

# **ECONOMIC IMPACT VALUE LIGHT UP NIGHT ATTENDEE & HOLIDAY PEDESTRIAN**



- 1. METHODOLOGY & SAMPLING**
- 2. DEMOGRAPHICS**
- 3. ESTMATED SPENDING IMPACT**
- 4. EXECUTIVE SUMMARY**



**Strategic  
Metrics  
Group**

*January 15, 2008*





# METHODOLOGY



- PDP commissioned a study with SMG to better understand the Light Up Night attendee and the downtown holiday pedestrian.
- Quantifying the economic value of these individuals was the key objective of the study.
- An overall sample size of 400 was targeted; a total of 564 was achieved with 177 Light Up Night attendees and 387 downtown holiday pedestrians.
- Attendees and pedestrians were approached by interceptors on the following days:
  - Light Up Night – November 16
  - November 26, December 8, December 15, December 22
- Attendees and pedestrians were approached by interceptors at the following locations:
  - Macy's
  - Fifth Avenue/Stanwix
  - PPG
  - Market Square
  - Station Square
  - One Oxford Center



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# DEMOGRAPHICS – LIGHT UP NIGHT ATTENDEE

LOCATION	n	%
Macy's	27	15%
Fifth Avenue/Stanwix	36	20%
PPG	40	23%
Market Square	36	20%
Station Square	28	16%
One Oxford Center	10	6%
Total	177	100%
GENDER	n	%
Male	70	40%
Female	<b>107</b>	<b>60%</b>
Total	177	100%
RACE/ETHNICITY	n	%
African American	17	10%
Caucasian	<b>145</b>	<b>88%</b>
Asian	2	1%
Hispanic	0	0%
Other	1	1%
Total	165	100%

AGE	n	%
Less than 25	<b>48</b>	<b>27%</b>
25 – 34	<b>33</b>	<b>19%</b>
35 – 44	30	17%
45 – 54	33	19%
55 – 64	25	14%
65 - 74	6	3%
75 or More	1	1%
Prefer Not to say	1	1%
Total	177	100%
INCOME	n	%
Under \$25,000	<b>29</b>	<b>16%</b>
\$25,000 - \$49,999	<b>30</b>	<b>17%</b>
\$50,000 - \$74,999	39	22%
\$75,000 - \$99,999	14	8%
\$100,000 or More	23	13%
Prefer Not to Say	42	24%
Total	177	100%

The Light Up Night Attendee tended to be female, Caucasian, lower income and younger.

# DEMOGRAPHICS – HOLIDAY PEDESTRIANS

LOCATION	n	%
Macy's	110	28%
Fifth Avenue/Stanwix	113	29%
Market Square	68	18%
Station Square	53	14%
One Oxford Center	43	11%
Total	387	100%
GENDER	n	%
Male	98	25%
Female	<b>286</b>	<b>75%</b>
Total	384	100%
RACE/ETHNICITY	n	%
African American	59	16%
Caucasian	<b>312</b>	<b>83%</b>
Asian	5	1%
Hispanic	1	0.3%
Other	0	--
Total	377	100%

AGE	n	%
Less than 25	32	8%
25 – 34	61	16%
35 – 44	<b>82</b>	<b>21%</b>
45 – 54	<b>93</b>	<b>24%</b>
55 – 64	76	20%
65 – 74	29	8%
75 or More	7	2%
Prefer Not to say	5	1%
Total	385	100%
INCOME	n	%
Under \$25,000	45	12%
\$25,000 - \$49,999	<b>70</b>	<b>18%</b>
\$50,000 - \$74,999	<b>65</b>	<b>17%</b>
\$75,000 - \$99,999	36	9%
\$100,000 or More	52	14%
Prefer Not to Say	117	30%
Total	385	100%

The Holiday pedestrian tended to be female, Caucasian, mid income and middle aged.

# OCCUPATION – LIGHT UP NIGHT ATTENDEE

Occupation	N	% of Total
<b>Student</b>	<b>35</b>	<b>19.8%</b>
Retired	15	8.5%
Teacher	11	6.2%
Sales	11	6.2%
Secretary/Clerical	9	5.1%
Homemaker	9	5.1%
Healthcare	9	5.1%
Food Service	6	3.4%
Legal	5	2.8%
Engineer	4	2.3%
Human Resources	4	2.3%
Accountant	4	2.3%
Computer-Related	4	2.3%
Self-Employed	3	1.7%
Unemployed	3	1.7%
Insurance	2	1.1%
Musician	2	1.1%
Plumber	2	1.1%
Postal Service	2	1.1%
Professional	2	1.1%
Police/Security	2	1.1%
Other	33	18.6%
Total	177	100.0%

What is your occupation? – Q#\_8  
n = 177

**20% of Light Up Night Attendees were students**

# OCCUPATION – HOLIDAY PEDESTRIANS

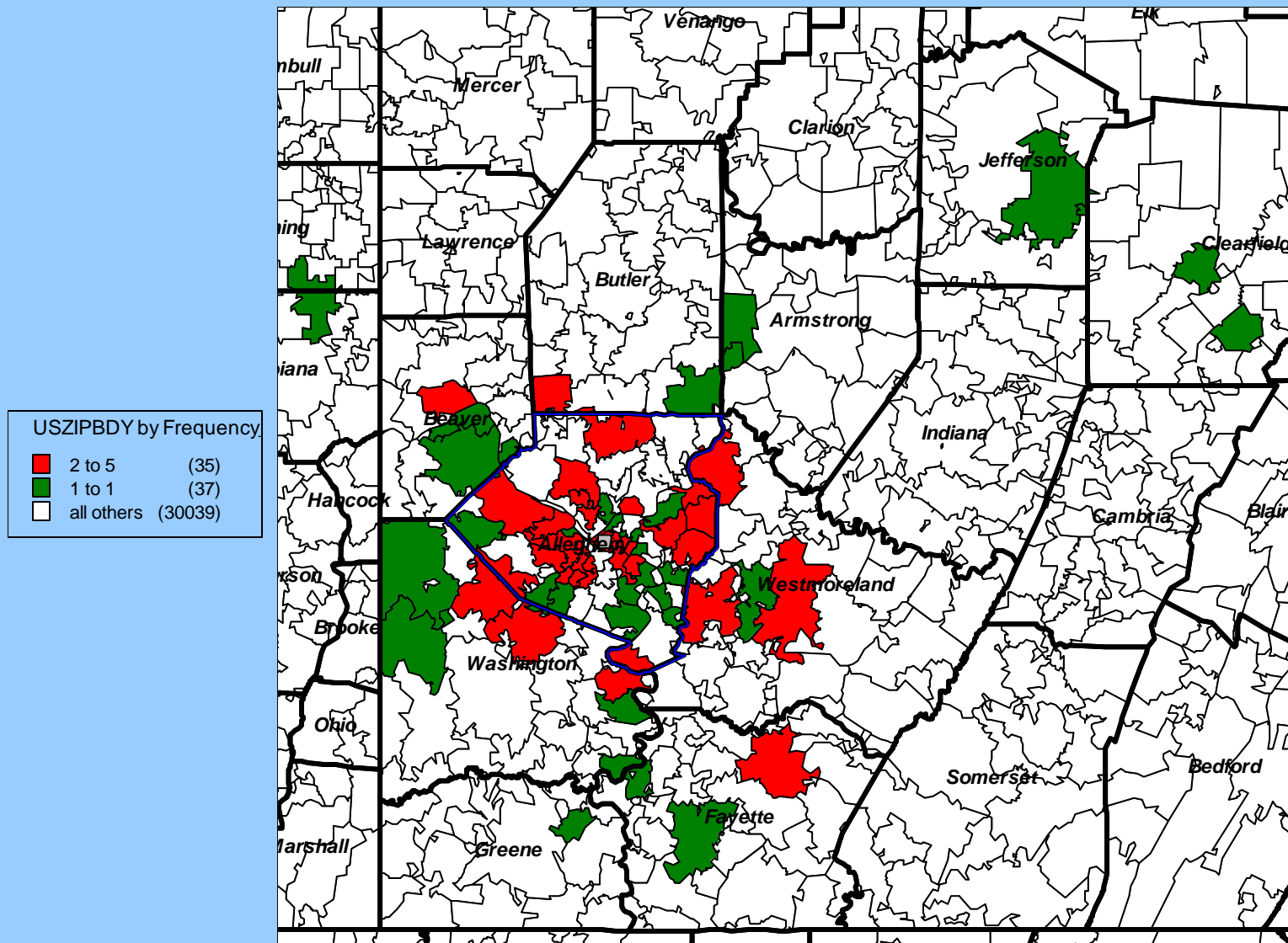
Occupation	N	% of Total
Retired	44	11.5%
Teacher / Education	34	8.9%
Medical / Healthcare	30	7.9%
Sales	23	6.0%
Secretary/Clerical	21	5.5%
Student	20	5.2%
Homemaker	20	5.2%
Supervisor / Manager	17	4.5%
Food Service	10	2.6%
Engineer	8	2.1%
Computer-Related	7	1.8%
Social worker	7	1.8%
Administrator/Coordinator	7	1.8%
Legal	6	1.6%
Unemployed / disabled	6	1.6%
Hotel employee	6	1.6%
Accountant / Accounting	5	1.3%
Highmark	5	1.3%
Insurance	4	1.0%
Police/Security	4	1.0%

Occupation	N	% of Total
Hairdresser	4	1.0%
Human Resources	3	0.8%
Self-Employed	3	0.8%
Writer	3	0.8%
Driver	3	0.8%
Real estate	3	0.8%
Business analyst	3	0.8%
Business owner	3	0.8%
Office manager	3	0.8%
Dishwasher	2	0.5%
Fire fighter	2	0.5%
Carpenter	2	0.5%
Director	2	0.5%
Child care	2	0.5%
Psychologist	2	0.5%
Consultant	2	0.5%
CEO/CFO	2	0.5%
Other	53	13.9%
Total	381	100.0%

What is your occupation? – Q#\_8  
n = 381

**The Holiday pedestrian's occupations varied across a wide range of professions.**

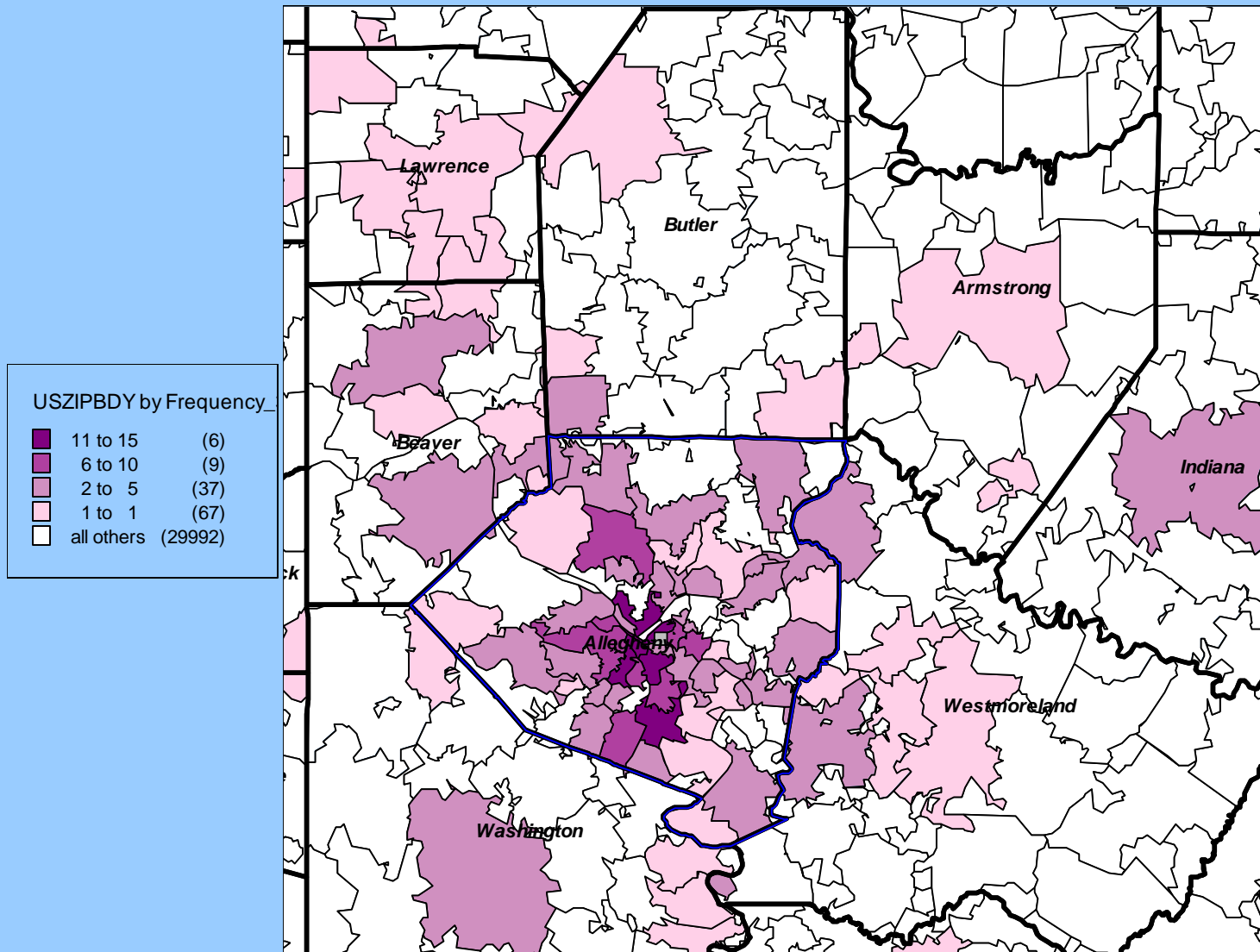
# ZIP CODES REPRESENTED BY LIGHT-UP NIGHT ATTENDEES



The Light-Up Night attendee is comprised of patrons from Allegheny County along with the surrounding counties.

