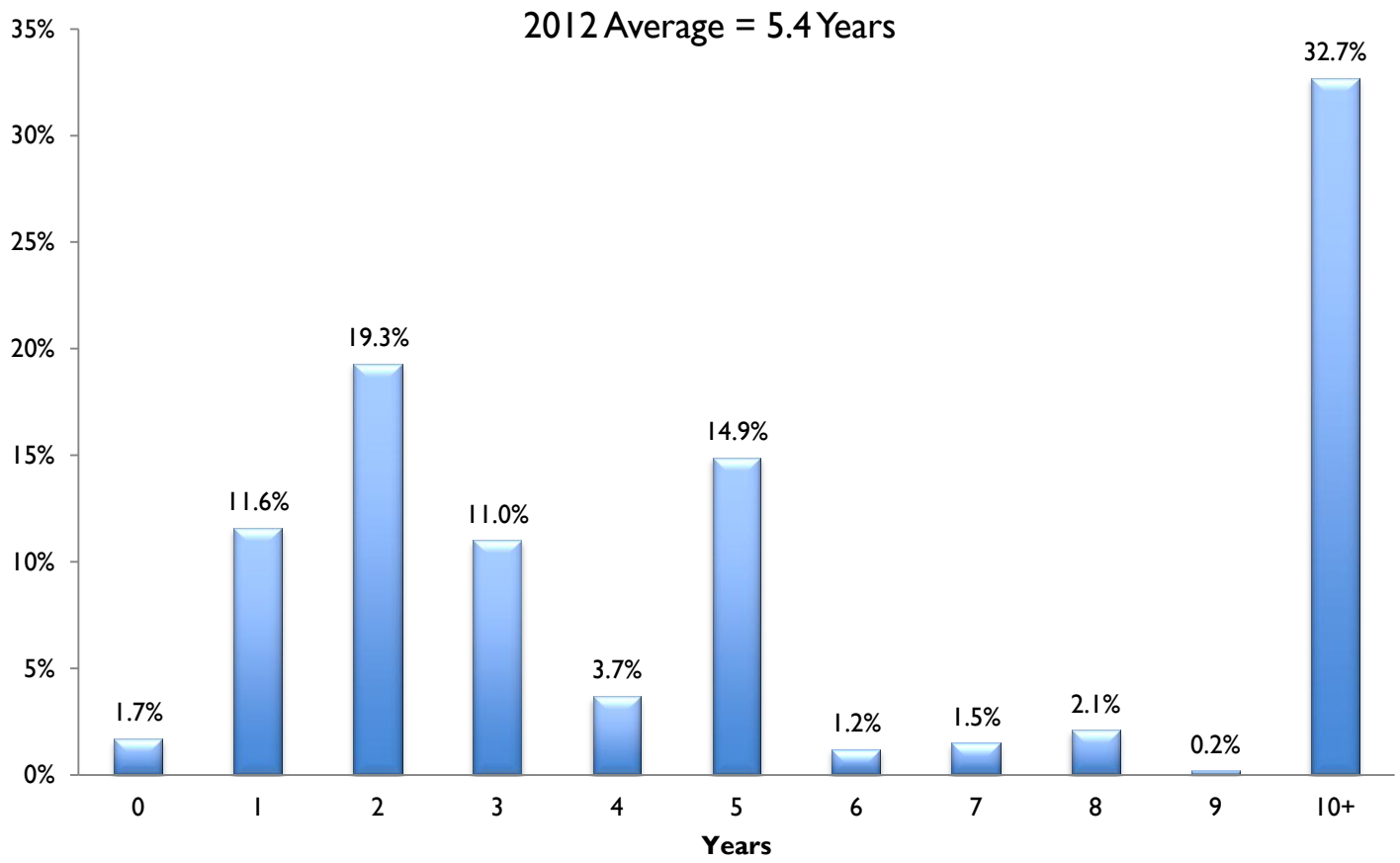
How Long Residents Anticipate Living Downtown



Q11. How long do you anticipate living Downtown?

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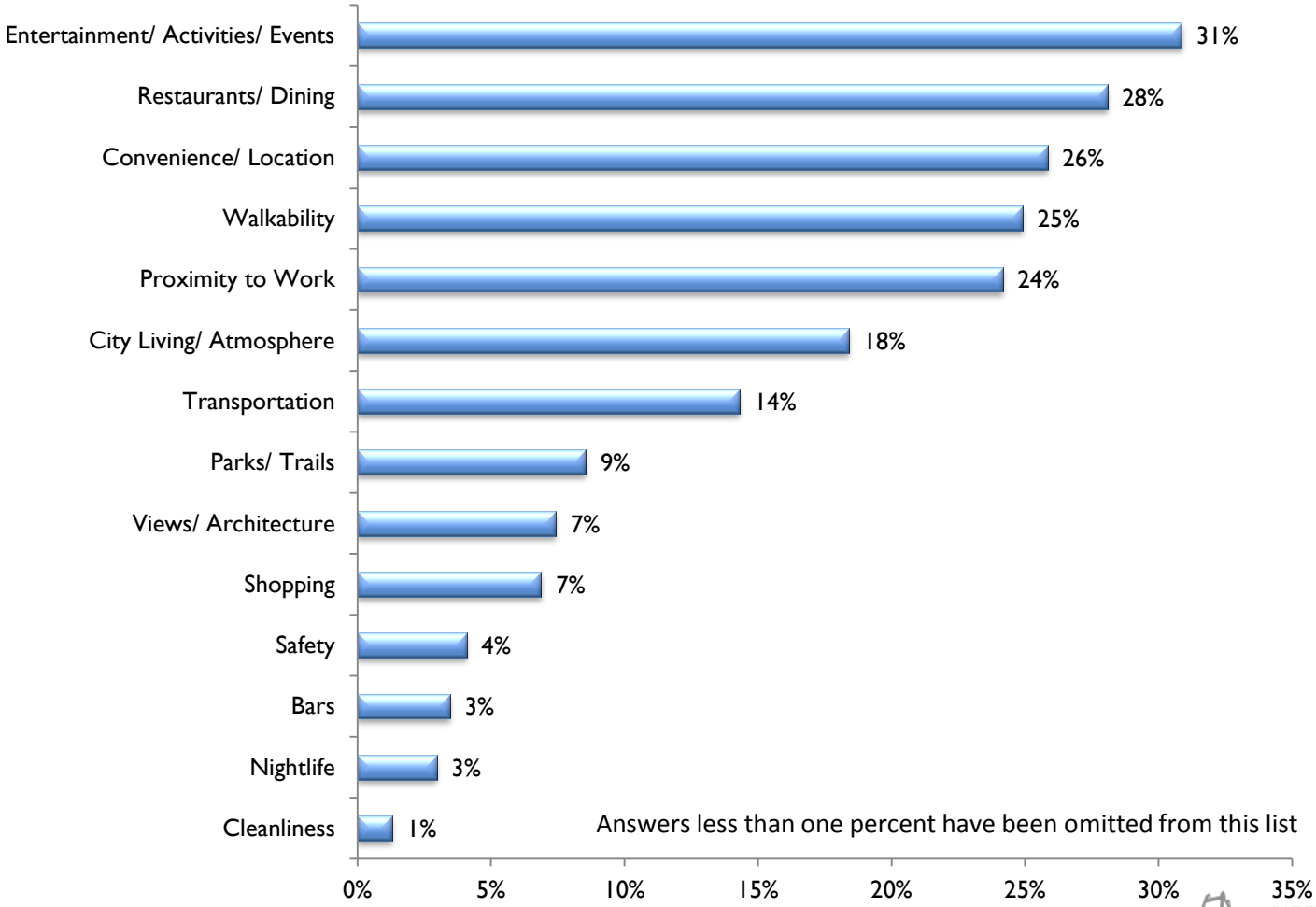
Positive Factors Impacting the Quality of "Downtown Living"



Q15. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?

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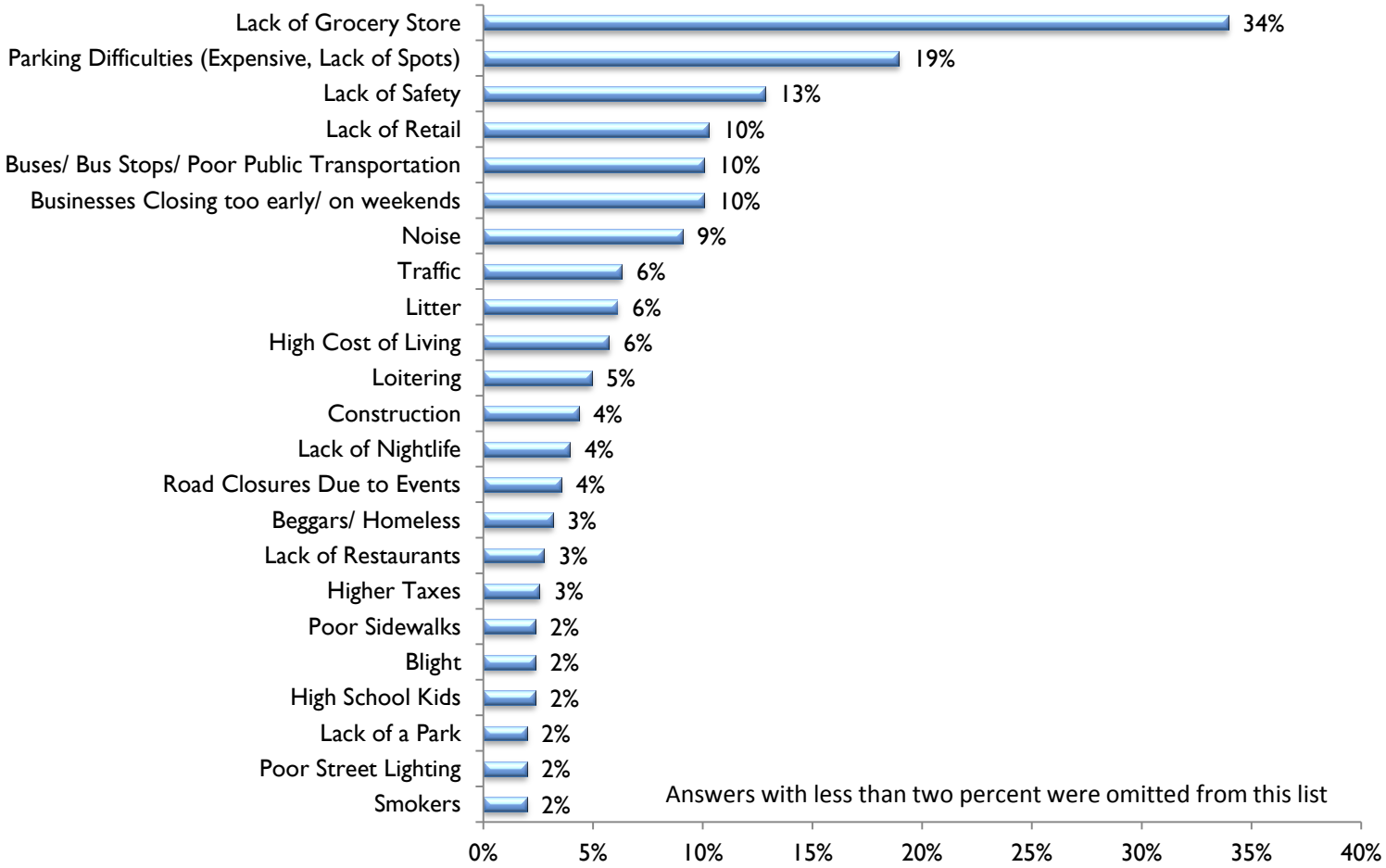
Negative Factors Impacting the Quality of "Downtown Living"



