PRESENTATION OVERVIEW

Methodology and Sampling
Pedestrian Traffic Data
Pedestrian Survey Findings
Key Findings & Summary
### 2006 & 2008 STUDY SUMMARY

<table>
<thead>
<tr>
<th>2008 SUMMARY</th>
<th>2008 - 6 LOCATIONS</th>
<th>2008 WEATHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/25 9/26 9/27</td>
<td>5th Ave. (Wood &amp; Market)</td>
<td>Thursday: Sunny, 68</td>
</tr>
<tr>
<td>Thur Fri Sat</td>
<td>Smithfield (Forbes &amp; 5th)</td>
<td>Friday Partly Cloudy, 65</td>
</tr>
<tr>
<td>3 days at 6 Locations</td>
<td>10th Ave. &amp; Penn</td>
<td>Saturday Cloudy with Rain, 62</td>
</tr>
<tr>
<td></td>
<td>10th Ave. &amp; Liberty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Center of Market Sq.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Market Sq./PPG Egress</td>
<td></td>
</tr>
<tr>
<td></td>
<td>401 surveys</td>
<td>2008 WEATHER</td>
</tr>
<tr>
<td></td>
<td>95,130 counted</td>
<td></td>
</tr>
<tr>
<td>2006 SUMMARY</td>
<td>2006 - 8 LOCATIONS</td>
<td>2006 WEATHER</td>
</tr>
<tr>
<td>10/12, 10/13, 10/14 Th F Sat</td>
<td>Smithfield (Forbes &amp; 5th)</td>
<td>Fri – Cloudy 60</td>
</tr>
<tr>
<td>3 days at 8 Locations</td>
<td>10th Ave. &amp; Penn</td>
<td>Sat – Cloudy 54 (rain)</td>
</tr>
<tr>
<td>812 surveys</td>
<td>10th Ave. &amp; Liberty</td>
<td>Thur – Sunny 44</td>
</tr>
<tr>
<td>109,000 counted</td>
<td>Center of Market Sq.</td>
<td>Fri – Sunny 51</td>
</tr>
<tr>
<td></td>
<td>Market Sq./PPG Egress</td>
<td>Sat - 54</td>
</tr>
<tr>
<td></td>
<td>7th Avenue</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strawberry Way</td>
<td></td>
</tr>
</tbody>
</table>
## COUNTER’S REFERENCE POINT
### AT EACH LOCATION

<table>
<thead>
<tr>
<th>6 Locations</th>
<th>6 Reference Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 5th Avenue between Wood and Market</td>
<td>Buhl Building</td>
</tr>
<tr>
<td>2. Smithfield between Forbes and 5th</td>
<td>Sbarro</td>
</tr>
<tr>
<td>3. 10th and Penn</td>
<td>August Henry’s</td>
</tr>
<tr>
<td>4. 10th and Liberty</td>
<td>Liang Hunan</td>
</tr>
<tr>
<td>5. Center of Market Square corner of Forbes &amp; Market</td>
<td>Clock</td>
</tr>
<tr>
<td>6. PPG Egress @ Market Square (Primanti’s &amp; Natl. City Bank)</td>
<td>Bench/Post</td>
</tr>
</tbody>
</table>

*In most cases the reference points are located in the middle of a block. Both sides of street were counted except at 5th Ave (Buhl) and 10th & Liberty due to construction.*

- Same conditions as 2006 study -
SMITHFIELD
Between Forbes and 5th
10th & Liberty Avenue

- Westin
- Federal Bldg
- Gulf Tower
- Koppers Bldg
- Parking
- Monticello's
- Parking
- Verizon
- Center City Tower
- Rice's
- Liquid
- Tonic
- Liang Hunan
- Misc. retail
- PDP

10th & Liberty Avenue
10th & Liberty Avenue

9th St
Penn Ave
10th St
Liberty Ave

9th St
Penn Ave
10th St
Liberty Ave

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9th St
Penn Ave
10th St
Liberty Avenue
5th AVENUE
Between Wood and Market
MARKET SQUARE LOCATIONS

MS PPG Location 6
Egress to PPG at Primanti's

MS Clock Location 7
WHO WAS COUNTED AND SURVEYED

Pedestrian Traffic Counts

Pedestrians and wheelchairs
Not Counted: Bicyclists, Skateboarders, Children too small to walk
Pedestrians had to cross over the reference point where counter was stationed.
Each pass of a pedestrian was counted. Someone crossing by a counter twice was counted twice.
Both sides of street counted – except 2 locations (construction – same as ‘06).

