

# 2012 PEDESTRIAN TRAFFIC STUDY

## COUNT AND SURVEY OVERVIEW



**DOWNTOWN**  
HERE + NOW



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

- Background
  - 9/13 – Full Sun, 81
  - 9/14 – Sun & Clouds, 77 (*showers 6-6:30*)
  - 9/15 – Full Sun, 73
  - Counts from 7:00AM to 7:00PM
    - Added night counts from 7:00PM -11:00PM
  - Nine locations (8 consistent)
  - Survey's collected – 481
  - Incentive: No incentive offered



# • Methodology

## Pedestrian Traffic Counts

Counted: Pedestrians & wheelchairs

Not Counted: Bicyclists, Skateboarders,  
Children too small to walk

Pedestrians had to cross over the reference point  
(imaginary line) where the counter was stationed

Each pass of a pedestrian was counted. Someone  
crossing by a counter twice was counted twice

Both sides of street counted

## Pedestrian Surveying

Pedestrians chosen randomly within 1 block of a counting  
location.

Response Rate: 30% - This means 10 people had to be  
approached to gain 3 surveys (7 of 10 said “No Thanks”)

Time to Complete: Average = 7 minutes

Many interviews were conducted on the move, walking  
beside busy pedestrians.

Margin of Error @  $n=481$  is +/- 4.47%





5<sup>th</sup> Avenue (Wood & Market)  
Smithfield (near Fifth Avenue)  
Blvd of the Allies (near Wood)

6<sup>th</sup> Avenue (D-Tree)  
Penn (near 6<sup>th</sup>)  
Penn (near 9<sup>th</sup>)

Market Square (near Moe's)  
Market Square (Dunkin' Donuts)  
Liberty (near 10<sup>th</sup>)

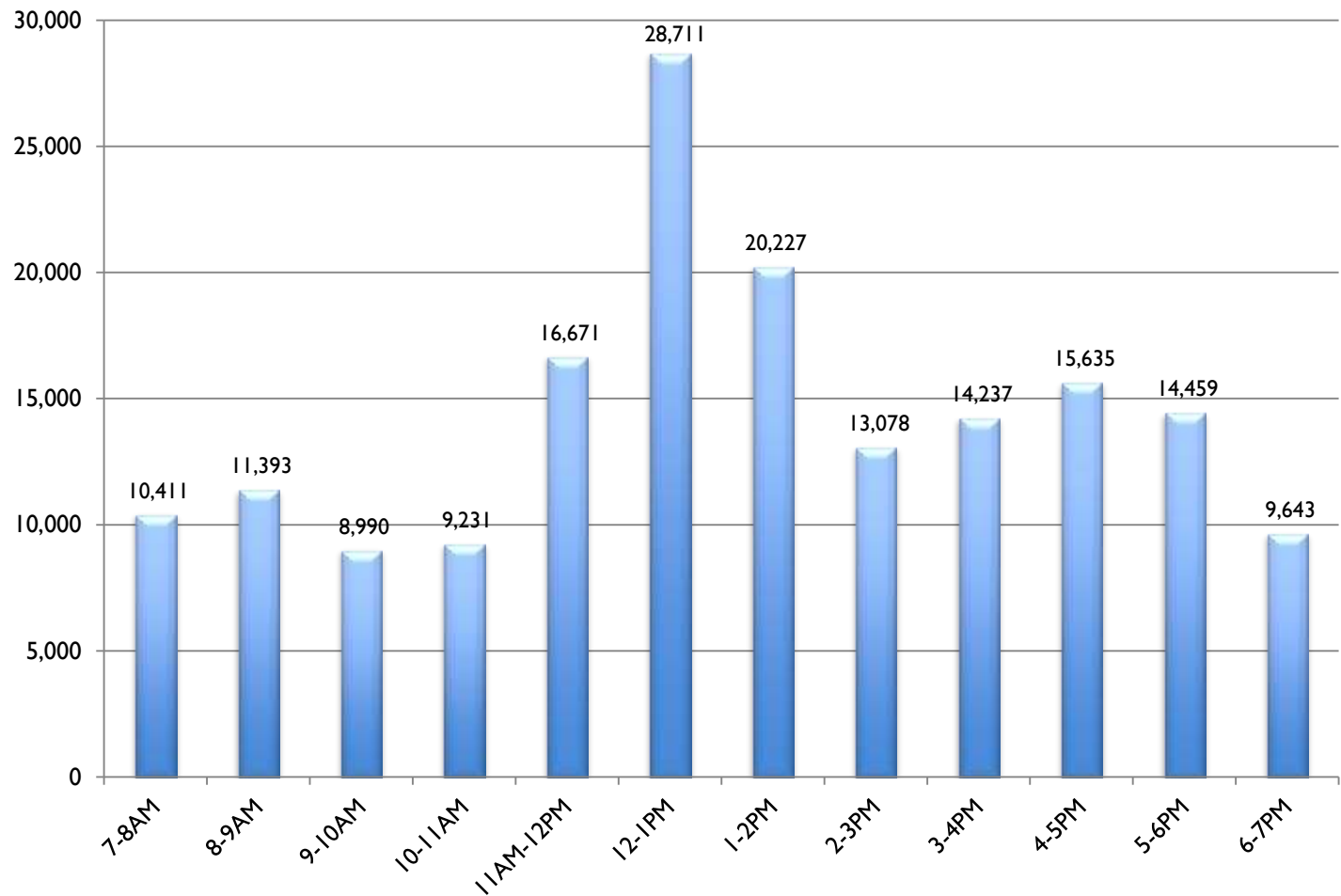




# PEDESTRIAN COUNT AND DEMOGRAPHICS



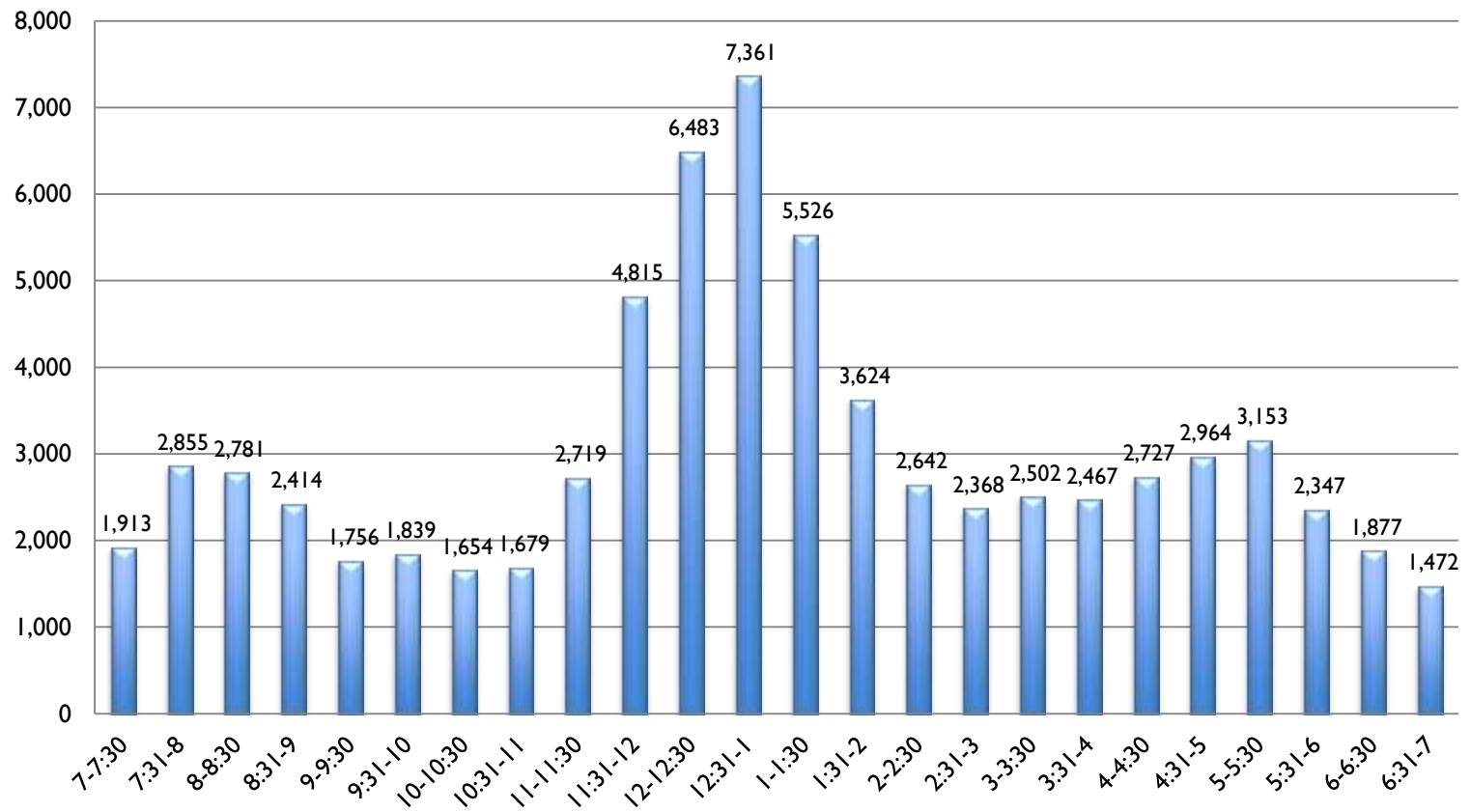
# Pedestrian Traffic Count Totals



Total 2012 count: 172,686

# Thursday Traffic Count Total

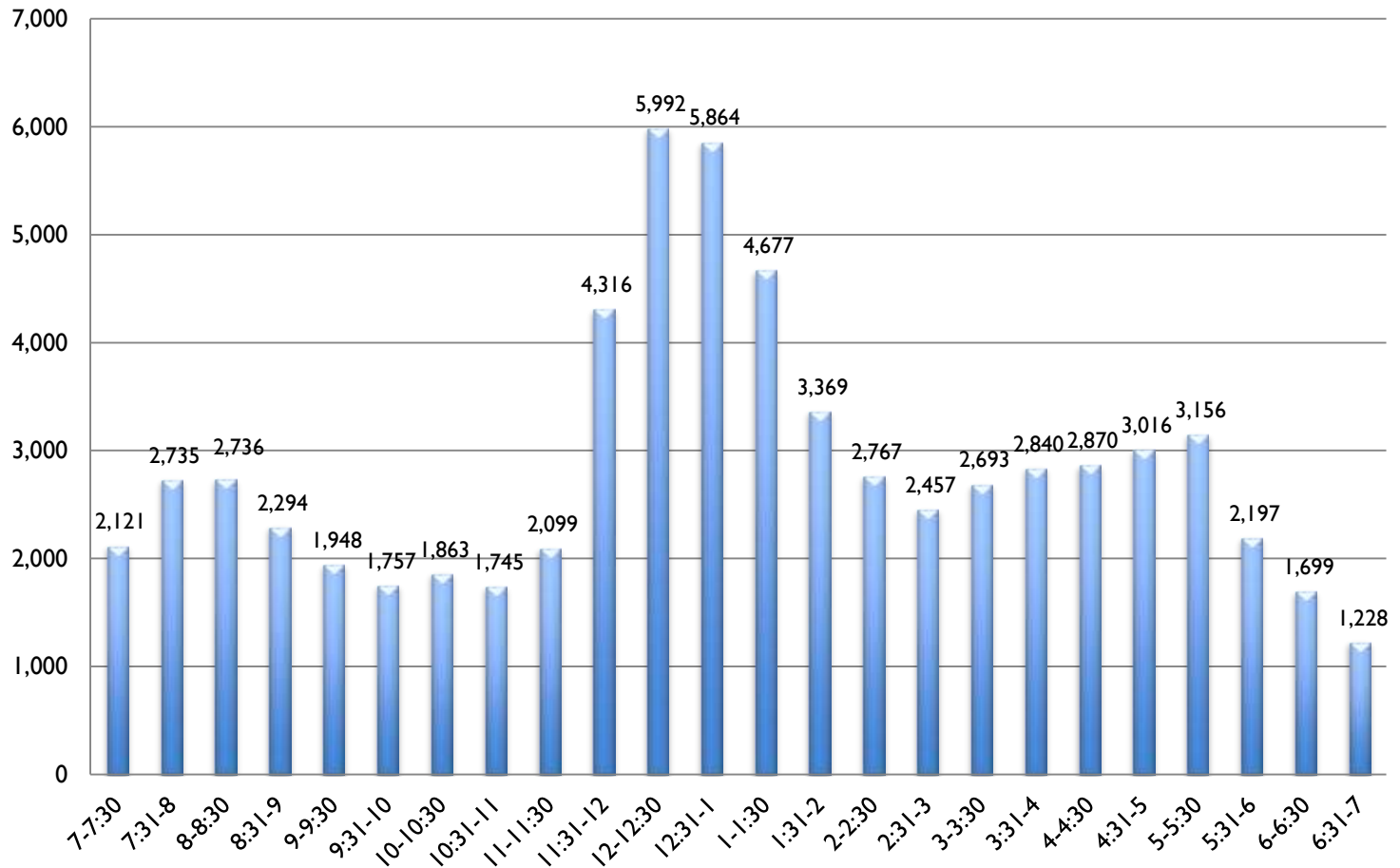
Thursday total: 71,938



Morning traffic peaks from 7:31 – 8:30 A.M. The mid-day peak is the busiest time of the entire day, and reaches its high mark at 12:31 – 1:00. The afternoon rush builds at 4:00 and peaks from 5:00 – 5:30 P.M. Volume drops steadily after 5:30 P.M.

# Friday Traffic Count Total

Friday total: 68,439

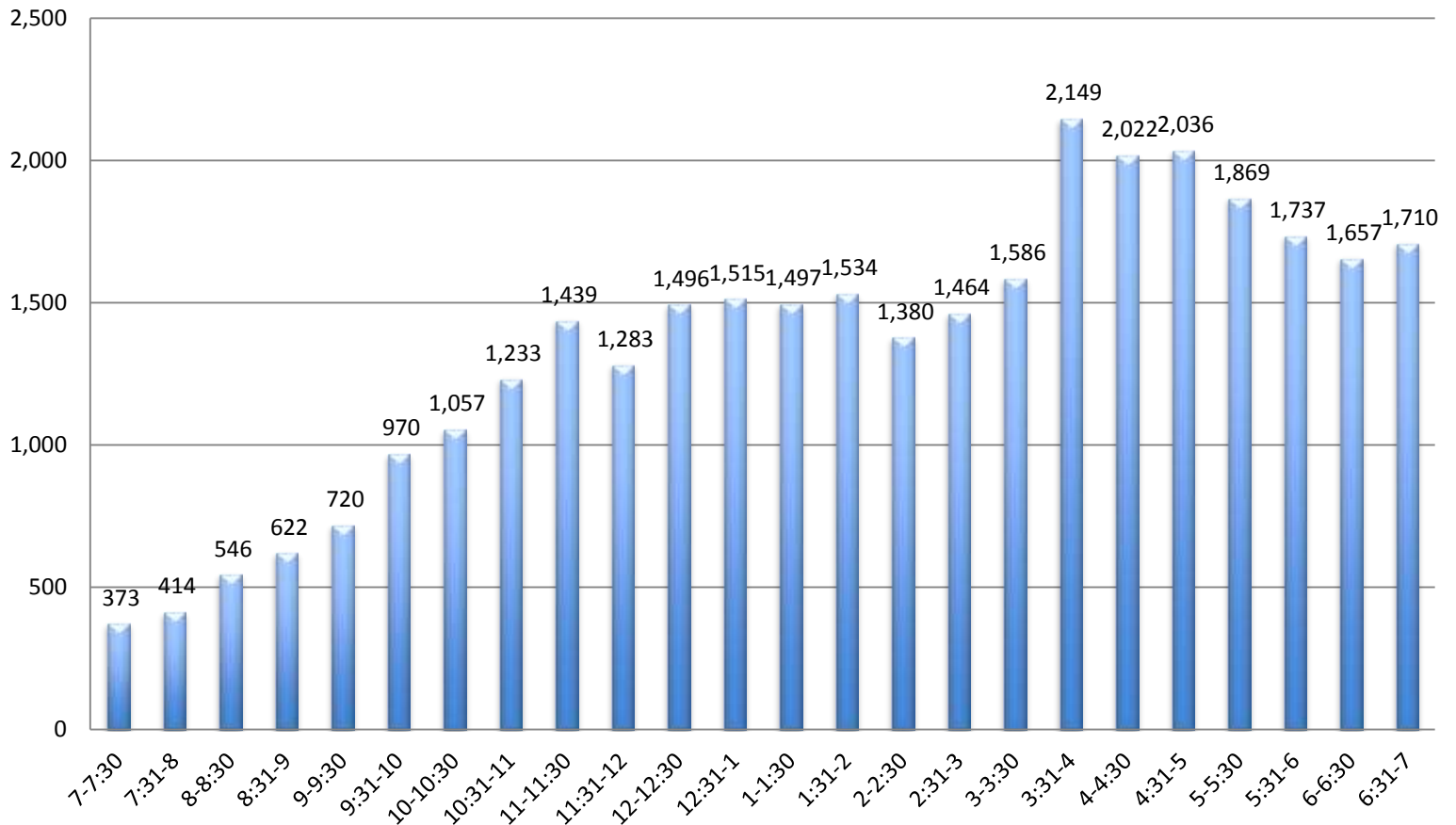


Morning traffic peaks from 7:30 – 8:30 A.M. The mid-day peak is the busiest time of the entire day, and reaches its high point from 12 – 12:30 P.M. Afternoon traffic peaks from 5:00-5:30 P.M. Volume drops steadily after 5:30 P.M. Very high winds and rain showers at 6:00 P.M. may have suppressed some “Happy Hour” traffic.



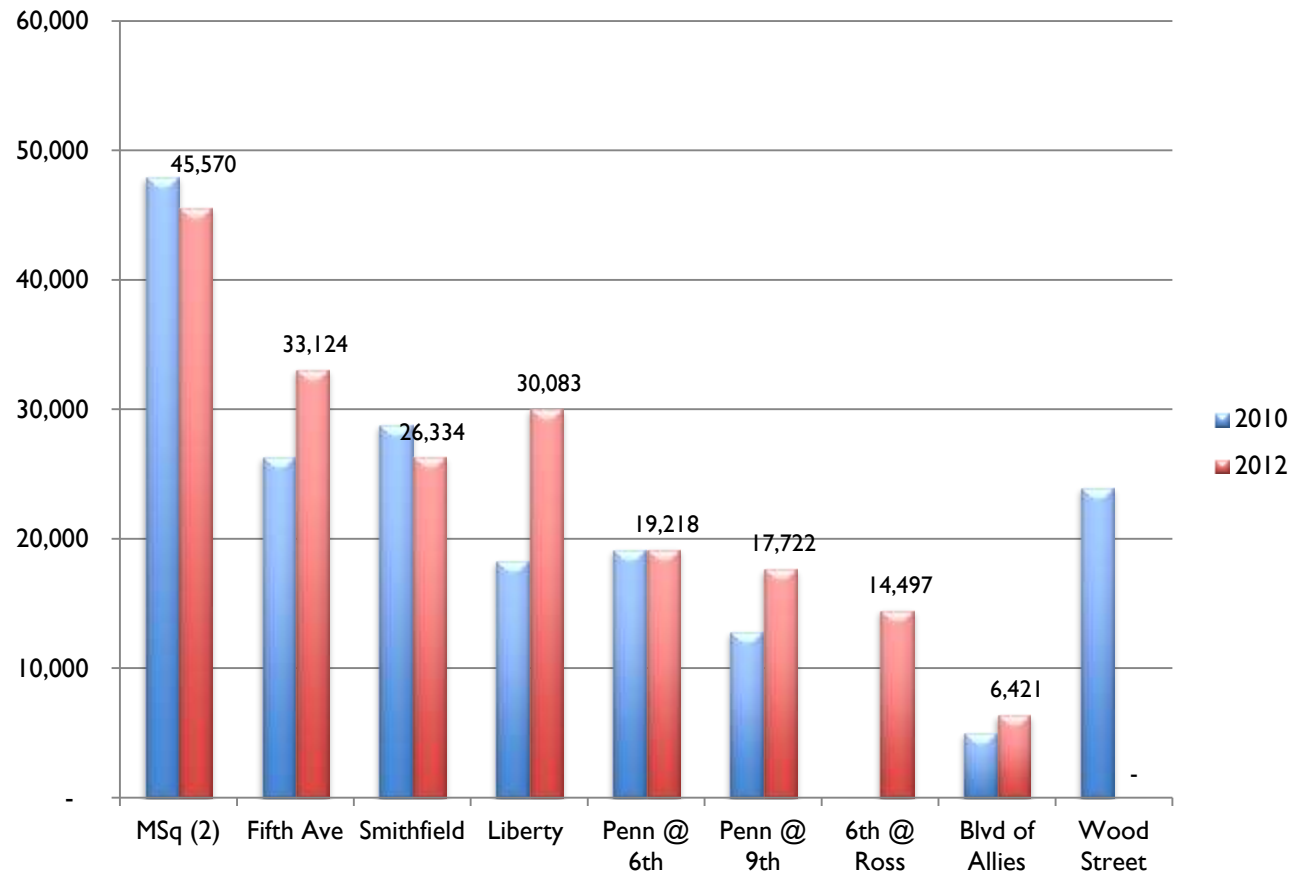
# Saturday Traffic Count Total

Saturday total: 32,309



Saturday's pattern differs significantly from the weekday pattern. Morning volume builds consistently by each half-hour until 11:30. Mid-day is flat with no "lunch hour" peak. Traffic spikes after 3:30 and then trends downward (slightly) through 7:00 P.M.