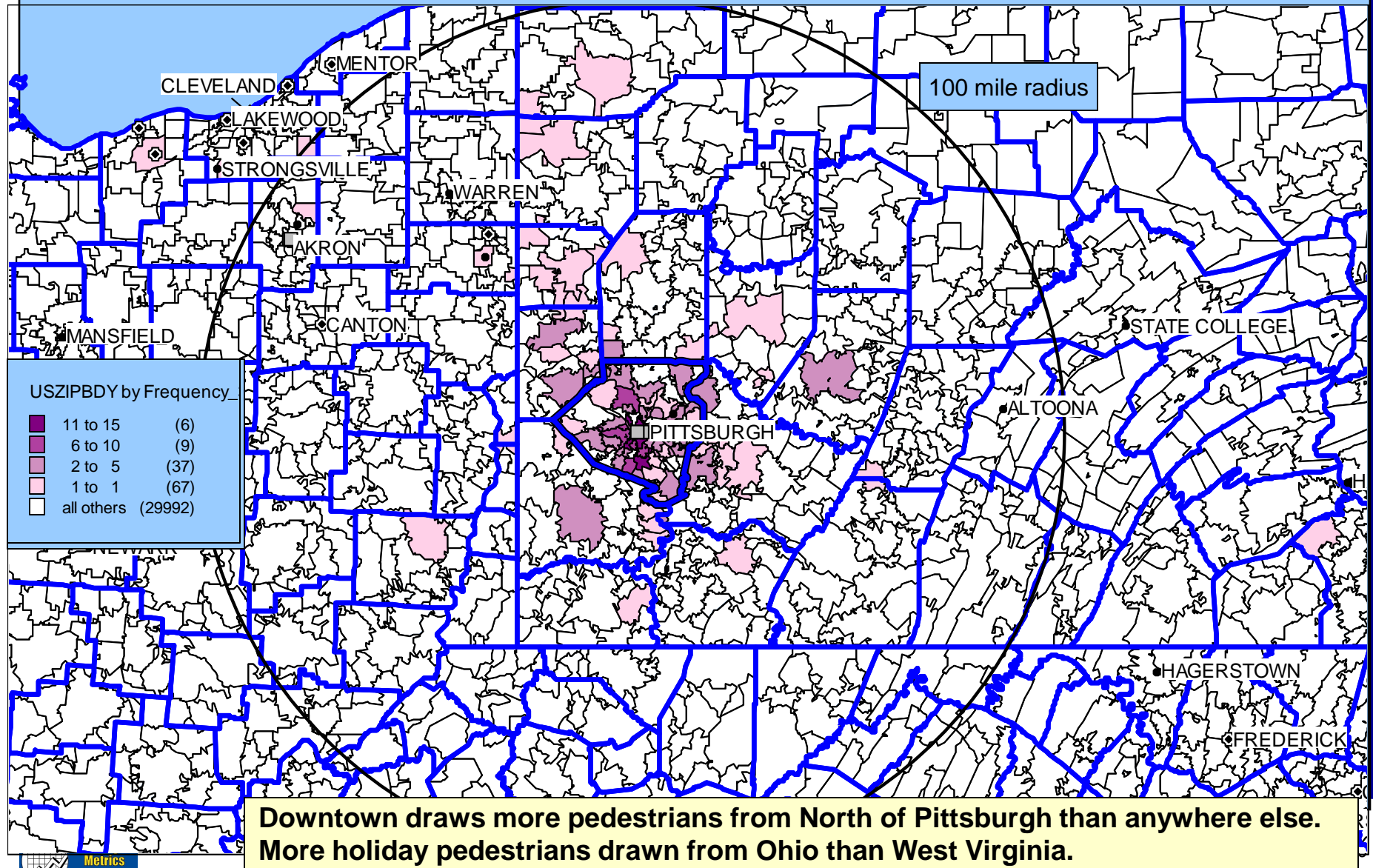


## ZIP CODES REPRESENTED BY HOLIDAY PEDESTRIAN

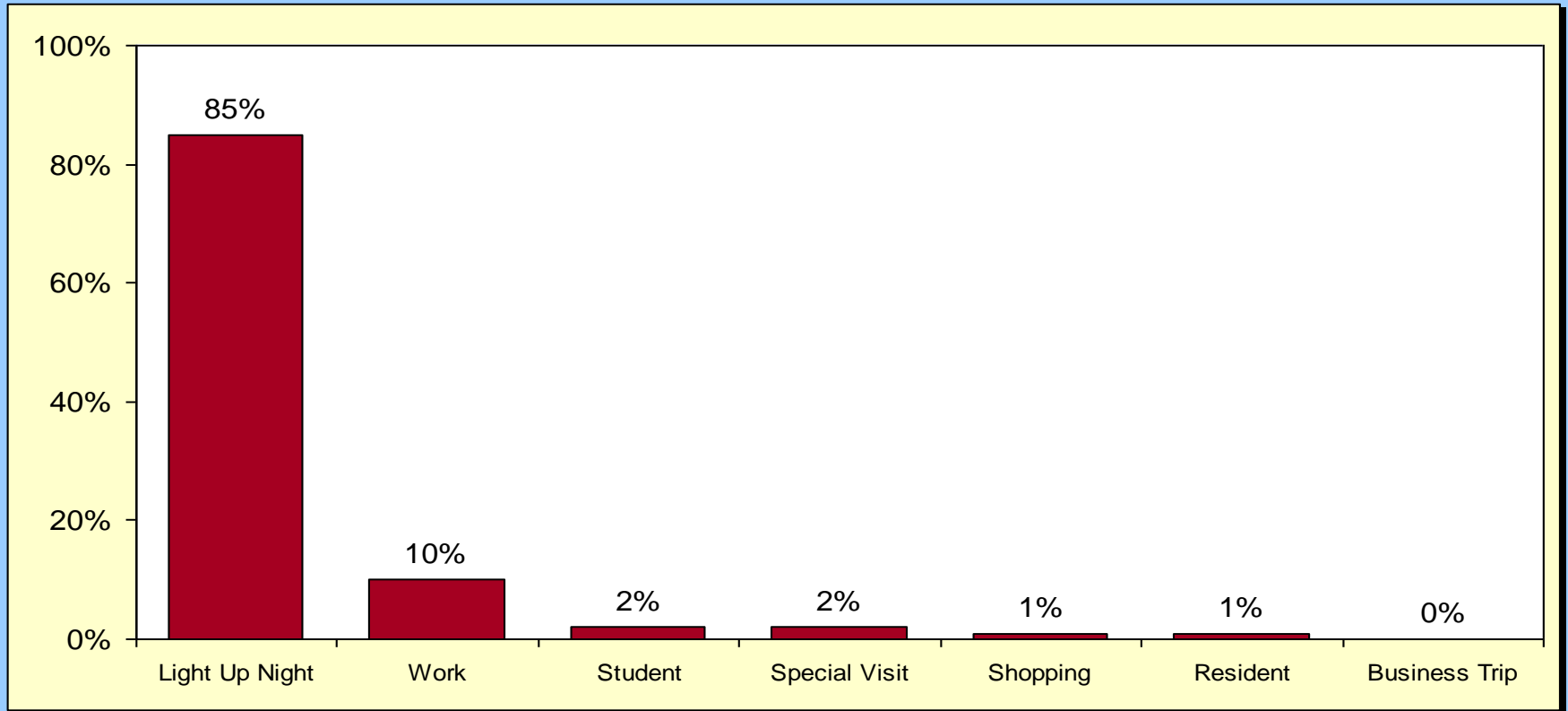


Most portions of Allegheny County are represented by downtown holiday pedestrians

## TRI STATE ZIP CODES REPRESENTED BY HOLIDAY PEDESTRIANS



# PRIMARY REASON FOR BEING DOWNTOWN LIGHT UP NIGHT ATTENDEE

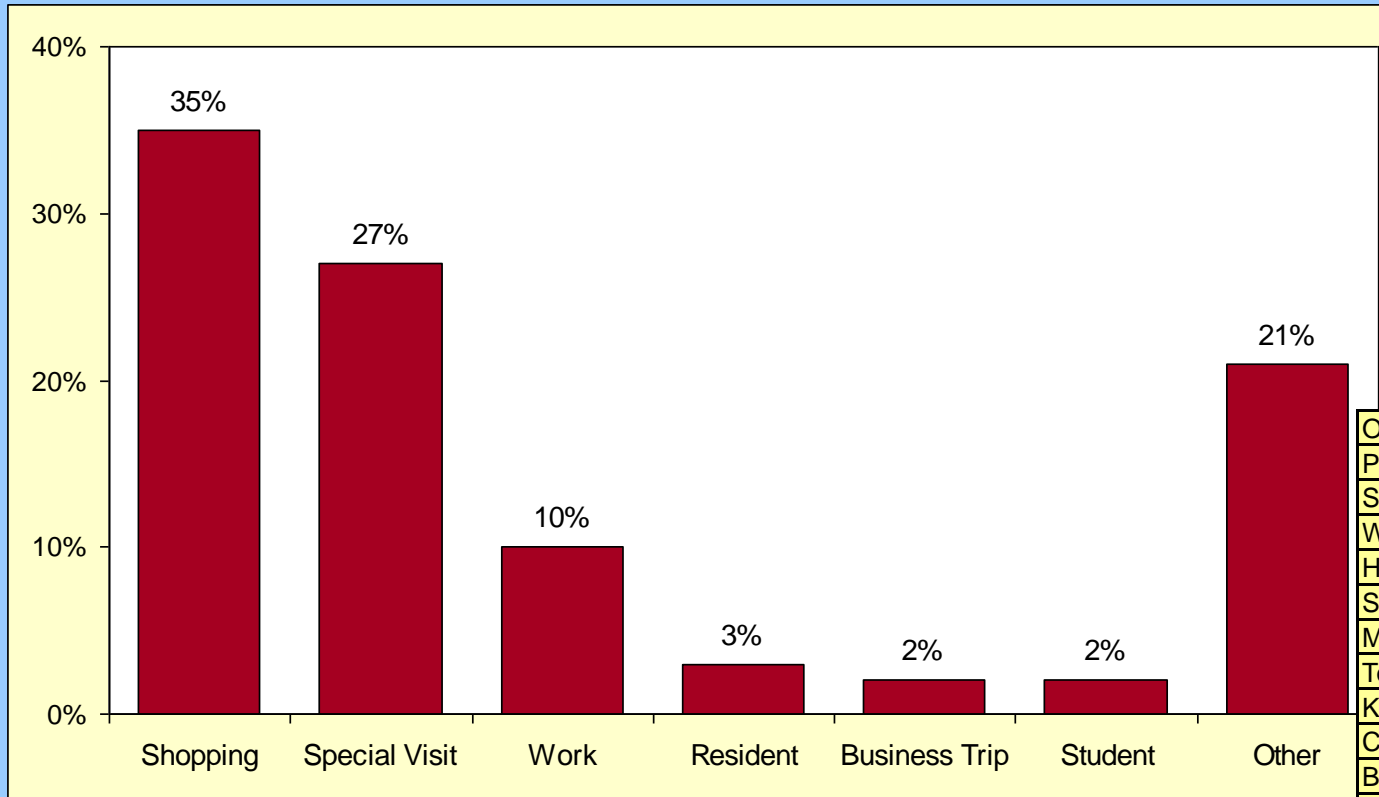


**The Light Up Night attendee's main reason for being downtown was to attend the Light Up Night event.**

Which one of the following best describes your primary reason for being downtown this evening? – Q#\_1

n = 177

# PRIMARY REASON FOR BEING DOWNTOWN HOLIDAY PEDESTRIANS



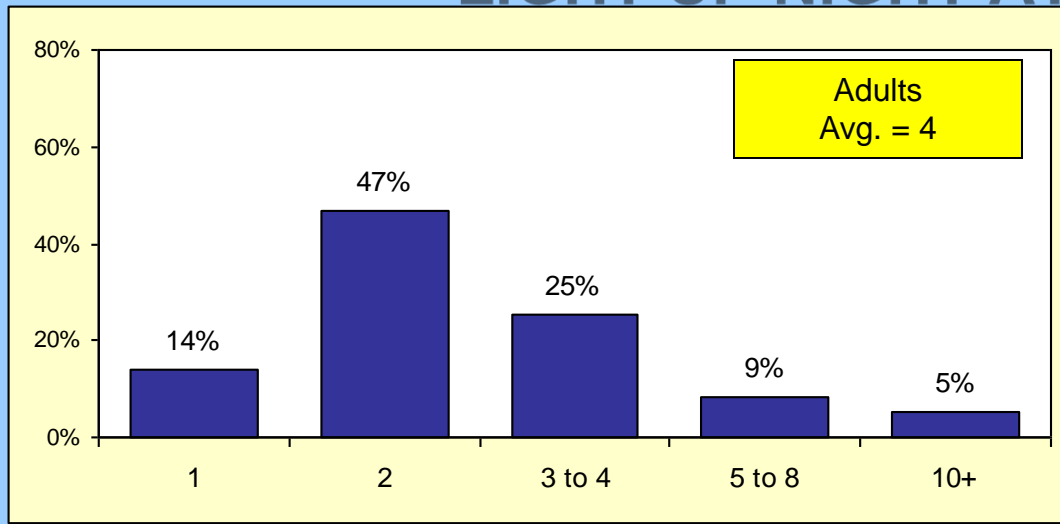
Other Reasons	N
Parade	35
Seeing holiday sights	13
Walking around	6
Hair appointment	4
Showing visitors around	3
Meet a friend	2
Tourist	1
Killing time	1
Church	1
Bus tour	1
Going to the bank	1
Saturday visits	1
Going to the gym	1
Fashion group	1
Personal business	1
Train ride	1
Total	73