Pedestrian Surveying

Interviewers chose pedestrians at random walking within half a block of the location.
Response Rate: 10% - This means 10 people had to be approached to gain 1 completed survey (9 of 10 said “No”).
Time to Complete: Average of 3.5 minutes
Incentive: No incentive offered
Most interviewing was conducted on the move, walking aside of busy pedestrians.
PEDESTRIAN COUNTS
A total of 95,130 pedestrians were counted over the entire project. Peak volume periods coincide with the morning, lunch-time, and evening rush hours associated with the Downtown work force.
5th AVENUE @ BUHL BUILDING
Pedestrian Counts – 3 Day Total

Total = 14,315
- 1,318 (-8%) vs. 2006
SMITHFIELD @ SBARRO
Pedestrian Counts – 3 Day Total

Total = 31,850
+ 3,884 (+ 14%) vs. 2006
10th & PENN @ AUGUST HENRY’S
Pedestrian Counts – 3 Day Total

Total = 9,973
+ 215 (+ 2%) vs. 2006
10th & LIBERTY @ LIANG’S HUNAN
Pedestrian Counts – 3 Day Total

Total = 16,748
+ 119 (+ 0.7%) vs. 2006
MARKET SQUARE @ CLOCK
Pedestrian Counts – 3 Day Total

Total = 5,082
+ 677 (+15%) vs. 2006
MARKET SQUARE @ PPG EGRESS
Pedestrian Counts – 3 Day Total

Total = 17,162
+ 395 (+ 2%) vs. 2006
TOTAL COUNT SUMMARY
3 Day Pedestrian Totals Per Location

4% higher pedestrian count in 2008
5 of 6 locations have higher counts
Volume by location is very similar to 2006 findings - no major shifts
AVERAGE DAILY COUNT COMPARISON


'08 Smithfield rises close to '01 level

Major construction (PNC) In '06 and '08

All 3 studies conducted under typical Fall weather conditions
Only weekday information was gathered in 2001

Smithfield 10th Lib 5th Ave. 10th Penn

# of Pedestrians

0 3,000 6,000 9,000 12,000 15,000 18,000

'01 Weekday '06 Weekday '08 Weekday


14,710 13,915 11,761 6,672 6,986 7,154 11,630 6,484 6,123 3,070 4,047 4,095
PEDESTRIAN COUNTS BY DAY OF WEEK
THURSDAY TRAFFIC
Sum of 6 Locations Counted on Thursday

Thursday Total = 42,928
Similar distribution as 2006
Peak times reflect traditional “rush hours”
FRIDAY TRAFFIC
Sum of 6 Locations Counted on Friday

Friday Total = 39,060
Similar distribution as 2006
Peak times reflect traditional “rush hours”
SATURDAY TRAFFIC
Sum of 6 Locations Counted on Saturday

Saturday Total = 13,142
Similar distribution as 2006
Unlike weekdays, Saturday volume less symmetrical and does not mirror "rush hours"
AVERAGE COUNT BY DAY OF WEEK
Mean Number of Pedestrians

<table>
<thead>
<tr>
<th>Day</th>
<th>Mean Number of Pedestrians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>7,155</td>
</tr>
<tr>
<td>Friday</td>
<td>6,510</td>
</tr>
<tr>
<td>Saturday</td>
<td>2,190</td>
</tr>
</tbody>
</table>

Weekday traffic averages 3 times (300%) higher than Saturday traffic

Consistent with findings in 2006 study
PEDESTRIAN COUNT SUMMARY
**LOCATION SUMMARY**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Total Count</th>
<th>Percent of Total</th>
<th>Daily Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smithfield</td>
<td>31,850</td>
<td>34%</td>
<td>10,617</td>
</tr>
<tr>
<td>MS PPG</td>
<td>17,162</td>
<td>18%</td>
<td>5,721</td>
</tr>
<tr>
<td>10th and Liberty</td>
<td>16,748</td>
<td>18%</td>
<td>5,583</td>
</tr>
<tr>
<td>5th Avenue</td>
<td>14,315</td>
<td>15%</td>
<td>4,772</td>
</tr>
<tr>
<td>10th and Penn</td>
<td>9,973</td>
<td>10%</td>
<td>3,324</td>
</tr>
<tr>
<td>MS Clock</td>
<td>5,082</td>
<td>5%</td>
<td>1,694</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>95,130</strong></td>
<td><strong>100%</strong></td>
<td><strong>5,285</strong></td>
</tr>
</tbody>
</table>

Note: Each location sampled for 3 days. Average Count = Total divided by 3.

