2016 Downtown Pittsburgh Resident Survey
Overview and Findings
The 2016 Downtown Pittsburgh Resident Survey was supported by:
METHODOLOGY
## Survey Methodology

### 2016 Resident Survey

<table>
<thead>
<tr>
<th>Details</th>
<th>Count/Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online survey open from 1/6/2016 through 1/29/2016</td>
<td></td>
</tr>
<tr>
<td>Distributed with assistance of property managers via email and direct postcards to all units in multi-family properties</td>
<td></td>
</tr>
<tr>
<td>754 surveys collected representing 56 properties in Greater Downtown</td>
<td></td>
</tr>
<tr>
<td>Incentive: Restaurant gift card raffle (four gift cards distributed)</td>
<td></td>
</tr>
</tbody>
</table>

### 2012 Resident Survey

<table>
<thead>
<tr>
<th>Details</th>
<th>Count/Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online and hard copy survey open from 11/6/2012 through 12/7/2012</td>
<td></td>
</tr>
<tr>
<td>Distributed with assistance of property managers via email and direct postcards to all units in multi-family properties</td>
<td></td>
</tr>
<tr>
<td>571 Surveys collected representing 31 properties in Greater Downtown</td>
<td></td>
</tr>
<tr>
<td>Incentive: Restaurant gift card raffle (two gift cards distributed)</td>
<td></td>
</tr>
</tbody>
</table>
KEY DEMOGRAPHIC FINDINGS OF DOWNTOWN RESIDENT SURVEY
Resident Responses by Building

Number of respondents = N, N = 750
Age of Residents

There was a significant drop in the 40 – 49 ages, but an equally significant increase in residents 39 and younger.

N = 326
Total Annual Household Income

- 2010
- 2012
- 2016

2016 N = 596
Gender and Race of Residents

Gender

- Female: 60%
- Male: 40%

Race

- White: 87%
- Black: 7%
- Asian: 6%
- Hispanic/Latino: 1%
- Native American/Alaskan Native: 0.5%
- Other/Multiple: 5%

2012 Results
- Females: 53%
- Males: 47%

N = 633
N = 607
Household Size and Marital Status of Residents

- Average Household Size = 1.65 people (1.6 in 2012)
- 1 person Households are down from 49% in 2012
- 2 person Households are up 5% since 2012
- 11.2% of Households contain a resident under the age of 18

- Divorced residents have declined 2%, while married residents increased by 2% since 2012.
- Single residents are the largest decrease at 4% more than 2012, but living as a couple increased the most at 4%.

N = 637

N = 620
## Pet Ownership

<table>
<thead>
<tr>
<th>Type of Pet</th>
<th>2008</th>
<th>2010</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>No pets</td>
<td>74%</td>
<td>76%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Own Dogs</td>
<td>13%</td>
<td>11%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Own Cats</td>
<td>14%</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Own Other Pets</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Average # of Dogs</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Average # of Cats</td>
<td>1.5</td>
<td>1.4</td>
<td>1.6</td>
<td>1.4</td>
</tr>
</tbody>
</table>

N = 586
Ownership Status

Q5. Did you rent or own your prior residence?

N = 748

Q3. Do you rent or own your current residence?

N = 750
Tenure at Downtown Residence

Average Number of Years Living at Residence:  
- 2016 = 2.67
- 2012 = 3.5
- 2010 = 4.4

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

2016 N = 704
Q49. In what industry are you employed?

*Industries classified using the United States Census Bureau 2012 North American Industry Classification System*

N = 638
Q51. In what industry do other adults in your household work?

*Industries classified using the United States Census Bureau 2012 North American Industry Classification System*

N = 360
MOVING DOWNTOWN AND LIVING SATISFACTION
Q4. Where did you last live prior to moving to your current Downtown residence?

N = 744

From Where in Allegheny County:
- City of Pittsburgh: 59%
- North Suburbs: 12%
- South Suburbs: 16%
- West Suburbs: 5%
- East Suburbs: 7%

 Allegheny County: 60%
 Allegheny Border Counties: 56%
 PA outside of Region: 56%
 Outside PA: 60%
 Outside of US: 58%

2010
2012
2016
Q6. What was the primary reason you chose to live Downtown?