# Pedestrian Count By Location



Fifth & Liberty posted the largest volume increases over 2010

# Evening Traffic Count

Counting extended until 11 PM on Friday and Saturday

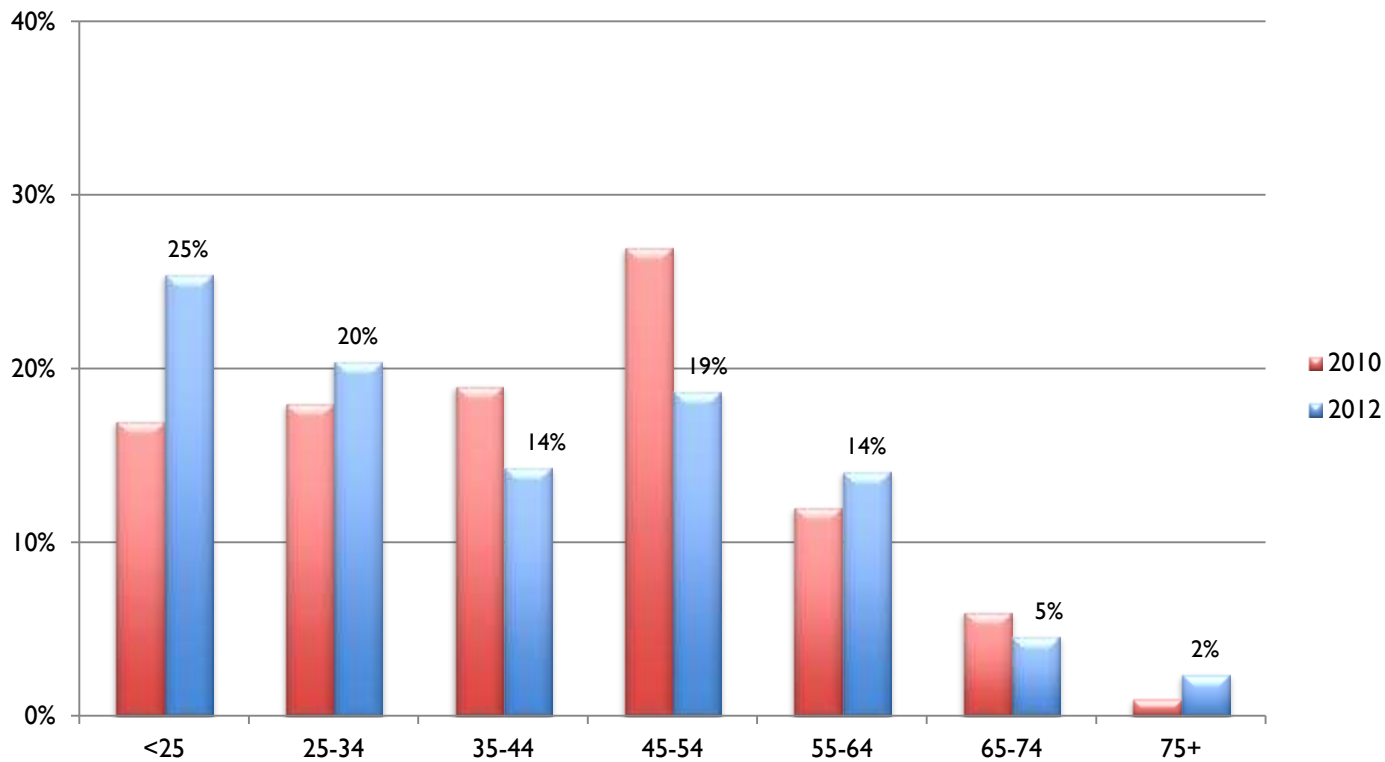
Friday 7:00 – 11:00 PM		
Location	Count	% of Total
MSq – Moe's	1,669	38%
Penn @ 9 <sup>th</sup>	1,137	26%
Smithfield	813	18%
MSq – Dunkin	780	18%
<b>Total</b>	<b>4,339</b>	

Saturday 7:00 – 11:00 PM		
Location	Count	% of Total
MSq – Moe's	2,129	40%
Penn @ 9 <sup>th</sup>	1,488	28%
Smithfield	950	18%
MSq – Dunkin	728	14%
<b>Total</b>	<b>5,295</b>	

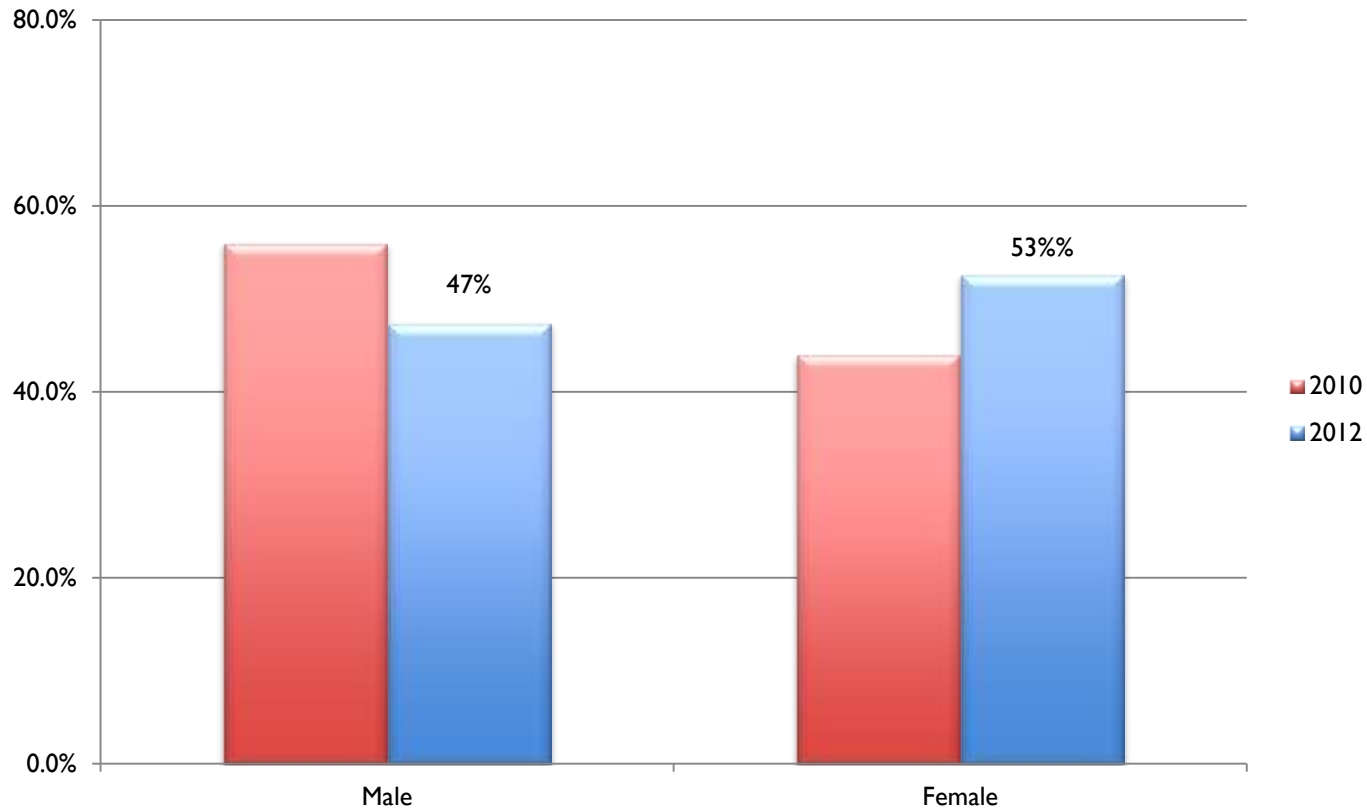
Saturday night's traffic total is 20% higher than Friday night



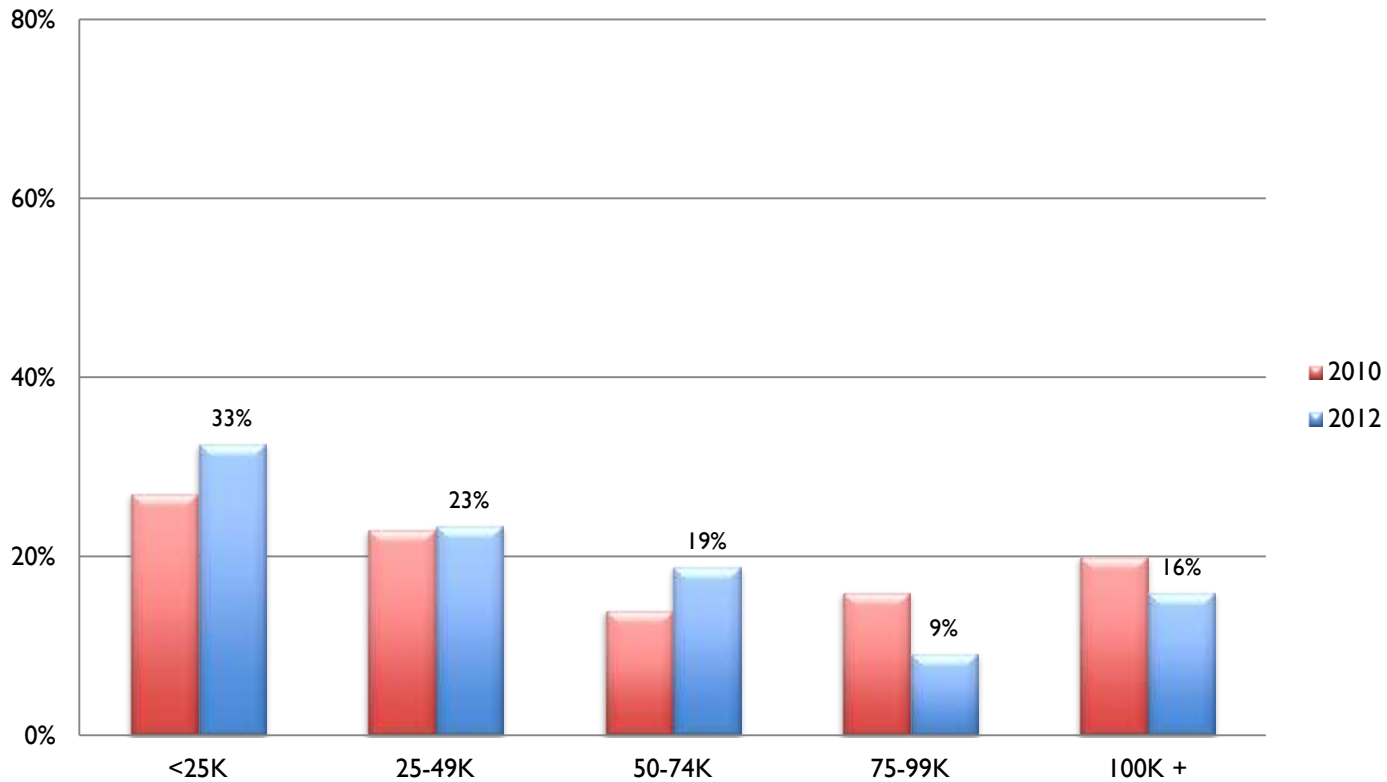
# Pedestrian Demographics - Age



# Pedestrian Demographics - Gender

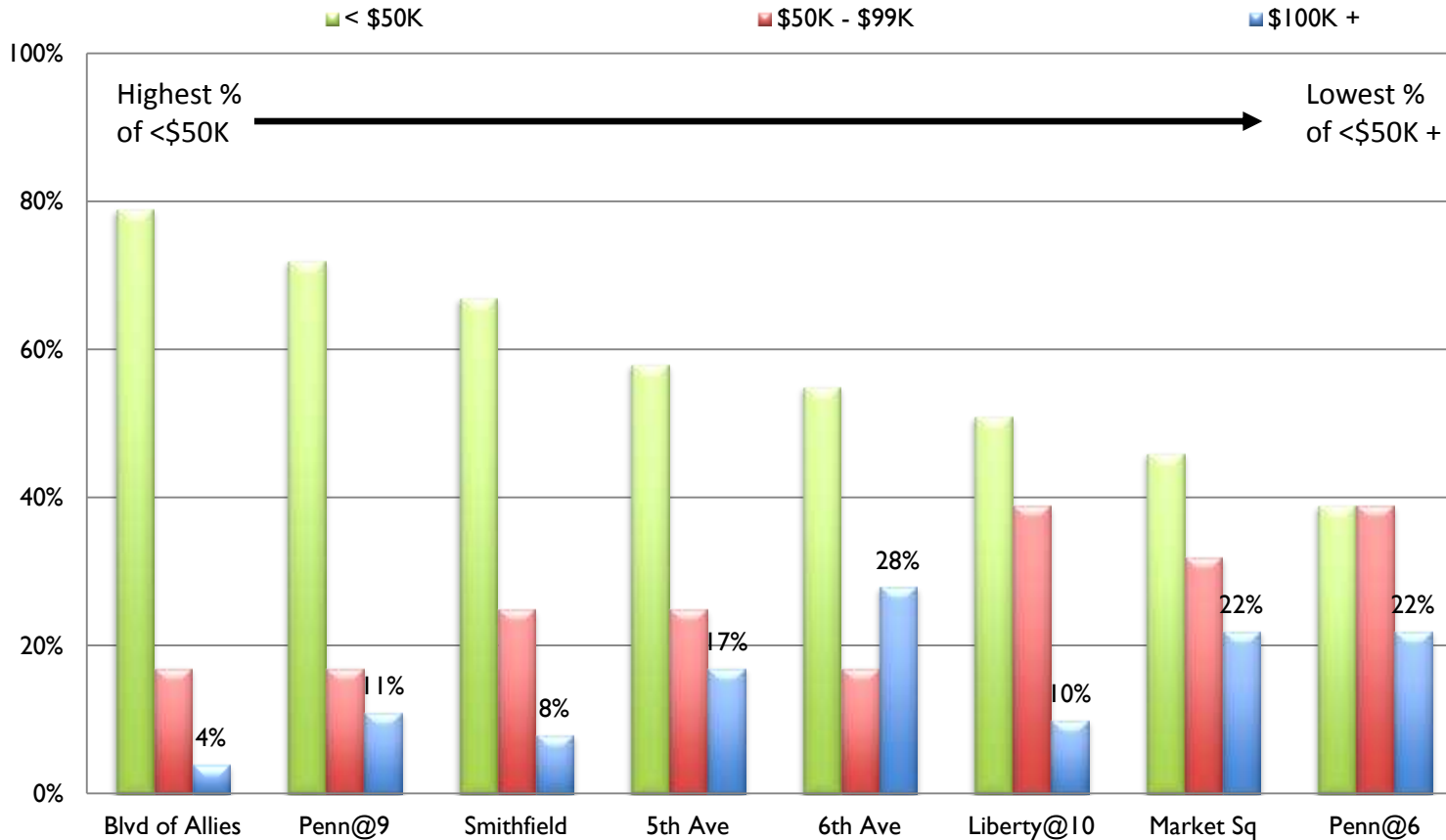


# Pedestrian Demographics - Income





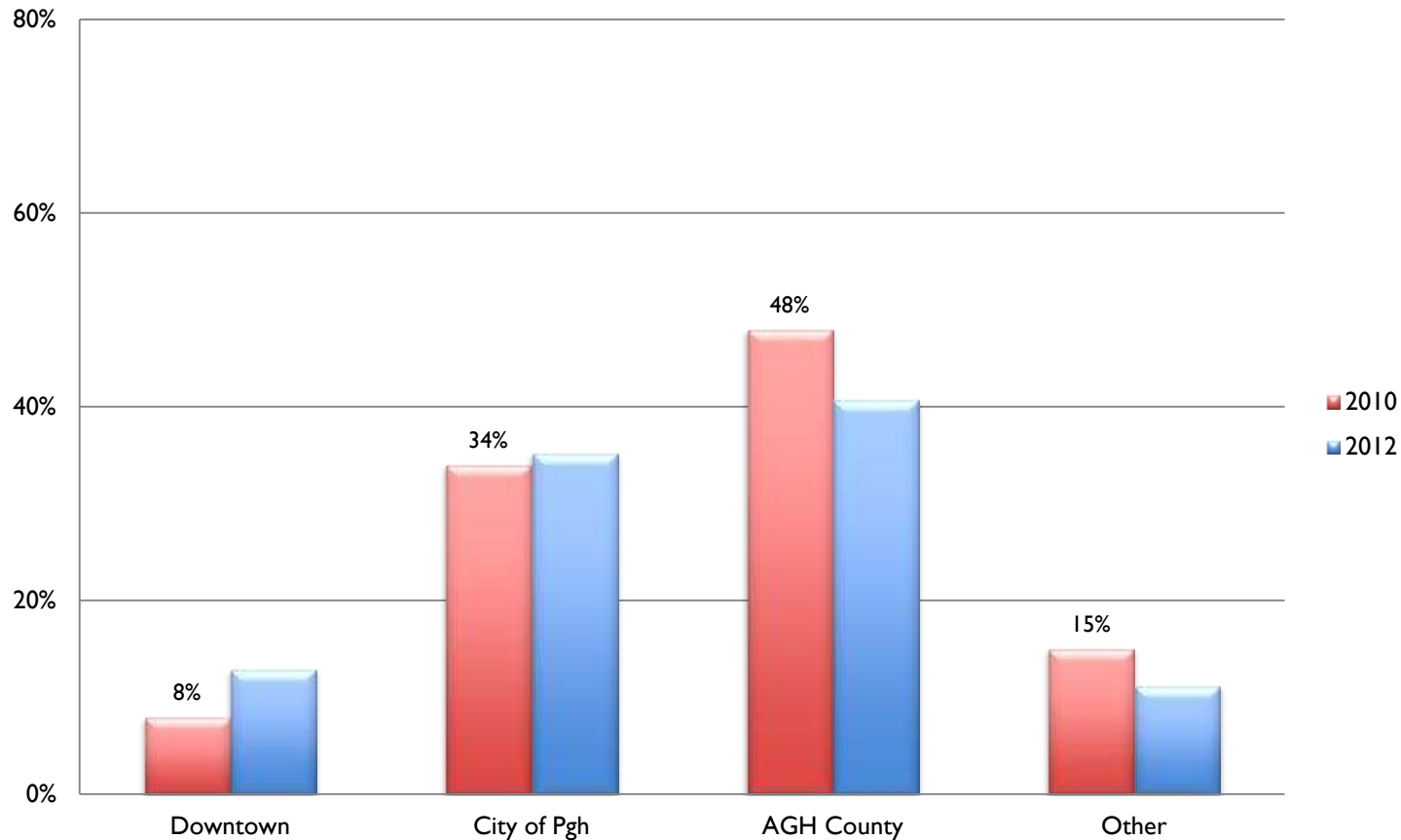
# Demographics - Income by Location



Pedestrians surveyed at Penn & 6<sup>th</sup>, Market Square, and Liberty & 10<sup>th</sup> have higher income profiles than those surveyed at Blvd of the Allies, Penn & 9<sup>th</sup>, and Smithfield.



# Pedestrian Demographics - Residence



# Purpose of Visit



Work	48%
School	12%
Shopping	6%
Bus Transfer	5%
“Personal”	4%
Business Trip	4%
Meeting Friends	4%
Eating Out	3%
Live Downtown	3%
Pitt Game	3%
“Hanging out”	2%

Work reasons cited by half of surveyed pedestrians (work + business trip/visit = 52%).

	Thursday	Friday	Saturday
Work	57.6%	56.9%	35.3%
School	15.2%	14.9%	4.4%
Other	21.8%	22.4%	56.6%
Bus Transfer	5.5%	5.7%	3.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



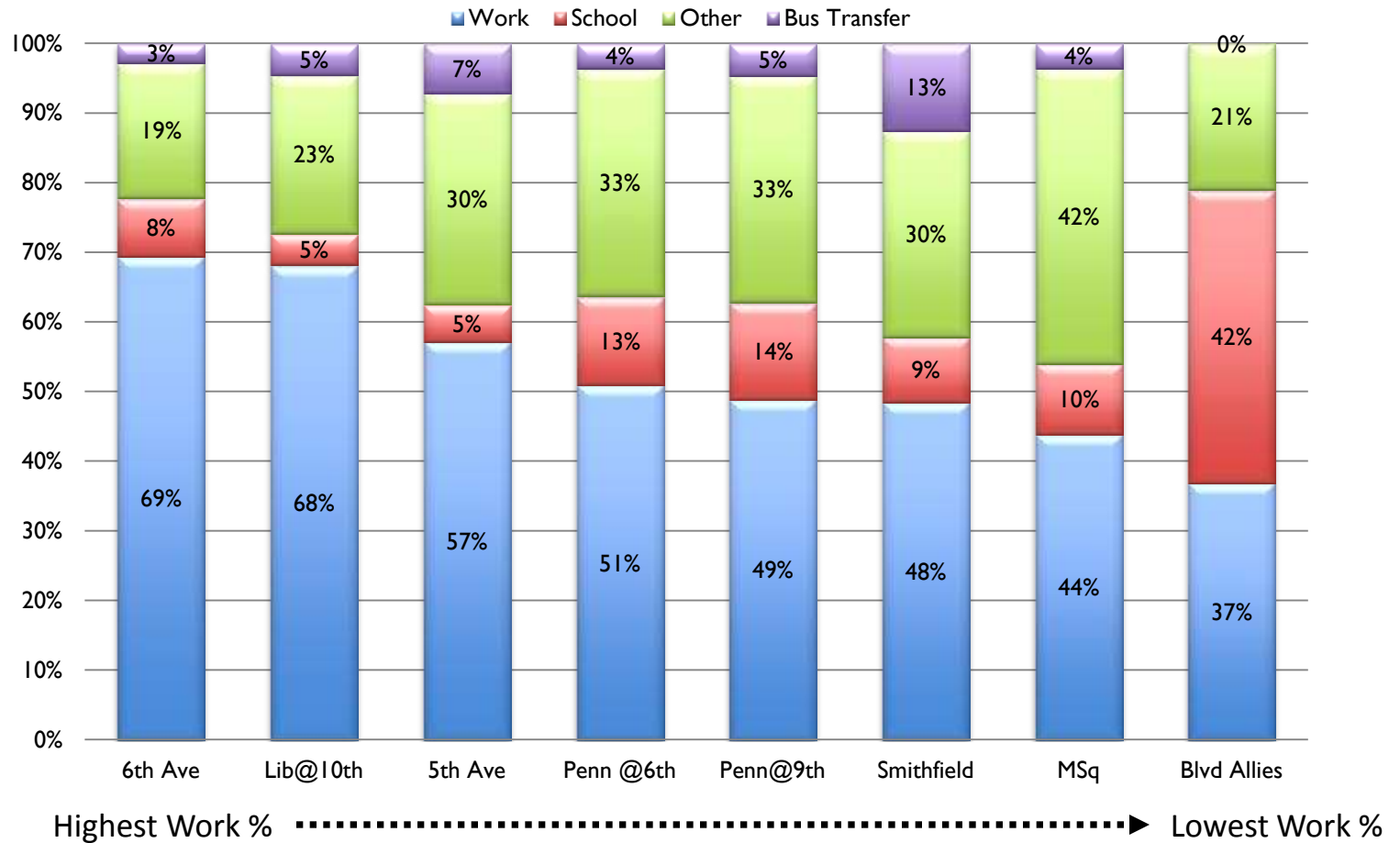
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“Hanging out”	2%

First 3 top-of-mind stores

Macy’s	78%
Burlington	45%
CVS	12%
Foot Locker	9%
Brooks Brothers	5%
Larrimor’s	5%