Market Square traffic is heavy at the PPG egress but significantly lower “inside” Market Square (at the clock). Like 2006, this suggests pedestrians are not crossing or cutting through the middle of Market Square.
### Location Summary

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Total Count</th>
<th>Percent of Total</th>
<th>Daily Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smithfield</td>
<td>31,850</td>
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<tr>
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<td>5%</td>
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<td><strong>TOTAL</strong></td>
<td><strong>95,130</strong></td>
<td>100%</td>
<td><strong>5,285</strong></td>
</tr>
</tbody>
</table>

#### 2006 Comparison

<table>
<thead>
<tr>
<th>Location</th>
<th>2006 Percent</th>
<th>2006 Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smithfield</td>
<td>31%</td>
<td>9,319</td>
</tr>
<tr>
<td>MS PPG</td>
<td>18%</td>
<td>5,589</td>
</tr>
<tr>
<td>10th and Liberty</td>
<td>18%</td>
<td>5,543</td>
</tr>
<tr>
<td>5th Avenue</td>
<td>17%</td>
<td>5,211</td>
</tr>
<tr>
<td>10th and Penn</td>
<td>11%</td>
<td>3,233</td>
</tr>
<tr>
<td>MS Clock</td>
<td>5%</td>
<td>1,468</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
<td>5,064</td>
</tr>
</tbody>
</table>

Note: Each location sampled for 3 days. Average Count = Total divided by 3.

Location’s % of total traffic is very similar in both studies.
SUMMARY OF PEDESTRIAN COUNTS
BY DAY & LOCATION

Weekday traffic drives the volume in Downtown

The Smithfield location sees the heaviest pedestrian traffic

Very similar profile as the 2006 study

Total = 95,130

# of Pedestrians
COMPLETED SURVEYS BY LOCATION
AM PM and Total Number

Total # of surveys = 401
Pedestrian demographic profile is very similar to profile in 2006. All age and income levels are well-represented (as is gender) in 2008 study.
PURPOSE
OF
PEDESTRIAN VISIT
Q1. Which one of the following best describes your primary reason for being in downtown today? n = 401

Nearly 6 in 10 randomly sampled pedestrians are in Downtown for work

This category includes open-end responses such as:
“Going to theatre”
“Buying theatre tickets”
“Touring the city with family”
“Going to my spa/salon”
Q1. Which one of the following best describes your primary reason for being in downtown today?

n = 401, n = 300 in ‘06

- More Downtown workers and pedestrians making a special visit

Pedestrians interviewed at Smithfield (Forbes & 5th) are slightly more likely to be Downtown for work than those interviewed in Market Square.

Q1. Which one of the following best describes your primary reason for being in downtown today?  
n = 401
## PURPOSE OF VISIT BY LOCATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Work</th>
<th>Special Visit</th>
<th>Student</th>
<th>Business Visit</th>
<th>Shopping</th>
<th>Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smithfield</td>
<td>66%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>MS PPG</td>
<td>53%</td>
<td>20%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>MS Clock</td>
<td>48%</td>
<td>23%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>57%</td>
<td>19%</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Notes
- The percentages for each location sum to 100%.
FREQUENCY
OF
PEDESTRIAN VISIT
Q2. Which best describes how often you walk by THIS location?
n = 401

One in three pass the location multiple times per day

HOW OFTEN PEDESTRIANS WALK PAST LOCATIONS – “PASS” FREQUENCY
Q2. Which best describes how often you walk by THIS location?

n = 401, n = 300 in 2006
Q2. Which best describes how often you walk by THIS location?

n = 401
Downtown workers and residents pass by the various study locations more often than those pedestrians Downtown for other purposes.

Q2. Which best describes how often you walk by THIS location?
   n = 401

(Bar chart showing pass frequency by purpose of visit)
ECONOMIC IMPACT of DOWNTOWN PEDESTRIANS
Q3a. In a typical week, how many dollars do you spend with downtown retailers (such as Macy’s, etc.)?  n = 401

Overall Average = $30.99

Of those who spend at least $1 = $60.45
DOLLARS SPENT - DOWNTOWN RETAIL
Amount Spent in a Typical Week

The % of pedestrians spending at retail establishments is higher (up 7 percentage points) in 2008.