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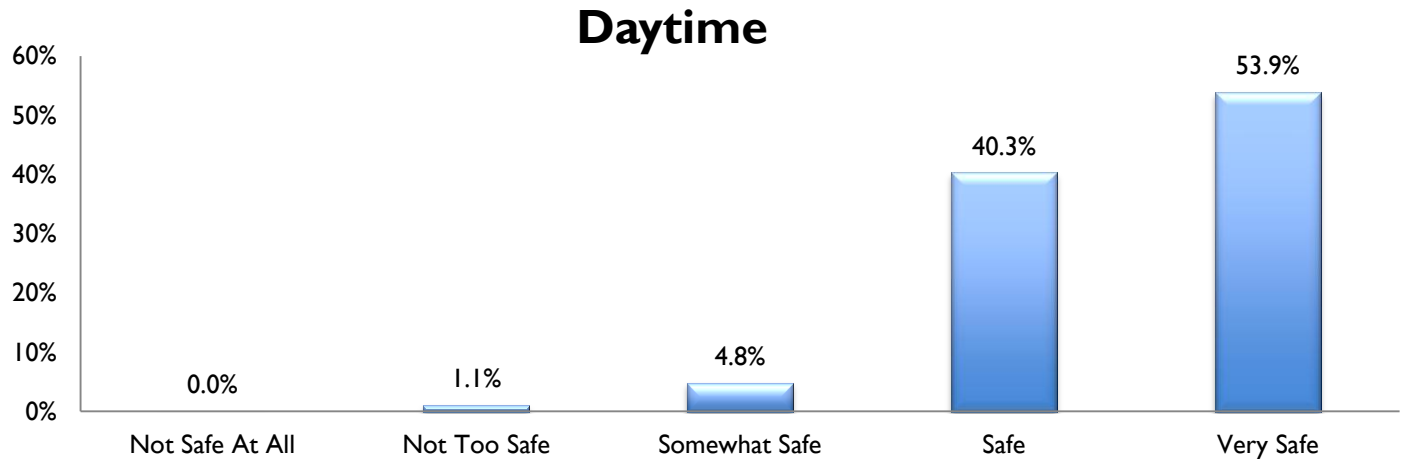
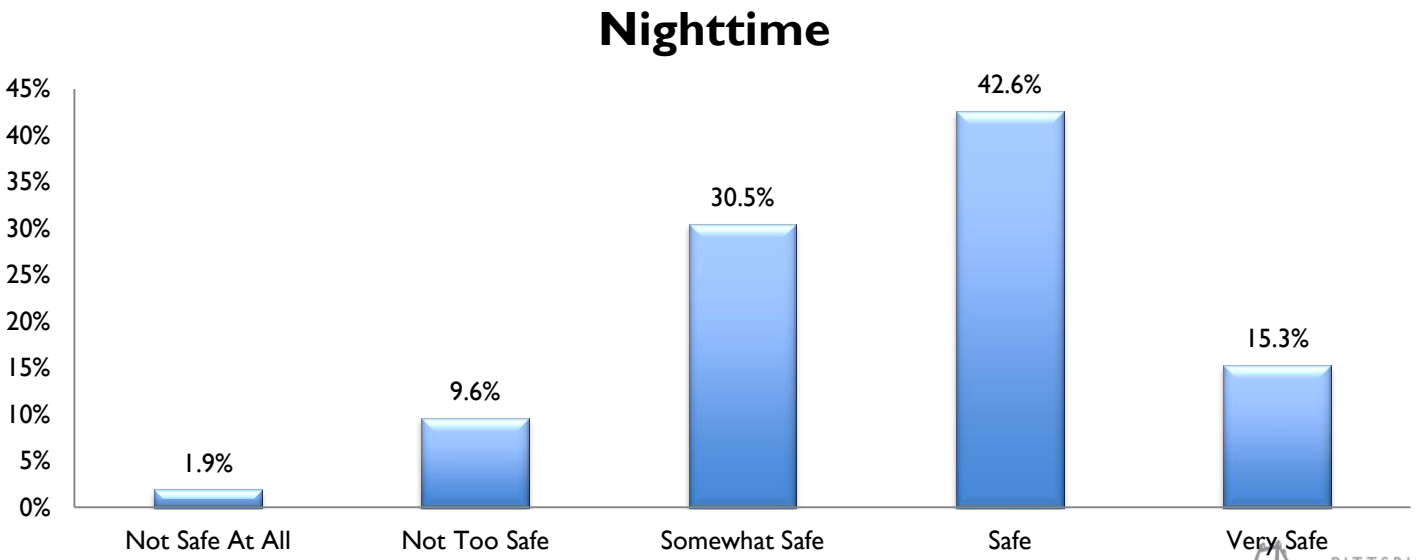
Q15. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?

DOWNTOWN NEIGHBORHOOD

PITTSBURGH DOWNTOWN PARTNERSHIP

Safety Perceptions





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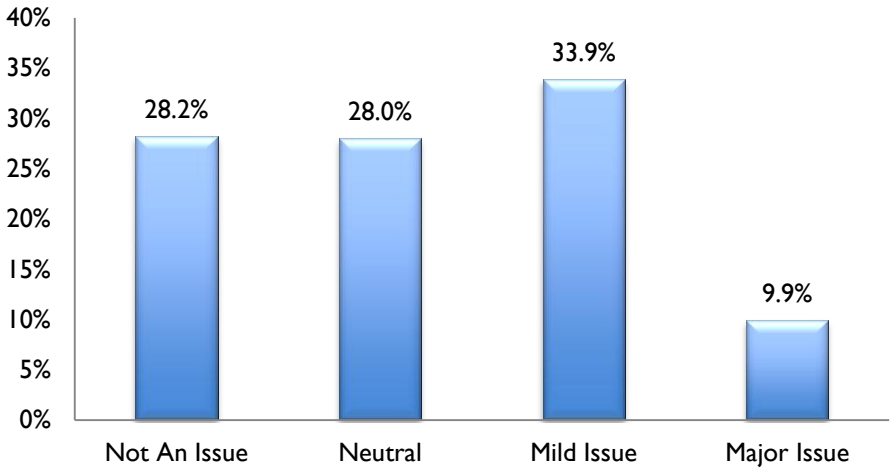
Q12. How safe do you feel in Downtown during the day?

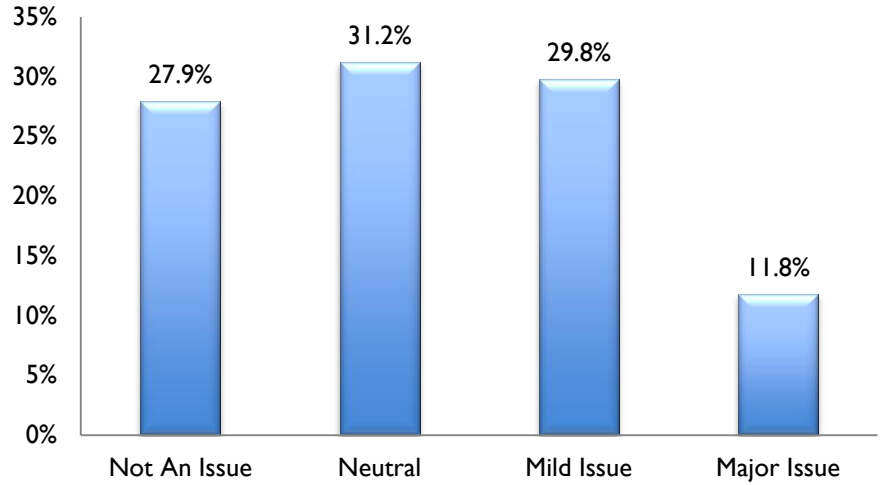
Q13. How safe do you feel in Downtown at night?

Resident Concerns

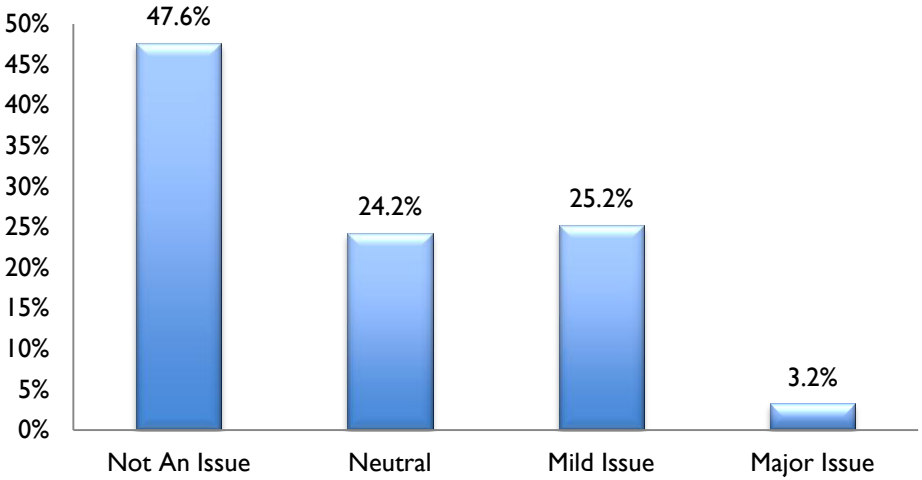
Lack of Street Lighting



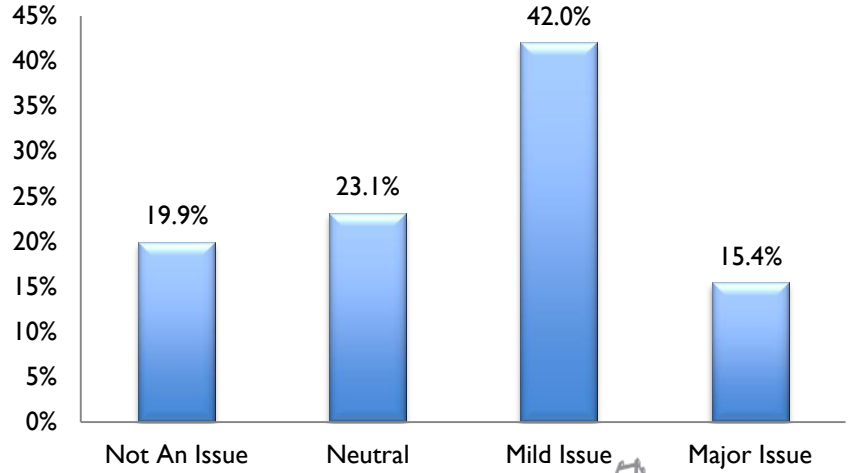
Presence of Blight



Presence of Graffiti



Presence of Litter



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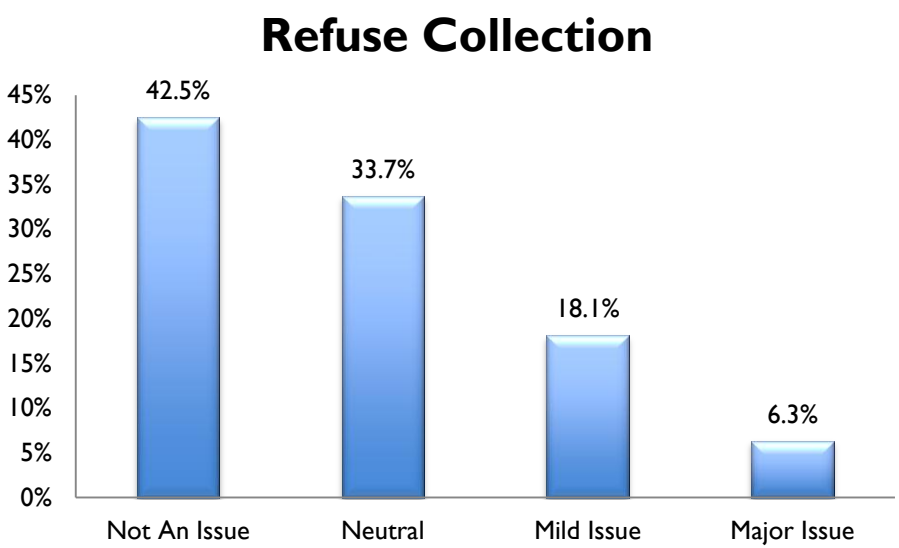
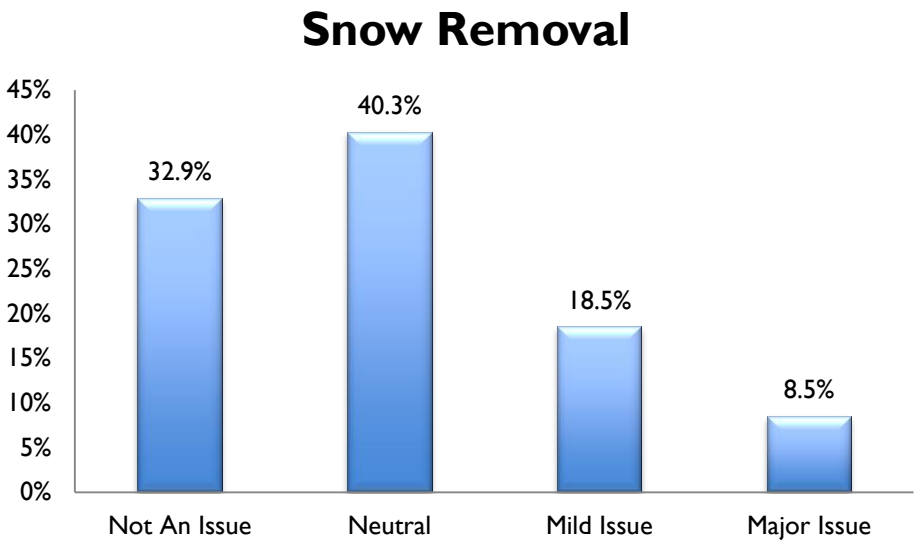
Q14. Which of the following concerns do you feel are issues in Downtown?