# Purpose of Visit by Location

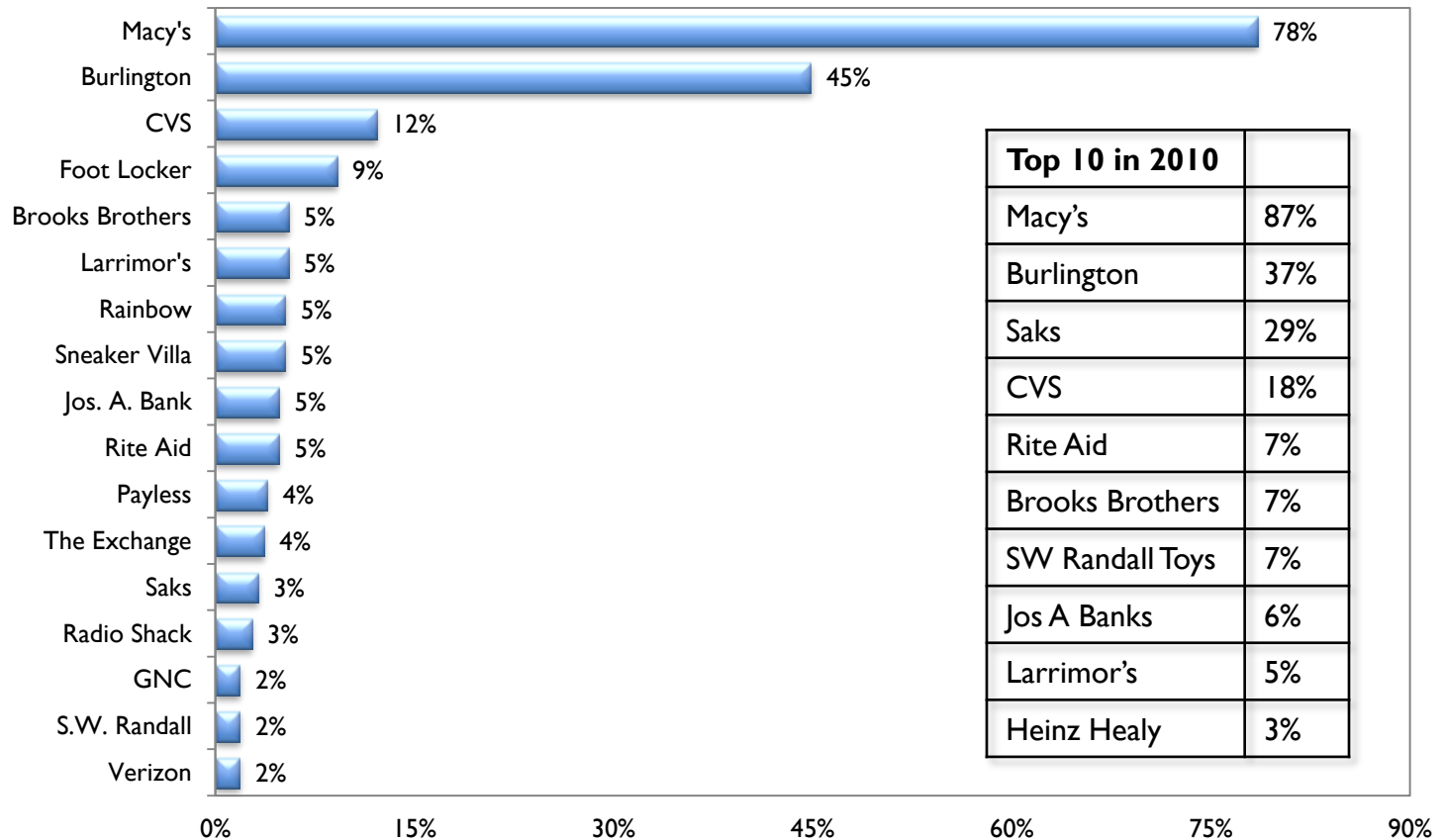




# RETAIL AND RESTAURANT AWARENESS

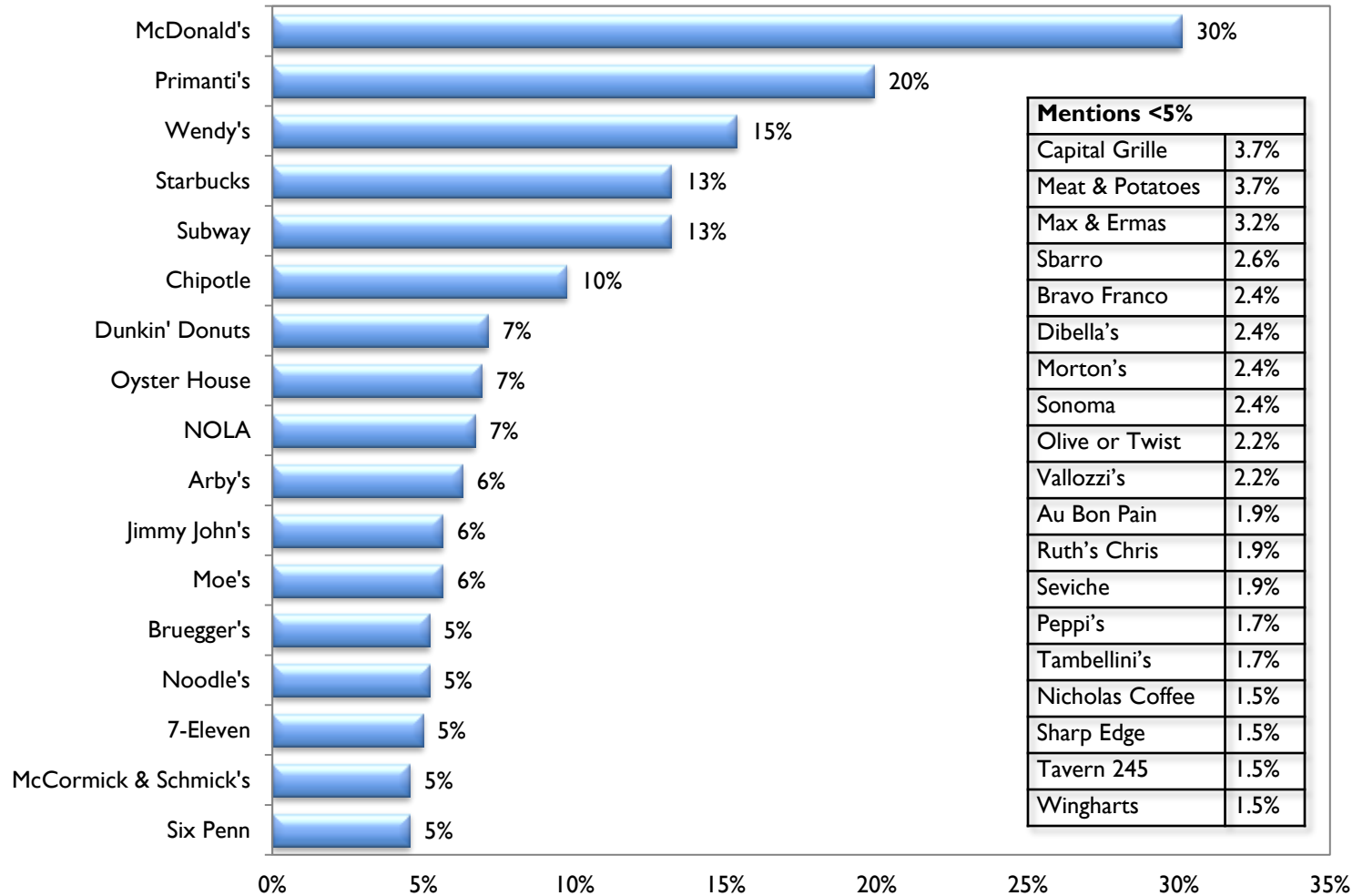


# Top-of-Mind Retailer Awareness



- Macy's and Burlington dominate top-of-mind awareness
- Similar set of stores as 2010
- Awareness for Men's clothiers remains high

# Top-of-Mind Food & Drink



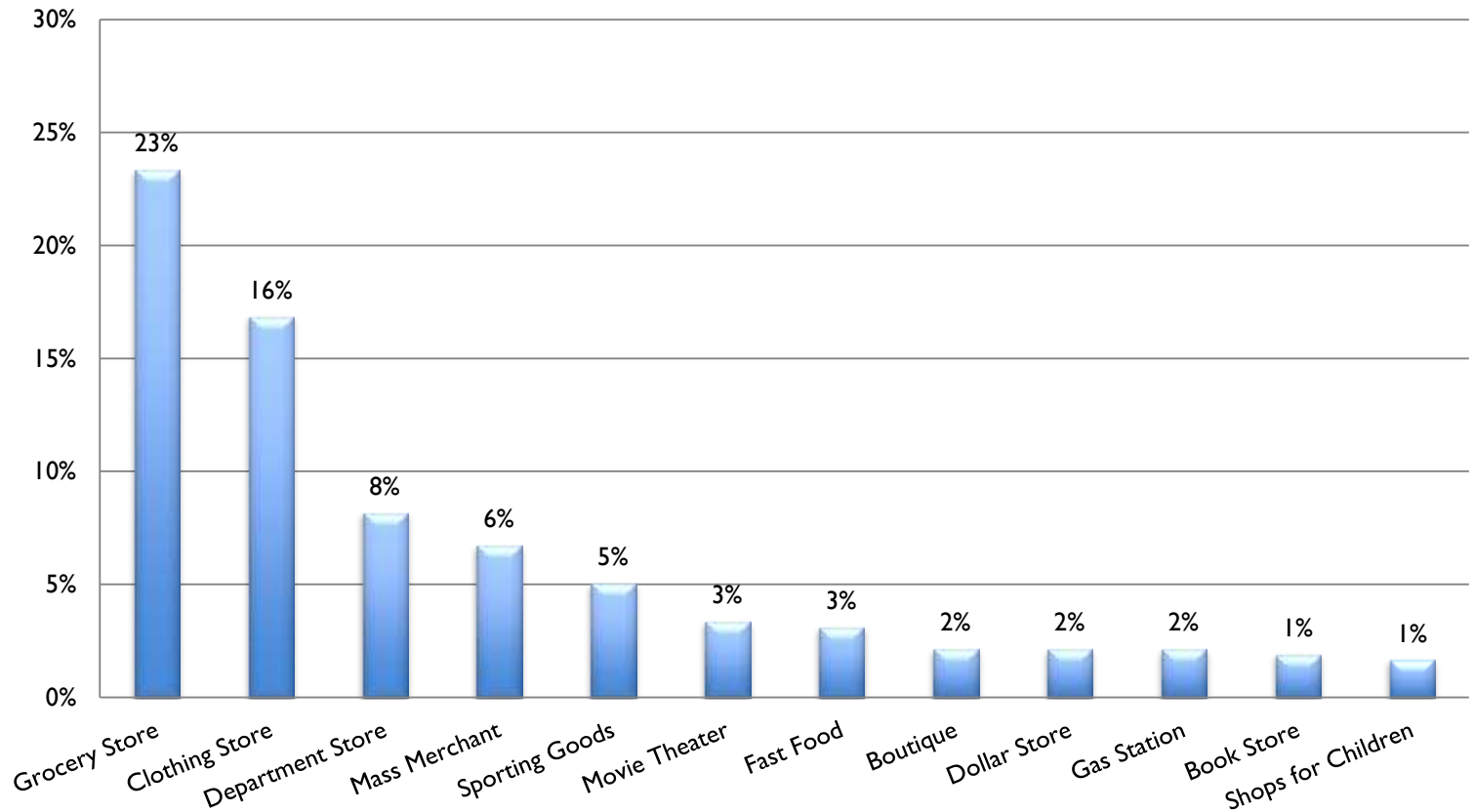
- Most frequent mentions are fast food, casual dining, & coffee shop chains.

# Awareness of Food & Drink Establishments by HH Income

Under \$50k		\$50k - \$99k		\$100k +	
<i>McDonald's</i>	38%	<i>Primanti's</i>	29%	NOLA	19%
Subway	20%	<i>Starbuck's</i>	19%	<i>Primanti's</i>	19%
Wendy's	19%	<i>McDonald's</i>	18%	<i>Chipotle</i>	17%
<i>Primanti's</i>	16%	<i>Oyster House</i>	11%	<i>McCormick &amp; Schmick's</i>	11%
<i>Starbuck's</i>	14%	NOLA	9%	<i>McDonald's</i>	11%
<i>Chipotle</i>	11%	<i>Noodle's &amp; Company</i>	7%	<i>Starbucks</i>	11%
Arby's	8%	<i>Bruegger's</i>	6%	Capital Grille	9%
<i>Dunkin Donuts</i>	7%	Capital Grille	6%	Jimmy John's	9%
Moe's	7%	<i>Chipotle</i>	6%	Meat & Potatoes	9%
<i>Oyster House</i>	6%	Subway	6%	Six Penn	9%
7-Eleven	6%	Bravo Franco	5%	<i>Bruegger's</i>	7%
<i>Noodle's &amp; Company</i>	5%	<i>Dunkin Donuts</i>	5%	<i>Dunkin Donuts</i>	7%
<i>Bruegger's</i>	4%	<i>McCormick &amp; Schmicks</i>	5%	Nine on Nine	7%
<i>McCormick &amp; Schmick's</i>	4%	Meat & Potatoes	5%	<i>Oyster House</i>	7%
Sbarro	4%	Morton's	5%	Sonoma	7%

*Italics* indicates all income groups named the establishment. These establishments have notable "share of mind" with pedestrians of all income levels.

# Desired Store Types





# Types of Stores wanted

- Almost half of all pedestrians would be satisfied with the addition 3 types of stores:


**Grocery**

**Clothing**

**Department**

# Specific Stores wanted

- Almost half of all pedestrians would be satisfied with the addition 3 types of stores:

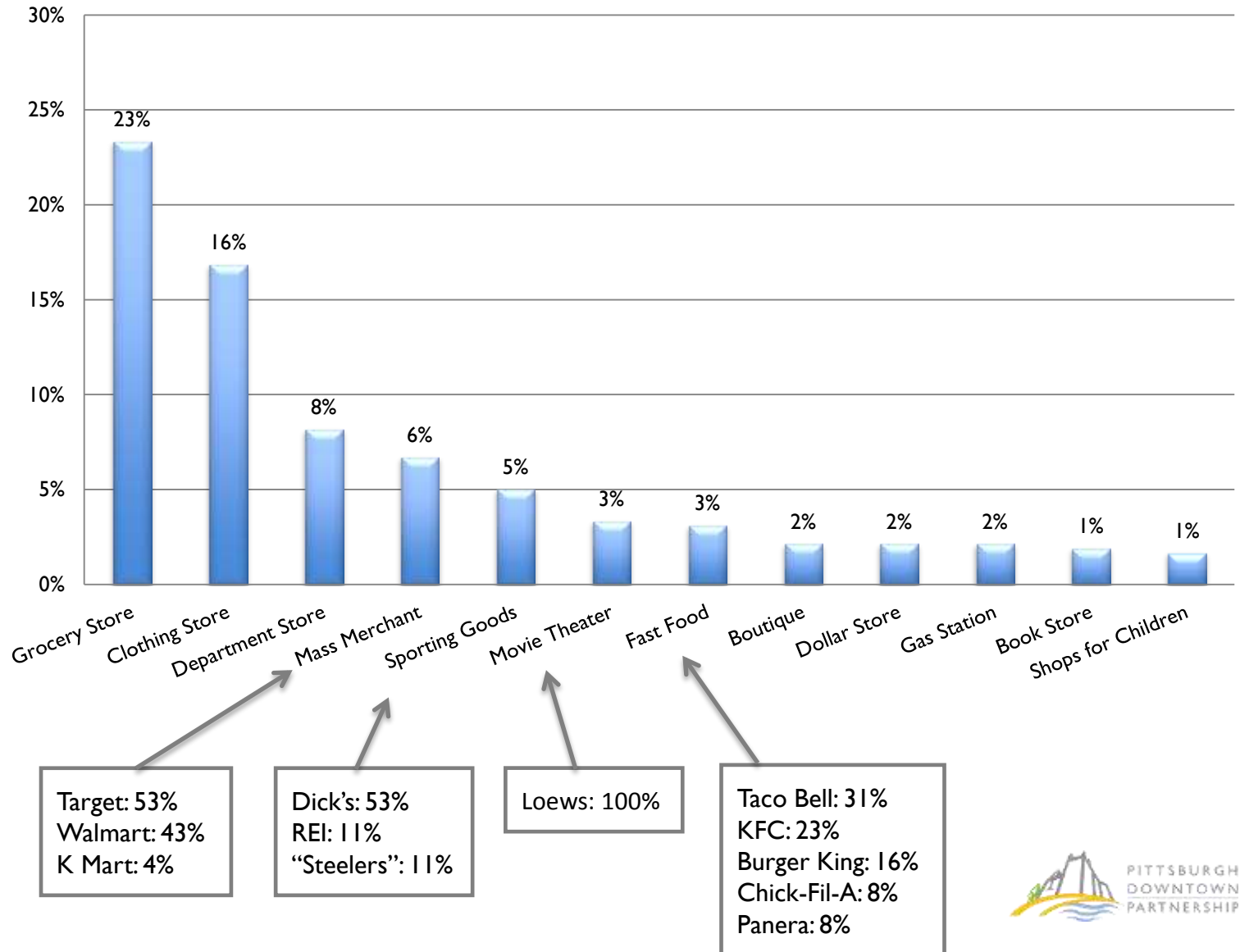


Grocery	
Giant Eagle	47%
Whole Foods	19%
Bottom Dollar	8%
Trader Joe's	6%

Clothing	
Nordstrom	12%
Forever 21	6%
H & M	6%
JC Penney	6%
Banana Republic	4%
Marshall's	4%
Victoria's Secret	4%
Target	4%

Department	
Nordstrom	29%
Dillard's	11%
Kohls	11%
Nieman Marcus	11%

# Desired Store Types





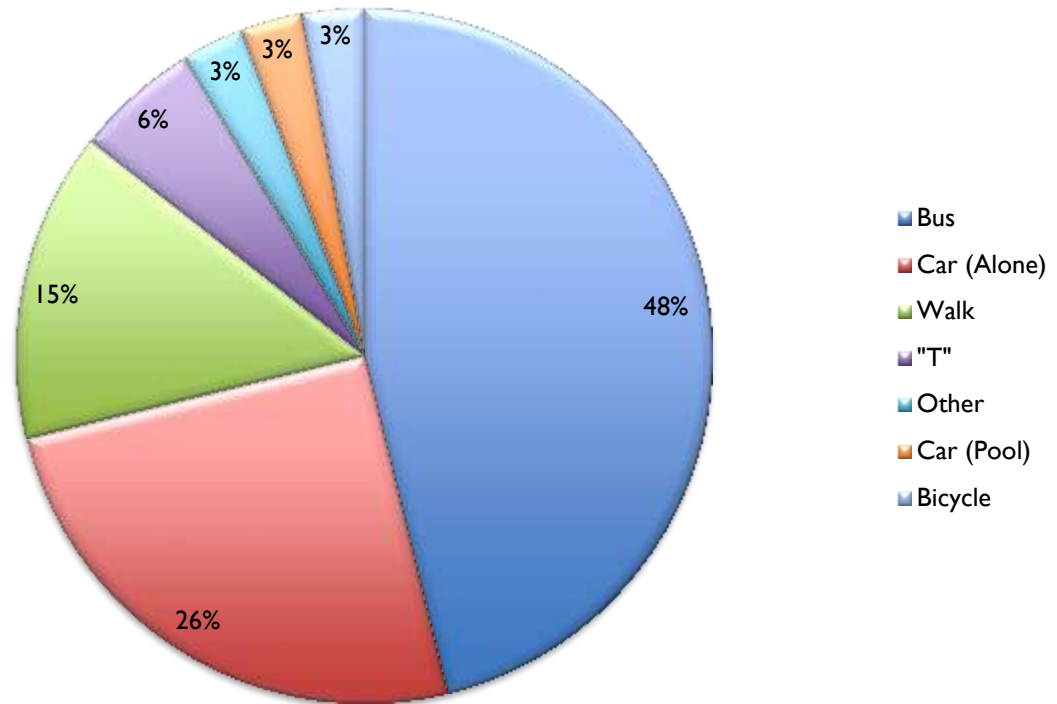


# MODES OF TRANSPORTATION AND COMMUTING



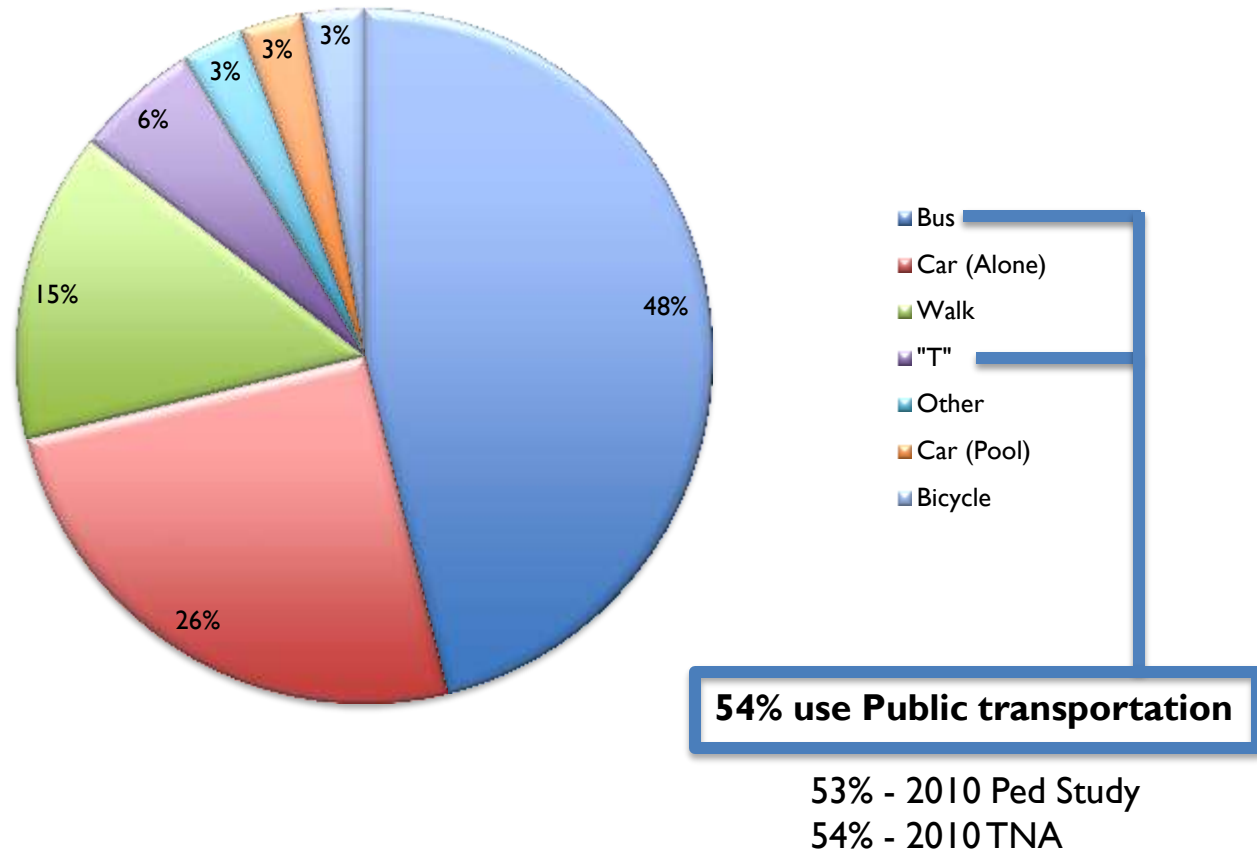


# Means of travel to Downtown



All statistics within +/- 1% of 2010 findings

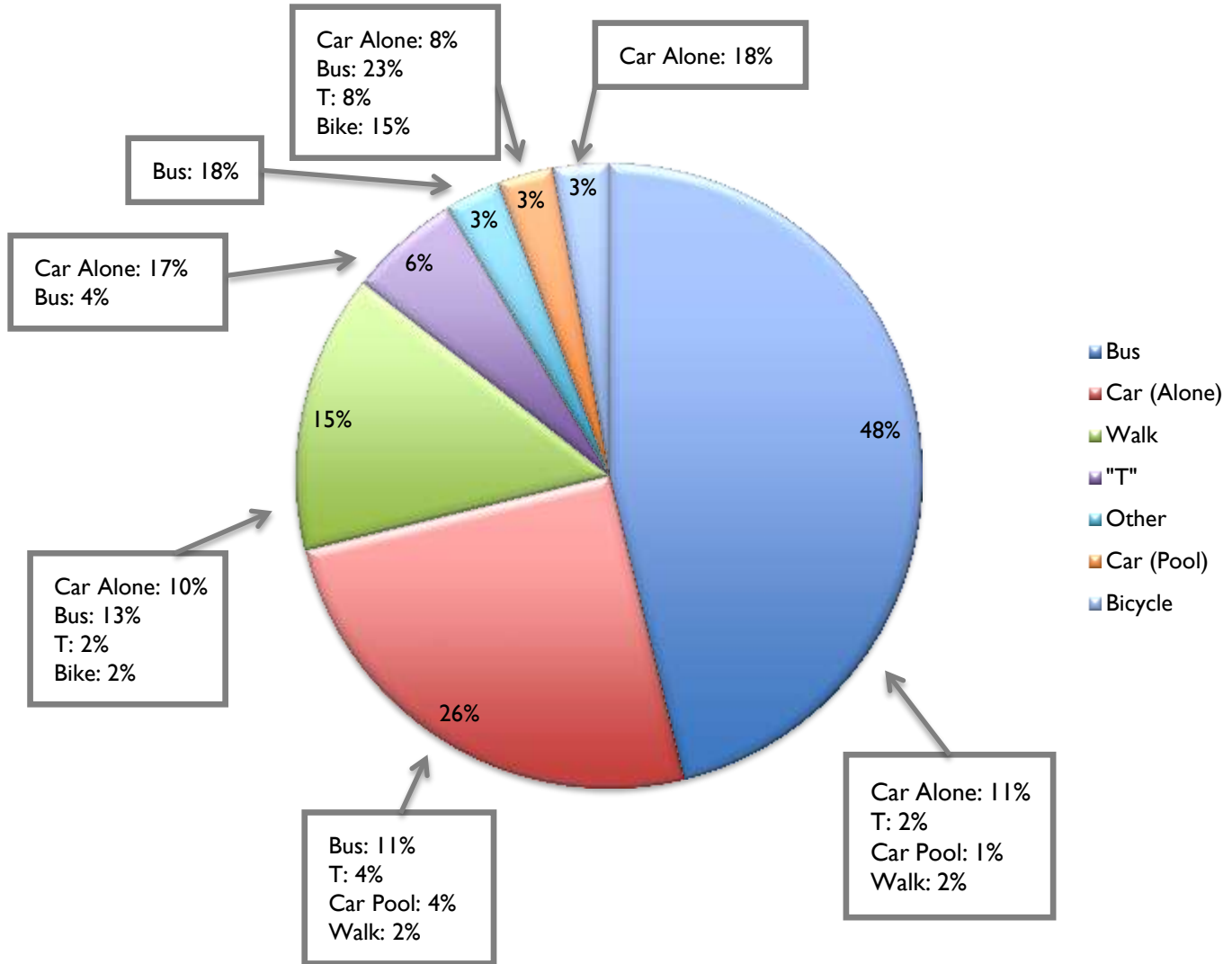
# Means of travel to Downtown



# Means of travel to Downtown

	2010	2012	% Pt. +/-
Bus or T	53%	54%	+1
Drove Car	26%	26%	0
Walked	14%	14%	+1
Car/Van Pool	4%	3%	-1
Biked	2%	3%	+1