**The Holiday pedestrian's main reason for being downtown was  
to shop or a special visit.**

Which one of the following best describes your primary reason for being downtown today? – Q#\_1  
n = 385

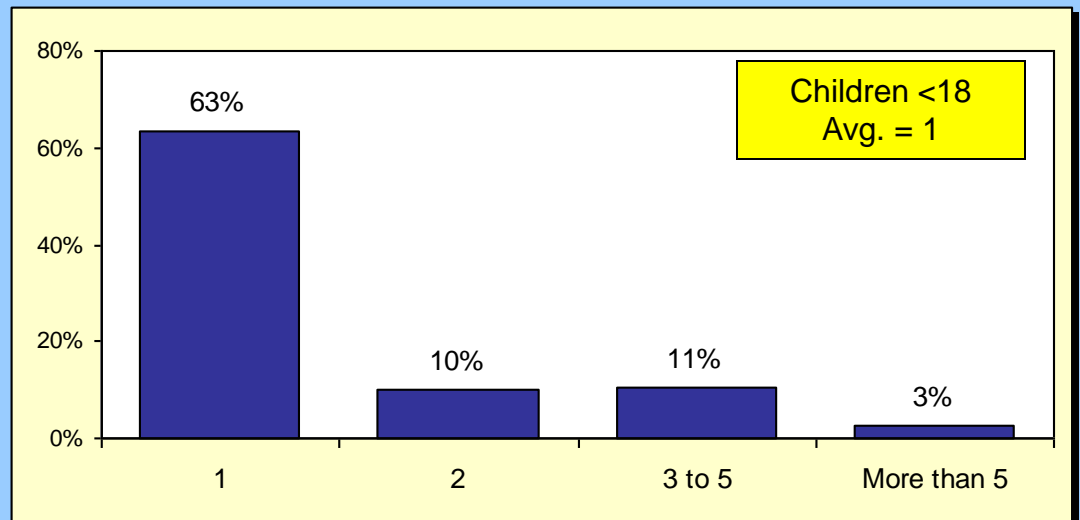
# NUMBER IN PARTY

## LIGHT UP NIGHT ATTENDEE



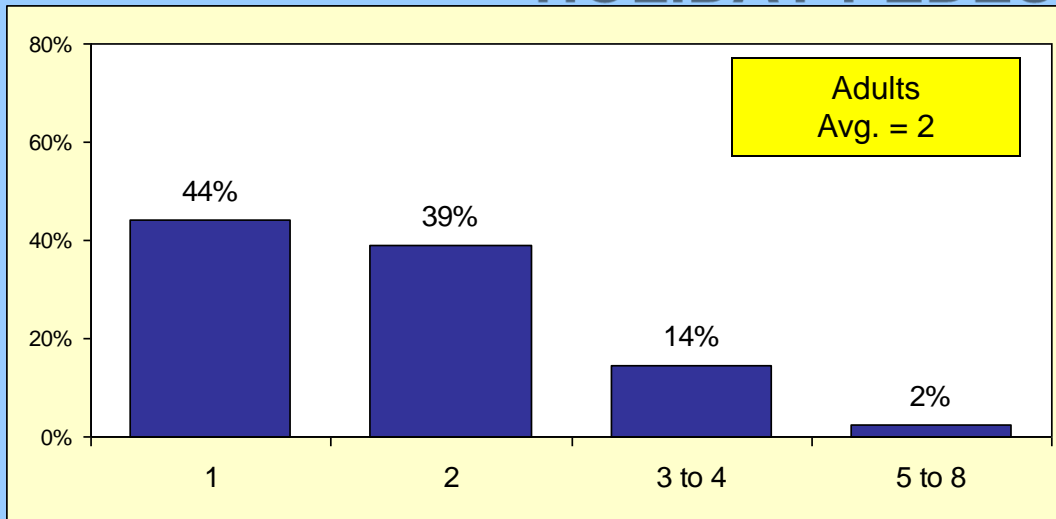
The Light Up Night group size  
was an average of 5  
4 adults and 1 child

How many adults / children under 18 are in your party  
this evening? – Q#\_3  
n = 177



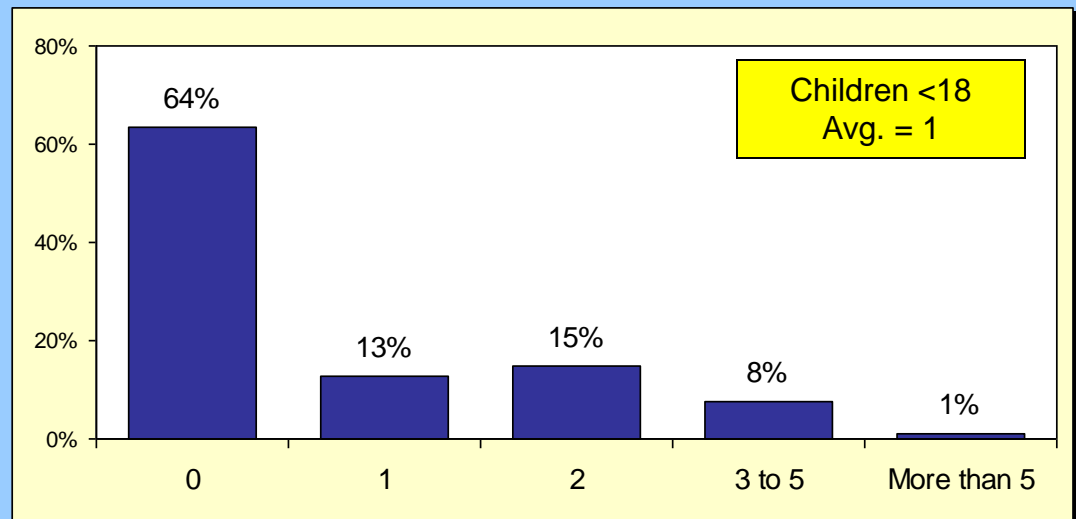
# NUMBER IN PARTY

## HOLIDAY PEDESTRIAN



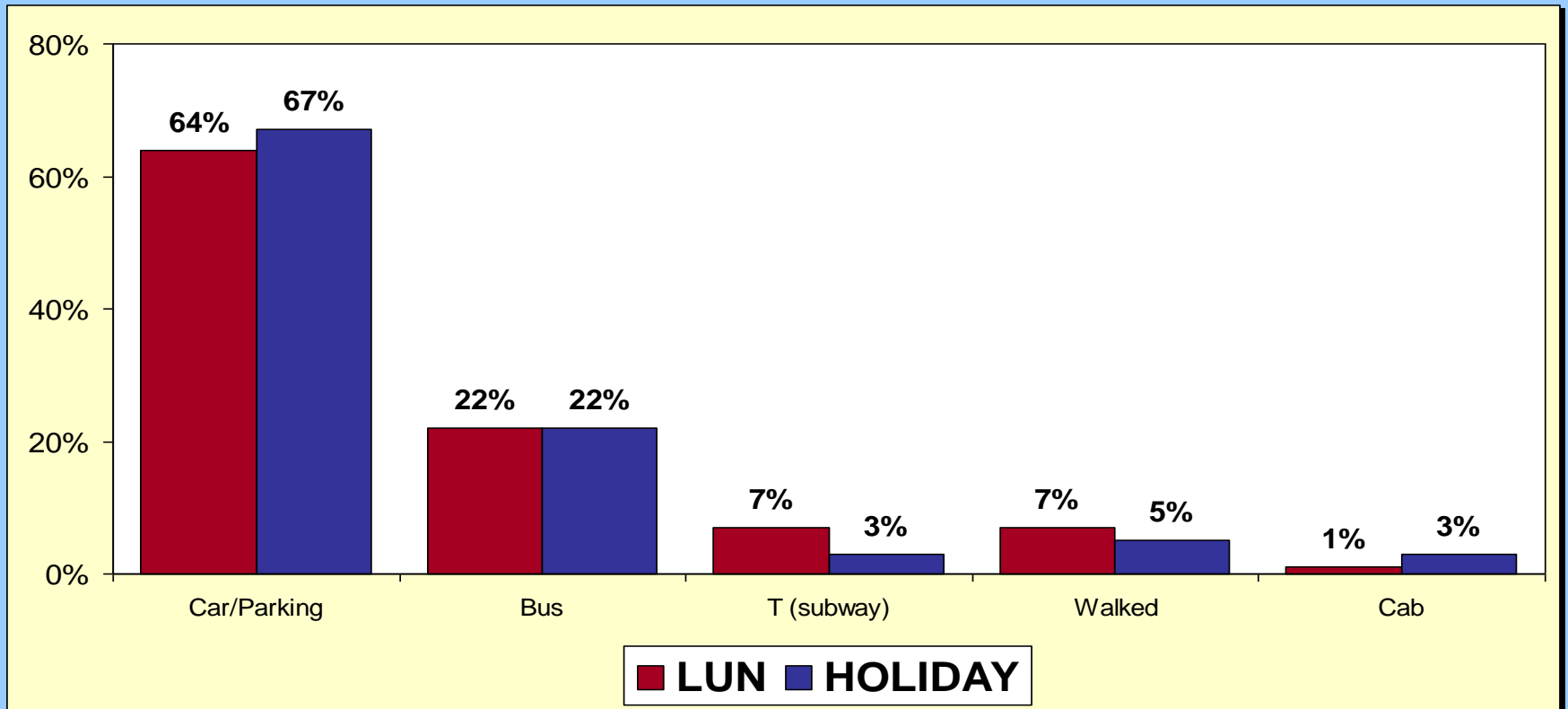
The Holiday pedestrian's group size was half the Light Up Night attendee's group size.

How many adults / children under 18 are in your party this evening? – Q#\_3  
n = 387



# MODE OF TRANSPORTATION

## LIGHT UP NIGHT ATTENDEE vs. HOLIDAY PEDESTRIAN



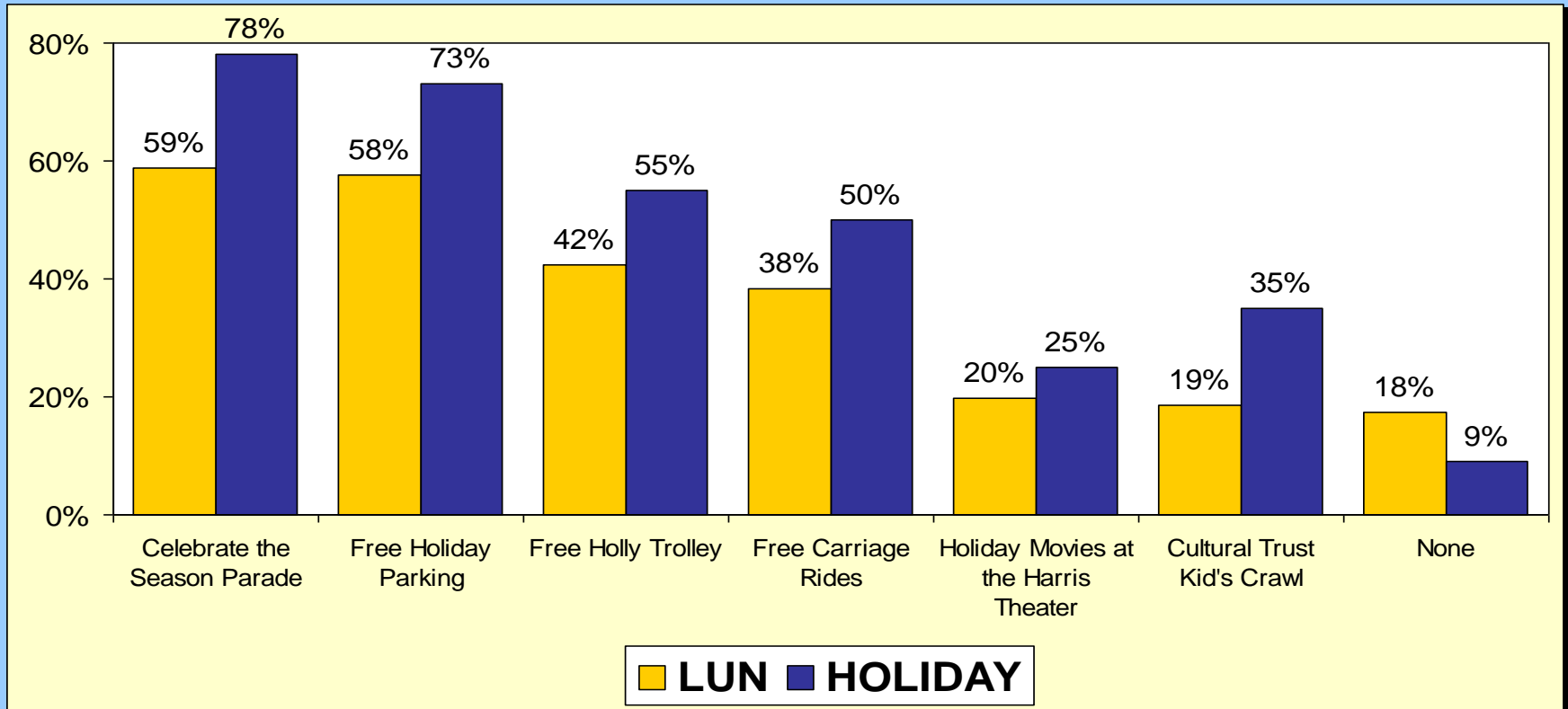
The Light Up Night attendee and Holiday pedestrian's mode of transportation are almost identical – the majority either drive their cars or take the bus. There was a slight increase for the T and walkers for Light Up Night.