Resident Concerns (cont.)





Top "Other Concerns" Listed	
Lack of Grocery Store	18%
Beggars/ Homeless Downtown	12%
Loitering	11%
Buses	9%
Lack of Parking	8%
Traffic	7%
Stores Closing Early	7%

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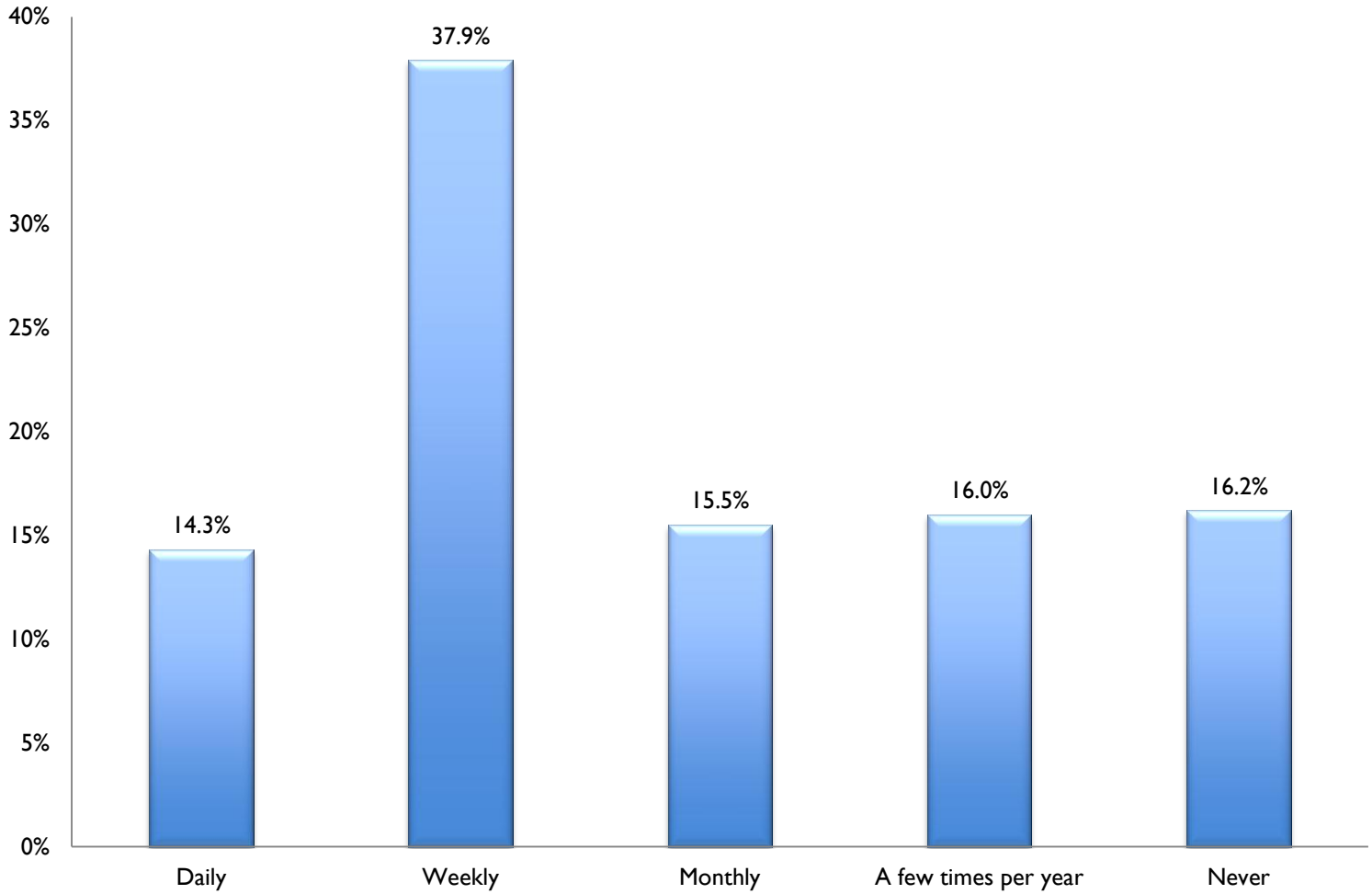
Use of the Riverfront Park System



Q20. How often do you access the riverfront park system surrounding Downtown?

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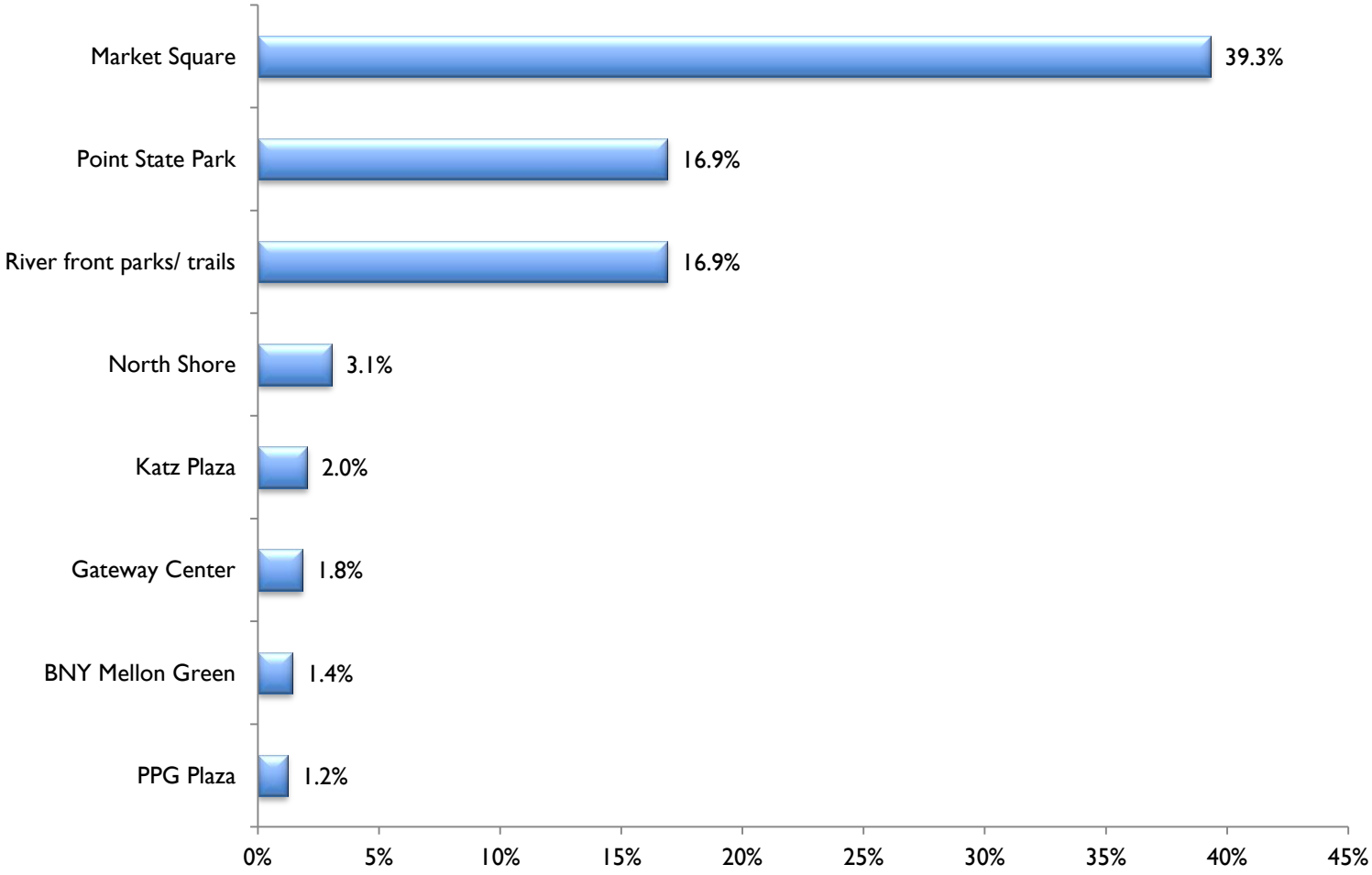
Favorite Public Space Downtown



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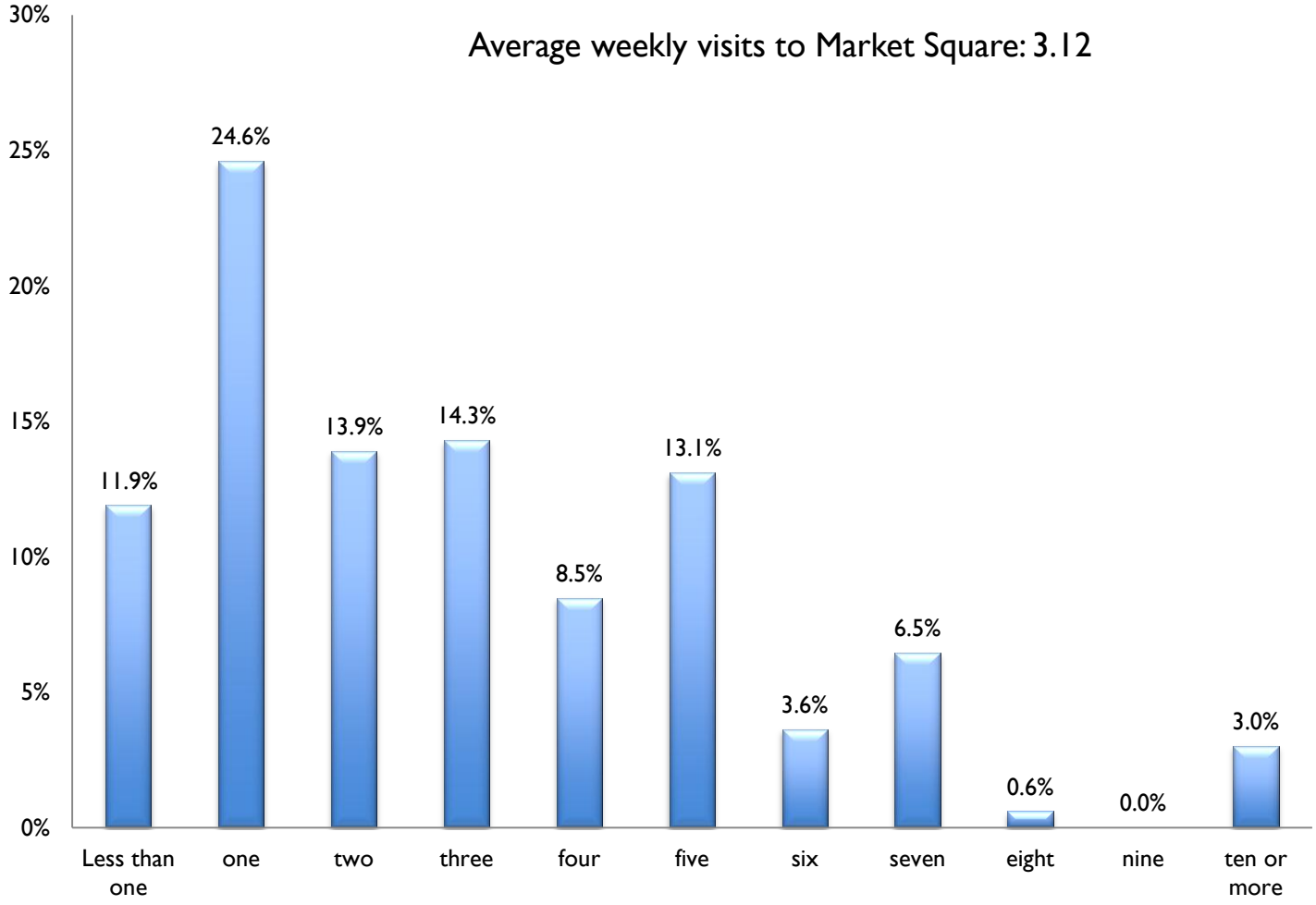
Q21. What is your favorite public spaces in Downtown and why?

Visits per week to Market Square



Q22. How many times per week, including the weekend, do you visit Market Square?