Per person average weekly spending is up $13 (+72%).
Q3b. In a typical week, how many dollars do you spend on food and beverages downtown? n = 401

Overall Average = $31.18

Of those who spend at least $1 = $36.88
DOLLARS SPENT - DOWNTOWN FOOD/BEV
Amount Spent in a Typical Week

The % of pedestrians spending on food/beverage is higher (up 9 percentage points) in 2008

Per person average weekly spending is up $10 (+48%)
Q3c. In a typical week, how many dollars do you spend on downtown services (e.g., dry cleaning, hair salons, etc.)?

n = 401

Of those who spend at least $1 = $27.46

Overall Average = $4.31
DOLLARS SPENT - DOWNTOWN SERVICES

Amount Spent in a Typical Week


The % of pedestrians spending on services is 2 percentage points lower in 2008

Per person average weekly spending remains the same
AVERAGE DOLLARS SPENT
Weekly Average Expenditures Per Pedestrian

RETAIL
$30.99
Increase of $13
Versus 2006

Nail Galleria
# AVERAGE DOLLARS SPENT
Weekly Average Expenditures Per Pedestrian

<table>
<thead>
<tr>
<th></th>
<th>RETAIL</th>
<th>FOOD / BEV</th>
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<tbody>
<tr>
<td></td>
<td>$30.99</td>
<td>$31.18</td>
</tr>
<tr>
<td>Increase of $13</td>
<td>Increase of $10</td>
<td></td>
</tr>
<tr>
<td>Versus 2006</td>
<td>Versus 2006</td>
<td></td>
</tr>
</tbody>
</table>
AVERAGE DOLLARS SPENT
Weekly Average Expenditures Per Pedestrian

RETAIL
$30.99
Increase of $13
Versus 2006

FOOD / BEV
$31.18
Increase of $10
Versus 2006

SERVICES
$4.31
No Change
Versus 2006
RETAIL SPENDING BY LOCATION
Average Spent in a Typical Week


Largest spending increase seen with Smithfield pedestrians
FOOD/BEV SPENDING BY LOCATION
Average Spent in a Typical Week


Similar increases seen with Smithfield & MS PPG pedestrians
SERVICES SPENDING BY LOCATION
Average Spent in a Typical Week

Largest spending increase seen with Smithfield pedestrians
MS PPG pedestrians spend less (- $4) in 2008
Average weekly per pedestrian spending is higher: + $19 (2006 = $47, 2008 = $66)

Average Spent in a Typical Week

Average Spent Per Category Per Week
- Retail = $31
- Food = $31
- Services = $4

Average Total Spent Per Week
- $66
Residents spend twice as much per week ($134 vs $66) in Downtown than others. Resident spending up $20 per week (average) compared to 2006 ($114 vs $134).
Residents spend twice as much per week ($134 vs $66) in Downtown than others. Resident spending up $20 per week (average) compared to 2006 ($114 vs $134).
AWARENESS & PERCEPTIONS of PDP
Q10. Have you heard of an organization called Pittsburgh Downtown Partnership, also known as PDP?

n = 399

PDP awareness is 7 percentage points higher than in 2006 (67% versus 60% in ‘06)
Overall awareness of PDP rose to 67% from 60% in 2006.
Market Square pedestrians are most aware of PDP.
PDP AWARENESS BY PURPOSE OF VISIT

Overall 2006 = 60%
Overall 2008 = 67%

Awareness varies by 28 percentage points by pedestrian type. Residents and Downtown workers are most aware of PDP. Awareness with students remains low but has risen sharply since 2006.
PDP AWARENESS BY “PASS” FREQUENCY

More Often or Regularly:
- 2006: 66%
- 2008: 77%
- More Often

Less Often:
- 2006: 32%
- 2008: 20%

Pedestrians walking more regularly or often in Downtown tend to be more familiar with PDP.
Although awareness has risen with young people since 2006, they still are less aware than older cohorts.

Lower income pedestrians are less aware.

Virtually no difference by gender.
Q11. When I say “Pittsburgh Downtown Partnership” or “PDP,” what is the first thing that comes to mind?  n = 255

Like 2006, “Cleaning up” and “Developing Downtown” account for almost half of all responses

“Events/Entertainment include: Light Up Night, Free Wireless, Cultural District, etc.