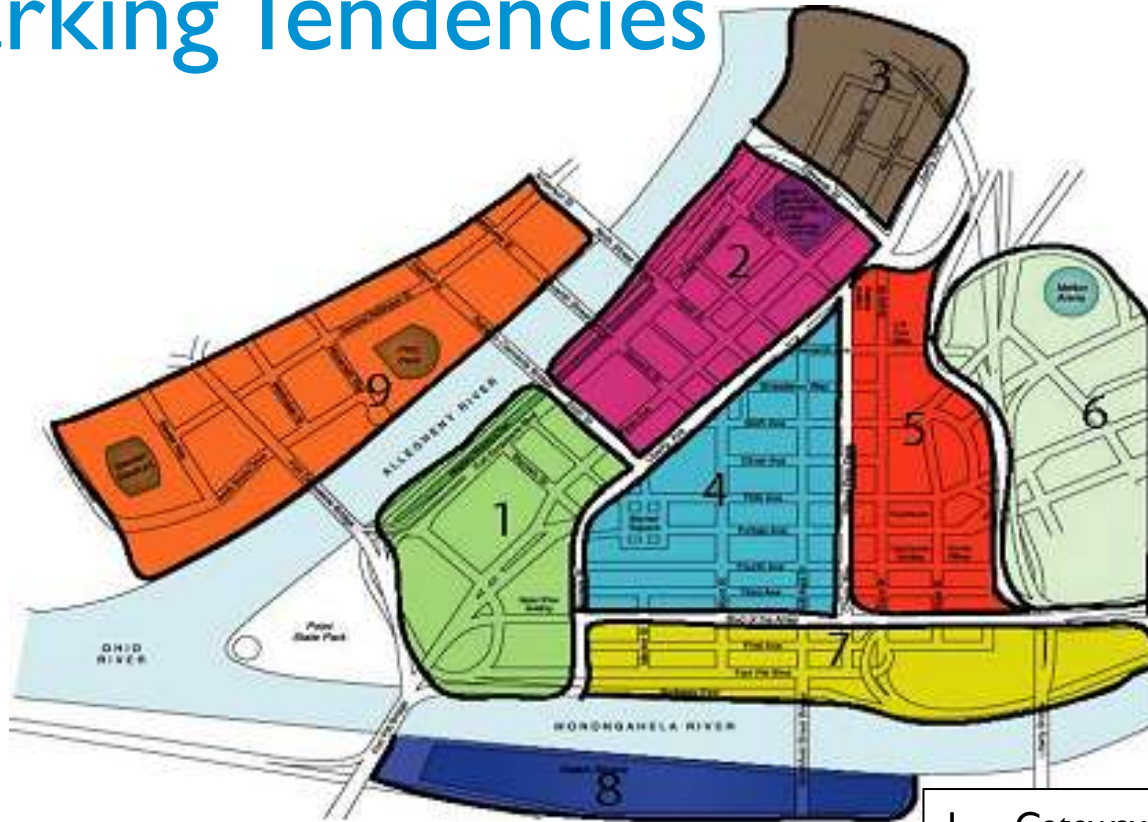
# Other Means of Travel



Secondary means of travel into Downtown when not using Primary means



# Parking Tendencies

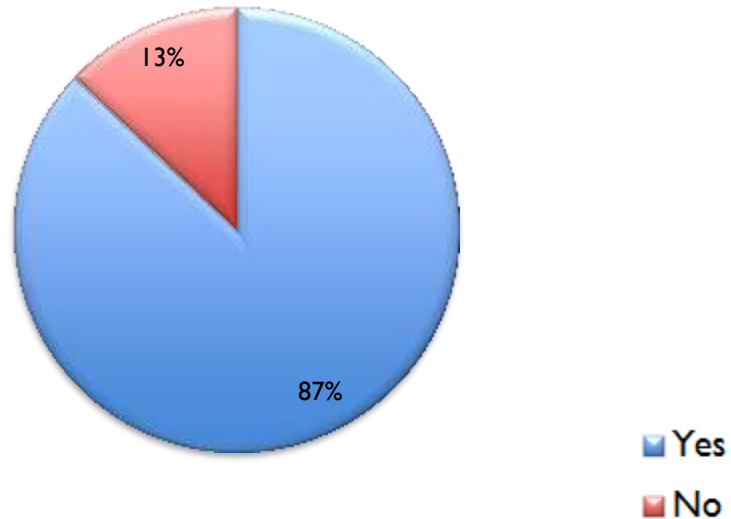


1. Gateway Center – 18%
2. Cultural District – 23%
3. Strip District – 1%
4. Central Core – 29%
5. Grant Street Corridor – 11%
6. Uptown – 4%
7. First Side – 6%
8. Station Square – 3%
9. North Shore – 5%



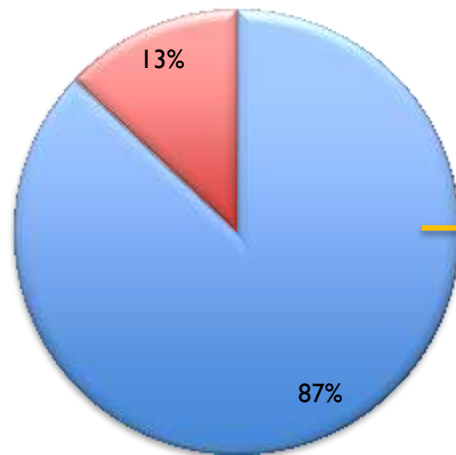
# North Shore Connector Awareness

Are you aware of the North Shore Connector?



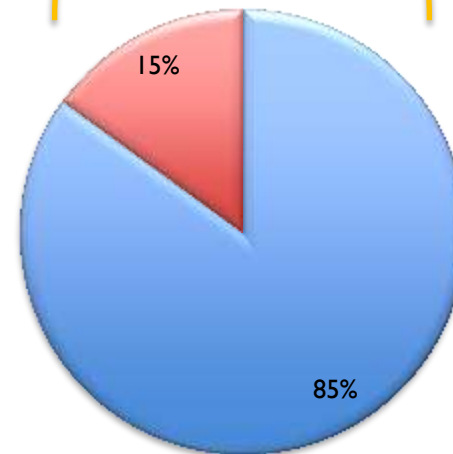
# North Shore Connector Awareness

Are you aware of the North Shore Connector?



Are you aware the NSC is free to and from Downtown?

■ Yes  
■ No

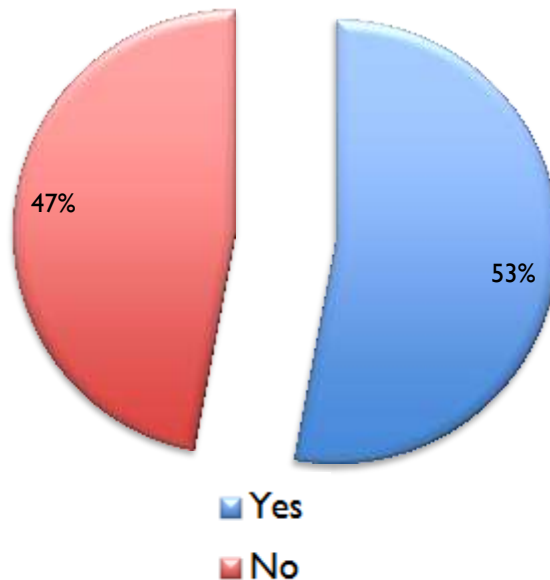


74% of all pedestrians are both aware of the NSC and aware it is free.



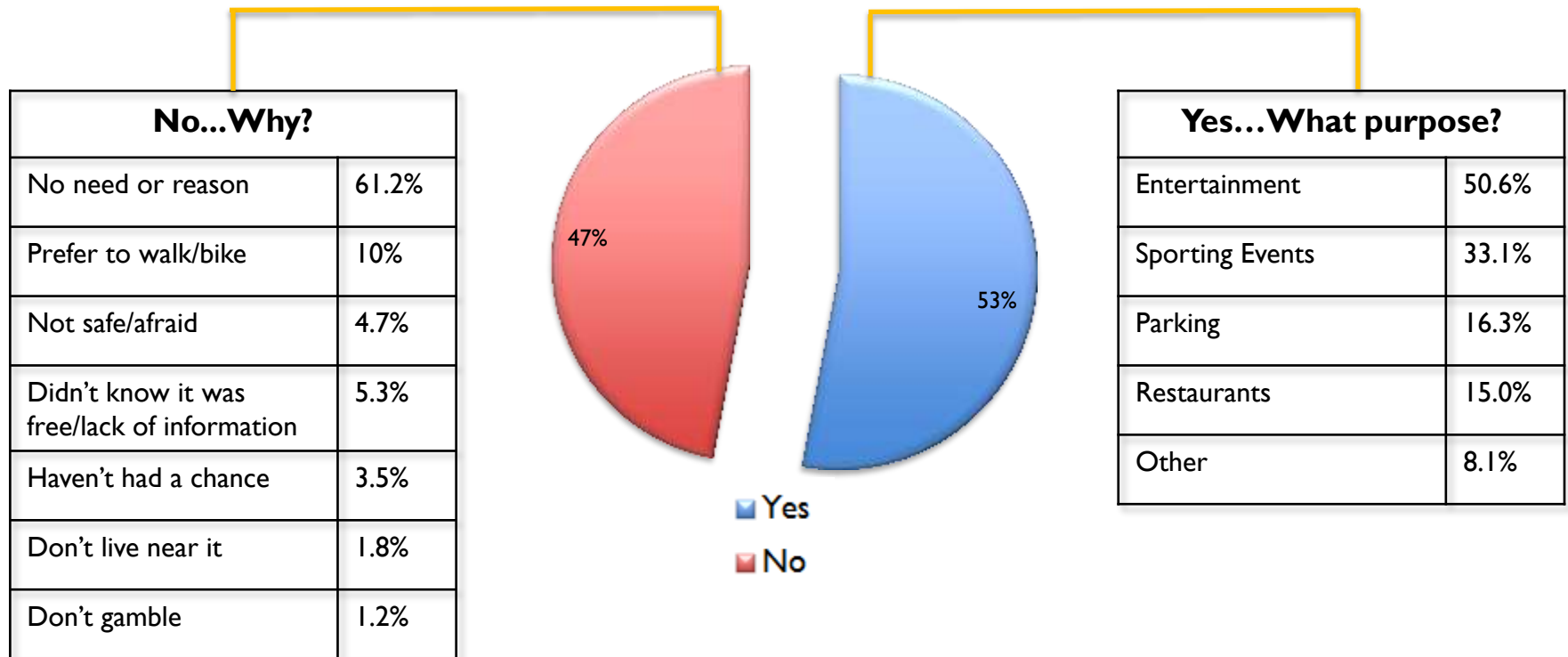
# North Shore Connector Awareness

Have you ever used the North Shore Connector?



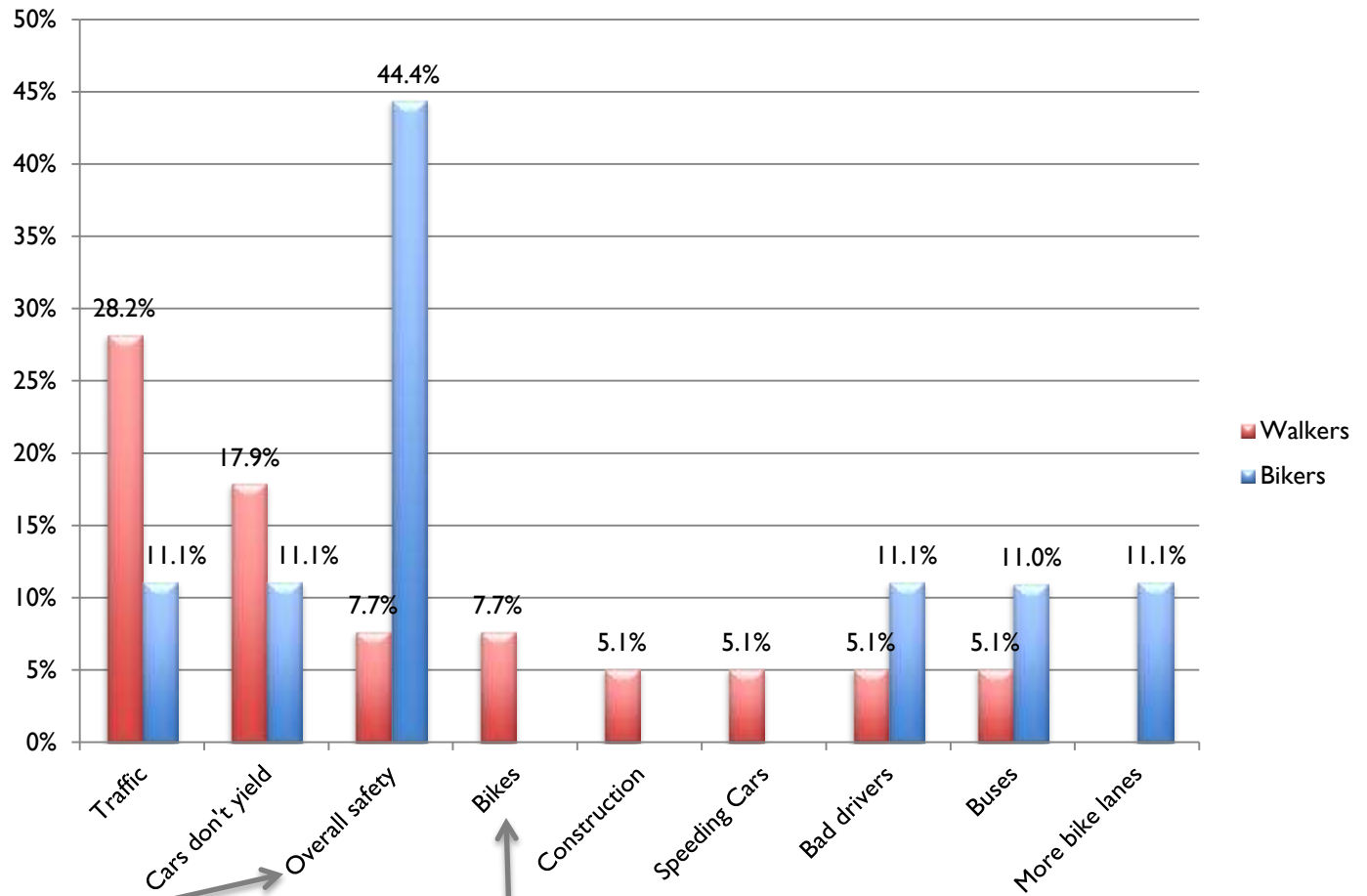
# North Shore Connector Awareness

Have you ever used the North Shore Connector?



In 2010, 45% said they would be likely to use the NSC

# Safety concerns of bikers/walkers



“not get hit”  
“sketchy people”  
“safer intersections”  
“not get stabbed”

“crazy bikers”  
“bikes on sidewalks”



# Increasing bike ridership

66.8% are “Definitely NOT likely” to ride a bike Downtown

- 18% are “Probably” or “Definitely Likely” to do so

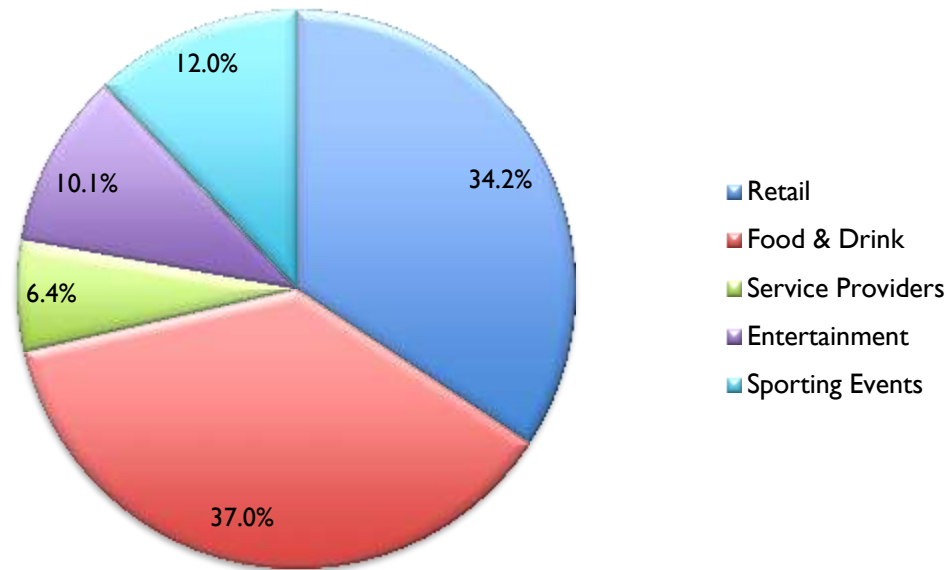
“What would encourage you to ride more often?”

- More bike lanes – 76%
- Better trail connections – 50%
- Slower car speeds – 38%
- More bike racks – 29%
- Bike parking in my building – 28%
- Shower/locker facilities – 19%



# ECONOMIC IMPACT

# Average Weekly Spending



Retail	Food & Drink	Service Prov.	Entertainment	Sports Events
\$37	\$40	\$7	\$11	\$13