PITTSBURGH DOWNTOWN PARTNERSHIP

Likelihood to use Dog Park

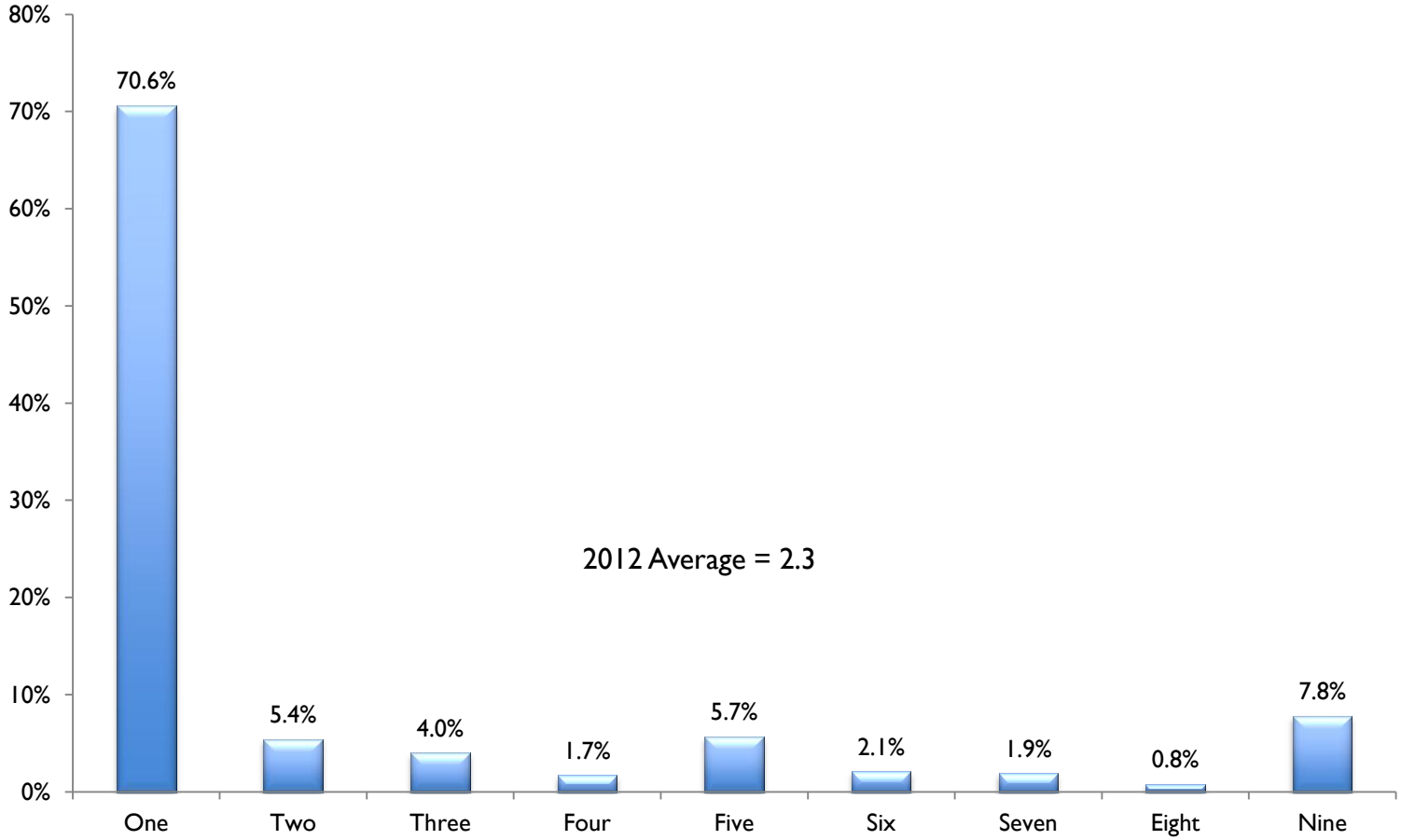
One = Not Likely At All; Nine = Very Likely

Q23. If a small off-leash dog park was established in the Golden Triangle, how likely would you be to use it?

PITTSBURGH DOWNTOWN PARTNERSHIP

Likelihood to use Playground

One = Not At All Likely; Nine = Very Likely



Q24. If a small playground was established in the Golden Triangle, how likely would you be to use it?

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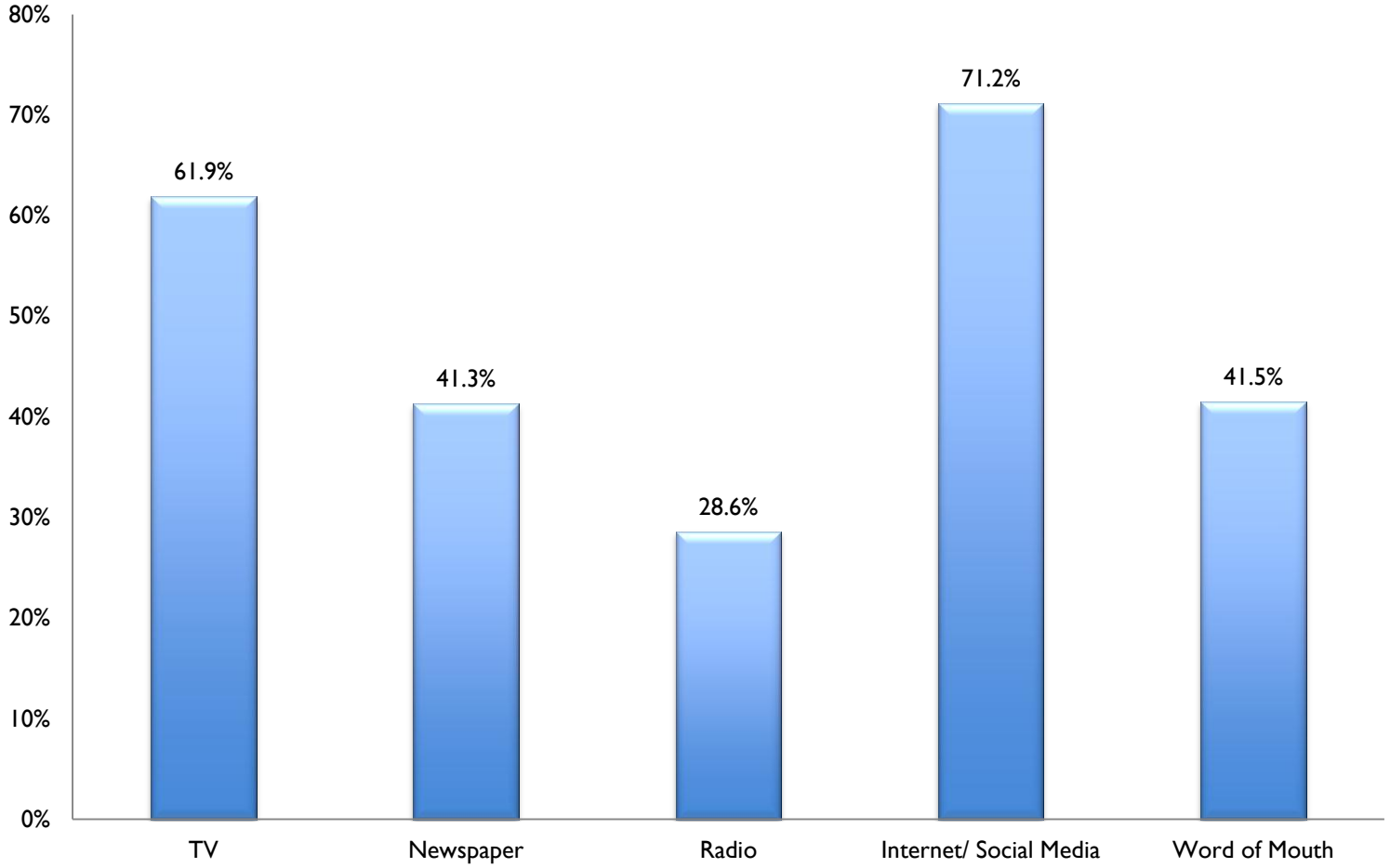
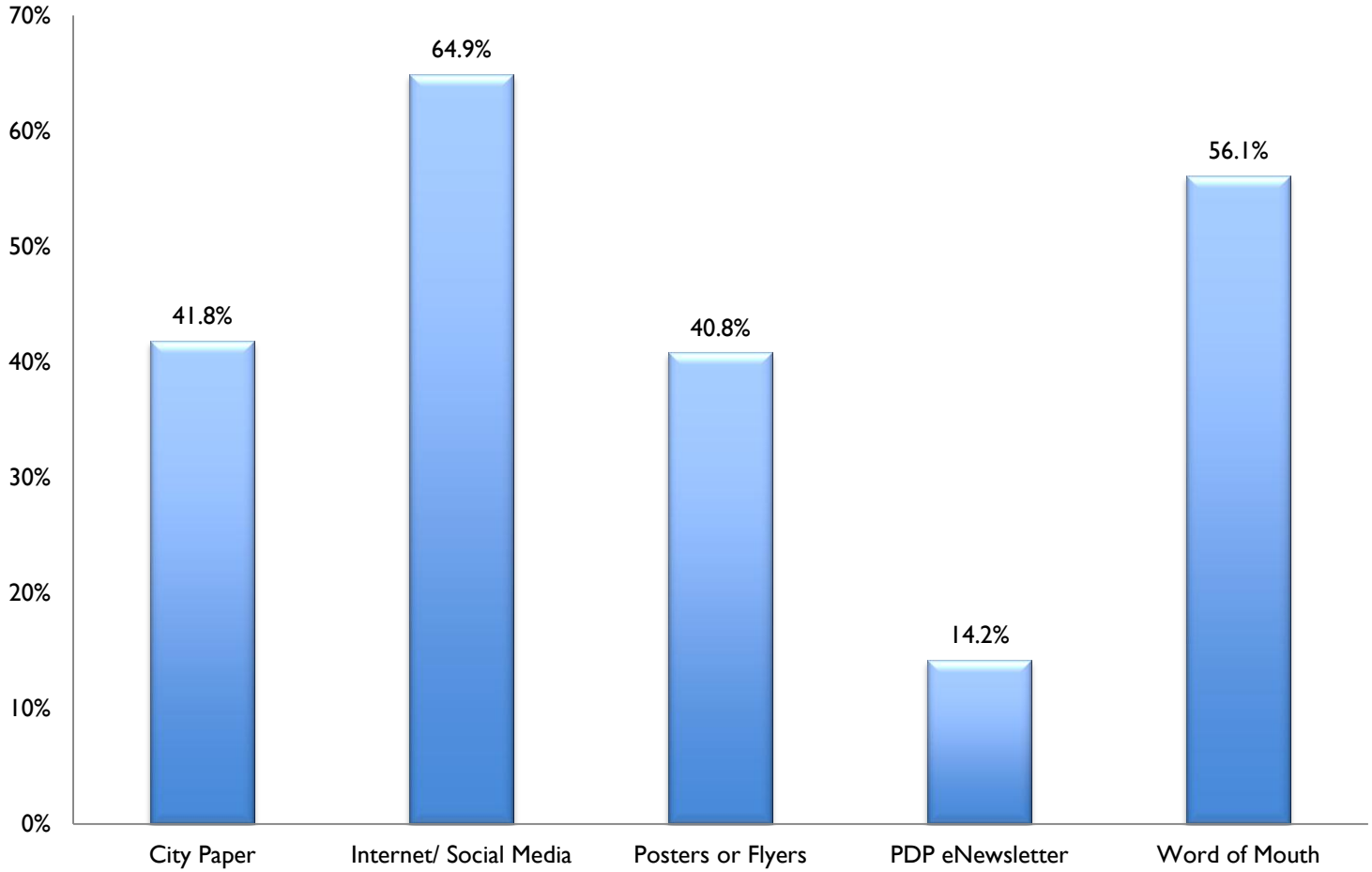
How Downtown Residents Obtain Local News



Q30. How do you typically get information about local news?