“Helping People” rises 3 percentage points in 2008

Q11 is a multiple response question.  255 people provided 270 answers. The above chart reflects the % of people mentioning each response.
Q12. Based on your knowledge and awareness of PDP, please tell me your overall impression of this organization. 

n = 238  20 “Don’t Know” responses are not included on the total.

Pedestrian impressions of PDP have improved
2006 Positive vs. 2008 Positive

“Good/Favorable/Positive” impressions have risen 10 percentage points since 2006

“Negative/Poor” impressions have dropped 2 percentage points since 2006
PERCEPTIONS of MARKET SQUARE
Q4. When I say “Market Square,” what is the first thing that comes to mind? n = 397

Q4 is a multiple response question. 397 people provided 435 answers. The above chart reflects the % of people mentioning each category.

Top Mentions include:
- The Oyster House
- Primanti Bros.
- Starbucks
- Dunkin’ Donuts
- 1902 Tavern
- Moe’s
**COMPARISON OF MARKET SQUARE IDENTITY**


<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Eating/Drinking establishments</td>
<td></td>
<td>25.5%</td>
</tr>
<tr>
<td>Pigeons</td>
<td></td>
<td>9.6%</td>
</tr>
<tr>
<td>Homeless People/&quot;Riff-Raff&quot;</td>
<td></td>
<td>8.3%</td>
</tr>
<tr>
<td>Entertainment/Events</td>
<td></td>
<td>7.6%</td>
</tr>
<tr>
<td>Lots of People</td>
<td></td>
<td>5.8%</td>
</tr>
<tr>
<td>Social Gathering</td>
<td></td>
<td>4.3%</td>
</tr>
<tr>
<td>Businesses/Shops</td>
<td></td>
<td>3.0%</td>
</tr>
<tr>
<td>Improvement/Renovation</td>
<td></td>
<td>2.8%</td>
</tr>
<tr>
<td>PPG</td>
<td></td>
<td>2.8%</td>
</tr>
<tr>
<td>Drugs (Druggees/Dealers)</td>
<td></td>
<td>2.5%</td>
</tr>
<tr>
<td>Dirty</td>
<td></td>
<td>2.5%</td>
</tr>
<tr>
<td>Outdoor setting</td>
<td></td>
<td>2.3%</td>
</tr>
<tr>
<td>It's Bad (Especially At Night)</td>
<td></td>
<td>2.0%</td>
</tr>
<tr>
<td>Farmers Market</td>
<td></td>
<td>2.0%</td>
</tr>
<tr>
<td>Square/City Square</td>
<td></td>
<td>1.5%</td>
</tr>
<tr>
<td>Always something going on</td>
<td></td>
<td>1.3%</td>
</tr>
</tbody>
</table>

Overall perceptions **are improving** based on the 2006/2008 comparison.

The positive identity change is driven by **stronger** associations with “Food/Drink establishments” & “Entertainment/Events” and **weaker** associations with “Drugs”, “Dirty”, and “Homeless/Riff Raff”.

**Top 12 Responses in 2006**

1. Homeless people/"Riff Raff" 14%
2. Dirty 10%
3. Food/Drink establishments 10%
4. Historic area 10%
5. Drugs (users & dealers) 9%
6. it's bad (especially at night) 8%
7. Nice – I like it 8%
8. Businesses/Shops 7%
9. Pigeons 6%
10. Social gathering 6%
11. Always something going on 4%
12. Farmers Market 2%

Q4 is a multiple response question. 397 people provided 435 answers. The above chart reflects the % of people mentioning each category.

Q4. When I say “Market Square,” what is the first thing that comes to mind? n = 397
Q4. When I say “Market Square,” what is the first thing that comes to mind?