What was your mode of transportation for your downtown visit? – Q#\_2

n = 177

# AWARENESS OF HOLIDAY PROGRAMS

## LIGHT UP NIGHT ATTENDEE VS. HOLIDAY PEDESTRIAN



The Holiday pedestrian's awareness of promotional holiday programs was consistently higher than the Light Up Night attendee; this could be the result of the marketing exposure of Light Up Night along with the lapse of time between LUN and the Holiday weekends.

Are you aware of the following? – Q#\_6  
n = 177 (multiple response)



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*January 15, 2008*



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# METHODOLOGY OF ECONOMIC IMPACT

- Respondents were asked the frequency of their patronage of the following downtown establishments:
  - Department stores
  - Specialty stores
  - Fast Food establishments
  - Casual dining restaurants
  - Fine dining restaurants
  - Bars / Pubs
  - Theater
  - Hotels
  - Parking
- Respondents were asked to estimate how much they were going to spend at these downtown establishments.
- The incidence of their patronage was applied to the average expenditure and the total amount of their value was calculated based on varying levels of downtown pedestrians.



# **ECONOMIC IMPACT VALUE LIGHT UP NIGHT ATTENDEE**

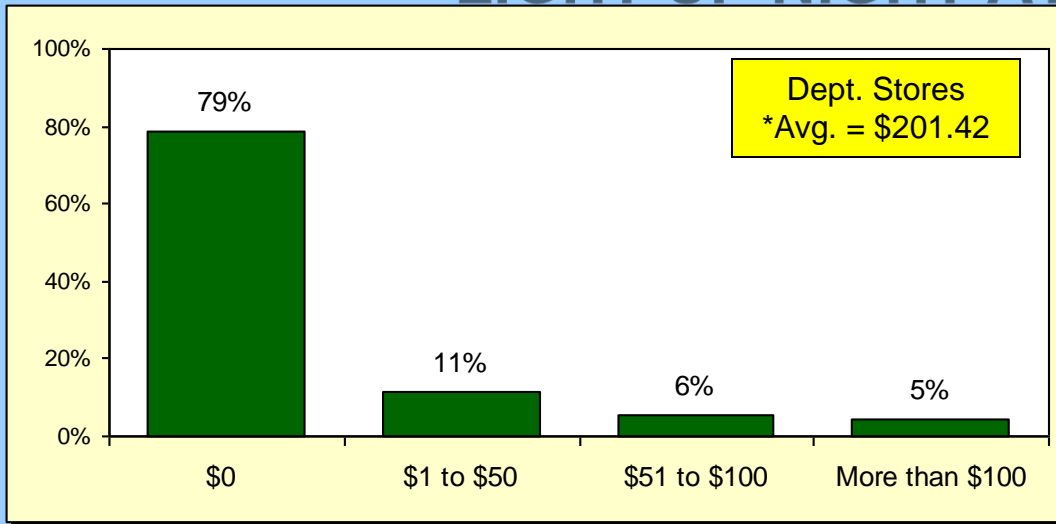


**Strategic  
Metrics  
Group**



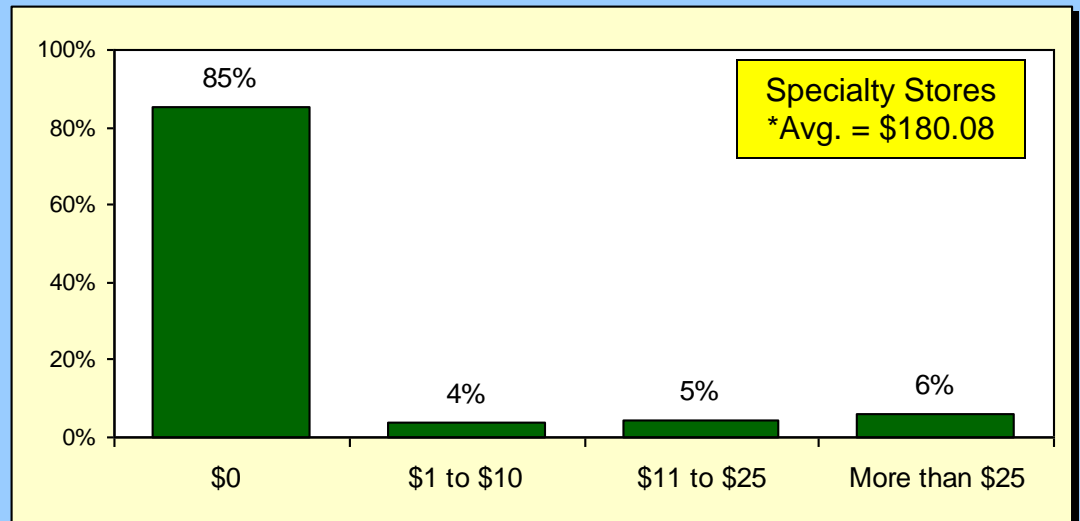
# \$ SPENT ON LIGHT-UP NIGHT

## LIGHT UP NIGHT ATTENDEE



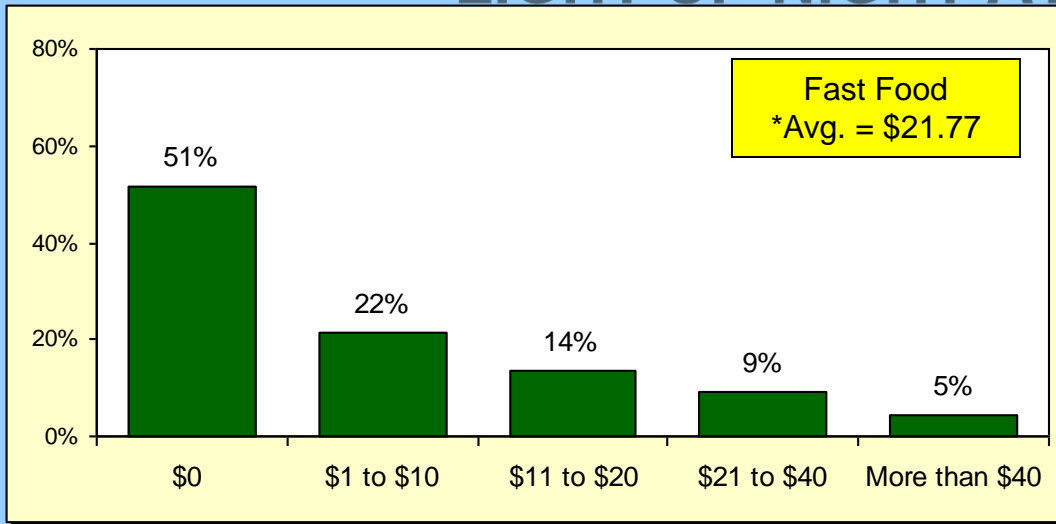
\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 177



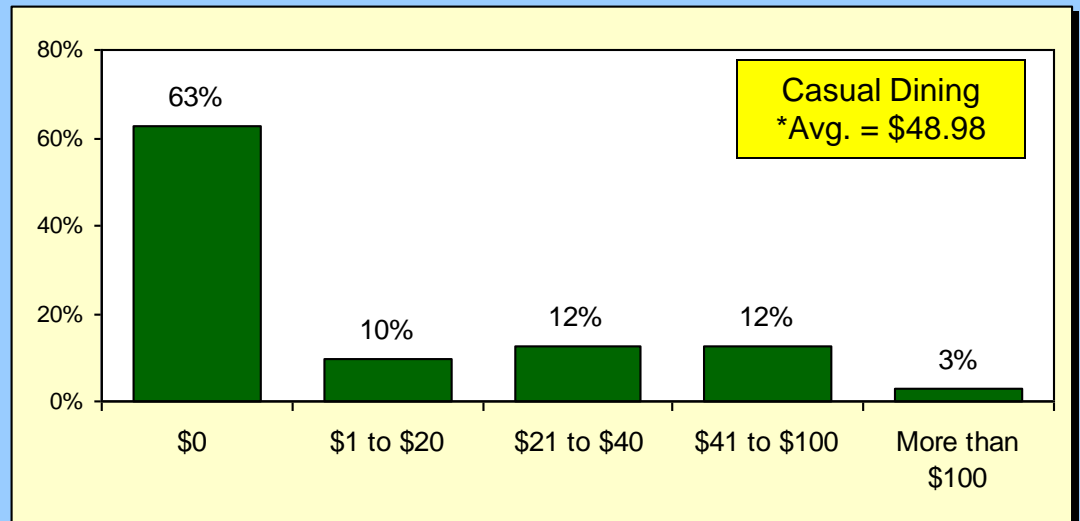
# \$ SPENT ON LIGHT-UP NIGHT

## LIGHT UP NIGHT ATTENDEE



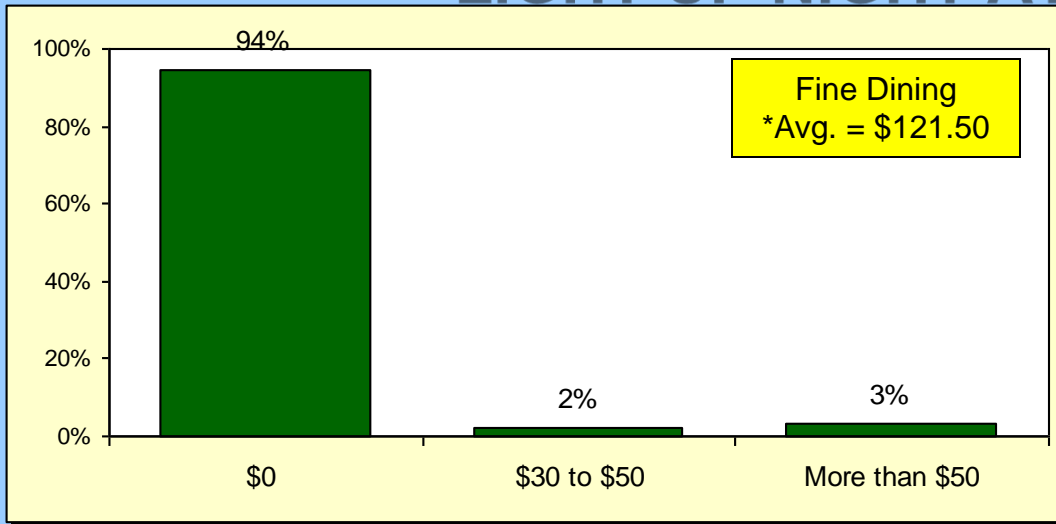
\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 177