PITTSBURGH DOWNTOWN PARTNERSHIP

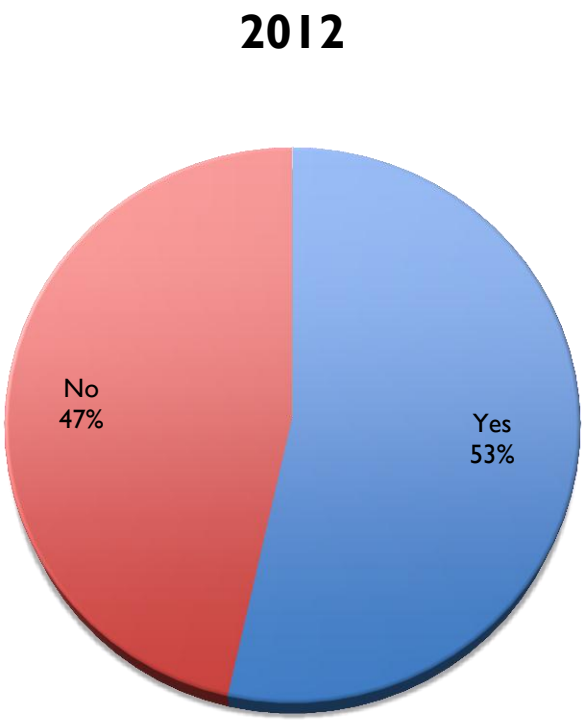
How Downtown Residents Obtain Downtown Information

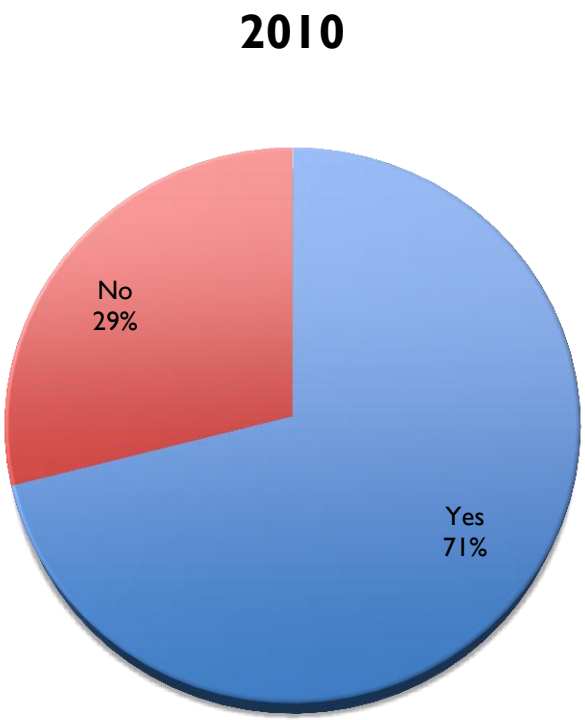


PITTSBURGH DOWNTOWN PARTNERSHIP

Q31. How do you typically get information about Downtown events?

Need more opportunities for involvement





Q27. Would you like to have more opportunities to become involved with your neighbors and Downtown neighborhood?

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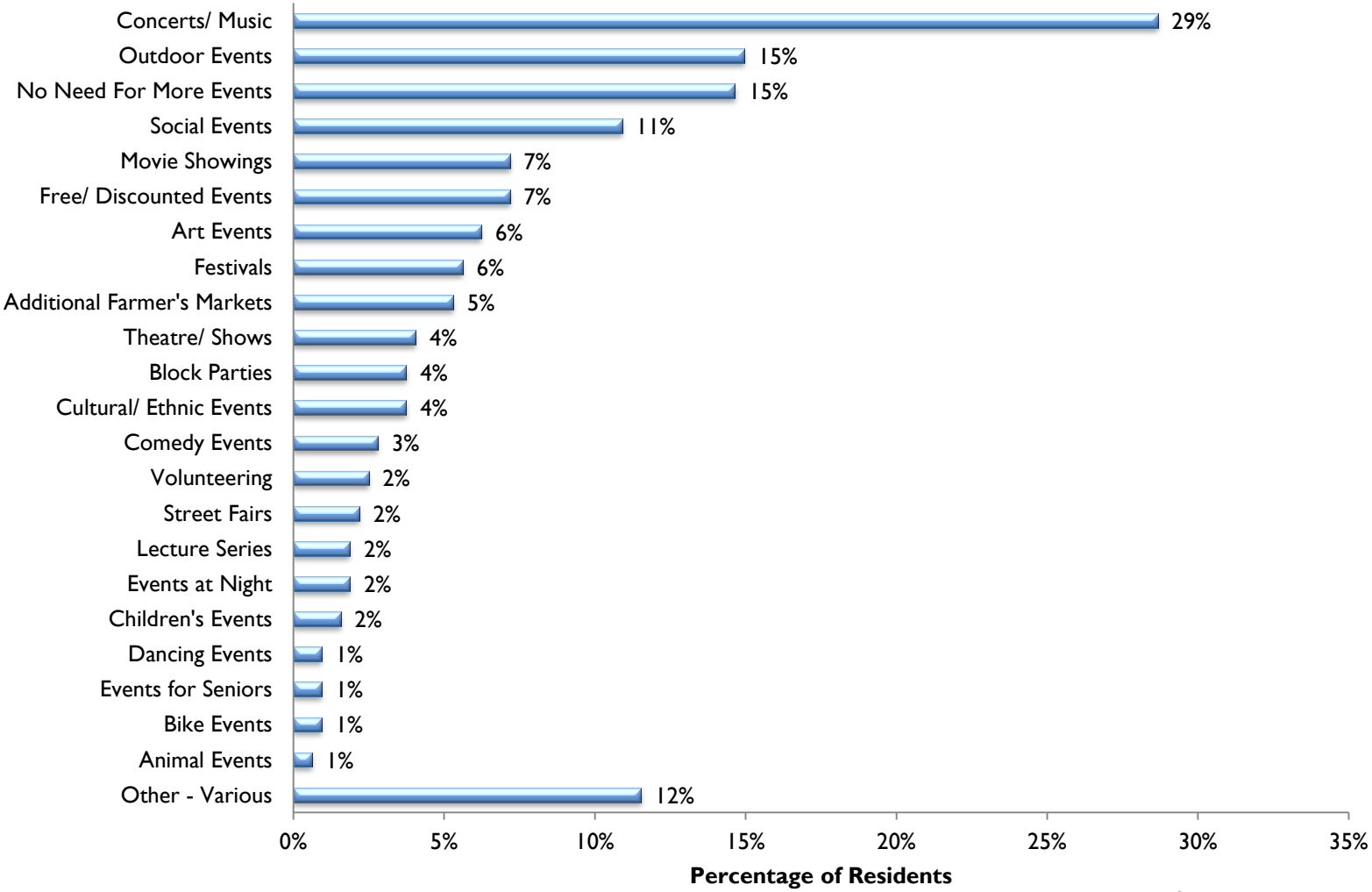
Events and Programming wanted



Q26. What types of events or programs would you like to see made available (or see more often) in your Downtown neighborhood?

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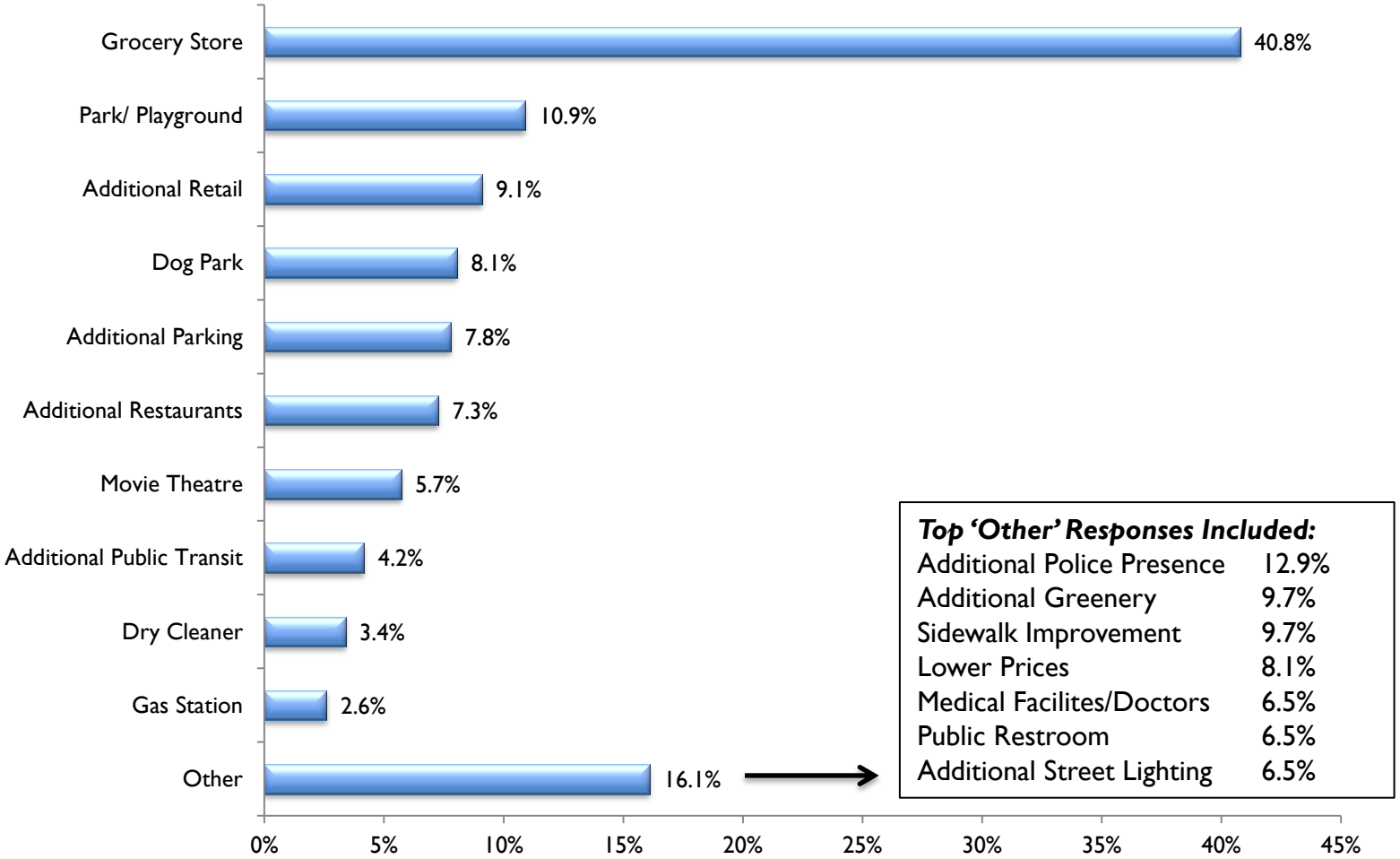
Additional Amenities Needed Downtown



Q25. What specific amenities would you like to see made available in your Downtown neighborhood?

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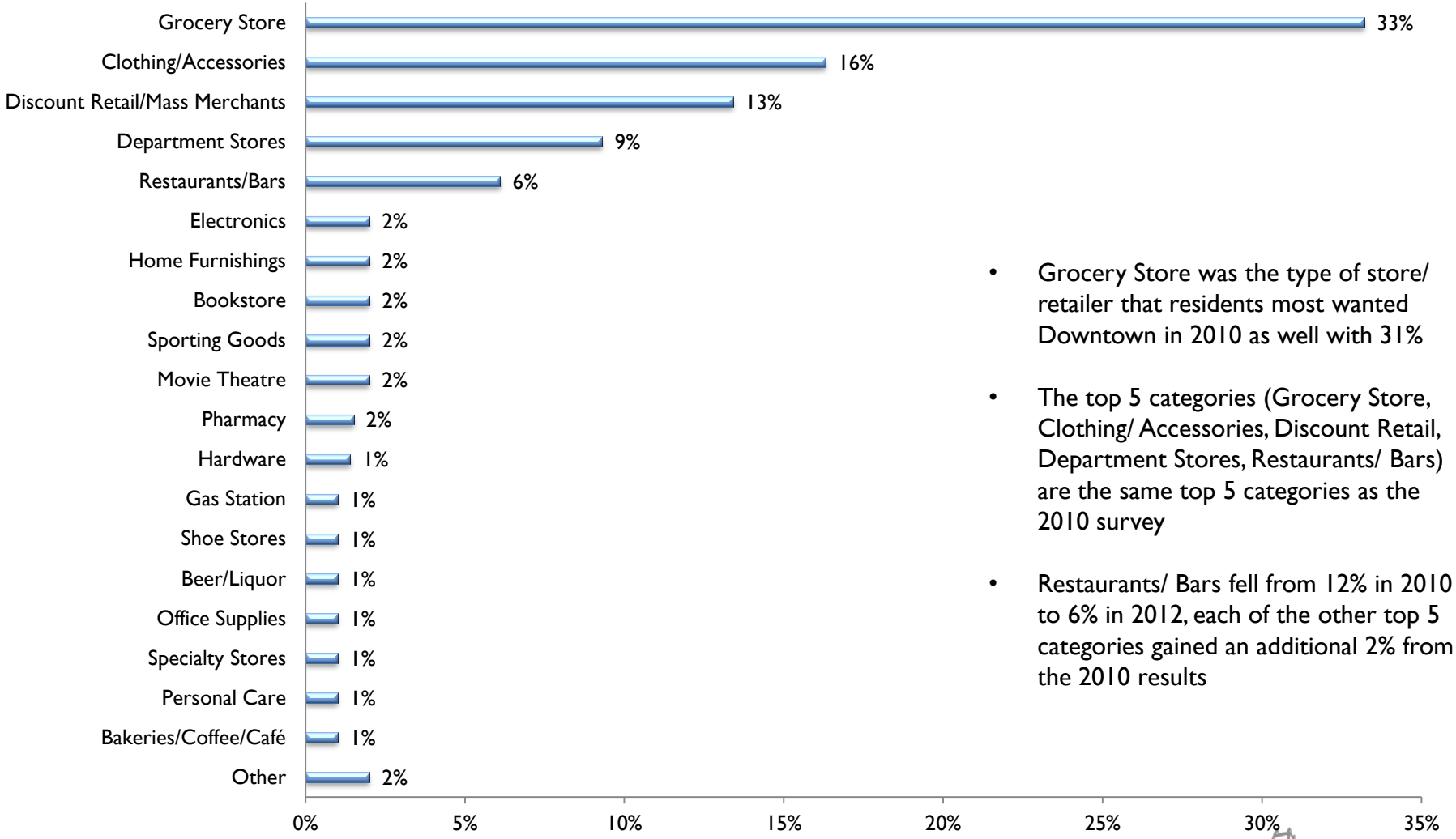
SPENDING AND DOWNTOWN RETAIL