**SINGLE MENTIONS**

<table>
<thead>
<tr>
<th>Response</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>cobblestone streets</td>
<td>5</td>
</tr>
<tr>
<td>place to sit</td>
<td>5</td>
</tr>
<tr>
<td>comfortable</td>
<td>4</td>
</tr>
<tr>
<td>peaceful/place to relax</td>
<td>4</td>
</tr>
<tr>
<td>GC Murphy</td>
<td>4</td>
</tr>
<tr>
<td>leisure time</td>
<td>4</td>
</tr>
<tr>
<td>work</td>
<td>4</td>
</tr>
<tr>
<td>Nice - I Like It</td>
<td>3</td>
</tr>
<tr>
<td>center of town</td>
<td>3</td>
</tr>
<tr>
<td>area down the street</td>
<td>3</td>
</tr>
<tr>
<td>Party</td>
<td>3</td>
</tr>
<tr>
<td>The old Market Square</td>
<td>3</td>
</tr>
<tr>
<td>okay/could be nicer</td>
<td>3</td>
</tr>
<tr>
<td>shortcut</td>
<td>2</td>
</tr>
<tr>
<td>trees</td>
<td>2</td>
</tr>
<tr>
<td>Not what it used to be</td>
<td>2</td>
</tr>
<tr>
<td>Women</td>
<td>2</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2</td>
</tr>
<tr>
<td>Nothing</td>
<td>1</td>
</tr>
</tbody>
</table>

- police
- crazy group
- mancini bakery
- froggies
- traffic
- chicken, George Aikens restaurant
- more places to go
- ciao baby, former restaurant
- small little area
- Crazy Mocha
- zombies after 2pm
- this place
- good variety of stuff
- incline
- card game
- too hard to get around for senior citizens
- DA running us out, closing black persons shops down
- hair salon
- NYC
- stage
- market hang up
- cultural
- The point
- Miss Donahne's
- which plan was implemented
- einstein's bagel shop
- transition
- bakery
- parking
- no bus
- chess
- money
- fountain
Q5. In your opinion, has Market Square changed for the better or for the worse? 
n = 393

- Better: 69%
- Worse: 17%
- Neither: 9%
- Don’t Know: 5%

Over two-thirds of pedestrians say Market Square is changing for the better.

Who is more likely to say “better”? 
- Students, People on business visit
- Downtown residents

No difference by gender
Virtually no difference by income
% SAYING MARKET SQUARE IS CHANGING FOR “THE BETTER”

Overall (all pedestrians surveyed)= 69%
Those interviewed in the evening (after 5 PM) are less likely to say the change is for “the better”. Little difference by demographic segments.
Q6. Why is Market Square better now? n = 262

Q6 is a multiple response question. 262 people provided 338 answers. The above chart reflects the % of people mentioning each category.

- It is Cleaner: 25.2%
- New stores/businesses: 13.7%
- More activities/entertainment: 9.9%
- Less riff raff: 9.2%
- New restaurants: 9.1%
- Better appearance: 6.1%
- More police/security: 6.1%
- Renovations: 6.1%
- No buses: 5.3%
- Nice sitting/eating/walking/family area: 5.0%
- More People: 3.8%
- Control of alcohol and drugs: 3.4%
- Music: 2.3%
- Farmer's Market: 2.3%

Other Responses:
- It's a work in progress: 6
- Has improved some: 6
- Closed bars: 5
- Friendlier: 5
- Dunkin Donuts: 4
- Nicer atmosphere: 4
- Not as many pigeons: 3
- Less traffic: 2
- Parking: 2
- YMCA coming: 2
- Don't know: 2
- It can't get any worse: 1
- Nothing: 1
Q6. Why is Market Square worse now? n = 64

Q6 is a multiple response question. 64 people provided 68 answers. The above chart reflects the % of people mentioning each category.
Q7. What current aspects, activities, or features of market Square do you want to see continue? n = 353

Q7 is a multiple response question. 353 people provided 557 answers. The above chart reflects the % of people mentioning each category.
### OTHER ASSETS OF MARKET SQUARE