\$108.00 average spending per week

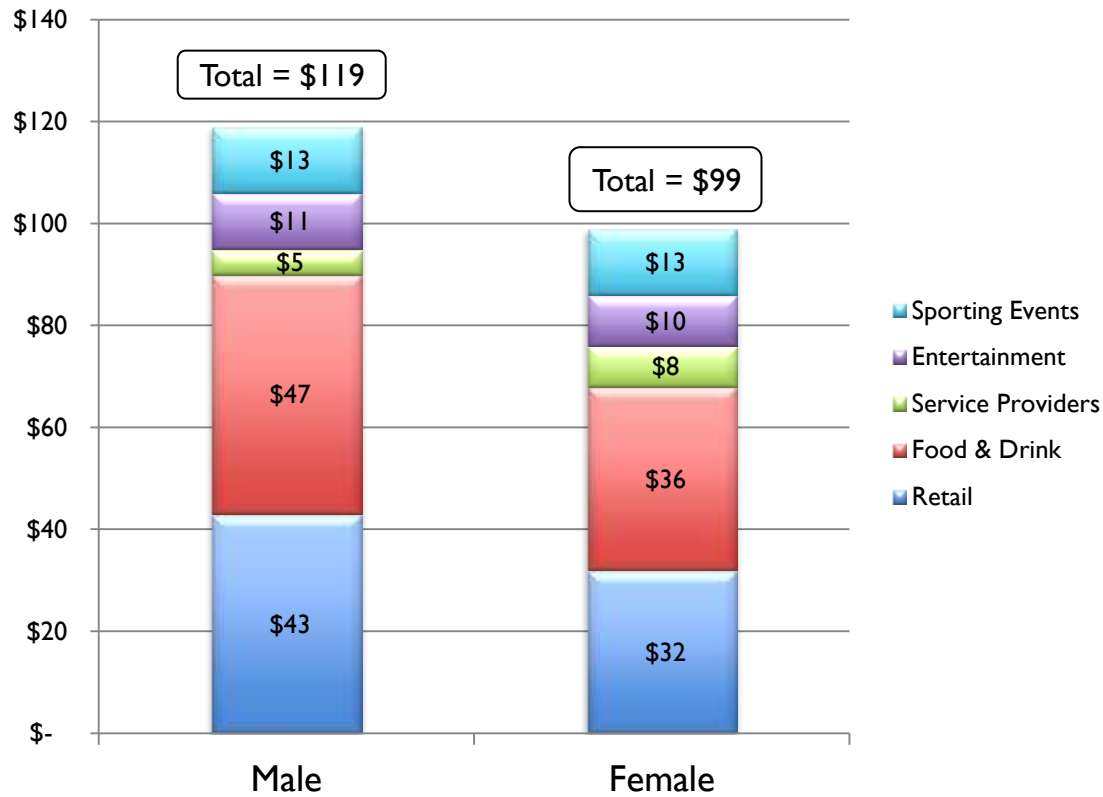


# Spending Demographics - Age



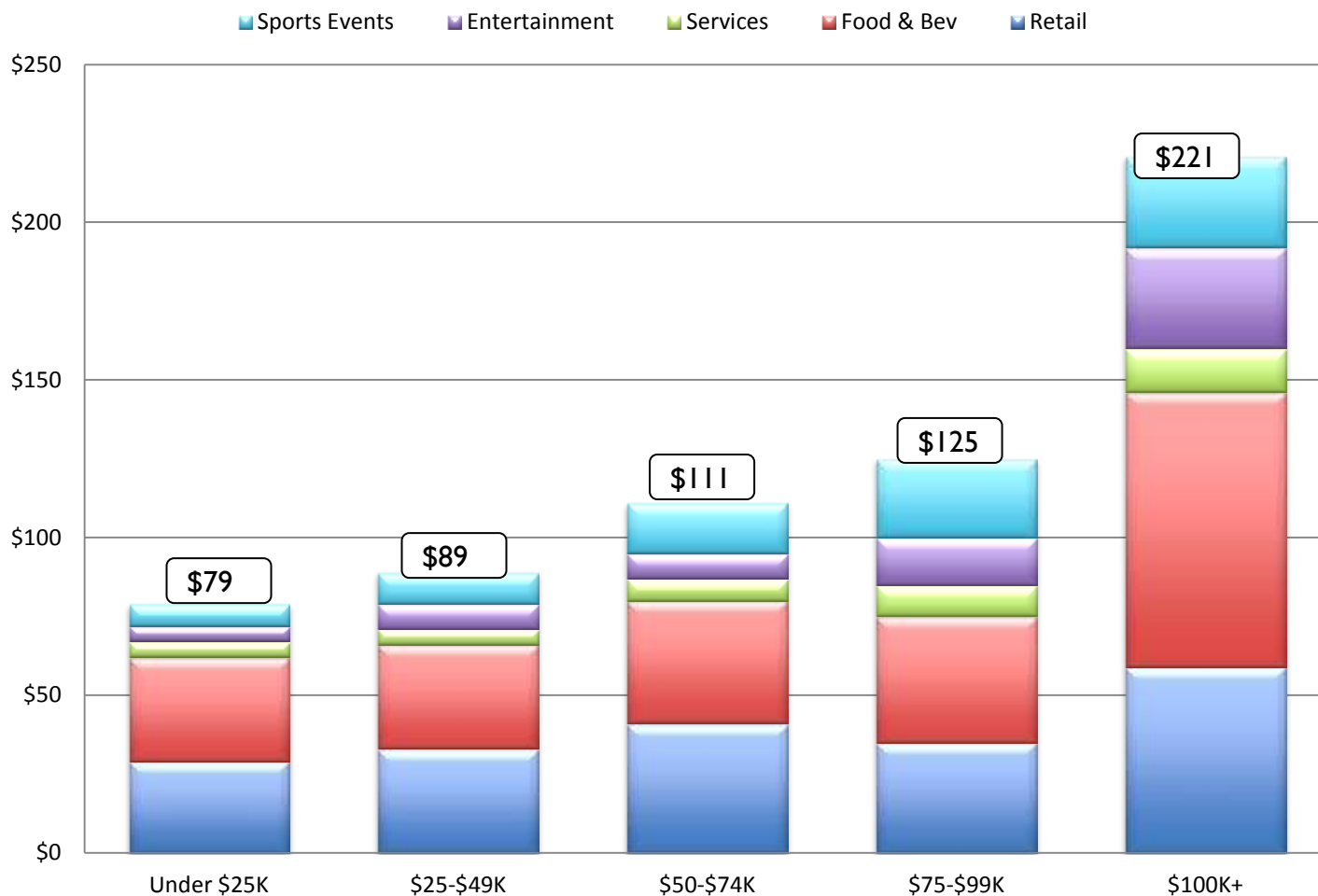


# Spending Demographics - Gender



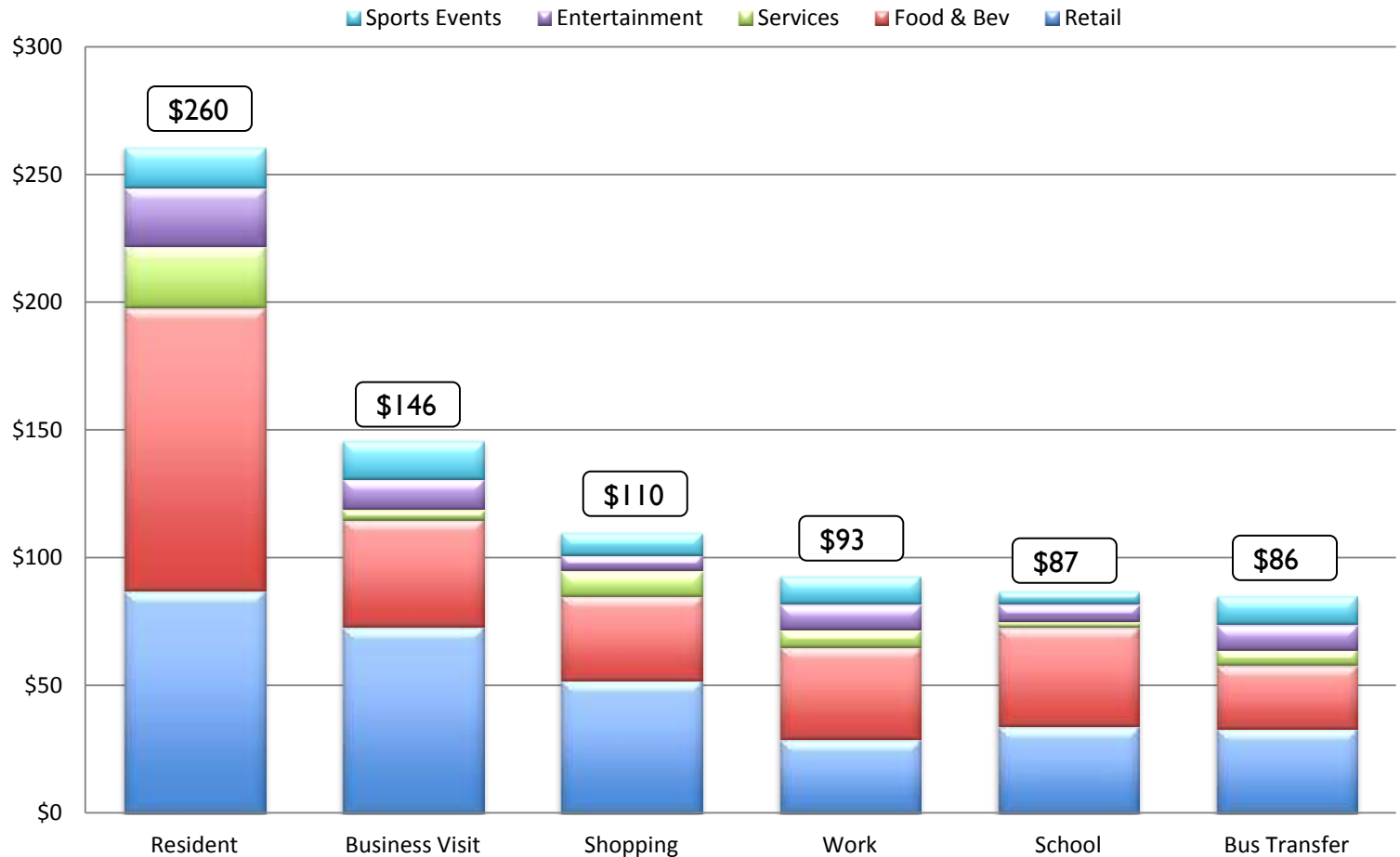
Spending gap decreases by \$6 from 2010

# Weekly Spending - Income Group



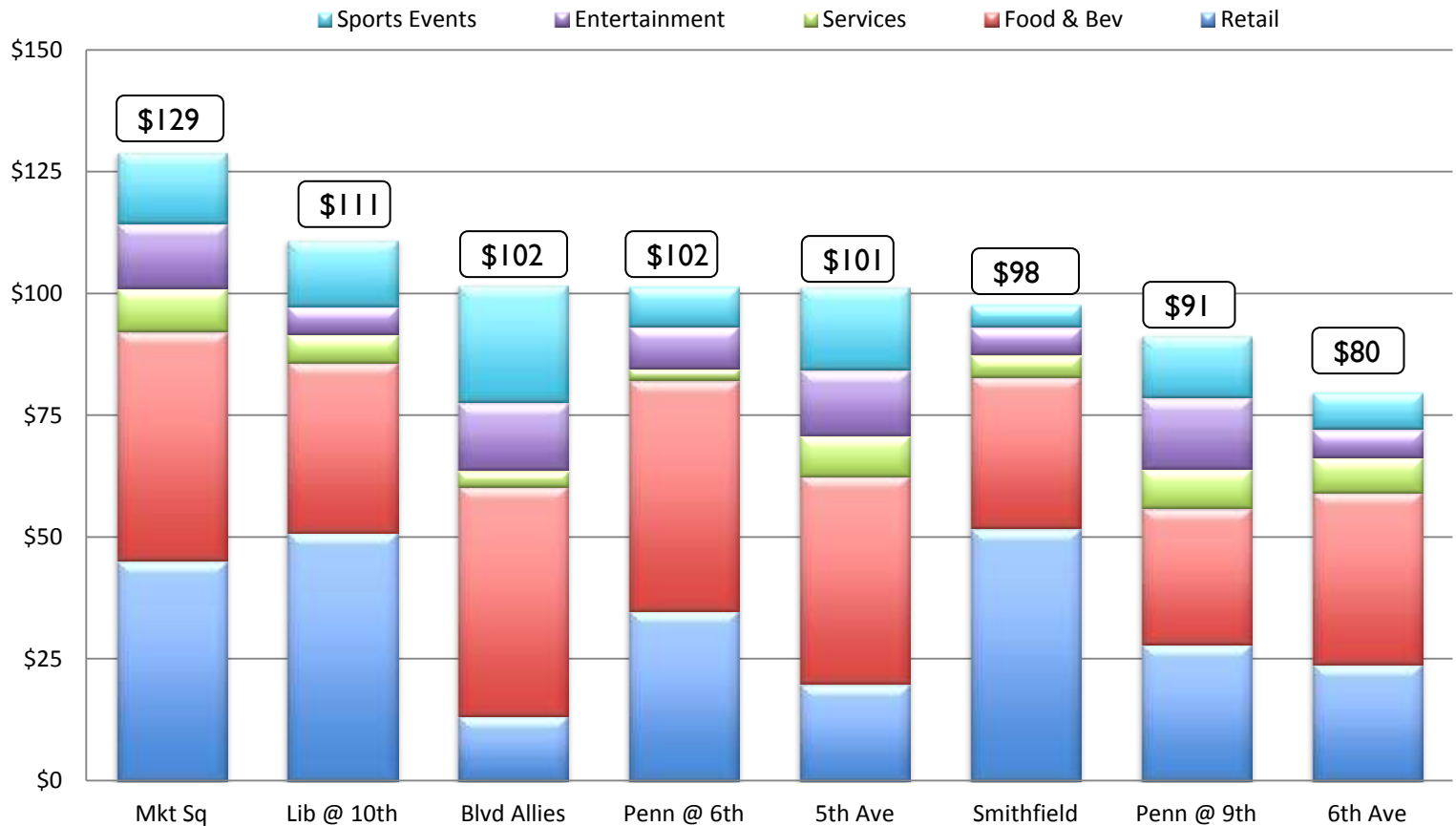
HH income is positively correlated to weekly Downtown spending. Like 2010, the highest income group spends 3 times more than the lowest income group

# Weekly Spending - Pedestrian Type



Downtown residents spend significantly more than other groups. Workers are spending less than half the amount residents spend per week in Downtown. Versus 2010, DT residents are spending twice as much w/ Food & Bev establishments.

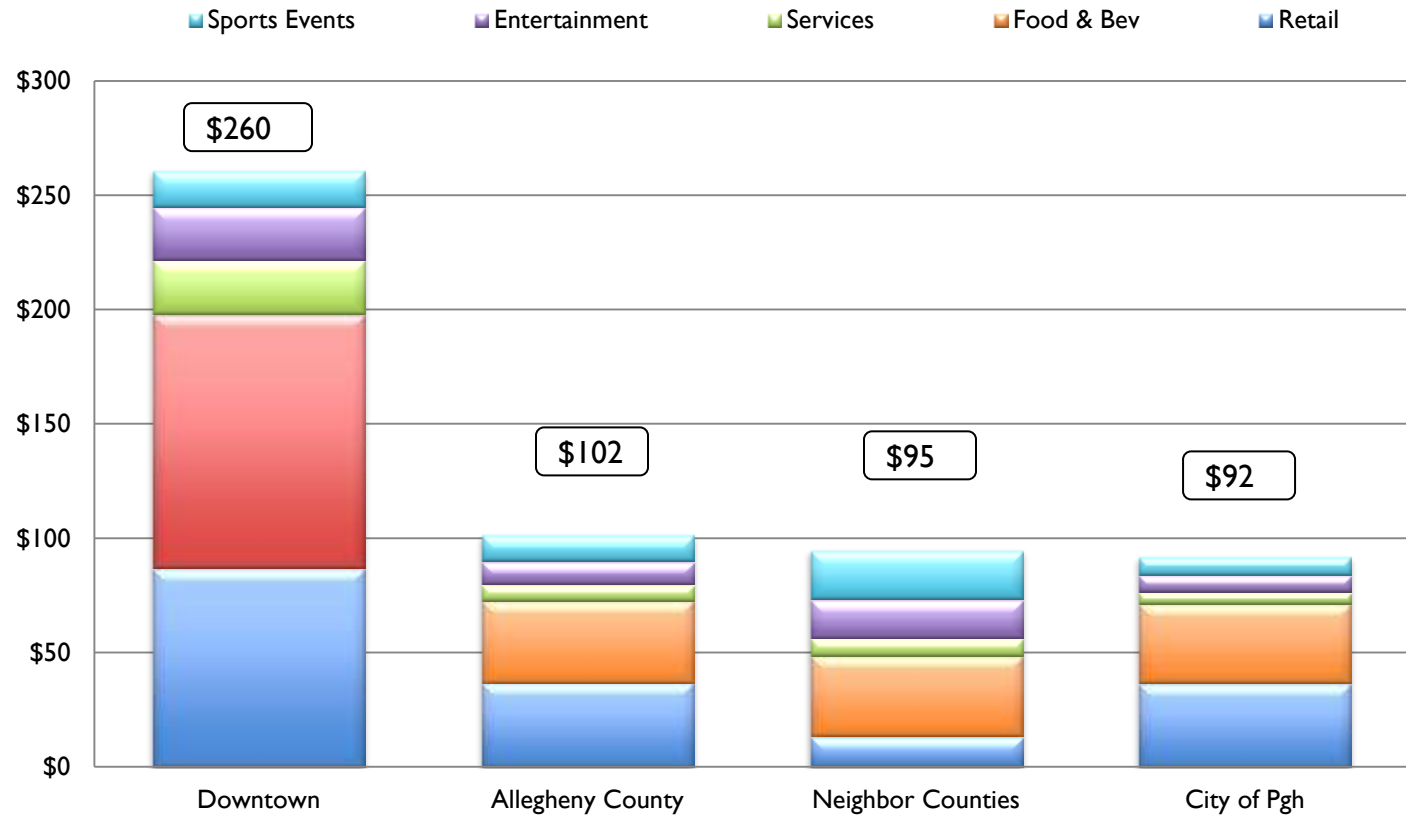
# Weekly Spending - By Location



Market Square and Blvd of the Allies, which posted the lowest averages in 2010, move to the top in 2012. Liberty @ 10<sup>th</sup> holds steady as an area frequented by heavier spenders.

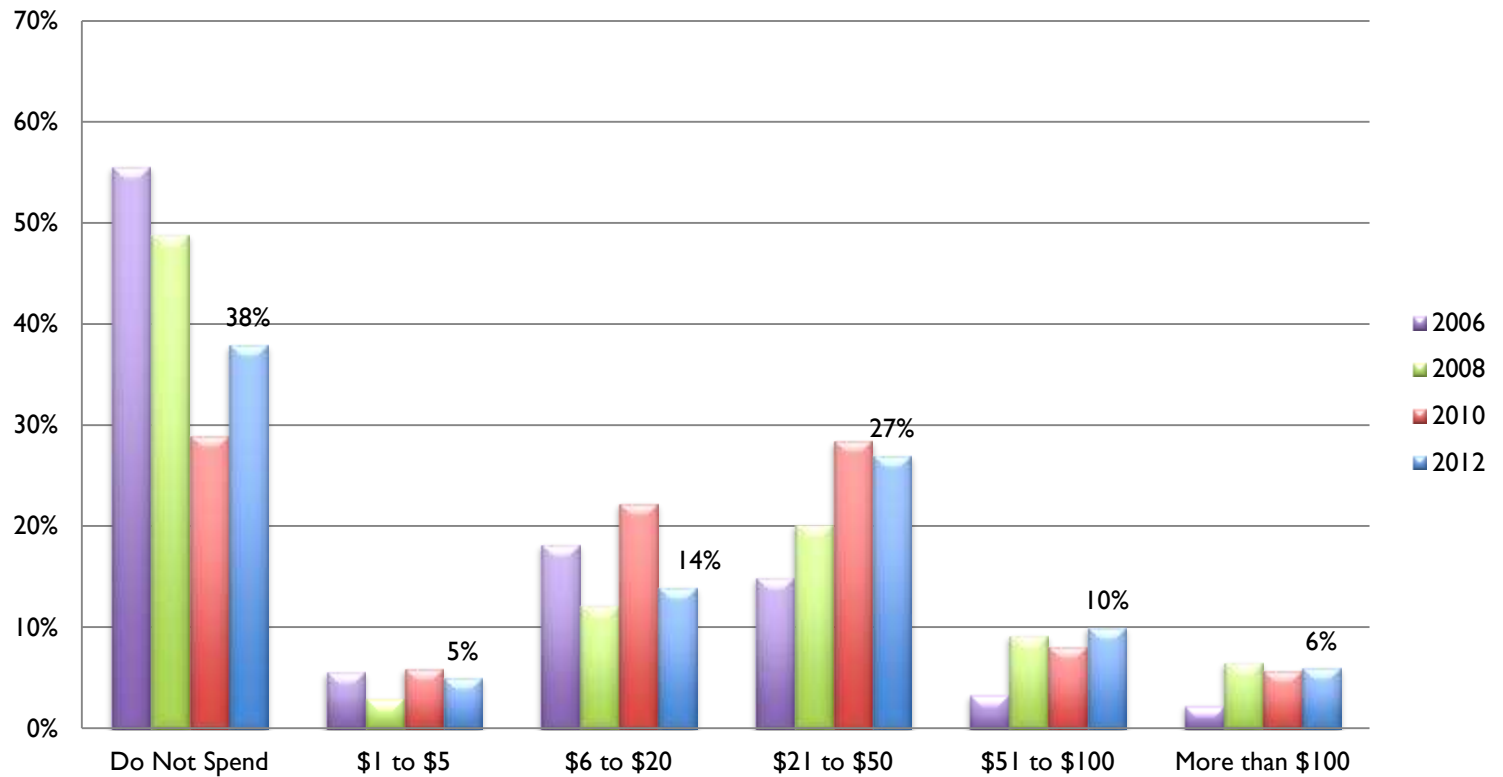


# Weekly Spending - By Residence



Those living in the surrounding area (“suburbs”) report spending more than City residents – a change from 2010. Downtown residents’ spending outpaces all other groups.

# Weekly Spending - Retailers



The average amount spent per week with retailers is \$5 higher than in 2010

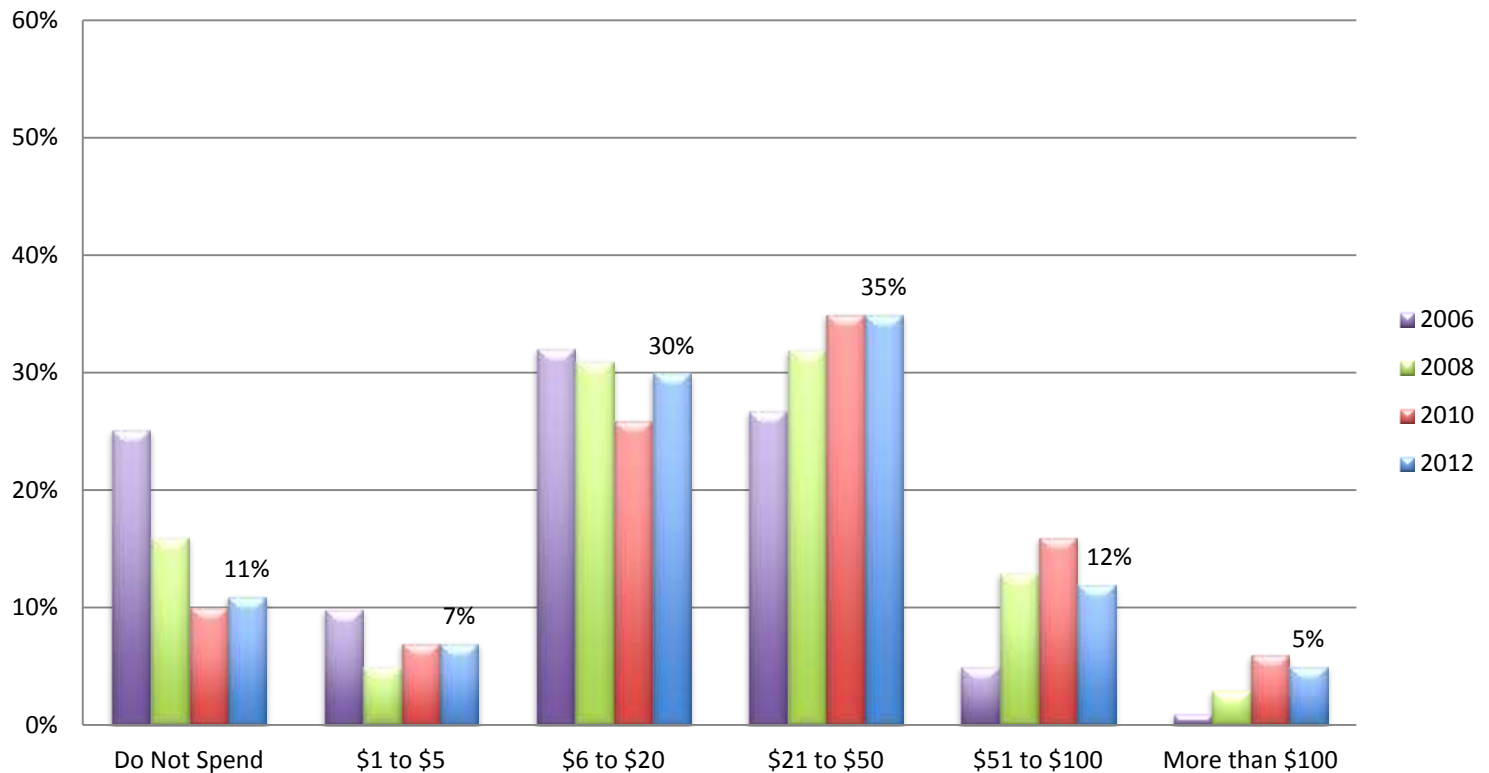
2006: \$18

2008: \$31

2010: \$32

2012: \$37

# Weekly Spending - Food/Drink



The average amount spent per week at food & drink establishments dips slightly but remains high versus earlier results of '06 and '08.