PITTSBURGH DOWNTOWN PARTNERSHIP

Retailers Residents Want Downtown



- Grocery Store was the type of store/ retailer that residents most wanted Downtown in 2010 as well with 31%
- The top 5 categories (Grocery Store, Clothing/ Accessories, Discount Retail, Department Stores, Restaurants/ Bars) are the same top 5 categories as the 2010 survey
- Restaurants/ Bars fell from 12% in 2010 to 6% in 2012, each of the other top 5 categories gained an additional 2% from the 2010 results

Q16. What three retailers would you most like to see come into Downtown? Be as specific as possible.

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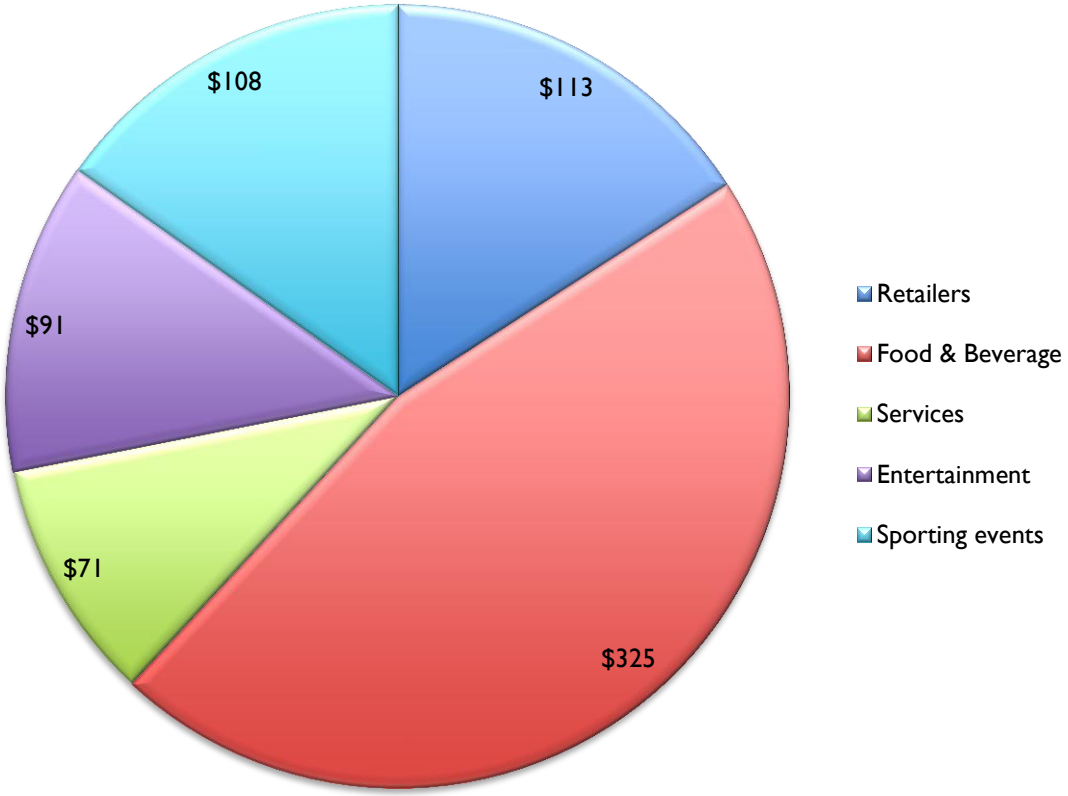
Average monthly spending habits



Q19. In a typical month, how much money do you spend at the following Downtown establishments and events?

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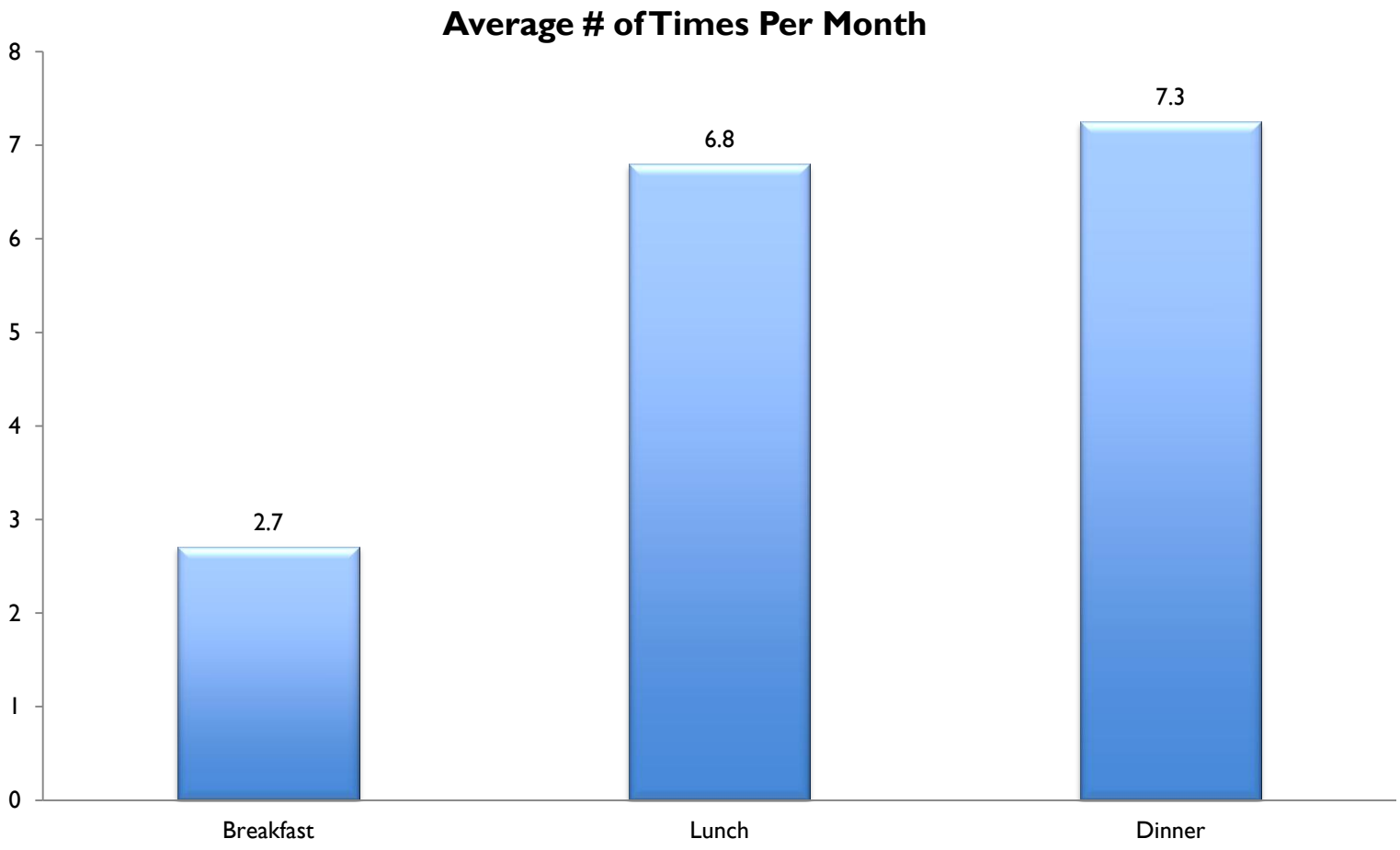
Frequency of Dining Out



Q17. How often (# times per month) do you eat/dine out in Downtown restaurants?

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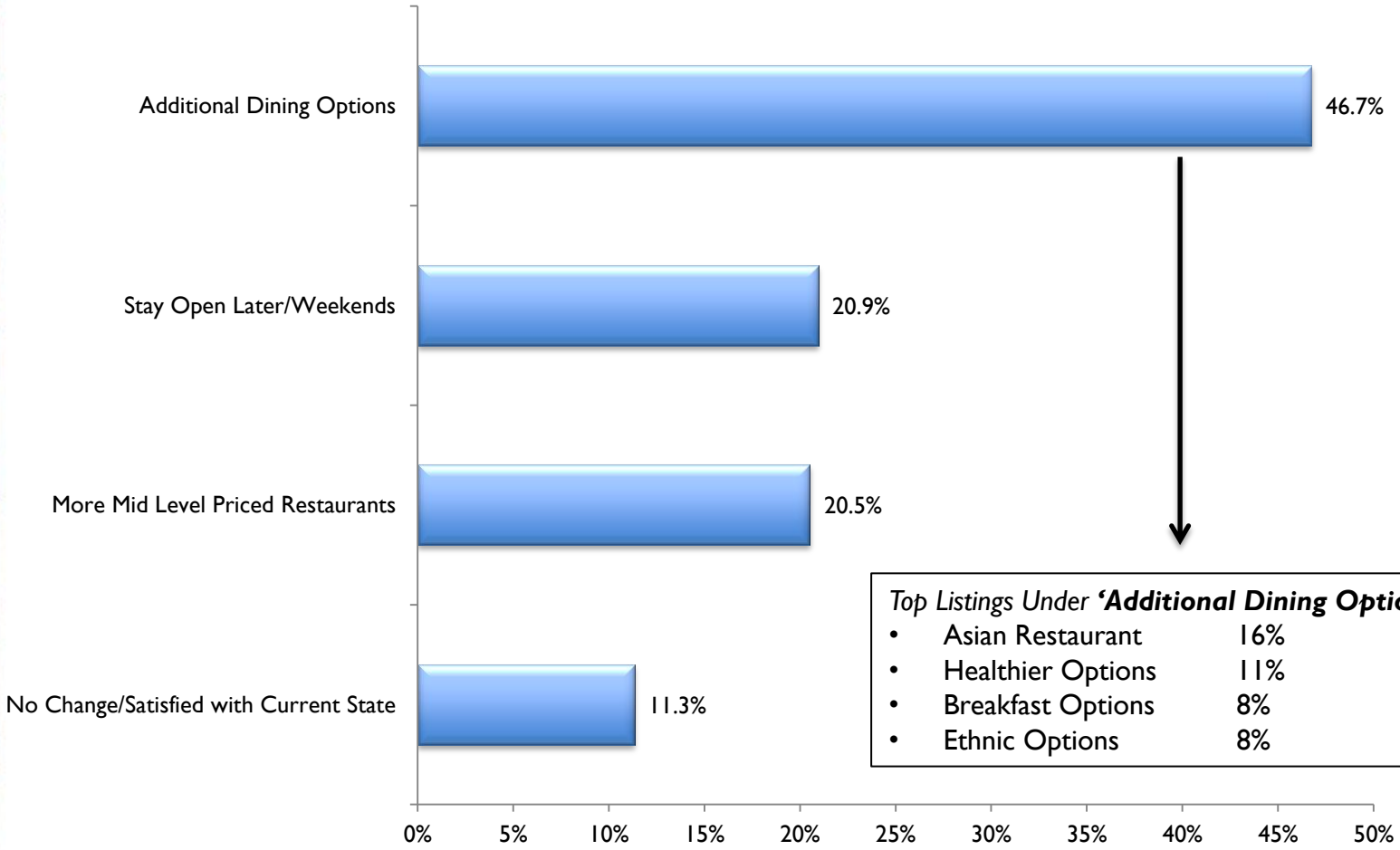
Improving Downtown Dining



Top Listings Under ***'Additional Dining Options'***

- Asian Restaurant 16%
- Healthier Options 11%
- Breakfast Options 8%
- Ethnic Options 8%

Q18. What changes and/or additions to Downtown's dining and restaurant scene would better serve your needs (tastes, budget, lifestyle, etc.)?