#### Q7. What current aspects, activities, or features of market Square do you want to see continue? n = 353

<table>
<thead>
<tr>
<th>Other Responses</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep buses out</td>
<td>7</td>
</tr>
<tr>
<td>Rallies</td>
<td>6</td>
</tr>
<tr>
<td>Nice places to socialize</td>
<td>6</td>
</tr>
<tr>
<td>No opinion/don't know</td>
<td>6</td>
</tr>
<tr>
<td>Less riff-raff</td>
<td>5</td>
</tr>
<tr>
<td>Friday events, incl. Stay &amp; Play</td>
<td>5</td>
</tr>
<tr>
<td>Appearance</td>
<td>5</td>
</tr>
<tr>
<td>More activities</td>
<td>5</td>
</tr>
<tr>
<td>Jenny Lee Bakery</td>
<td>5</td>
</tr>
<tr>
<td>Light Up Night</td>
<td>4</td>
</tr>
<tr>
<td>Primanti's</td>
<td>4</td>
</tr>
<tr>
<td>People traffic</td>
<td>4</td>
</tr>
<tr>
<td>Vendors</td>
<td>4</td>
</tr>
<tr>
<td>Outdoor food</td>
<td>3</td>
</tr>
<tr>
<td>Ice rink</td>
<td>3</td>
</tr>
<tr>
<td>Moe's</td>
<td>3</td>
</tr>
<tr>
<td>Religious activities</td>
<td>3</td>
</tr>
<tr>
<td>Movie theaters</td>
<td>3</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>2</td>
</tr>
<tr>
<td>Security</td>
<td>2</td>
</tr>
<tr>
<td>Historic aspect</td>
<td>2</td>
</tr>
<tr>
<td>Dunkin' Donuts</td>
<td>2</td>
</tr>
<tr>
<td>Cultural events</td>
<td>2</td>
</tr>
<tr>
<td>Cobblestones</td>
<td>2</td>
</tr>
<tr>
<td>Starbucks</td>
<td>2</td>
</tr>
<tr>
<td>St. Patrick's Day</td>
<td>2</td>
</tr>
<tr>
<td>Apartments</td>
<td>2</td>
</tr>
<tr>
<td>Limit traffic</td>
<td>2</td>
</tr>
<tr>
<td>Pigeons</td>
<td>2</td>
</tr>
<tr>
<td>Diversity</td>
<td>2</td>
</tr>
<tr>
<td>Lighted areas</td>
<td>2</td>
</tr>
</tbody>
</table>

- mood atmosphere
- Stable area
- put in a fountain
- coffee shop
- some transportation
- bars
- wine cheese place
- PPG building
- it is pickup spot
- stuff for kids
- open all cafes
- the more the better
- more engaging, more sitting, walking
- allow skate boarding
- more services
- pleasant experience
- freedom to drink outside
- close proximity
- change everything
- ice cream
- parades
- outreach
- bring back former stores
- organization
- spaghetti breakfast
- showcase things
- town meetings
- bring Hillary back again
- something free
- public speaking forum
- spaghetti dinner
- right after work happy hour
- preserve what is here
- stops
- drugs
- specialty dinner
- updates
- waiting on restaurant corner
- it is alive
- kids event
- promotional activities
- extended business hours
- Health issues
- Nicholas Coffee
- YMCA
- 1st night
MARKET SQUARE LIABILITIES
Aspects of Market Square Pedestrians Want to Eliminate or Change

Q8. What current aspects, activities or features of Market Square do you want to see discontinued or changed? n = 267
Q8 is a multiple response question. 267 people provided 330 answers. The above chart reflects the % of people mentioning each category.
Q8. What current aspects, activities or features of Market Square do you want to see discontinued or changed? n = 267

**OTHER LIABILITIES OF MARKET SQUARE**

<table>
<thead>
<tr>
<th>Other Responses</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ban on smoking</td>
<td>4</td>
</tr>
<tr>
<td>(lack of) retail shopping</td>
<td>4</td>
</tr>
<tr>
<td>extend business hours</td>
<td>4</td>
</tr>
<tr>
<td>Bars</td>
<td>4</td>
</tr>
<tr>
<td>Food</td>
<td>4</td>
</tr>
<tr>
<td>More parking</td>
<td>4</td>
</tr>
<tr>
<td>Empty buildings</td>
<td>3</td>
</tr>
<tr>
<td>Political rallies</td>
<td>3</td>
</tr>
<tr>
<td>Homeless programs</td>
<td>3</td>
</tr>
<tr>
<td>dark (better lighting)</td>
<td>3</td>
</tr>
<tr>
<td>Tables and chairs</td>
<td>2</td>
</tr>
</tbody>
</table>

**SINGLE MENTIONS**

- Add more benches as opposed to chair
- bakery
- balance local business, don't use only chains
- change some of the store fronts
- client
- control the environment
- drama
- fish market
- fix it up
- gathering place
- get built up more
- Less punks/thugs
- less people
- maintain buses detoured
- more activity
- more of what they are doing
- movie theatres
- new restaurant
- night club
- No pay phones
- parking rates
- some rallies
- taxes
- the prices off everything lower
- wish it was bigger
Q9. What would motivate or compel you to come to Market Square more often? n = 349

Q9 is a multiple response question. 349 people provided 380 answers. The above chart reflects the % of people mentioning each category.
OTHER MOTIVATING FACTORS
Motivation for Pedestrians to Visit Market Square

Q9. What would motivate or compel you to come to Market Square more often?