N = 748

- ‘Proximity to work/school’ and ‘Convenience’ are top two reasons from 2012
- City Living increased by 15% from 2012
- Convenience remains in the top 4 reasons from 2012
- Events and Activities dropped significantly by 11% from 2012
Q7. Prior to moving Downtown, what other communities/neighborhoods were included in your housing search?

N = 619
Q8. Which resources did you use to find your current Downtown property/building?

N = 743

The top websites used:
- Downtownpittsburgh.com: 18%
- Unspecified Internet Websites: 17%
- Google/Internet search: 15%
- Craigslist: 11%
- Zillow: 8%
- Apartments.com: 7%
- Specific Property Websites: 6%
Satisfaction with Decision to Live Downtown

One = Not satisfied at all; Nine = Very satisfied

- Results leaned slightly more to the middle spectrum since 2012
- Average satisfaction score = 7.3
- The average satisfaction score in 2012 = 8

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

N = 749
Satisfaction with Downtown Building/ Property

- Average satisfaction score = 7.3
- Average satisfaction score in 2012 = 7.7

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

N = 749
Q11. How long do you anticipate living Downtown?

N = 718
Q15. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?
Q15. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?
Q12. How safe do you feel in Downtown during the day? 
N = 746

Q13. How safe do you feel in Downtown at night? 
N = 749
Q14. Which of the following concerns do you feel are issues in Downtown?

N = 709
Resident Concerns (cont.)

Top “Other Concerns” Listed

- Grocery 9.5%
- Buses and stops 9.0%
- Poor Retail 7.5%
- Noise Issues 7.0%
- Parking 6.0%
- Crime/Safety 6.0%
- Traffic 5.0%

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

N = 709
DOWNTOWN PUBLIC SPACES AND AMENITIES
Q21. What is your favorite public spaces in Downtown and why?

N = 630
Q23. If a small off-leash dog park was established in the Golden Triangle, how likely would you be to use it?

N = 652
Q24. If a small playground was established in the Golden Triangle, how likely would you be to use it?

N = 653

**Likelihood to enjoy having a Playground**

- One = Not So Much
- Nine = Very Much So

2016 Average = 3.7      2012 Average = 2.3
How Downtown Residents Obtain Local News

N = 651

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

- TV: 24.7%
- Newspaper: 26.1%
-Radio: 16.3%
-Internet/Social Media: 73.9%
-Posters/Flyers: 25.0%
-PDP Email Newsletter: 15.7%
-Word of Mouth: 55.3%

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

N = 646

- More Farmers Market Days Weekly: 55%
- Concerts/ Music: 53%
- Block Parties: 51%
- Festivals: 51%
- Movie Showings: 49%
- Street Fairs: 44%
- Evening Events: 42%
- More Farmers Market Location: 41%
- Free/ Discounted Events: 40%
- Open Streets: 38%
- Outdoor Events: 36%
- Social Events: 35%
- Art Events: 34%
- Cultural/ Ethnic Events: 33%
- Theater/ Live Shows: 29%
- Comedy Events: 29%
- Lecture Series: 25%
- Volunteering Opportunities: 25%
- Biking Events: 21%
- Children/ Family-Friendly Events: 11%
- Events for Seniors: 10%
- No Need for More Events: 6%

"Other" Responses:
- Flea Markets
- Food Trucks
- Winter Programming
- Parades
- Walking Groups
Q25. What specific amenities would you like to see made available in your Downtown neighborhood?

N = 652

**Top ‘Other’ Responses Included:**
- Parking Improvements: 8.8%
- Better Street Lighting: 5.5%
- Increased Bike Infrastructure: 4.4%
- Trail Improvements: 4.4%
- Beer Distributor: 3.3%
- Greater Downtown Shuttle: 3.3%
RETAIL TRENDS AND SPENDING HABITS
Retailers Residents Want Downtown

Grocery Store was the type of store/retailer that residents most wanted Downtown in 2012 as well with 33%

The top 5 categories in 2012 included Discount Retail and Restaurants/Bars, but in 2016 they were replaced with Movie Theatre and Gas/Service Station.