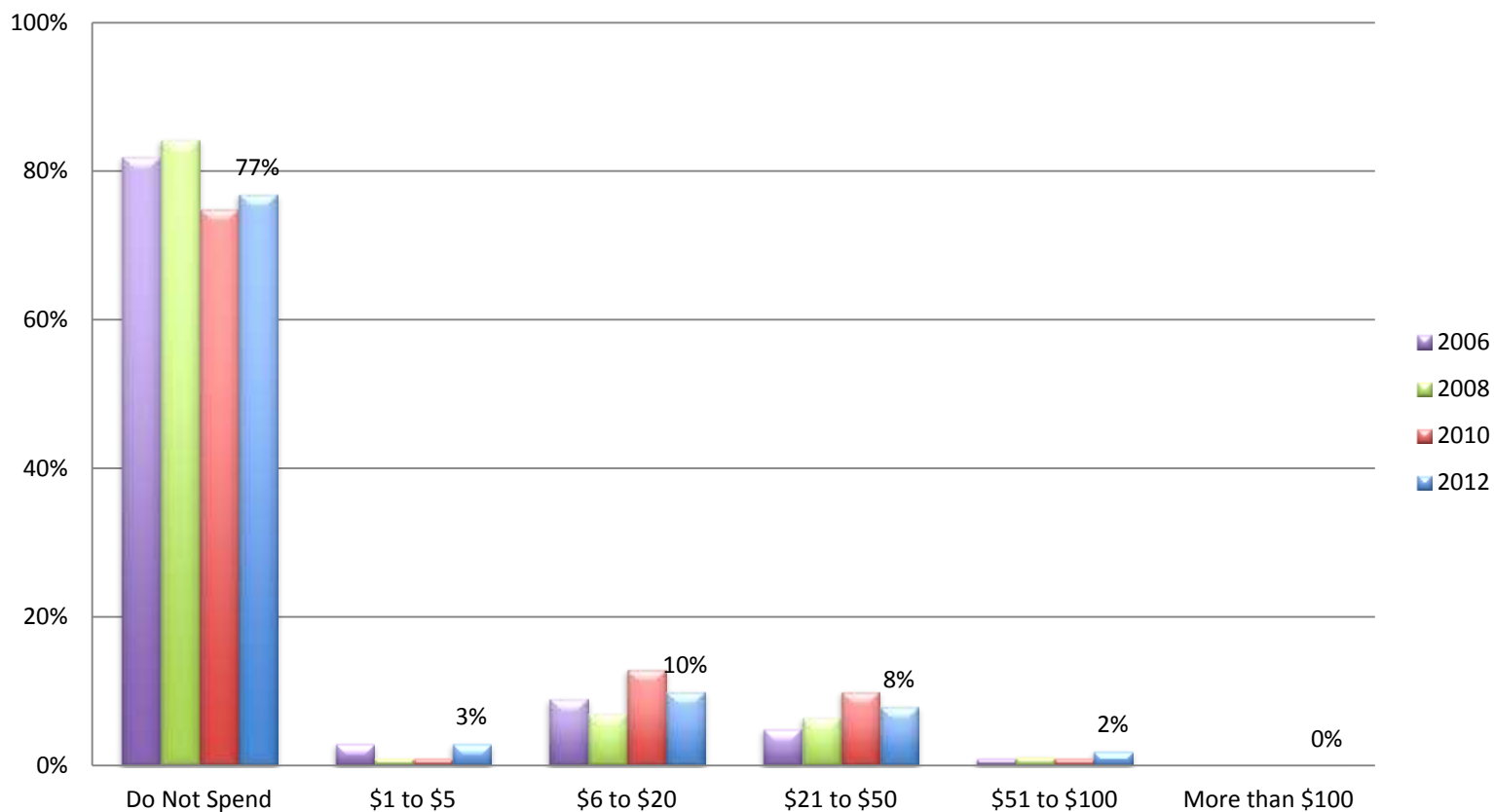
2006: \$21

2008: \$31

2010: \$44

2012: \$40

# Weekly Spending - Service Providers



Average amount spent with service providers is flat; up \$1 versus the 2010 measure.

2006: \$4

2008: \$4

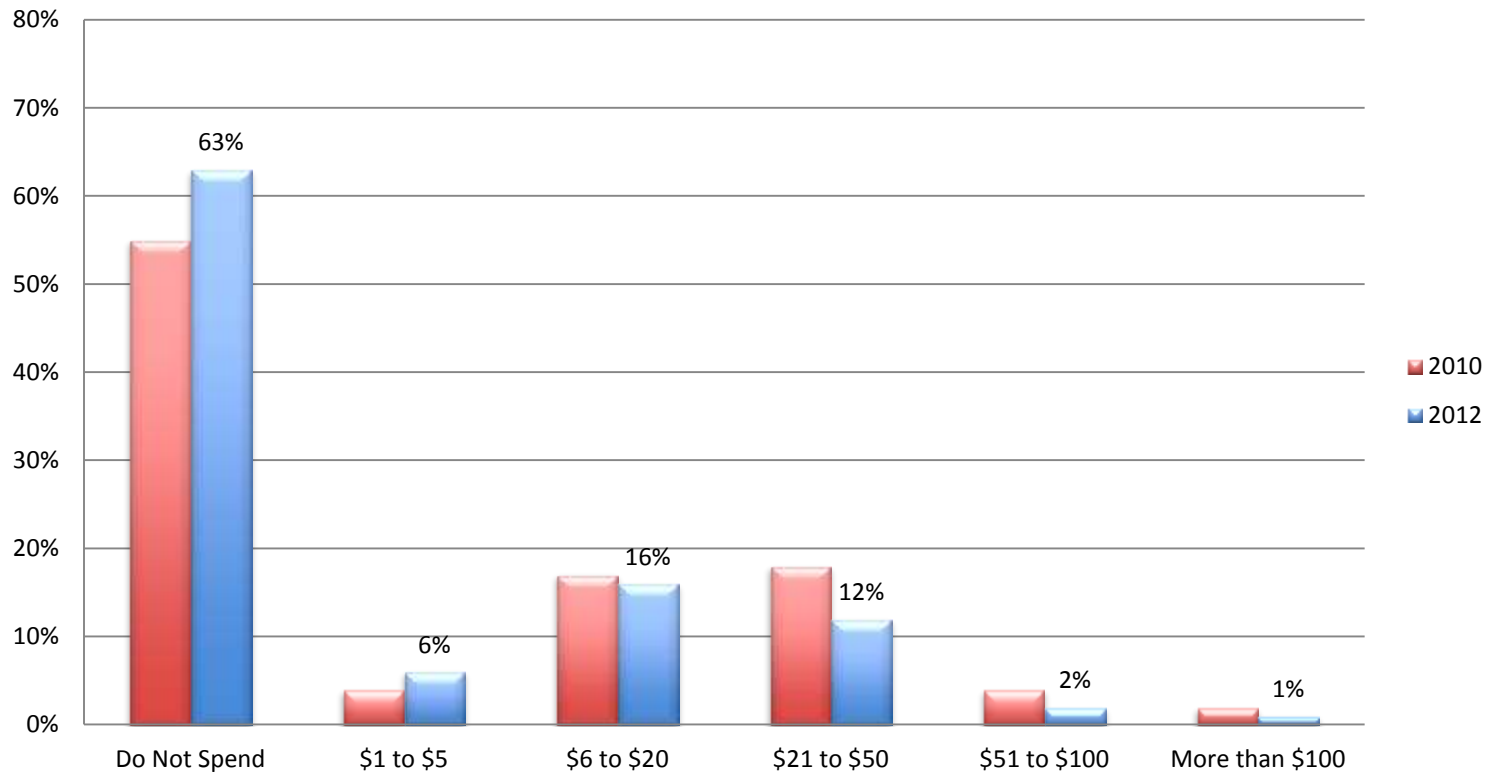
2010: \$6

2012: \$7





# Weekly Spending - Entertainment



Average amount spent on entertainment drops in 2012, however a new category "sporting event" was added in 2012 that may have influenced this category.

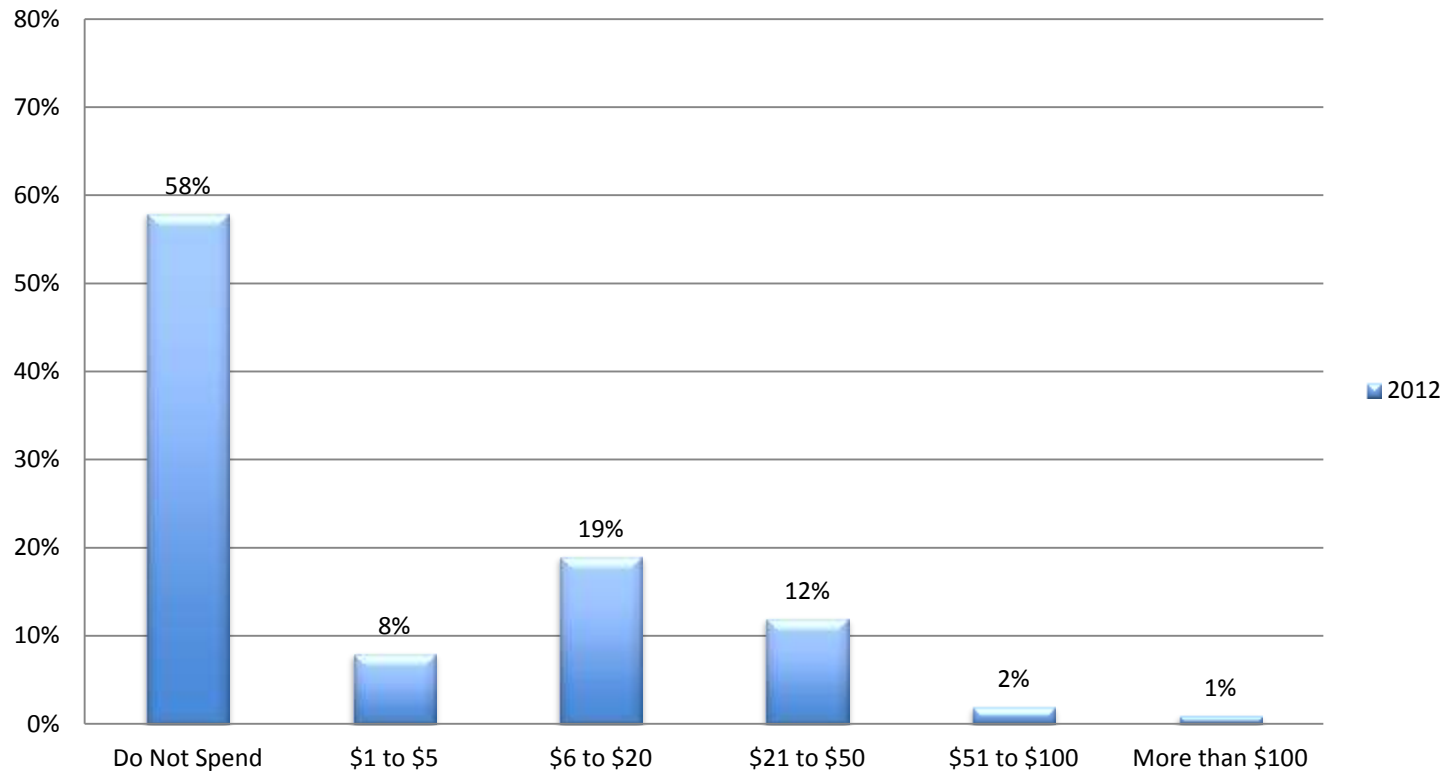
2010: \$16

2012: \$11

Income	2010	2012
Under \$25K	\$7	\$5
\$25K - \$49K	\$5	\$8
\$50K - \$74K	\$13	\$9
\$75K - \$99K	\$19	\$15
Over \$100K	\$42	\$32



# Weekly Spending - Sporting Events



Sporting event spending averages out to \$13 per week, or about \$50 per month. This equates to several games per year (depending on the venue/sport).

## AGE

Under 25	\$ 6
25 - 34	\$15
35 - 54	\$18
55 +	\$11

## HH INCOME

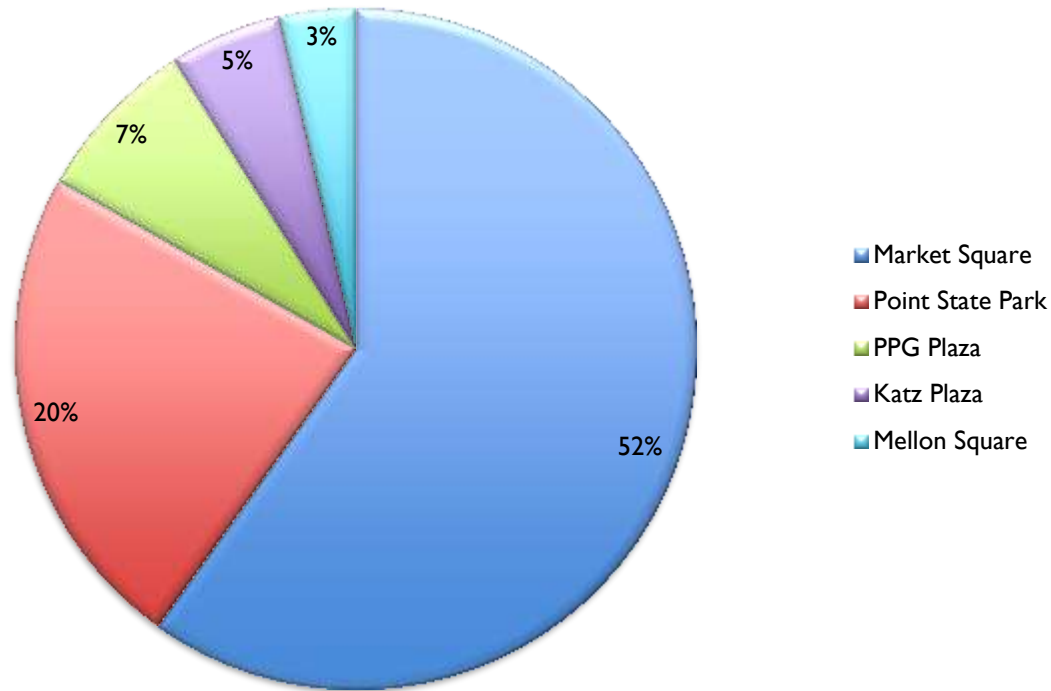
Under \$25K	\$ 7
\$25K - \$49K	\$10
\$50K - \$74K	\$16
\$75K - \$99K	\$25
Over \$100K	\$29



# DOWNTOWN PERCEPTIONS



# Favorite Public Spaces

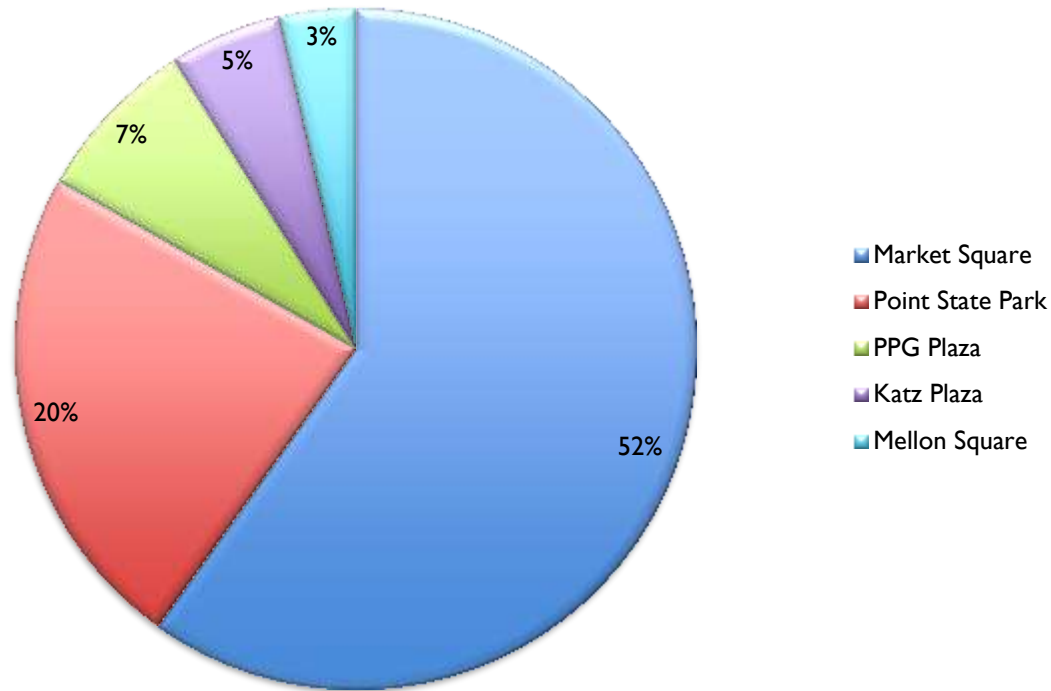


## Market Square #1

- Average of 3.1 visits per week
- <24 visit most frequently at 3.4



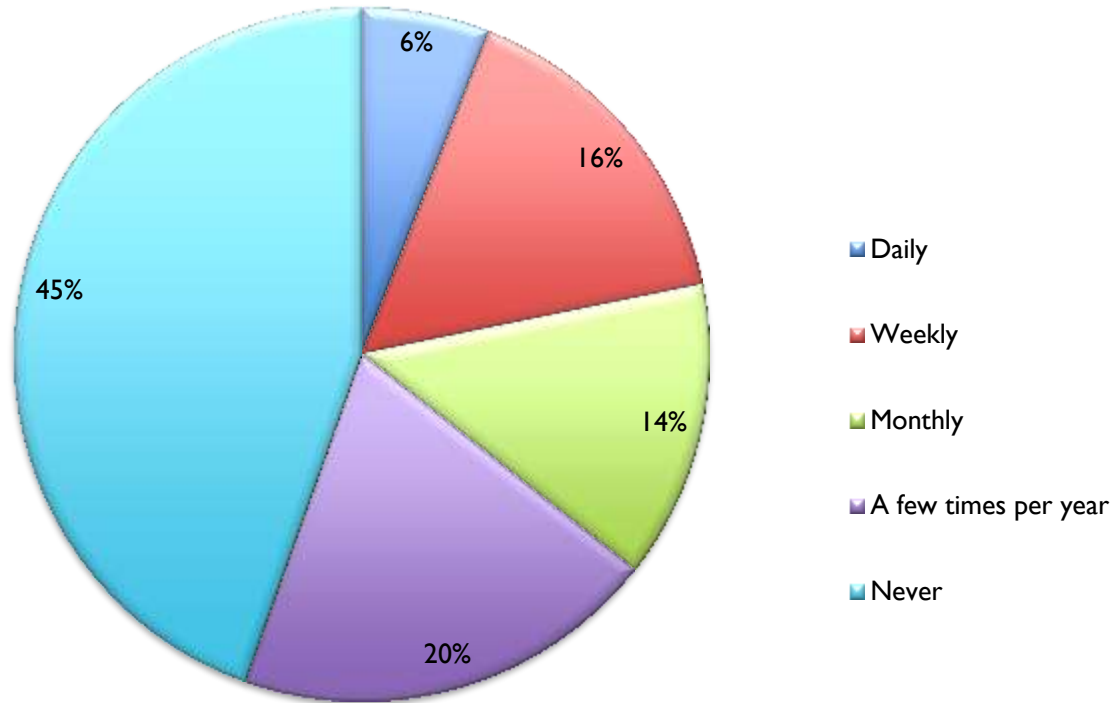
# Favorite Public Spaces



Why is this your favorite space? – top 5 reasons

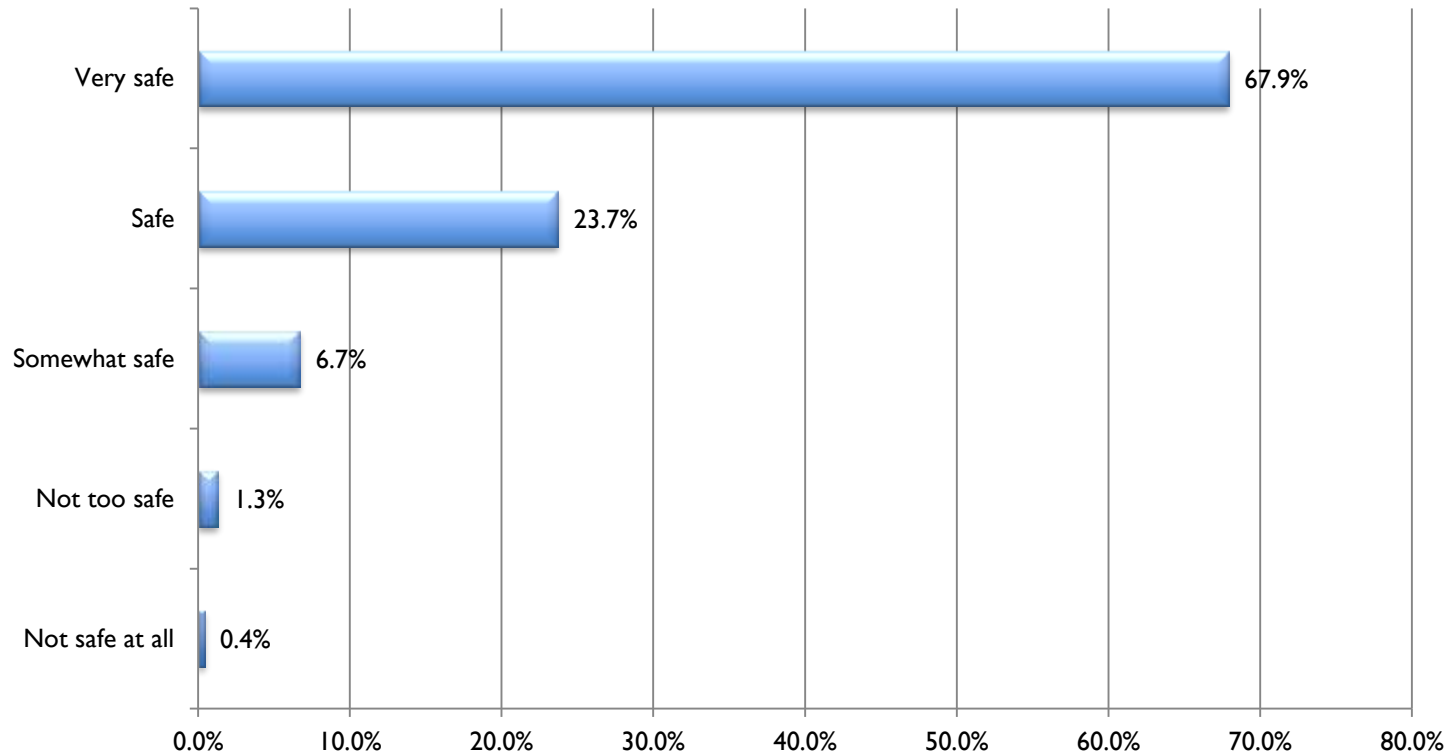
Market Square	Point State Park	PPG Plaza
Open/Outdoors	Open/Outdoors	Water/Fountain
Restaurants/Food	Relaxing/Quiet/Peaceful	Location - close/convenient
Lots of people/Enjoy watching	View/Scenery	Skating rink
Lots to do/Variety	Green space/Grass	Open/Outdoors
Places to sit	Water/Fountain	Buildings/architecture