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Retailers Residents Want Downtown

Grocery Stores- 33% of Total	
Giant Eagle	36%
Whole Foods	21%
Trader Joe's	20%
Grocery (unspecified)	20%

Clothing/ Accessories – 16% of Total	
TJ Maxx	9%
Marshall's	9%
Banana Republic	8%
Kohl's	7%

Discount Retail/Mass Merchants– 13% of Total	
Target	87%
Walmart	13%

Department Stores – 11% of Total	
Nordstroms	63%
JC Penny	12%
Department Store (unspecified)	12%
Neiman Marcus	8%

Restaurants/ Bars – 6% of Total	
Panera Bread	20%
Restaurants (unspecified)	15%
Burger King	5%
Red Lobster	3%

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MODES OF TRANSPORTATION

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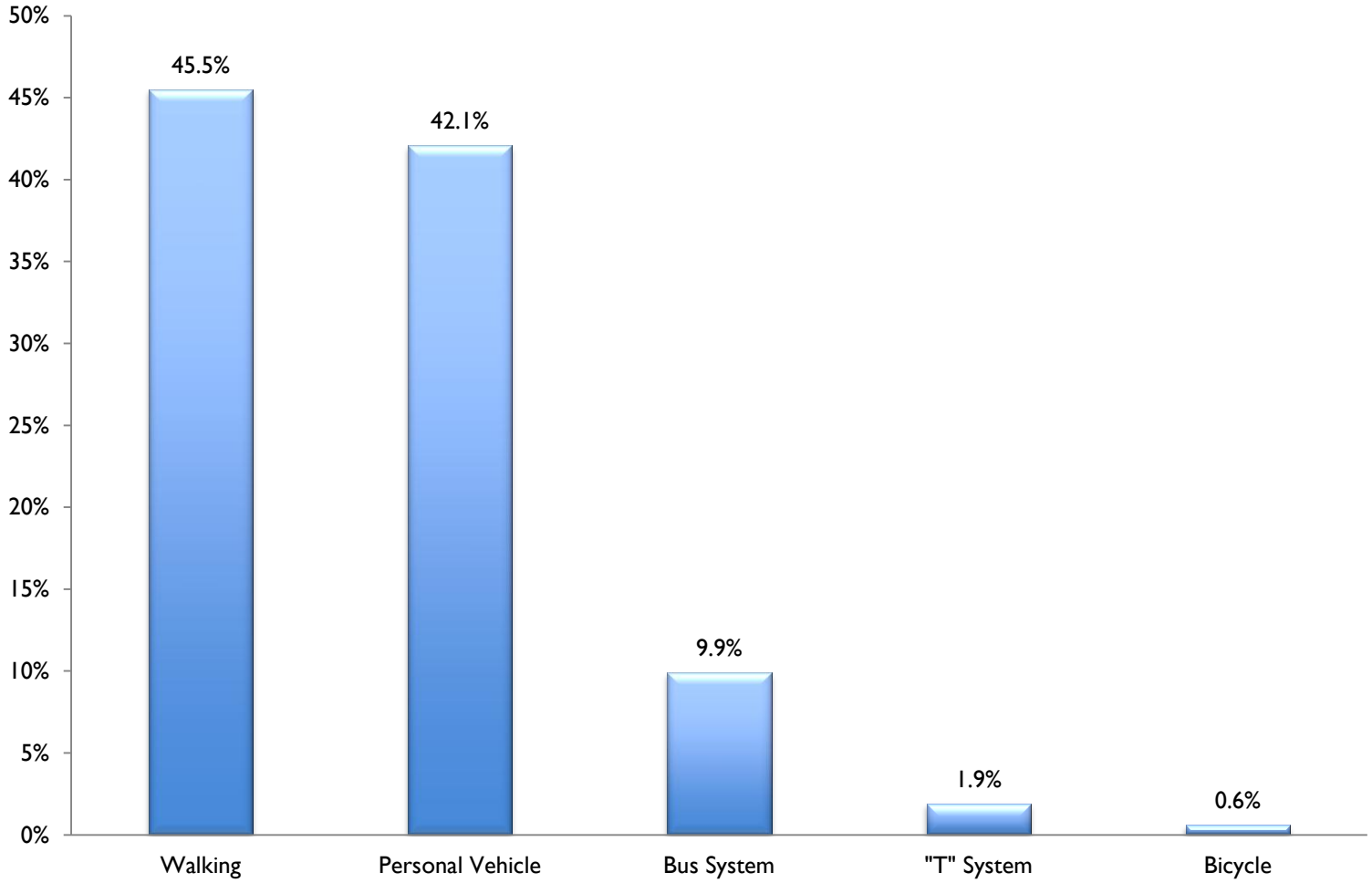
Methods of Transportation Used for Work Commute



Q33. What method of transportation do you typically use to commute to work?

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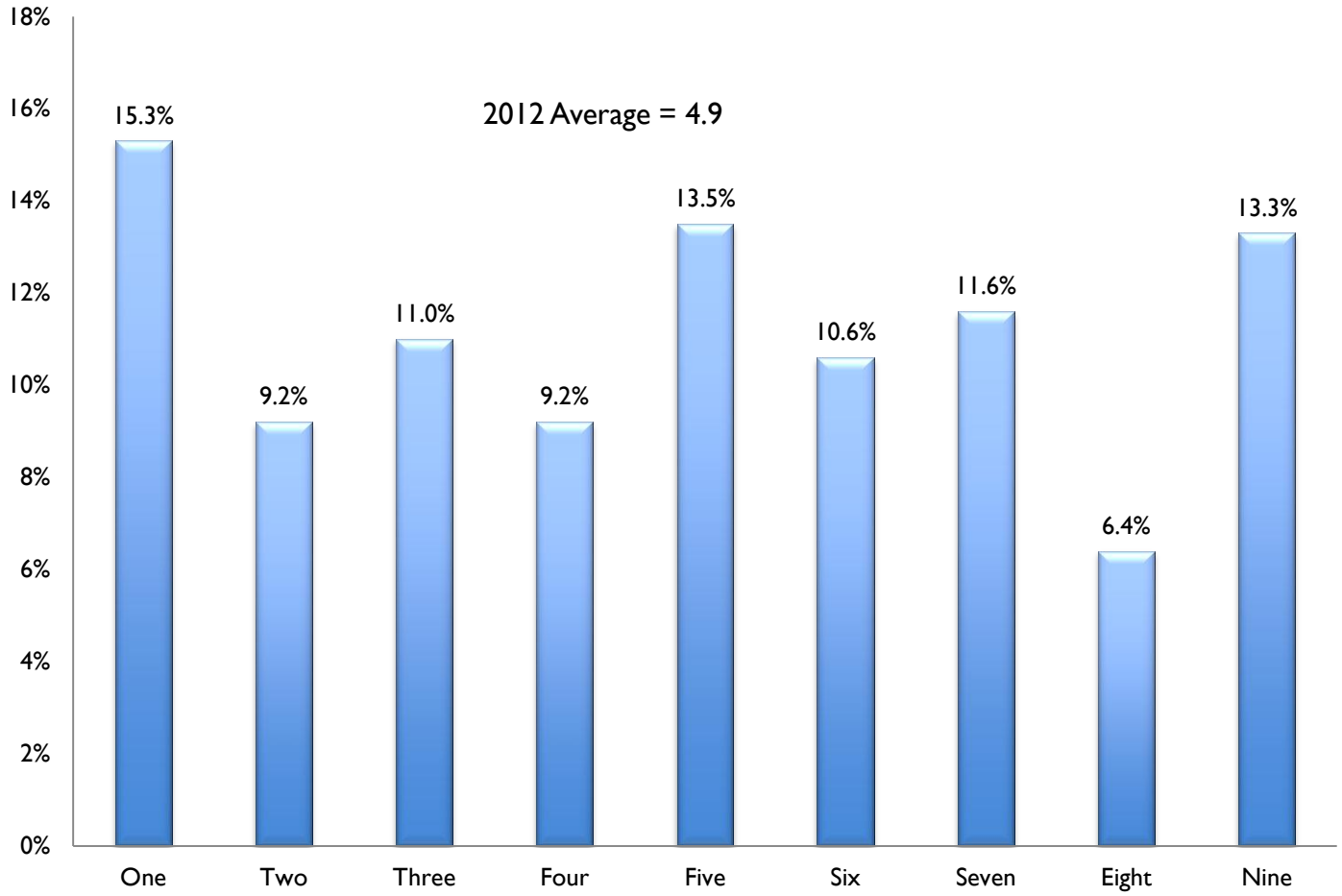
Satisfaction with Parking Downtown

One = Not Satisfied At all; Nine = Very Satisfied



Q33. What method of transportation do you typically use to commute to work?

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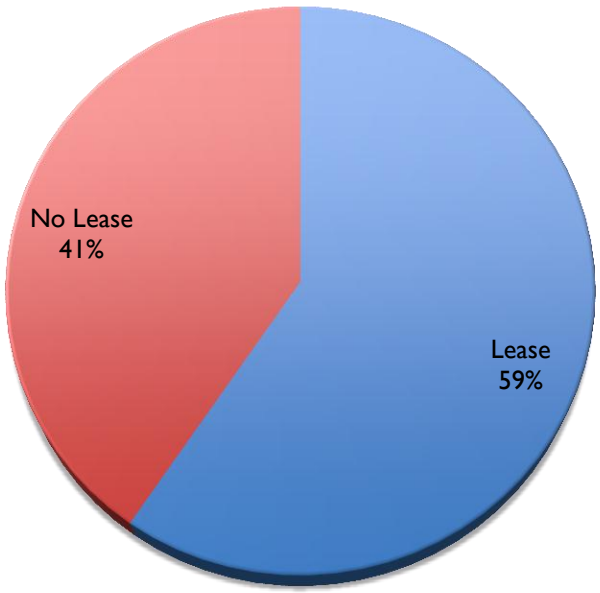
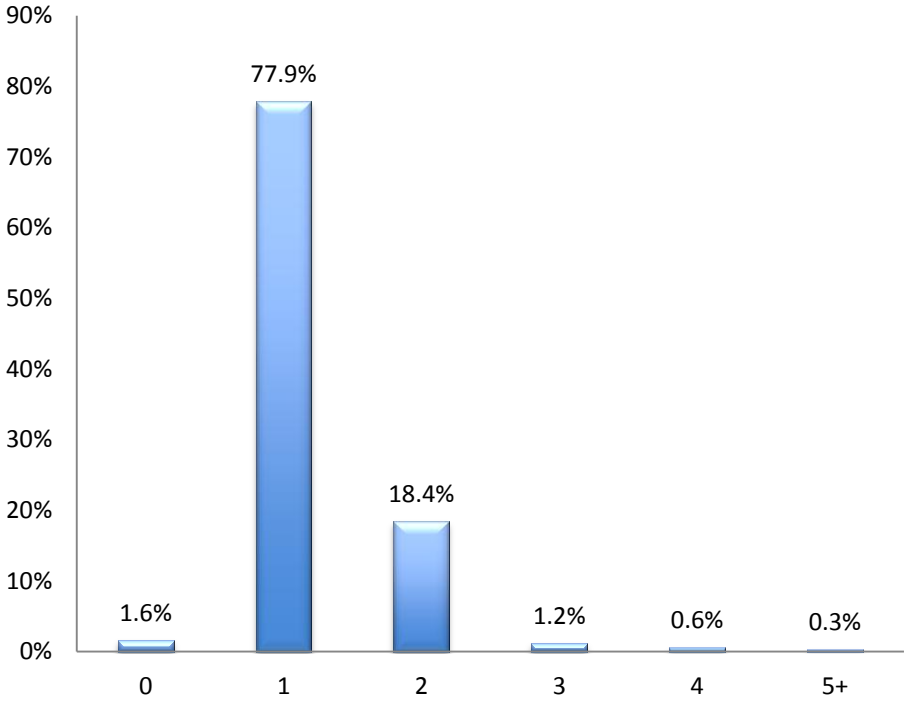
Downtown Parking

Residents With a Parking Lease Downtown



Number of Parking Leases Owned Per Household



Q35. Do you currently lease one or more parking spaces?