<table>
<thead>
<tr>
<th>Other Responses</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extend hours of operation</td>
<td>6</td>
</tr>
<tr>
<td>No car traffic - pedestrian only</td>
<td>6</td>
</tr>
<tr>
<td>Cultural events</td>
<td>6</td>
</tr>
<tr>
<td>More nightlife</td>
<td>6</td>
</tr>
<tr>
<td>Family activities</td>
<td>5</td>
</tr>
<tr>
<td>More places to sit</td>
<td>4</td>
</tr>
<tr>
<td>Oyster House</td>
<td>3</td>
</tr>
<tr>
<td>More outdoor activities</td>
<td>3</td>
</tr>
<tr>
<td>Sports rallies</td>
<td>3</td>
</tr>
<tr>
<td>Climate control/weather</td>
<td>3</td>
</tr>
<tr>
<td>Fewer pigeons</td>
<td>2</td>
</tr>
<tr>
<td>Primanti Brothers</td>
<td>2</td>
</tr>
<tr>
<td>Happy hour</td>
<td>2</td>
</tr>
<tr>
<td>Ice skating</td>
<td>2</td>
</tr>
<tr>
<td>More places to visit</td>
<td>2</td>
</tr>
<tr>
<td>More weekend activities</td>
<td>2</td>
</tr>
<tr>
<td>Movie theater</td>
<td>2</td>
</tr>
<tr>
<td>Speakers</td>
<td>2</td>
</tr>
</tbody>
</table>

SINGLE MENTIONS

- mass - St Mary’s
- add large ashtrays on every corner
- chess match
- more personal time and weather condition
- needs spruced up, outdoor tables with roof
- nicer traffic pattern
- Pittsburgh needs to attract new businesses
- place to browse
- try to integrate services to people
- variety of people
- keep Nicholas coffee and 1902
- burger king
- Fix Forbes Avenue up
- improve evening and daytime environment
- interesting arena in winter
- keep local businesses, no chains
- keep making good changes
- meet friends more often
- more personal work business
- more well known people and celebrities
- national city bank
- no jobs in the square, employment
- other people from Pittsburgh to join her
- rocking chairs
- women
- youth activities that you want

n = 349
6 Downtown locations were studied across a 3 day period (TH, FRI, SAT) in late September.

The study time period & locations mirrored the 2006 study.

Pedestrian counting was conducted from 7:00 AM to 7:00 PM.

95,130 pedestrians were counted in total - a 4% increase over the comparable number in 2006. 5 of the 6 locations had higher counts in 2008 – 5th Ave. was lower, Smithfield notably higher.

Like 2006, the traffic volume pattern follows the traditional “rush hour” peaks: 7:30-9:00 AM, Lunch Hour, and 4:30-5:30 PM. Saturday traffic is less than one-third of weekday traffic and does not follow typical “rush hour” peaks.

5,300 pedestrians (per day average) pass locations within the 12 hour time frame. Average counts by location range from a high of 10,600 per day on Smithfield to a low of 1,700 at the Market Square Clock.

The relative volume (share of total traffic by location) is almost identical to volume or “share” in 2006. Smithfield accounts for about one-third of all traffic counted in 2008, as it did in 2006. The other 5 locations also have very similar “shares” of total traffic in 2006 and 2008.
SUMMARY OF SURVEY FINDINGS

- Nearly 60% of pedestrians surveyed were Downtown for work. Another 25% were either shopping or making a special visit (theater, dining, etc.).

- Total average spending in Downtown has increased from $47 per person per week (2006) to $66 in 2008.
  - Weekly RETAIL spending = $31 ( + $13 versus 2006)
  - Weekly FOOD/BEV = $31 ( + $10 versus 2006)
  - Weekly SERVICES = $4 (same as 2006)

- Downtown residents, workers, and shoppers spend the most per week than other pedestrian groups. Residents spend the most ($134 per week) and have increased their average per person spending by 18% compared to 2006.

- The overall perception of Market Square is improving. Some of the same negative associations cited in 2006 still exist, but they have become less prominent and given way to more positive perceptions.

- Awareness of PDP is high – Nearly 7 in 10 said they were aware of PDP. Awareness has risen from 60% (2006) to 67% (2008).

- Impressions of PDP have improved: 74% positive in 2006 versus 85% in 2008.