# Use of Riverfront Parks



Almost half have never accessed or used the system

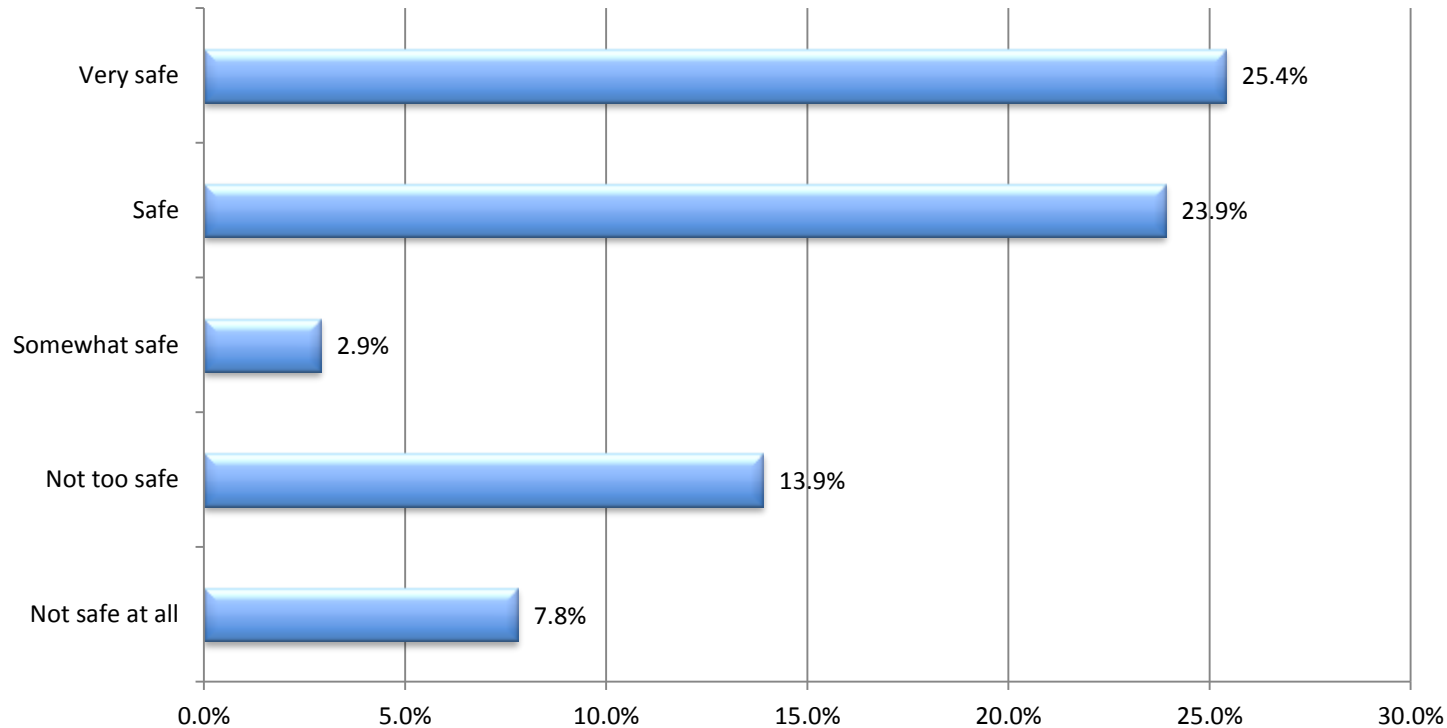
# Perceptions of Safety - Daytime



91.6% feel “safe” or “very safe”



# Perceptions of Safety - Nighttime



49.3% feel “safe” or “very safe”







# Perceptions of Downtown

Like most about Downtown – Top 5 represent 39% of responses

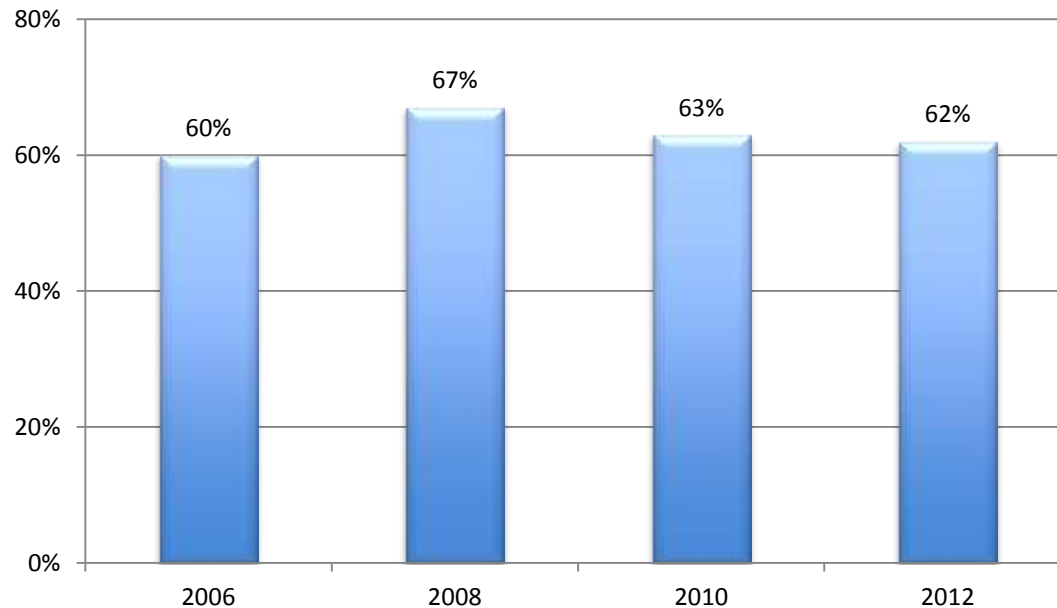
- Accessible/convenient location
- The people
- Buildings and architecture
- Its cleanliness
- Lots to do

Dislike most about Downtown – Top 5 represent 46% of responses

- Too much traffic
- Too little/difficult parking
- Businesses close early
- Perceived riff raff
- Dirt/litter

# Perceptions of PDP

General Awareness of PDP



Associated with: – Top 5 represent 46% of responses

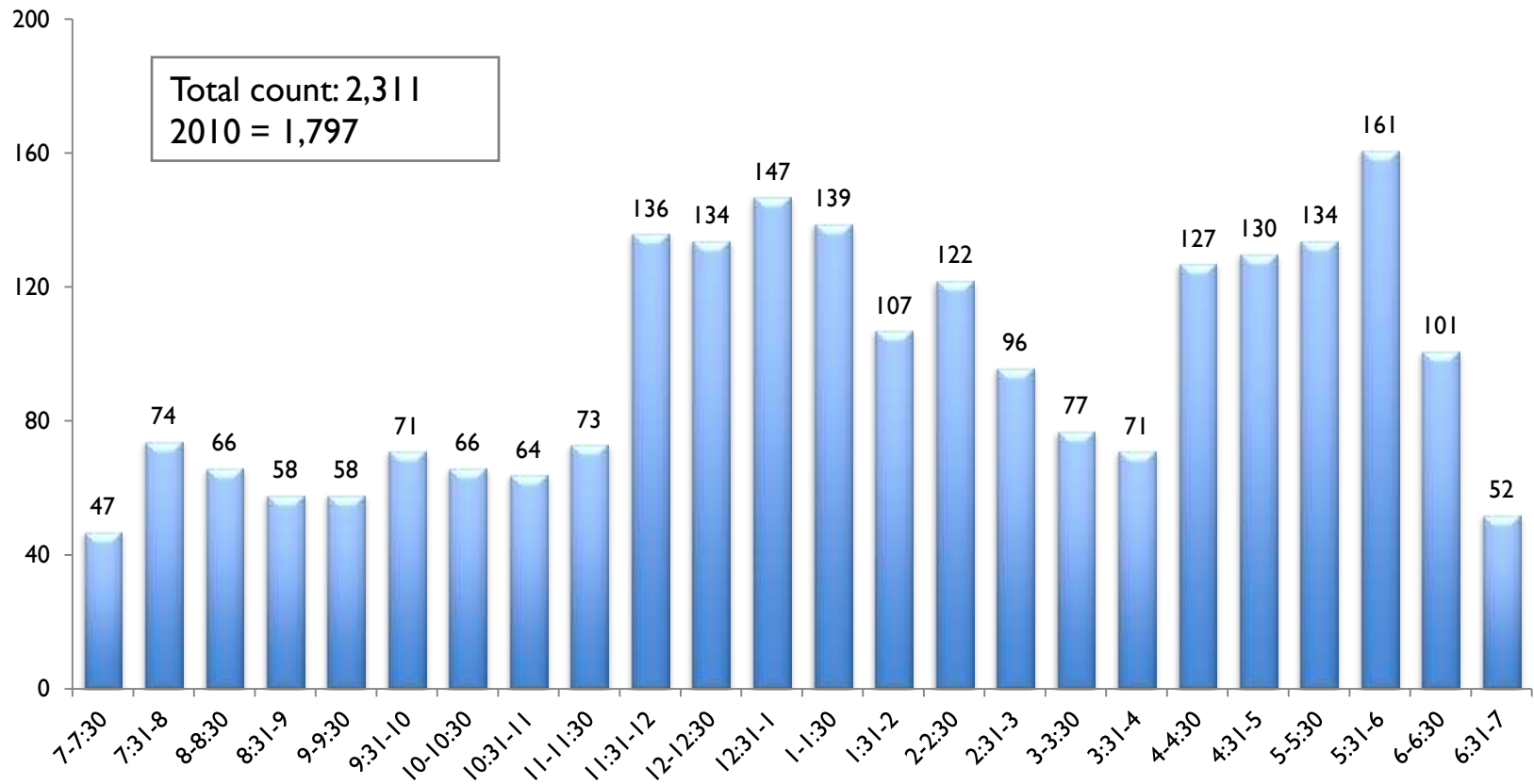
- Cleaning up Downtown
- Developing improving Downtown
- City events/activities
- Help Downtown businesses
- Good/great organization/people