Q36. If YES, how many spaces do you lease?

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Downtown Parking

Ideas for Parking Improvements Downtown	
Lower Prices for Parking	43%
Additional Parking Spaces/Garages	26%
Lower Rates for Downtown Residents	12%
Parking Availability for Visitors of Downtown Residents	11%
Don't Drive Downtown	4%
Additional Public Transportation	3%
Parking Downtown is Not An Issue	2%
Other	12%

Q34. How satisfied are you with your ability to park and the availability of parking Downtown? Ideas for Improvement.

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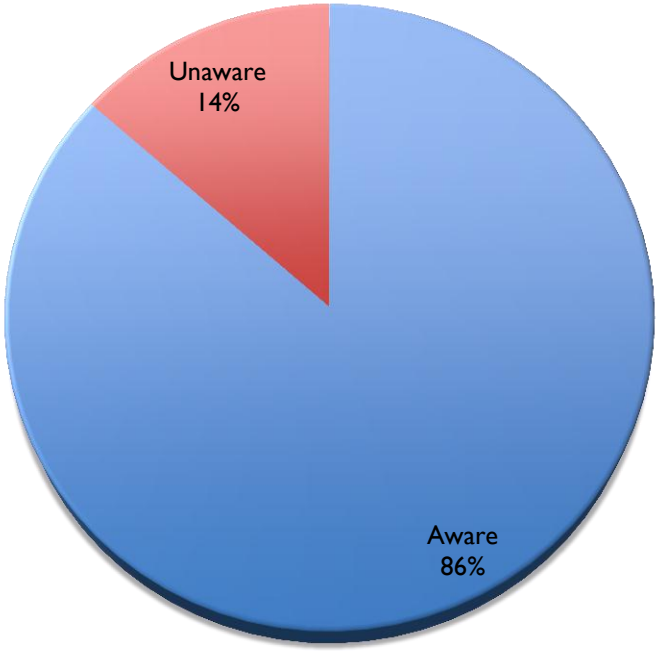
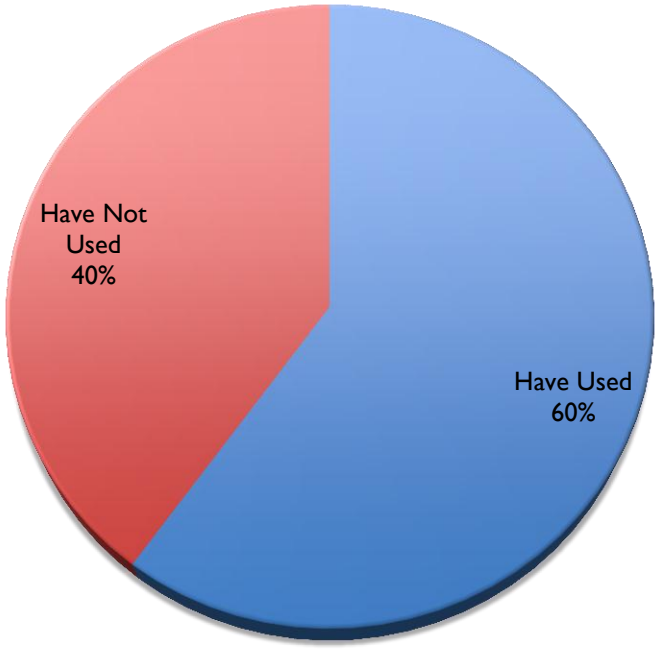
North Shore Connector

Awareness of the Free North Shore Connector



Q37. Are you aware of the free T service to the North Shore from Downtown?

Usage of the Free North Shore Connector



Q38. Have you ever used the free T service to or from the North Shore?

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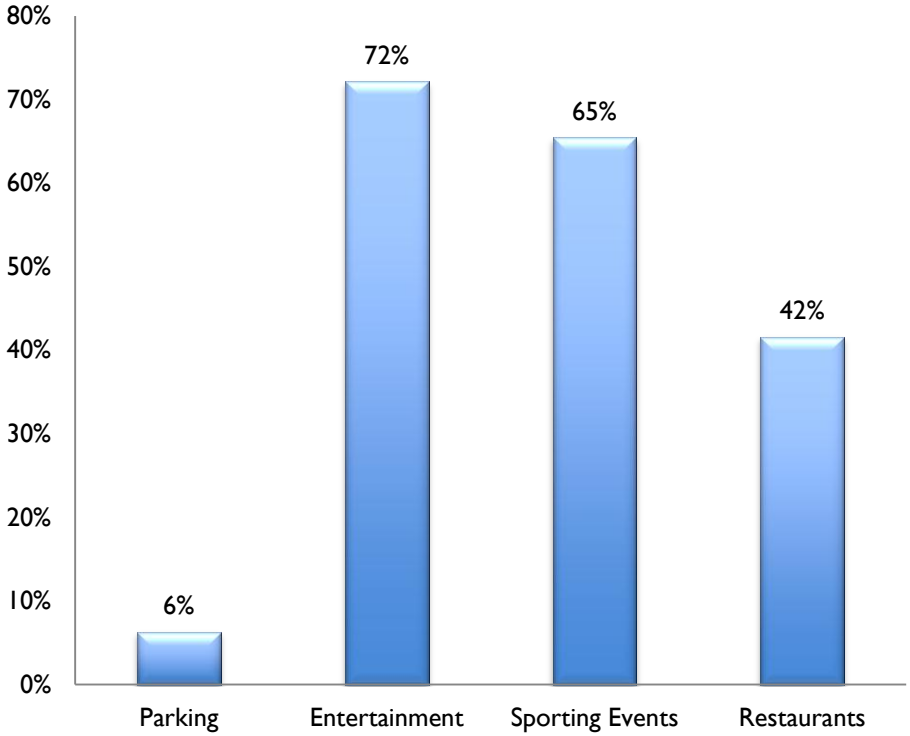
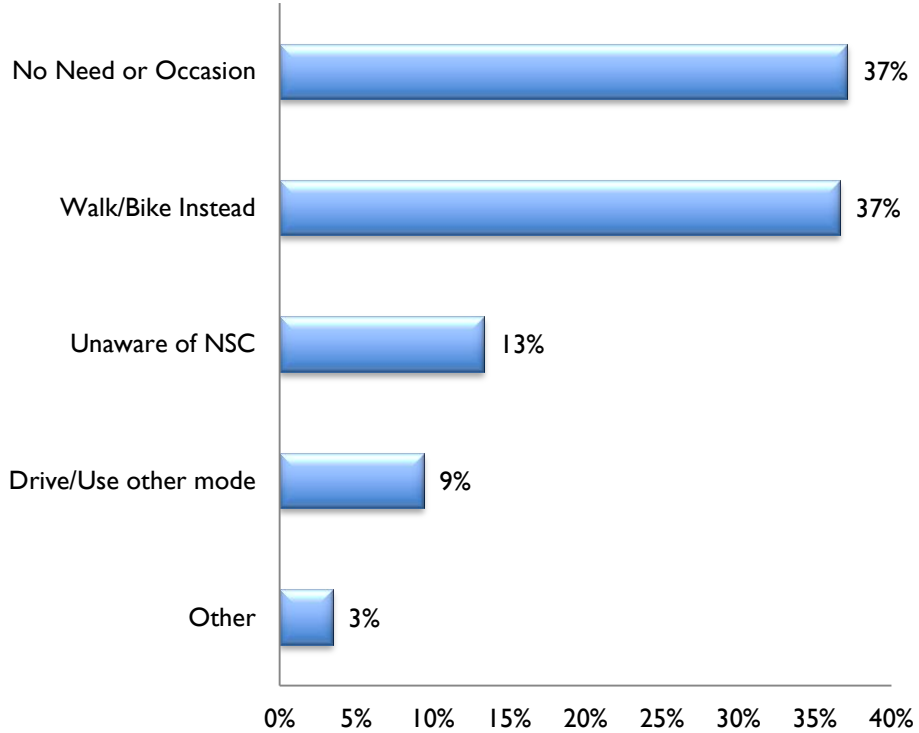
North Shore Connector

Reason For Using North Shore Connector



Reasons For Not Using North Shore Connector



Q39. For what purpose did you use the free T service to or from the North Shore?
Q39 is a multiple choice question allowing for multiple answers per person. The chart above reflects the % of people who chose each answer

Q40. If you haven't used the free T system to or from the North Shore, why not?
Q40 is an open-ended question allowing for multiple answers per person. The chart above reflects the % of people who mentioned each reason

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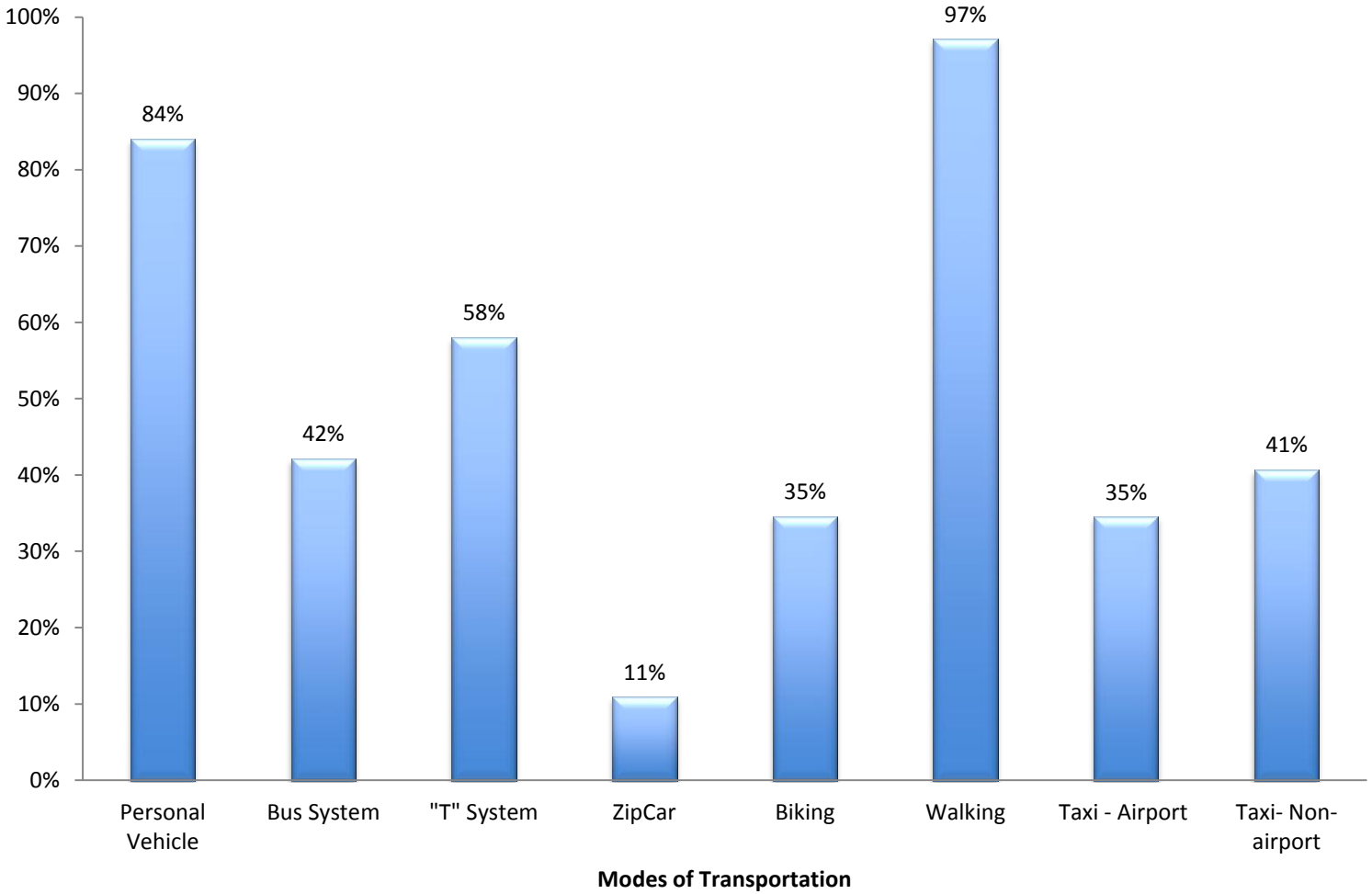
Do Residents Use the Following Modes of Transportation?



Q32. Please indicate if you currently use each of these modes of transportation:

Q32 is a multiple choice question allowing for multiple answers per person. The chart reflects the % of people who chose each answer

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<End of Survey>

Further details are available by contacting the Pittsburgh Downtown Partnership.

412-566-4190

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