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

N = 655
## Retailers Residents Want Downtown

### Grocery Stores - 81% of Respondents
<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giant Eagle</td>
<td>30.4%</td>
</tr>
<tr>
<td>Trader Joe’s</td>
<td>20.9%</td>
</tr>
<tr>
<td>Whole Foods</td>
<td>15.6%</td>
</tr>
<tr>
<td>Giant Eagle: Market District</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

### Discount Retail/ Mass Merchants – 45% of Respondents
<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>64.5%</td>
</tr>
<tr>
<td>Walmart</td>
<td>9.0%</td>
</tr>
<tr>
<td>TJ Maxx</td>
<td>7.3%</td>
</tr>
<tr>
<td>Kohl’s</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

### Clothing/ Accessories – 25% of Respondents
<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banana Republic</td>
<td>12.3%</td>
</tr>
<tr>
<td>H &amp; M</td>
<td>10.1%</td>
</tr>
<tr>
<td>Unspecified Clothing/ Accessories</td>
<td>10.1%</td>
</tr>
<tr>
<td>Zara</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

### Department Store – 38% of Respondents
<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nordstrom</td>
<td>33.8%</td>
</tr>
<tr>
<td>Macy’s</td>
<td>22.4%</td>
</tr>
<tr>
<td>Saks Fifth Avenue</td>
<td>8.2%</td>
</tr>
<tr>
<td>Bloomingdale’s</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

### Movie Theatre – 12% of Respondents
<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMC</td>
<td>29.9%</td>
</tr>
<tr>
<td>Unspecified Theater</td>
<td>25.4%</td>
</tr>
<tr>
<td>Cinemart</td>
<td>10.4%</td>
</tr>
</tbody>
</table>
Average monthly spending habits

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; beverage</td>
<td>$314.78</td>
</tr>
<tr>
<td>Sporting events</td>
<td>$89.78</td>
</tr>
<tr>
<td>Non-sports entertainment</td>
<td>$80.06</td>
</tr>
<tr>
<td>Services</td>
<td>$66.90</td>
</tr>
<tr>
<td>Retailers</td>
<td>$55.27</td>
</tr>
</tbody>
</table>

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

N = 641
Q17. How often (# times per month) do you eat/dine out in Downtown restaurants?

N = 652

**Average # of Times Per Month**

- **Breakfast**: 2.7 (2012) vs. 3.6 (2016)
- **Lunch**: 6.8 (2012) vs. 8.5 (2016)
- **Dinner**: 7.3 (2012) vs. 9.8 (2016)
Q18. What changes and/or additions to Downtown's dining and restaurant scene would better serve your needs?

N = 545
MODES OF TRANSPORTATION AND COMMUTING
Q33. What method of transportation do you typically use to commute to work?

N = 648
Q33. What method of transportation do you typically use to commute to work?

N = 648
Downtown Parking

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

N = 646

- No, 37%
- Yes, 63%

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

- Yes, 1 Space, 51%
- Yes, 2 Space, 11%
- Yes, 3 Space, 1%
- Unspecified, 31%

Top 5 Parking Lease Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unspecified</td>
<td>31%</td>
</tr>
<tr>
<td>Theatre Square Garage</td>
<td>7%</td>
</tr>
<tr>
<td>Gateway Tower Garage</td>
<td>6%</td>
</tr>
<tr>
<td>8th Street Lots</td>
<td>6%</td>
</tr>
<tr>
<td>6th and Penn Garage</td>
<td>5%</td>
</tr>
</tbody>
</table>
Bike Lanes

Do You Currently Use the Bike Lanes?

- Yes, 37%
- No, 63%

Would You Like to See the Bike Lanes Expanded?

- Yes, 41.0%
- Maybe/Depends on the location, 32.1%
- No, 26.9%

N = 647
Q37. Are you aware of the free T service to the North Shore from Downtown?

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

N = 648
Q39. For what purpose did you use the free T service to or from the North Shore?

Q40. If you haven’t used the free T system to or from the North Shore, why not?

These are multiple choice questions allowing for multiple answers per person. The charts reflect the % of people who chose each answer.

N = 642
Q32. Please indicate if you currently use each of these modes of transportation.

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

N = 648
End of Survey Results

Please contact the Pittsburgh Downtown Partnership with additional questions.

pdp@downtownpittsburgh.com
412-566-4190

DowntownPittsburgh.com