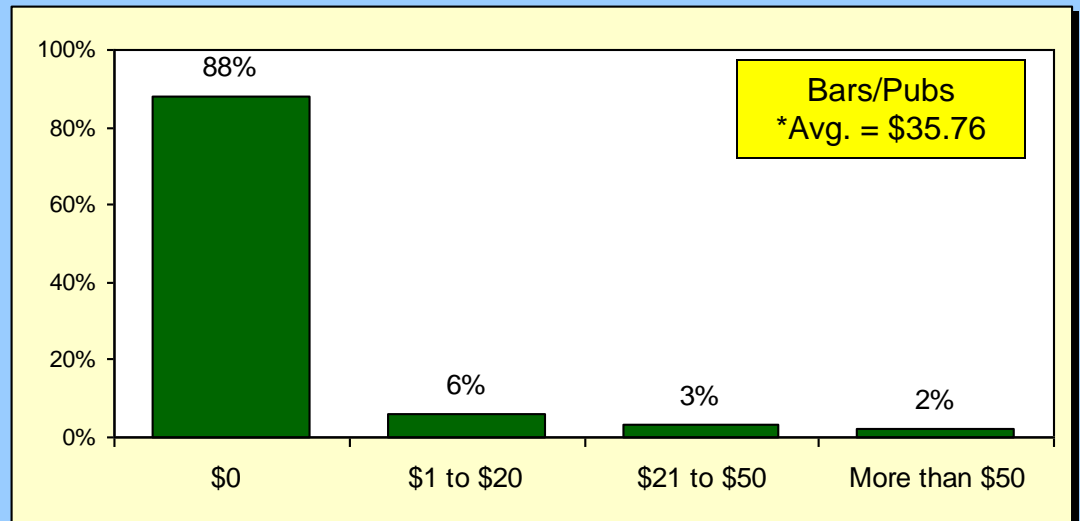
# \$ SPENT ON LIGHT-UP NIGHT

## LIGHT UP NIGHT ATTENDEE



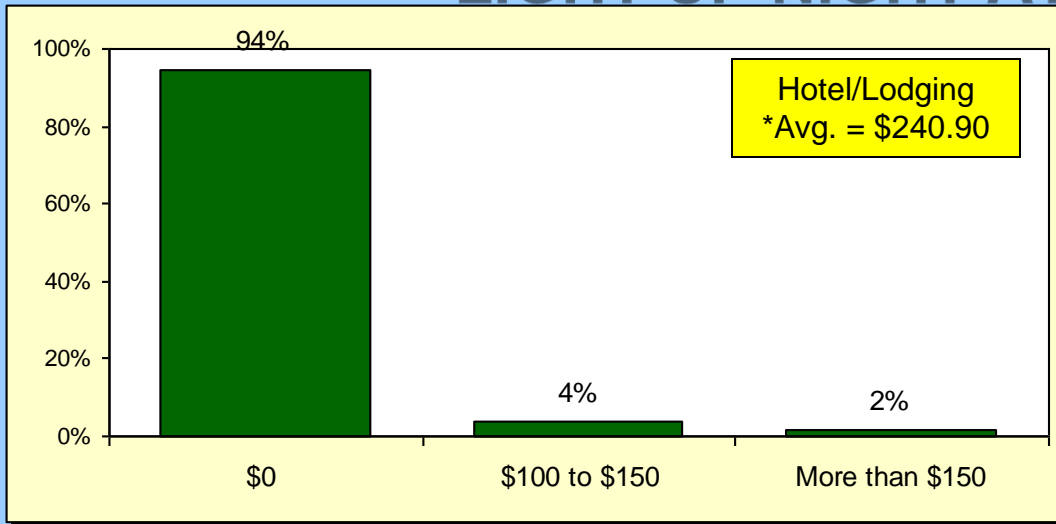
\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 177



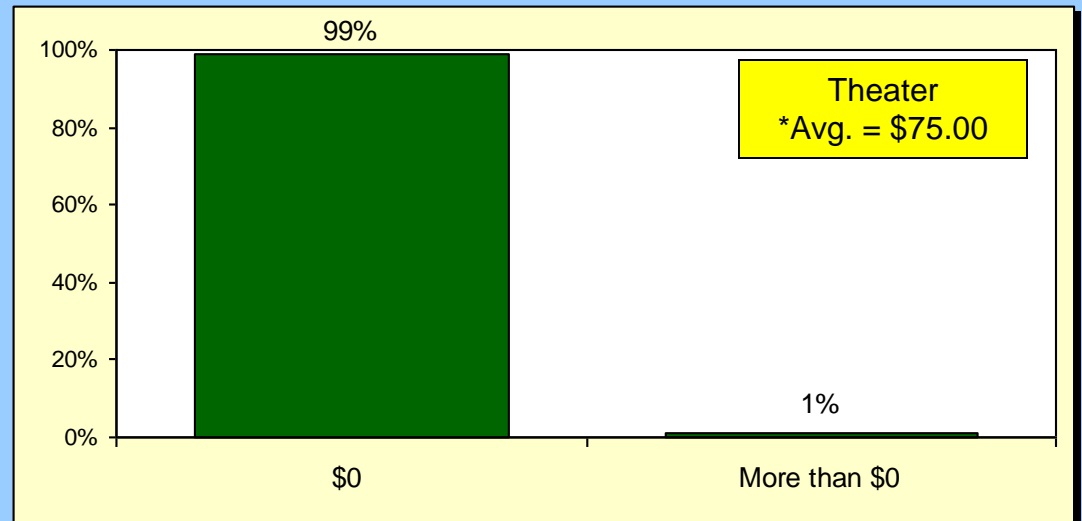
# \$ SPENT ON LIGHT-UP NIGHT

## LIGHT UP NIGHT ATTENDEE



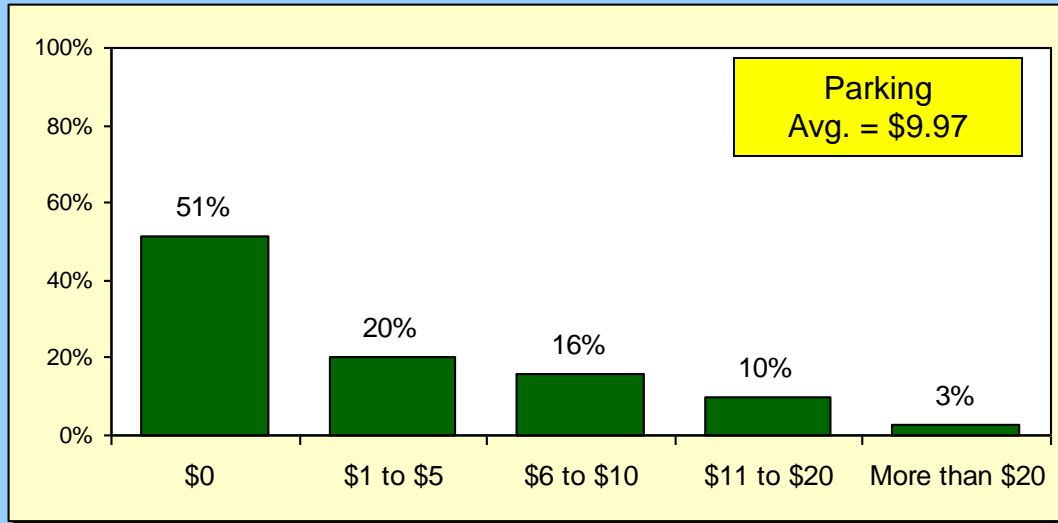
\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 177



# \$ SPENT ON LIGHT-UP NIGHT

## LIGHT UP NIGHT ATTENDEE



\*Averages include only those who spent money.

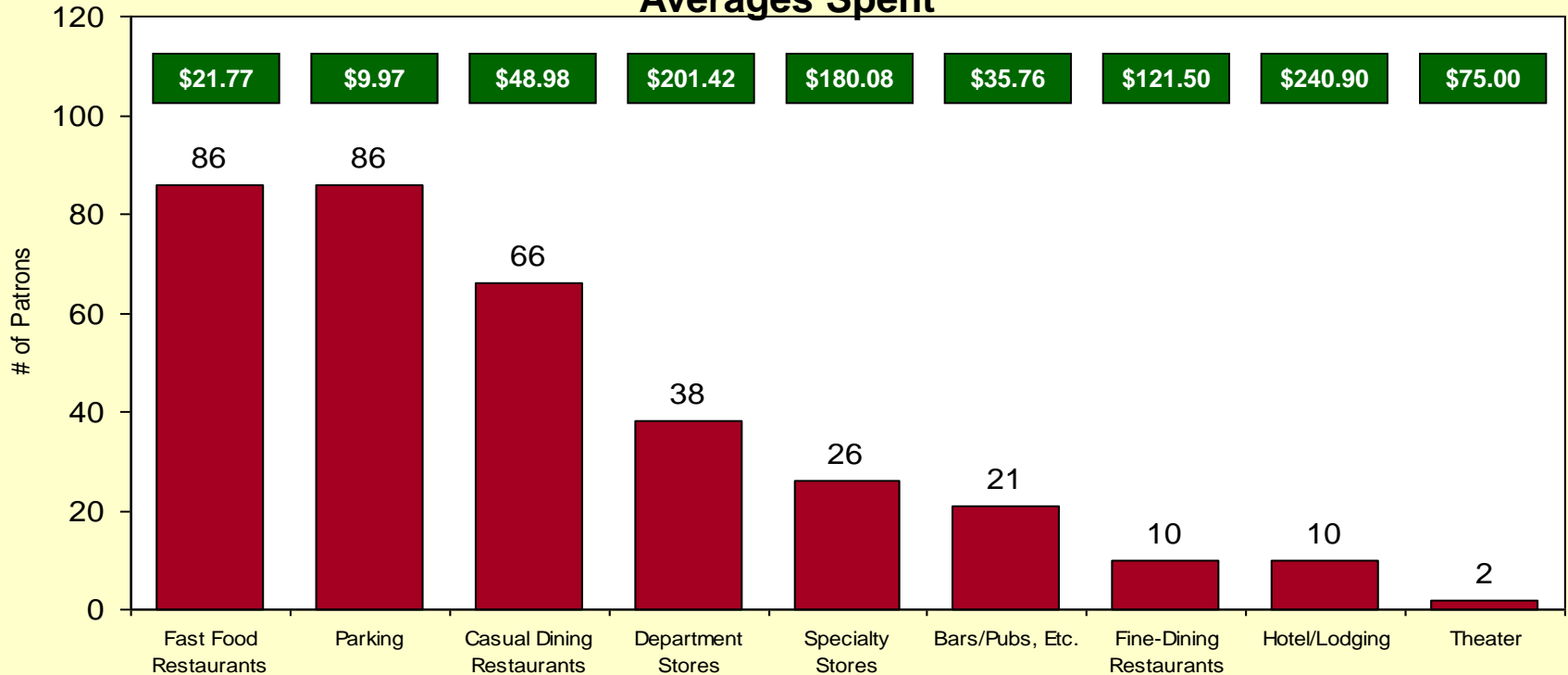
How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 177



# LIGHT UP NIGHT EXPENDITURE SUMMARY

## LIGHT UP NIGHT ATTENDEE

Averages Spent



**There were no significant differences among income, race, age and gender regarding spending trends among the Light Up Night attendees.**

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4

# LIGHT UP NIGHT ECONOMIC VALUE

## Light Up Night Economic Value

Establishment	Incidence	Avg Expenditure	Weighted Avg
Department Store	21%	\$201.42	\$43.24
Specialty Store	15%	\$180.08	\$26.45
Fast Food	49%	\$21.77	\$10.58
Casual Dining	37%	\$48.98	\$18.26
Fine Dining	6%	\$121.50	\$6.86
Bars/Pubs	12%	\$35.76	\$4.24
Theater	1%	\$75.00	\$0.85
Parking	49%	\$9.97	\$4.84
Hotel	6%	\$240.90	\$13.61
<b>Light Up Night Value</b>			<b>\$128.95</b>

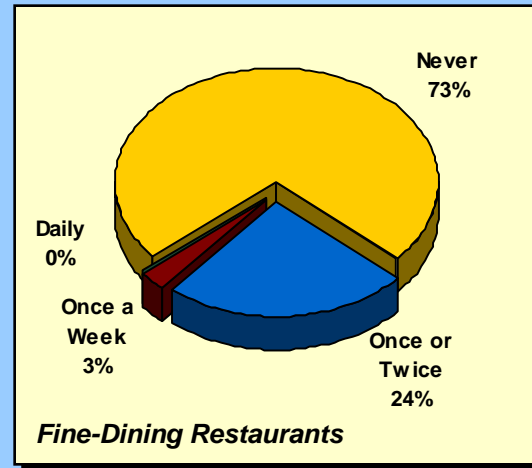
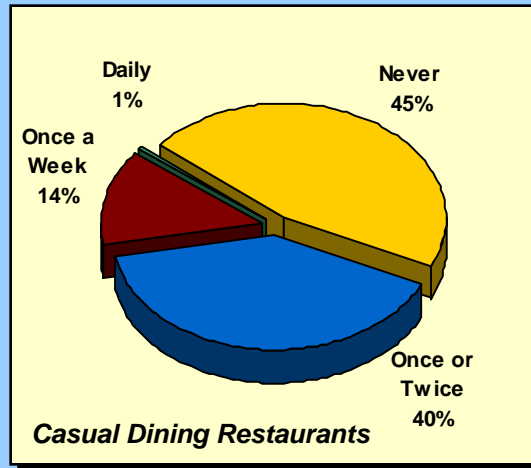
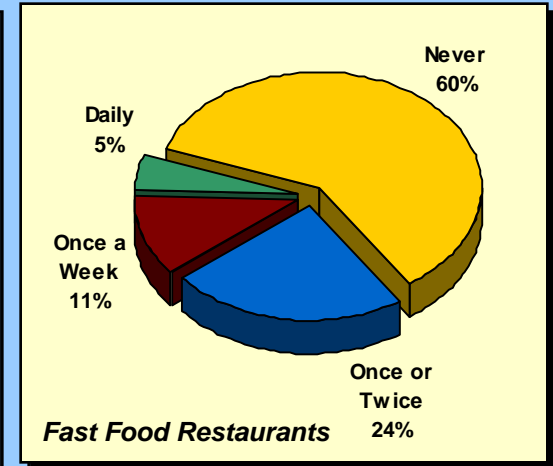
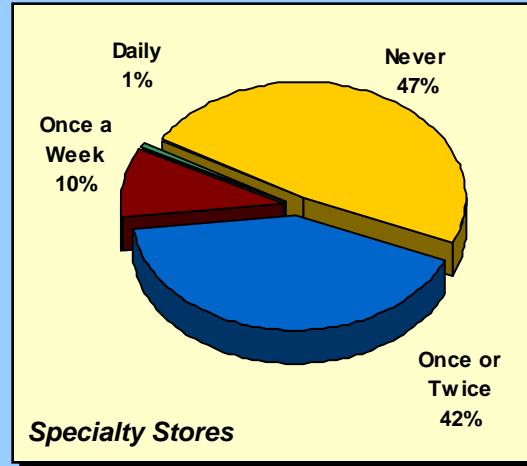
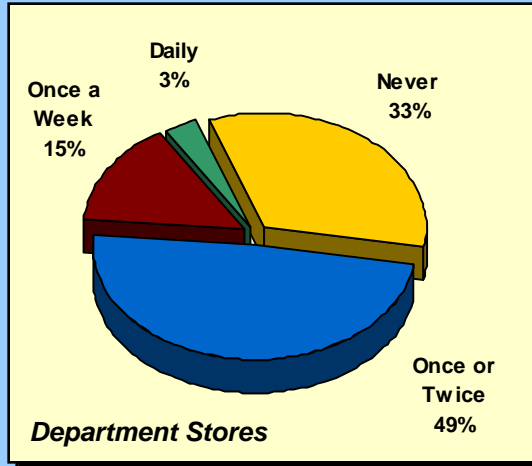
## Light Up Night Total Spending

Estimated Attendees	Value	Total Estimated Spending
20,000	\$128.95	\$2,579,000
30,000	\$128.95	\$3,868,500
40,000	\$128.95	\$5,158,000
50,000	\$128.95	\$6,447,500
60,000	\$128.95	\$7,737,000
70,000	\$128.95	\$9,026,500
80,000	\$128.95	\$10,316,000
90,000	\$128.95	\$11,605,500
100,000	\$128.95	\$12,895,000

For example, if the estimated attendance at Light Up Night is 100,000 and there are 5 to an average group size, then 20,000 groups spent an average of \$128.95 for a total spending of \$2.5 M

# FREQUENCY OF PATRONAGE

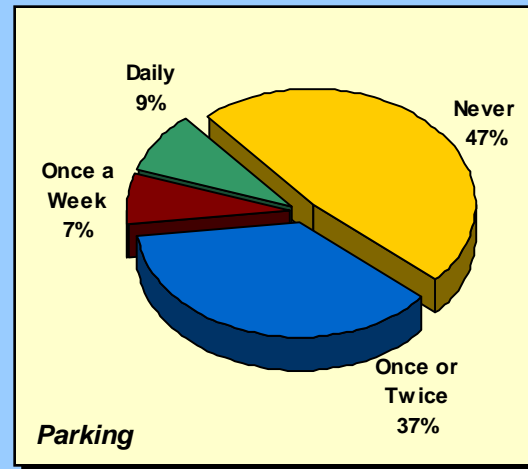
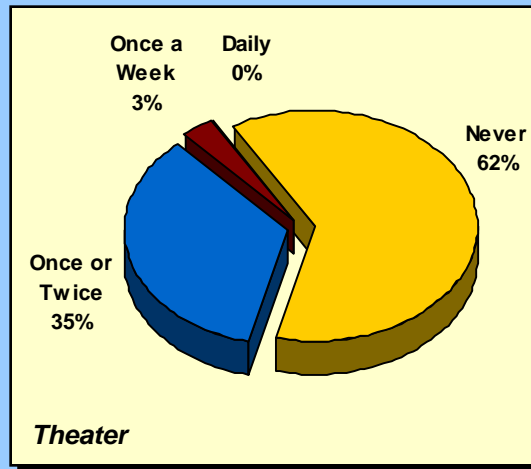
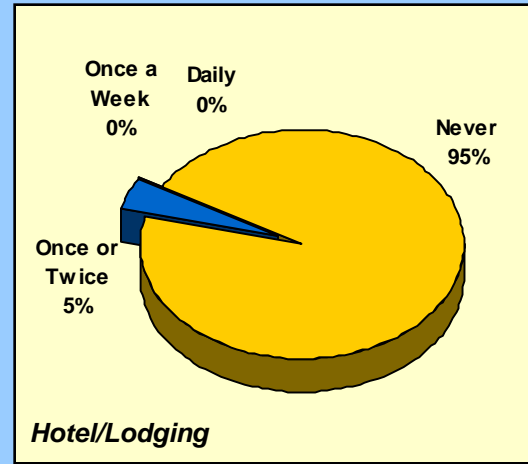
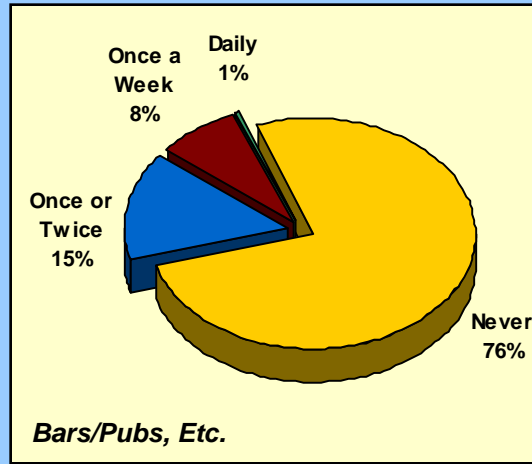
## LIGHT UP NIGHT ATTENDEE



How often do you expect to patronize the following during the six-week holiday season? – Q#\_5a  
n = 177

# FREQUENCY OF PATRONAGE

## LIGHT UP NIGHT ATTENDEE



How often do you expect to patronize the following during the six-week holiday season? – Q#\_5a  
n = 177



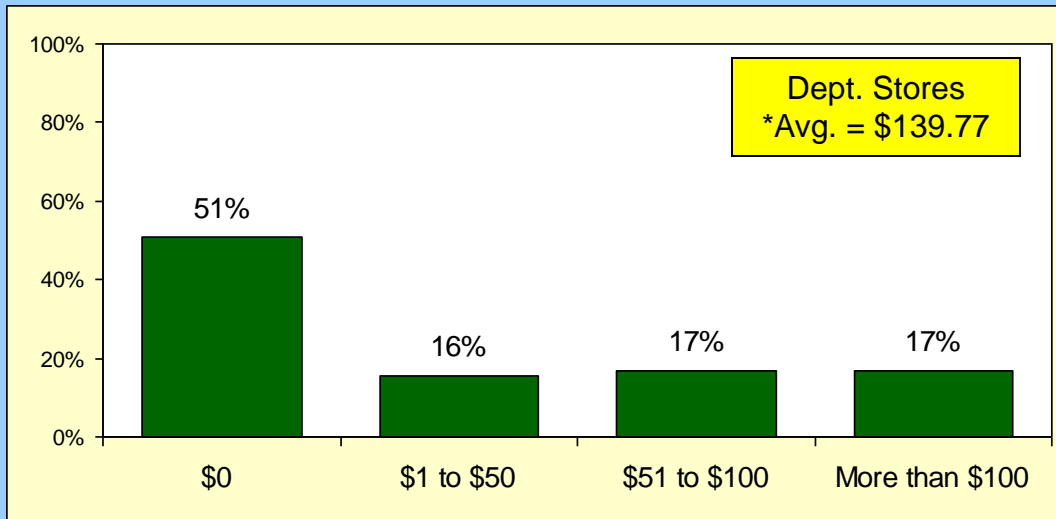
# **ECONOMIC IMPACT VALUE HOLIDAY PEDESTRIAN**



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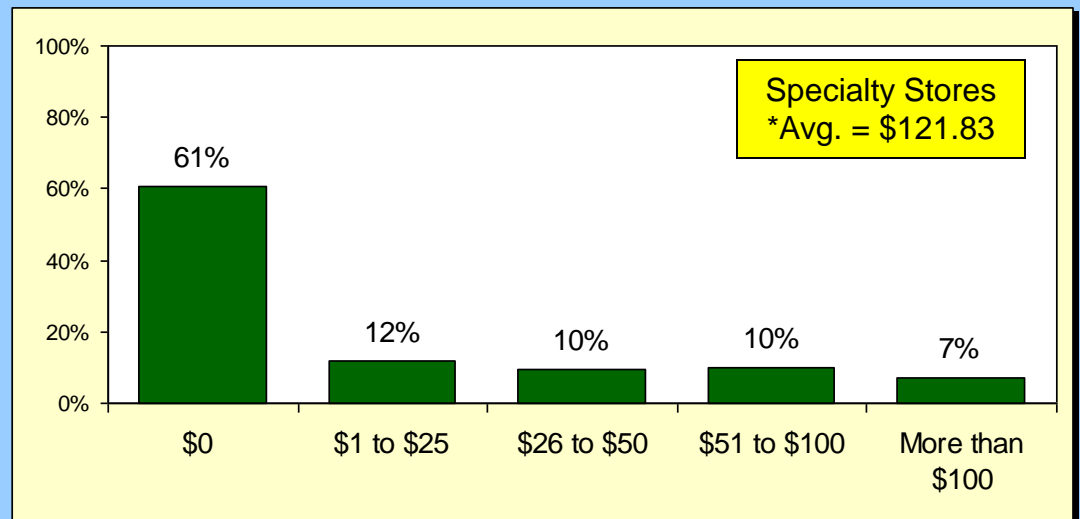


# \$ SPENT DOWNTOWN HOLIDAY PEDESTRIAN



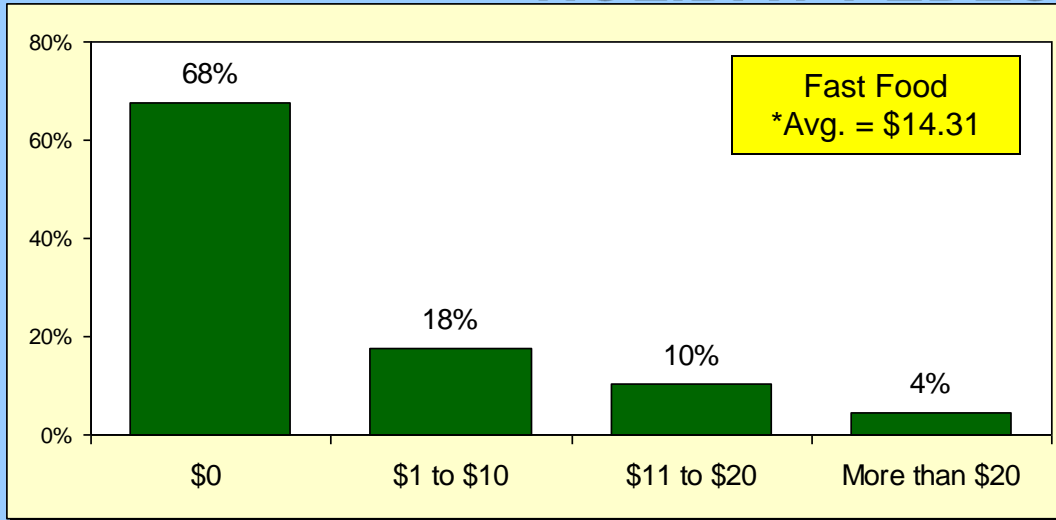
\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) this evening downtown in the following categories? – Q#\_4  
n = 386



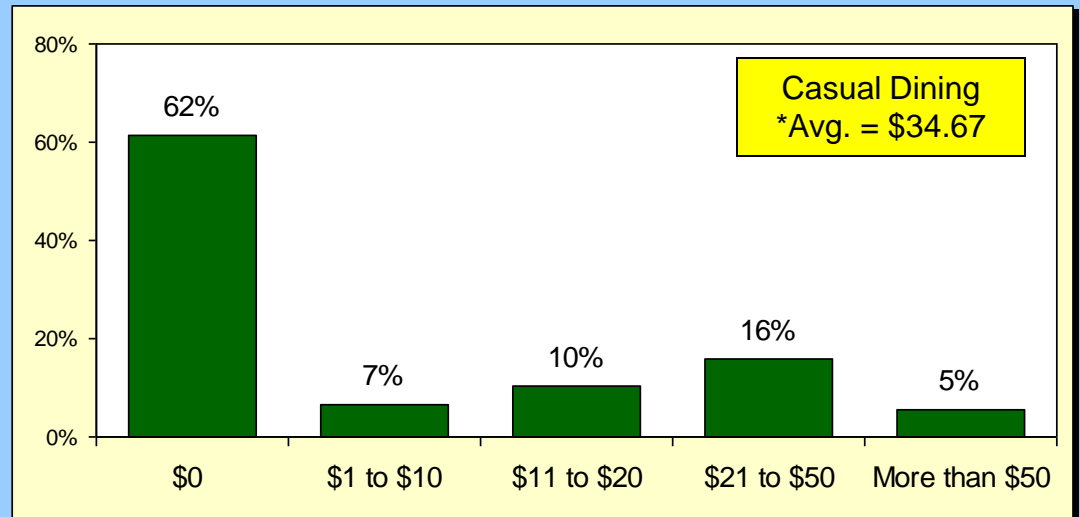
# \$ SPENT DOWNTOWN

## HOLIDAY PEDESTRIAN

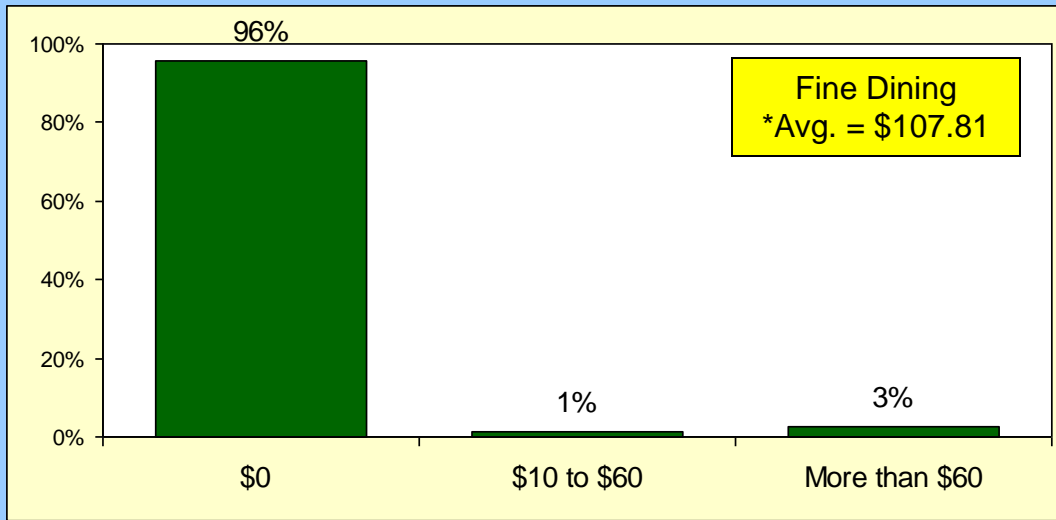


\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) today downtown in the following categories? – Q#\_4  
n = 387

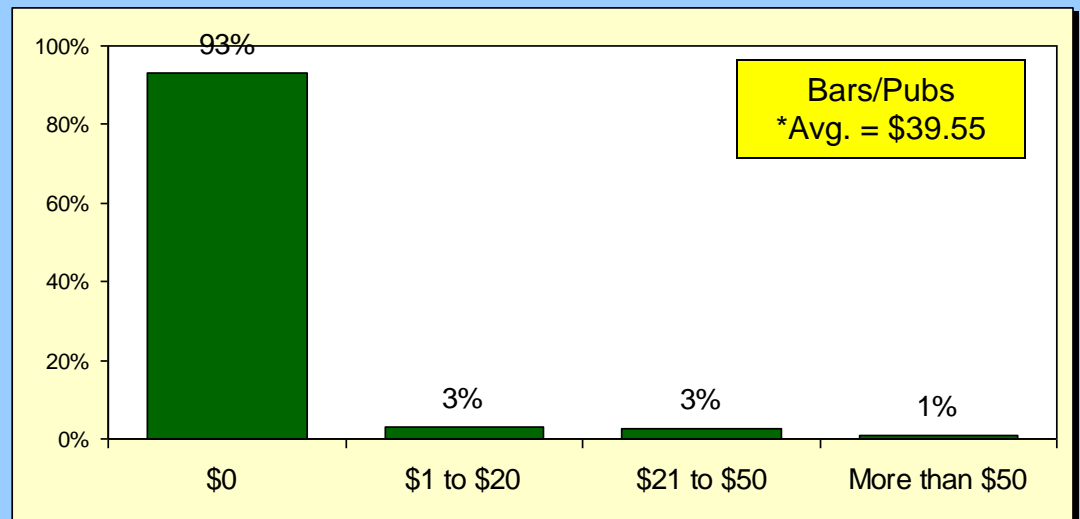


# \$ SPENT DOWNTOWN HOLIDAY PEDESTRIAN



\*Averages include only those who spent money.

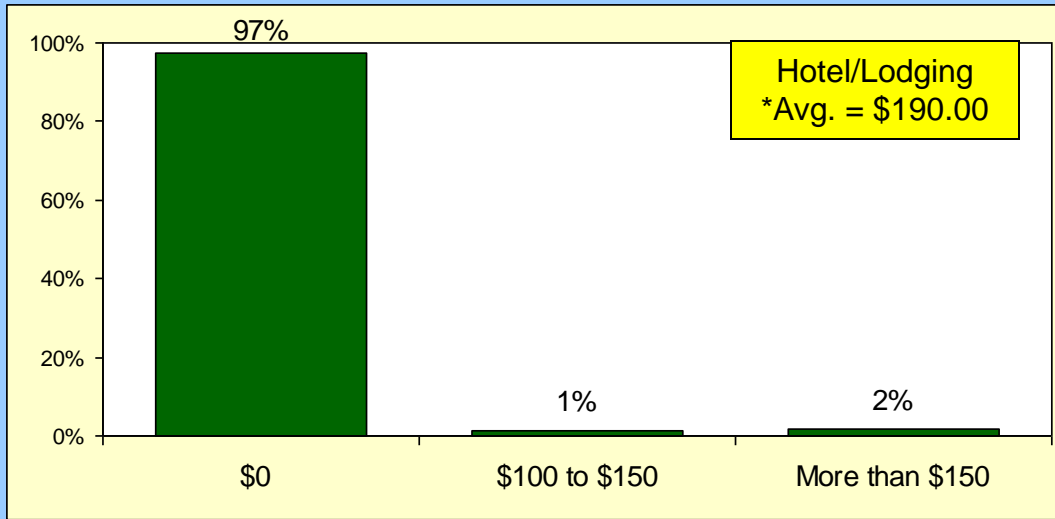
How much do you expect to spend (or have already spent) today downtown in the following categories? – Q#\_4  
n = 387





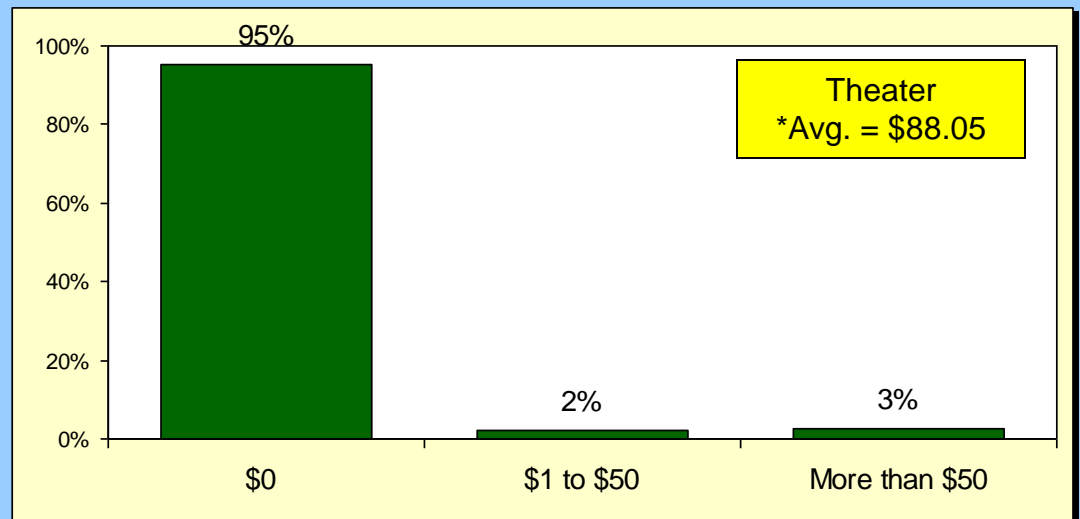
# \$ SPENT DOWNTOWN

## HOLIDAY PEDESTRIAN

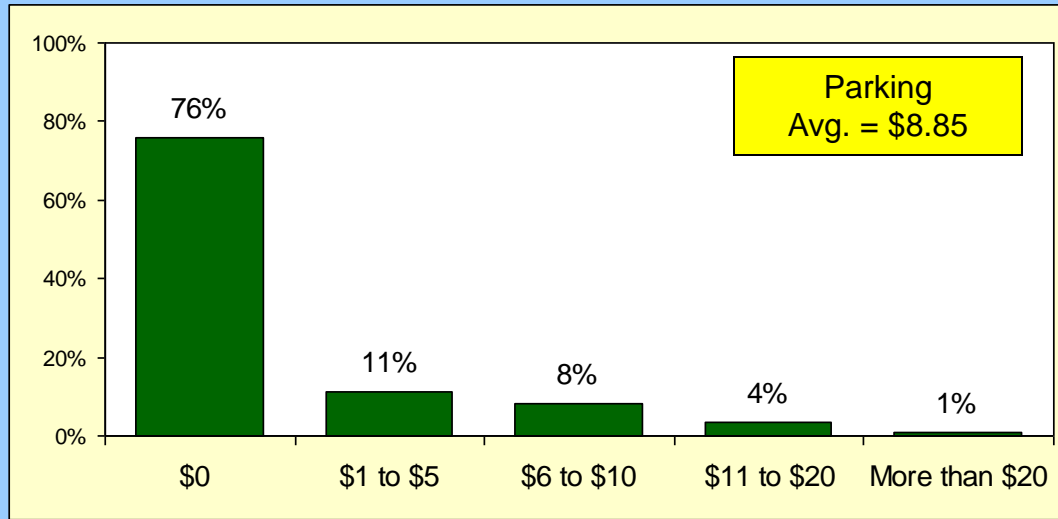


\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) today downtown in the following categories? – Q#\_4  
n = 387



# \$ SPENT DOWNTOWN HOLIDAY PEDESTRIAN



\*Averages include only those who spent money.

How much do you expect to spend (or have already spent) today downtown in the following categories? –

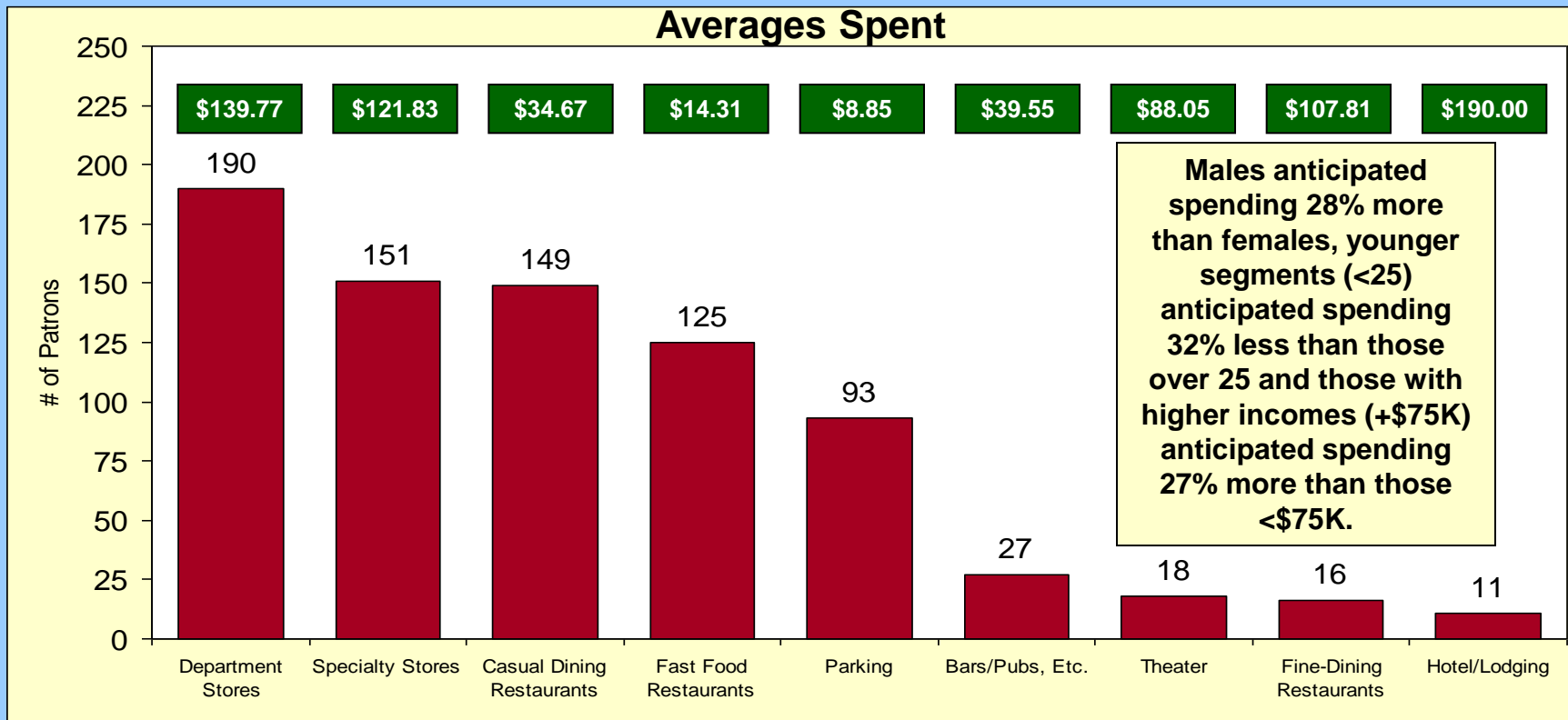
Q#\_4

n = 386

# EXPENDITURE SUMMARY

## HOLIDAY PEDESTRIAN

Averages Spent



**Differences existed among income, age and gender groups regarding spending trends among the Holiday Season pedestrian, there were no differences among race.**

How much do you expect to spend (or have already spent) today downtown in the following categories? – Q#\_4

# HOLIDAY PEDESTRIAN ECONOMIC VALUE

## Holiday Pedestrian Economic Value

Establishment	Incidence	Avg Expenditure	Weighted Avg
Department Store	58%	\$139.77	\$81.07
Specialty Store	49%	\$121.83	\$59.70
Fast Food	35%	\$14.31	\$5.01
Casual Dining	42%	\$34.67	\$14.56
Fine Dining	22%	\$107.81	\$23.72
Bars/Pubs	21%	\$39.55	\$8.31
Theater	29%	\$88.05	\$25.53
Parking	40%	\$8.85	\$3.54
Hotel	2%	\$190.00	\$3.80
<b>Holiday Pedestrian Value</b>			<b>\$225.23</b>

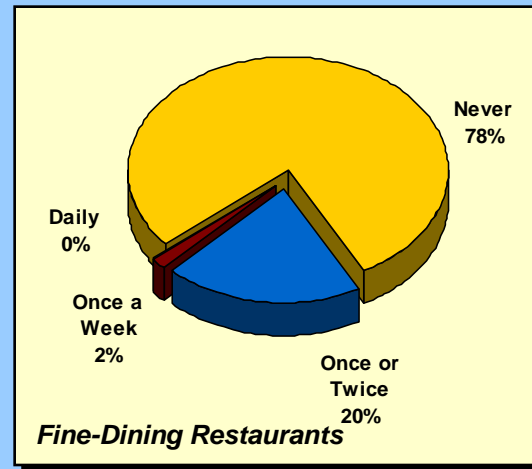
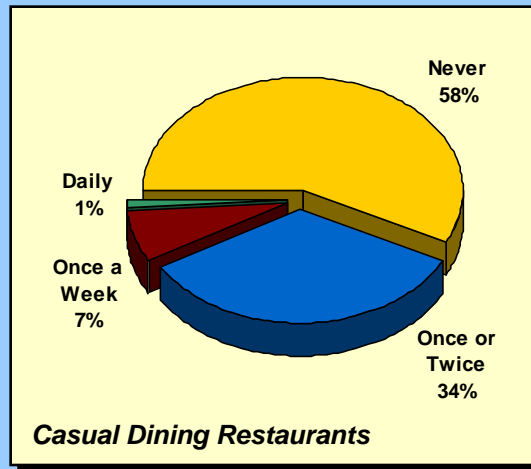
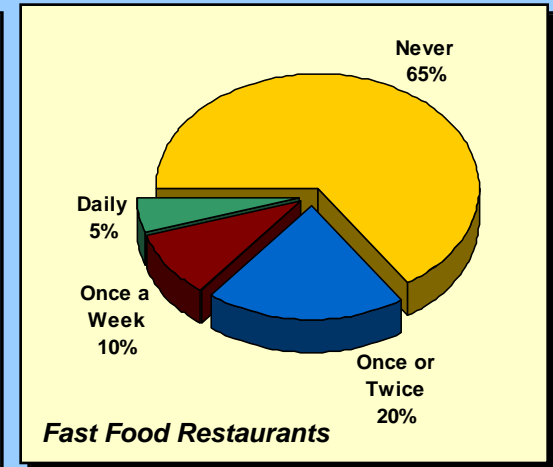
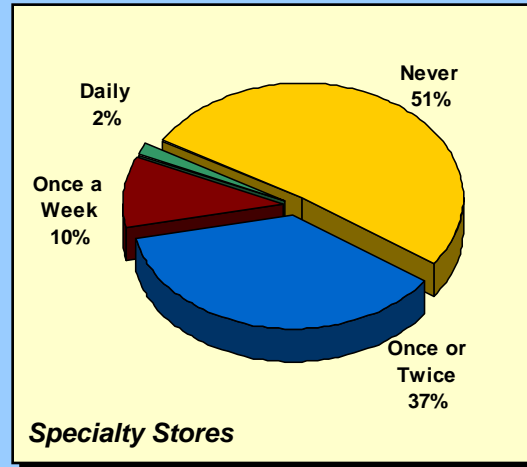
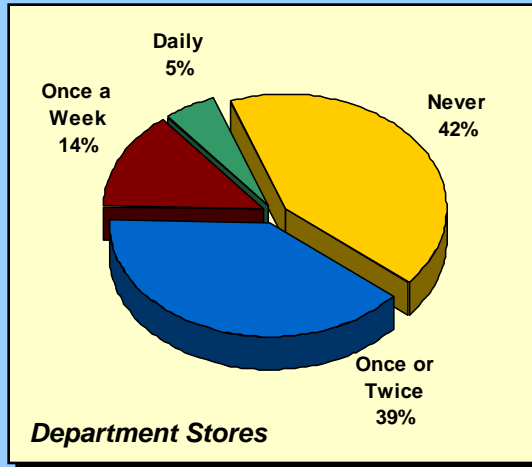
## Holiday Pedestrian Total Spending

Estimated Pedestrians	Value	Total Estimated Spending
30,000	\$225.23	\$6,756,900
40,000	\$225.23	\$9,009,200
50,000	\$225.23	\$11,261,500
60,000	\$225.23	\$13,513,800
70,000	\$225.23	\$15,766,100
80,000	\$225.23	\$18,018,400
90,000	\$225.23	\$20,270,700
100,000	\$225.23	\$22,523,000

For example, if the estimated pedestrian traffic for the 6 week holiday season was 100,000 and there are 2 to an average group size, then 50,000 groups spent an average of \$225.23 for a total spending of \$11.2 M

# FREQUENCY OF PATRONAGE

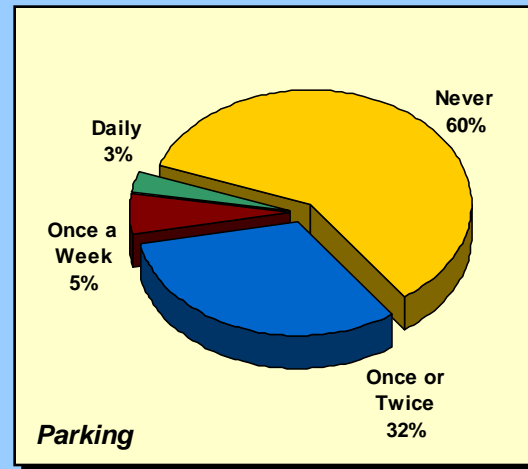
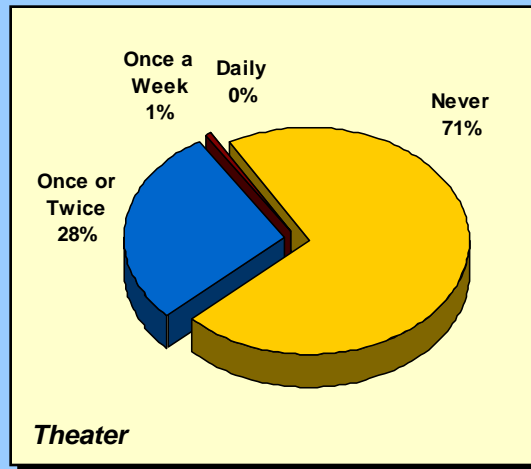
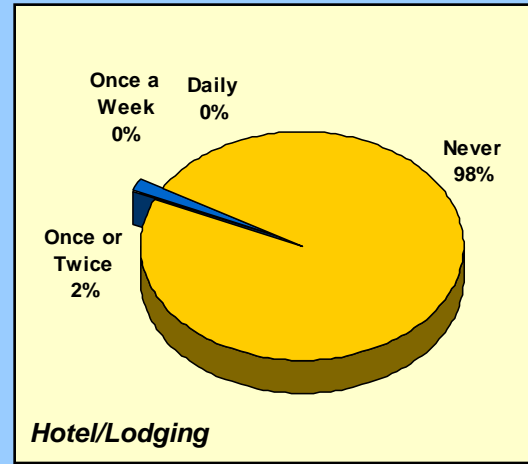
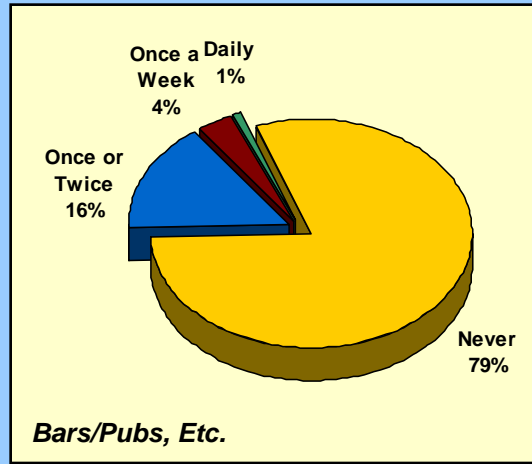
## HOLIDAY PEDESTRIAN



How often do you expect to patronize the following during the six-week holiday season? – Q#\_5a  
n = 387

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## HOLIDAY PEDESTRIAN



How often do you expect to patronize the following during the six-week holiday season? – Q#\_5a  
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# **ECONOMIC IMPACT VALUE LIGHT UP NIGHT ATTENDEE & HOLIDAY PEDESTRIAN**

1. **METHODOLOGY & SAMPLING**
2. **DEMOGRAPHICS**
3. **ESTMATED SPENDING IMPACT**
4. **EXECUTIVE SUMMARY**



**Strategic  
Metrics  
Group**

*January 15, 2008*



# EXECUTIVE SUMMARY - METHODOLOGY

- PDP commissioned a study with SMG to better understand the Light Up Night attendee and the downtown holiday pedestrian.
- Quantifying the economic value of these individuals was the key objective of the study.
- An overall sample size of 400 was targeted; a total of 564 was achieved with 177 Light Up Night attendees and 387 downtown holiday pedestrians.
- Attendees and pedestrians were approached by interceptors on the following days:
  - Light Up Night – November 16
  - November 26, December 8, December 15, December 22
- Attendees and pedestrians were approached by interceptors at the following locations:
  - Macy's
  - Fifth Avenue/Stanwix
  - PPG
  - Market Square
  - Station Square
  - One Oxford Center



# EXECUTIVE SUMMARY - DEMOGRAPHICS

- The Light Up Night Attendee tended to be female, Caucasian, lower income and younger.
- The Light-Up Night attendee is comprised of patrons from Allegheny County along with the surrounding counties. 20% of Light Up Night Attendees were students.
- The Light Up Night attendee's main reason for being downtown was to attend the Light Up Night event.
- The Light Up Night group size was an average of 5 (4 adults and 1 child)
- The Holiday pedestrian tended to be female, Caucasian, mid income and middle aged.
- The Holiday pedestrian's occupations varied across a wide range of professions.
- Most portions of Allegheny County are represented by downtown holiday pedestrians.
- Downtown draws more pedestrians from North of Pittsburgh than anywhere else. More holiday pedestrians are drawn from Ohio than West Virginia.
- The Holiday pedestrian's main reason for being downtown was to shop or a special visit.
- The Holiday pedestrian's group size was half the Light Up Night attendee's group size.
- The Light Up Night attendee and Holiday pedestrian's mode of transportation are almost identical – the majority either drive their cars or take the bus. There was a slight increase for the T and walkers for Light Up Night.
- The Holiday pedestrian's awareness of promotional holiday programs was consistently higher than the Light Up Night attendee; this could be the result of the marketing exposure of Light Up Night along with the lapse of time between LUN and the Holiday weekends.

# EXECUTIVE SUMMARY – ECONOMIC IMPACT

- The average amount spent by Light Up Night attendees vs. the Holiday Season pedestrian at the various establishments:
  - Fast Food Restaurants \$21.77 / \$14.31
  - Parking \$8.87 / \$8.85
  - Casual Dining Restaurants \$42.82 / \$34.67
  - Department Stores \$201.42 / \$139.77
  - Specialty Stores \$180.08 / \$121.83
  - Bars/Pubs \$35.76 / \$39.55
  - Fine-Dining Restaurants \$121.50 / \$107.81
  - Hotel/Lodging \$240.90 / \$190.00
  - Theater \$75.00 / \$88.05
- There were no significant differences among income, race, age and gender regarding spending trends among the Light Up Night attendees.
- Regarding the holiday pedestrian, males anticipated spending 28% more than females, younger segments (<25) anticipated spending 32% less than those over 25 and those with higher incomes (+\$75K) anticipated spending 27% more than those <\$75K.
- The total economic impact of Light Up Night and the holiday season can vary depending on the estimated number of attendees and pedestrians. For example, for Light Up Night, 20,000 attendees estimated a total expenditure of \$2.5 million or 100,000 attendees @ \$12.9 million. For the Holiday Season, 30,000 pedestrians are estimated to generate \$6.8 million to 100,000 pedestrians generating \$22.5 million.