# DAILY COUNTS BY LOCATION

# BLVD OF THE ALLIES – THURSDAY

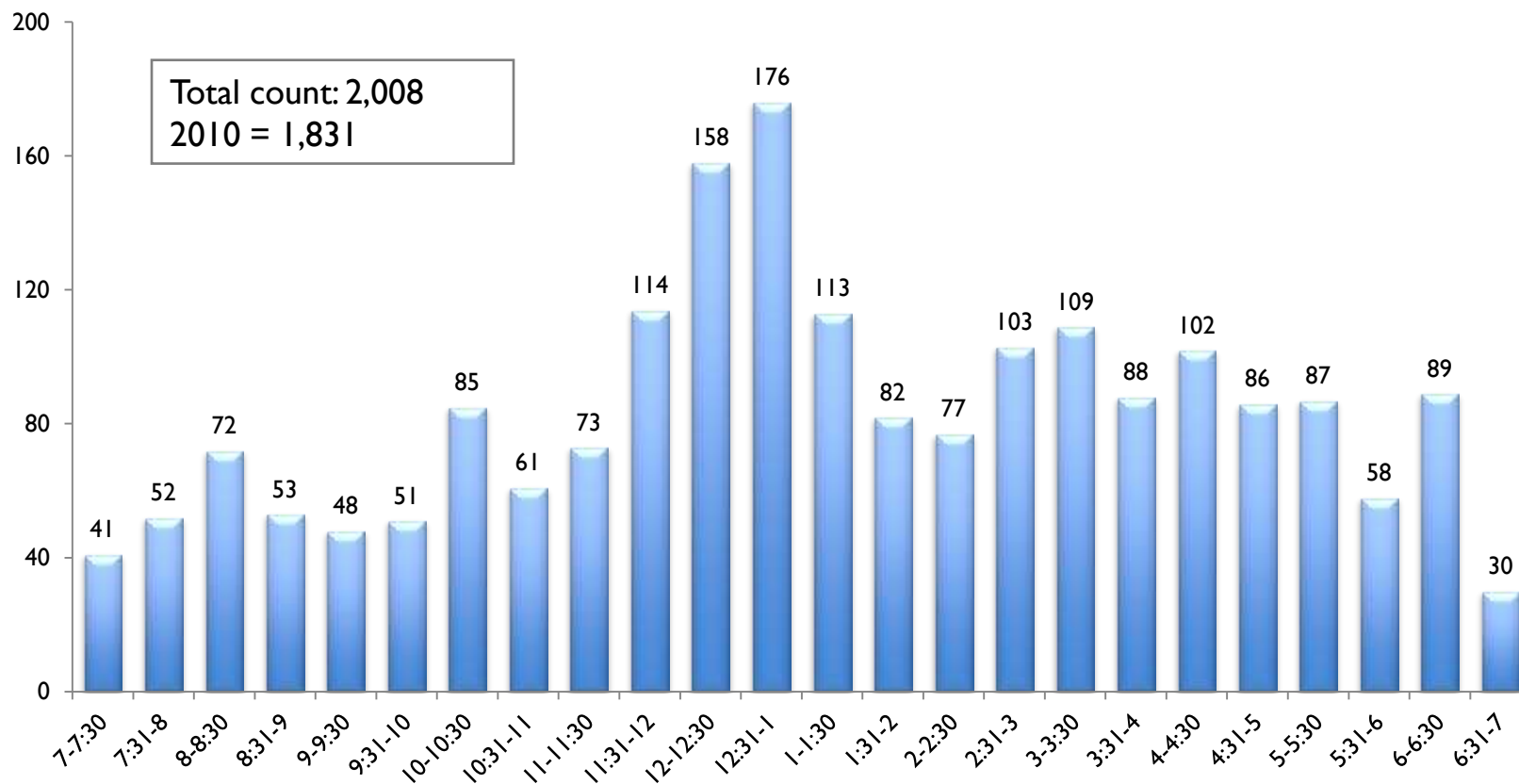
## 12 Hour Total for Thursday





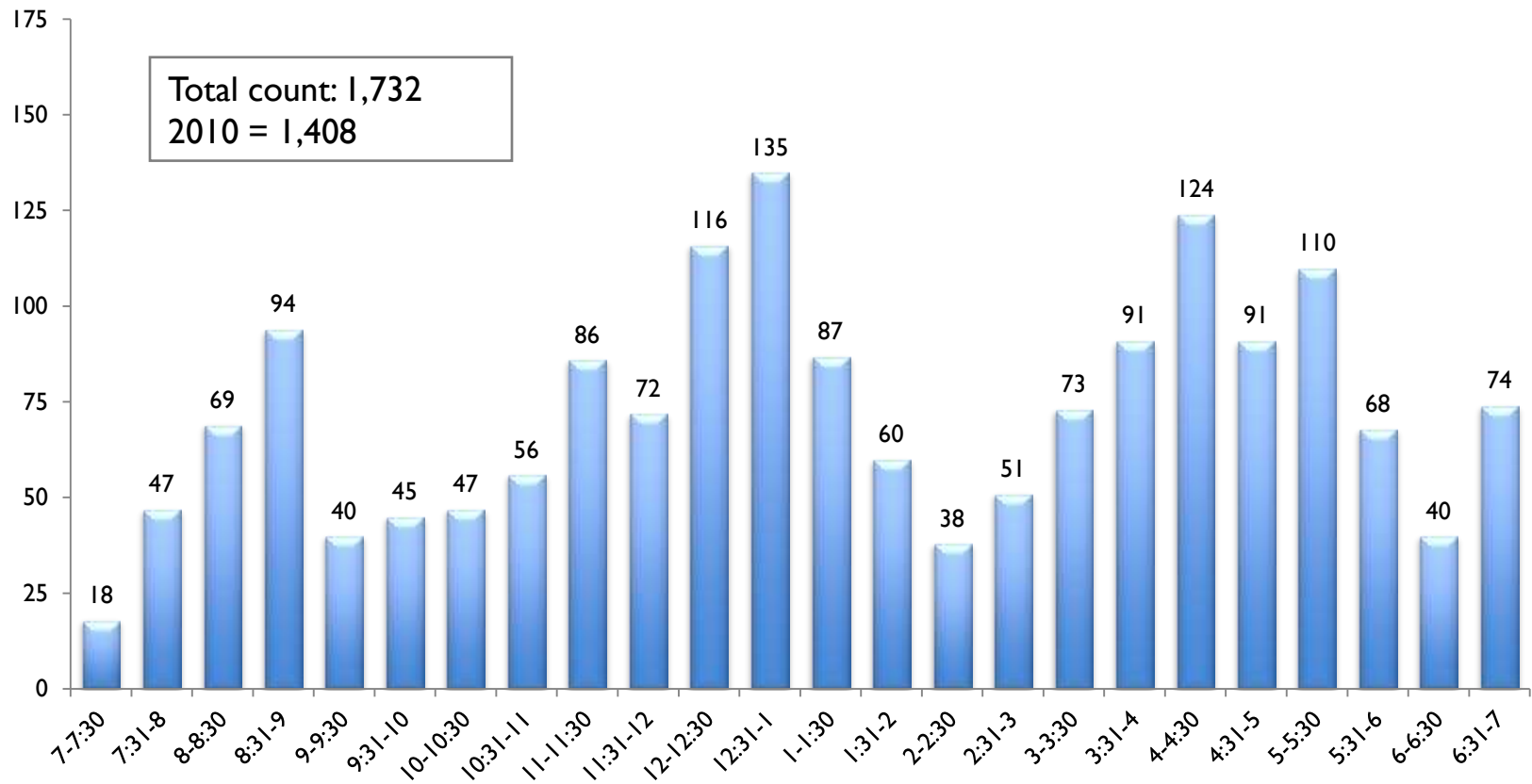
# BLVD OF THE ALLIES – FRIDAY

## 12 Hour Total for Friday



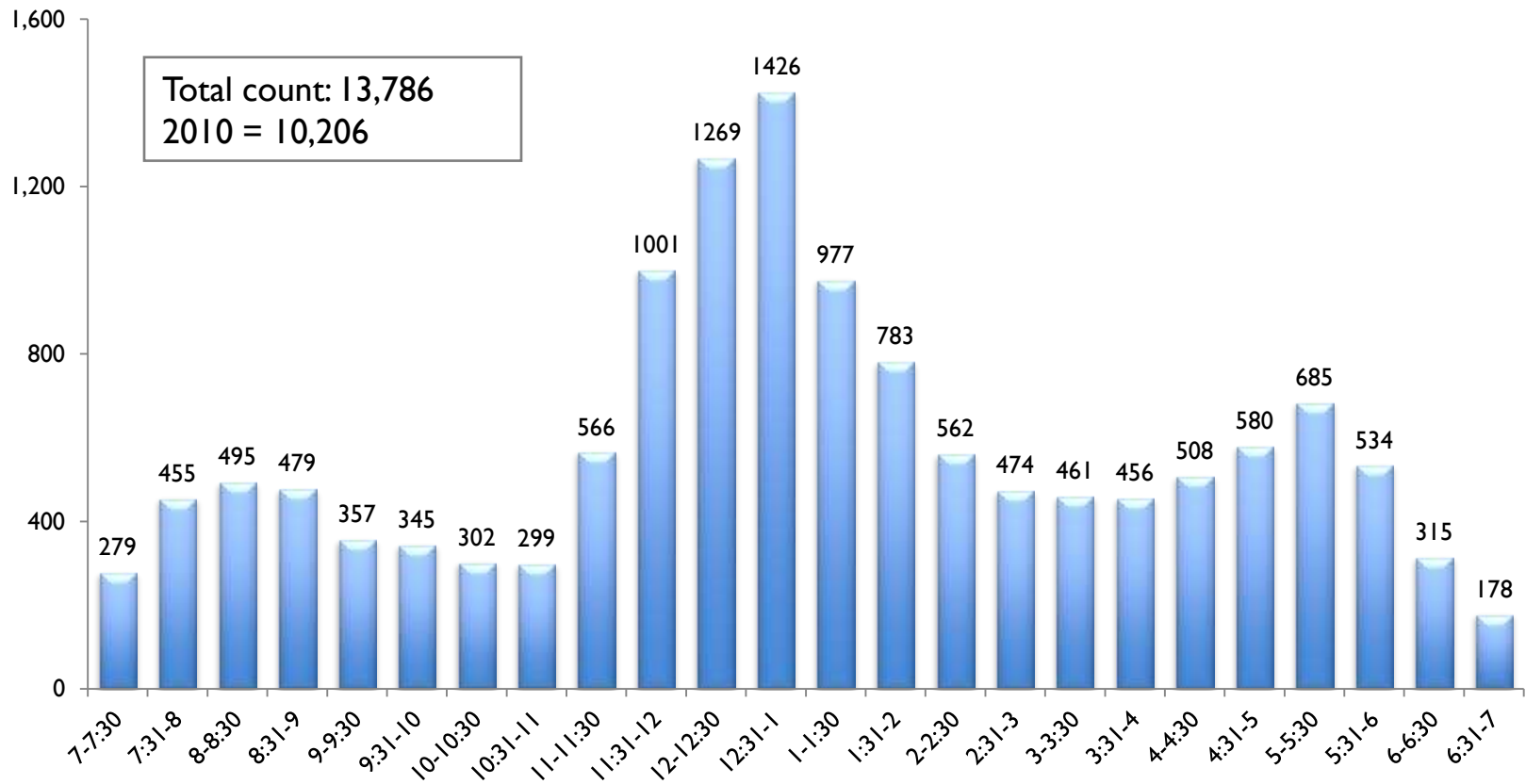
# BLVD OF THE ALLIES – SATURDAY

## 12 Hour Total for Saturday



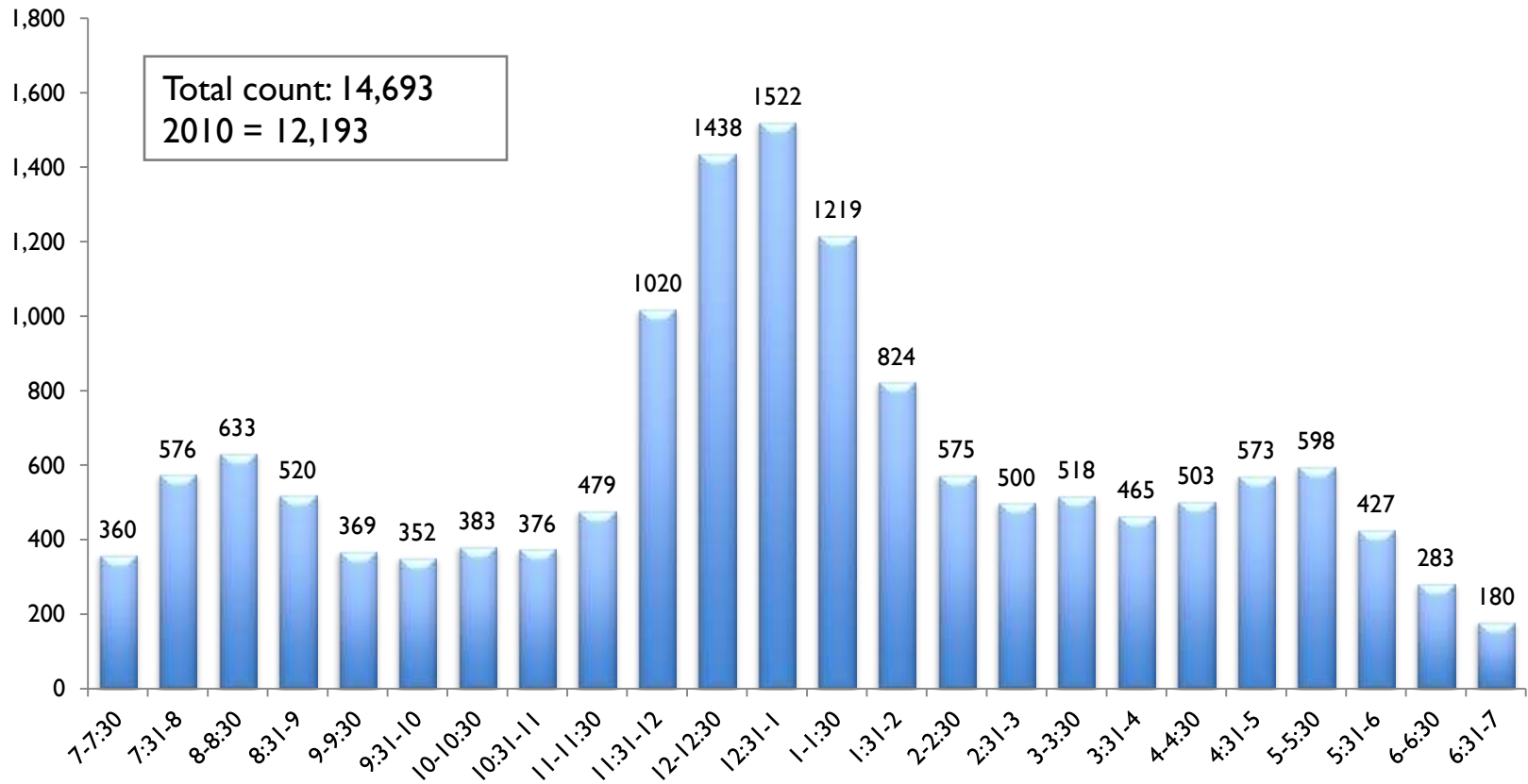
# 5<sup>th</sup> AVENUE – THURSDAY

## 12 Hour Total for Thursday



# 5<sup>th</sup> AVENUE – FRIDAY

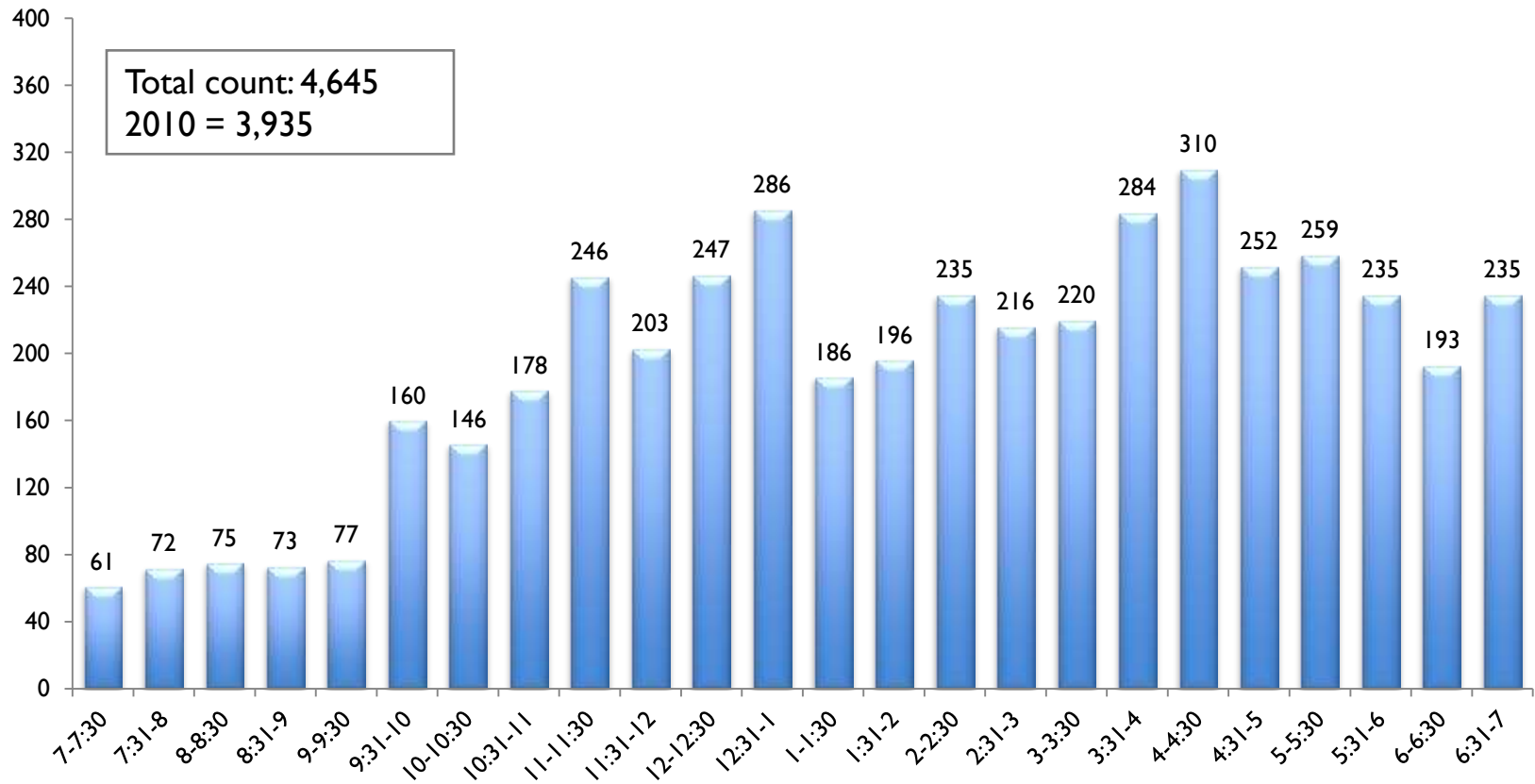
## 12 Hour Total for Friday





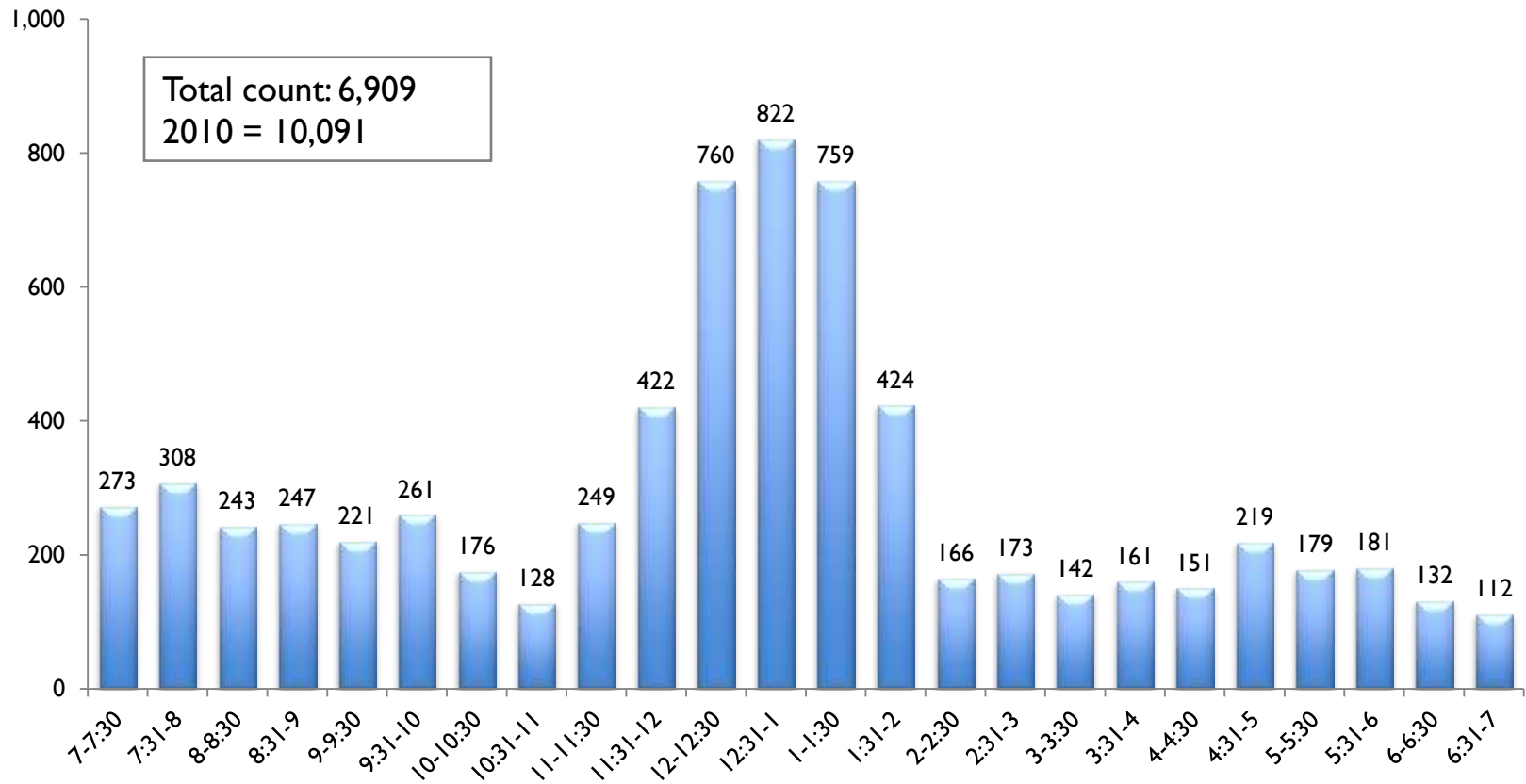
# 5<sup>th</sup> AVENUE – SATURDAY

## 12 Hour Total for Saturday



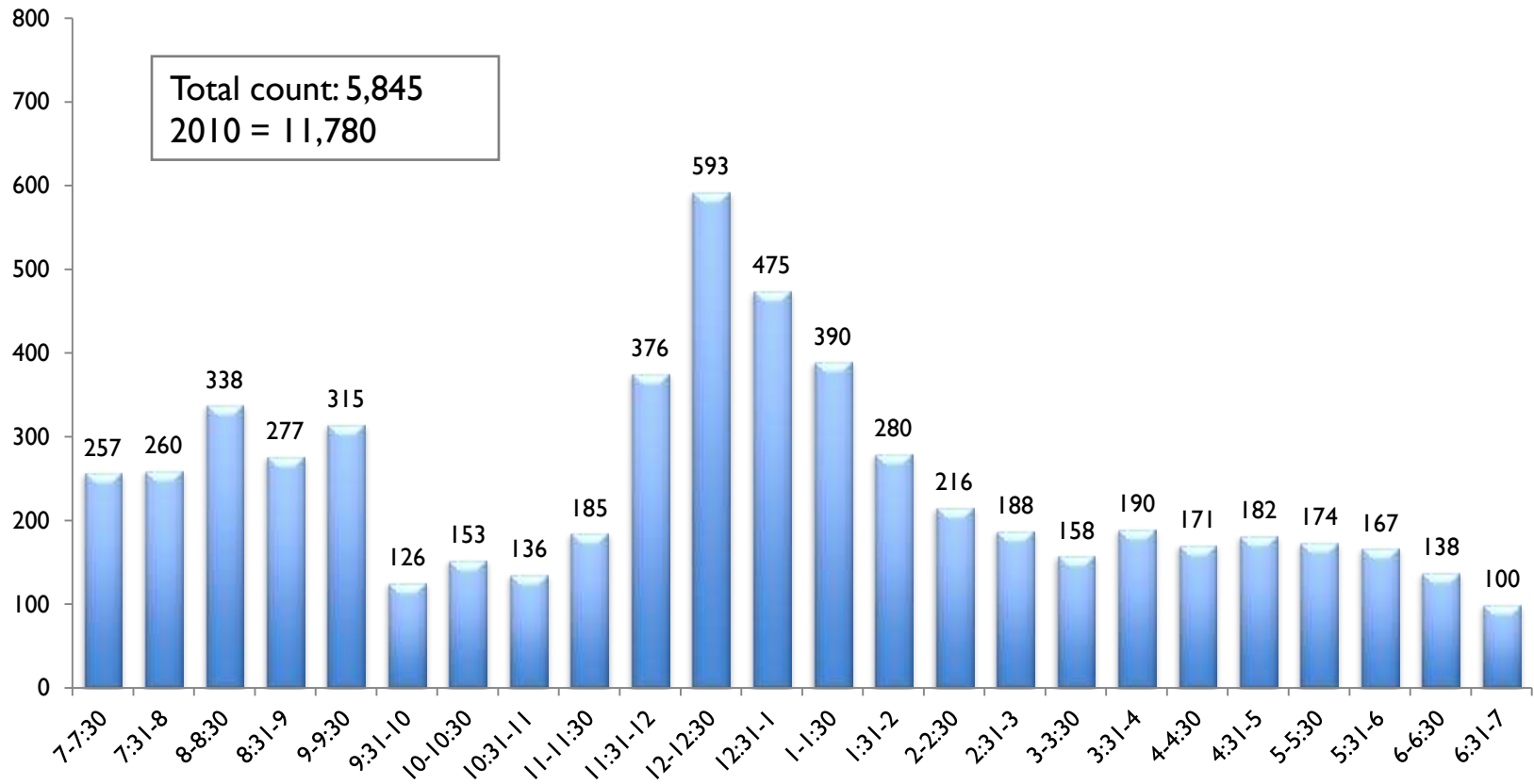
# MKT SQ DUNKIN' – THURSDAY

## 12 Hour Total for Thursday



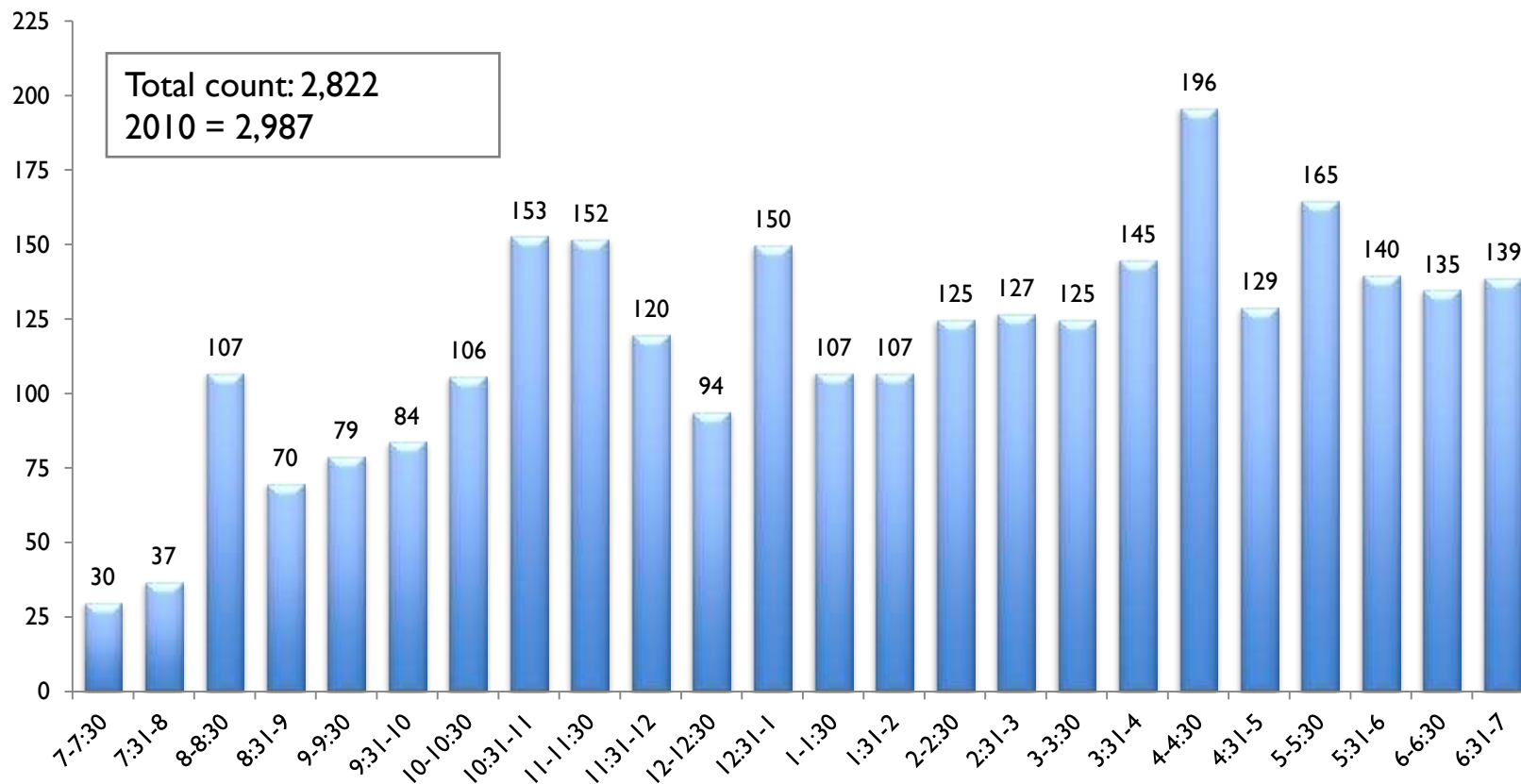
# MKT SQ DUNKIN' – FRIDAY

## 12 Hour Total for Friday



# MKT SQ DUNKIN' – SATURDAY

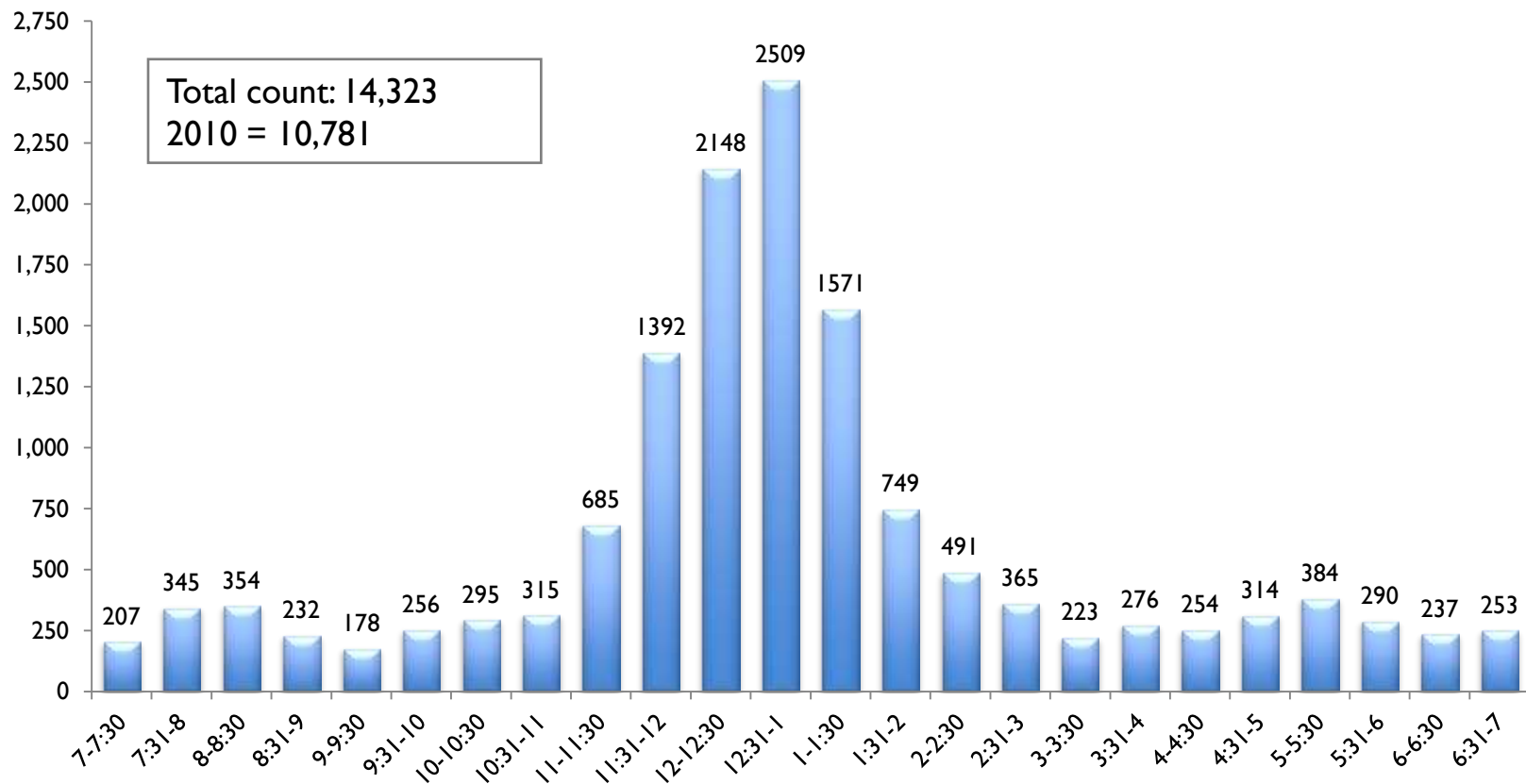
## 12 Hour Total for Saturday





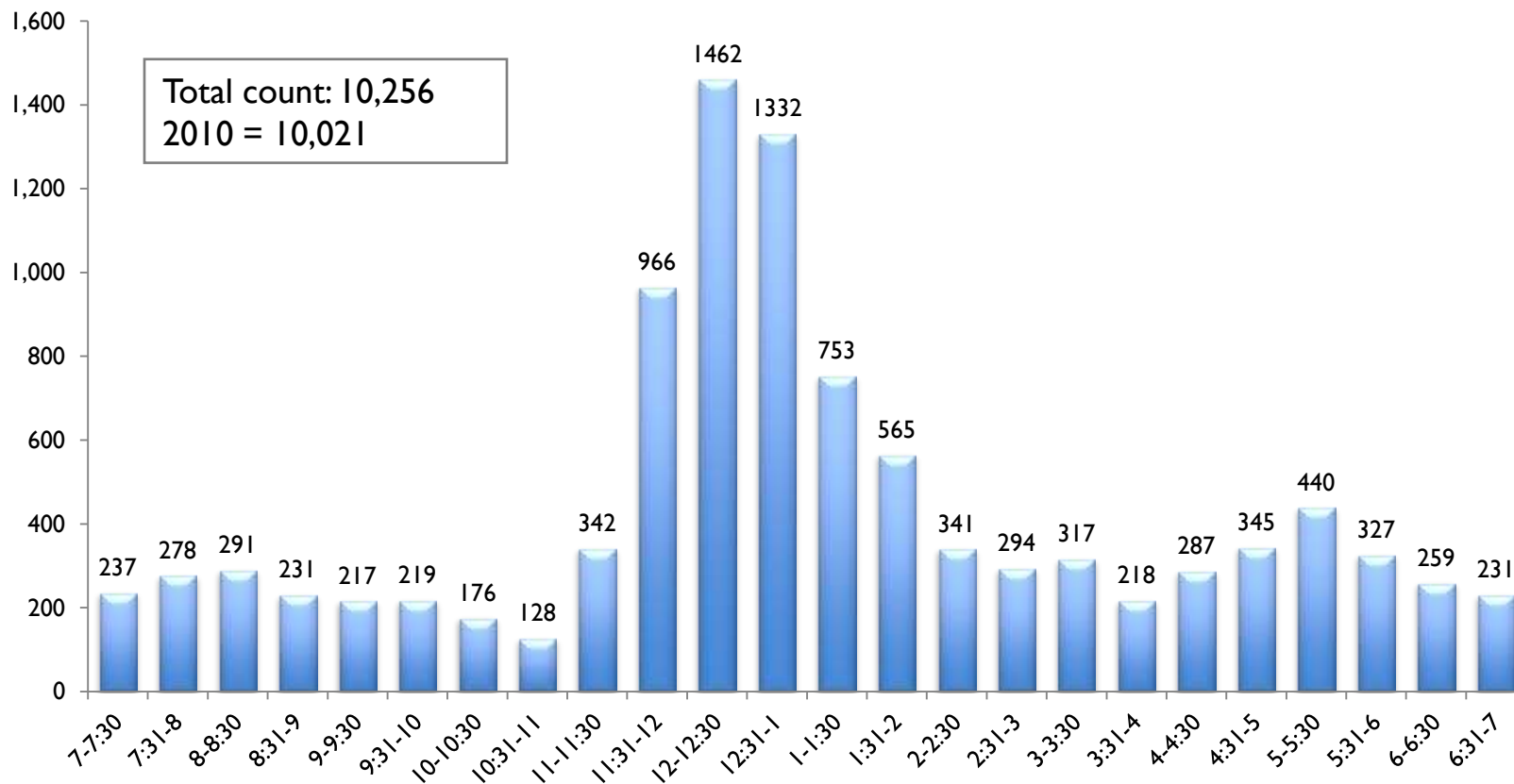
# MKT SQ MOE'S – THURSDAY

## 12 Hour Total for Thursday



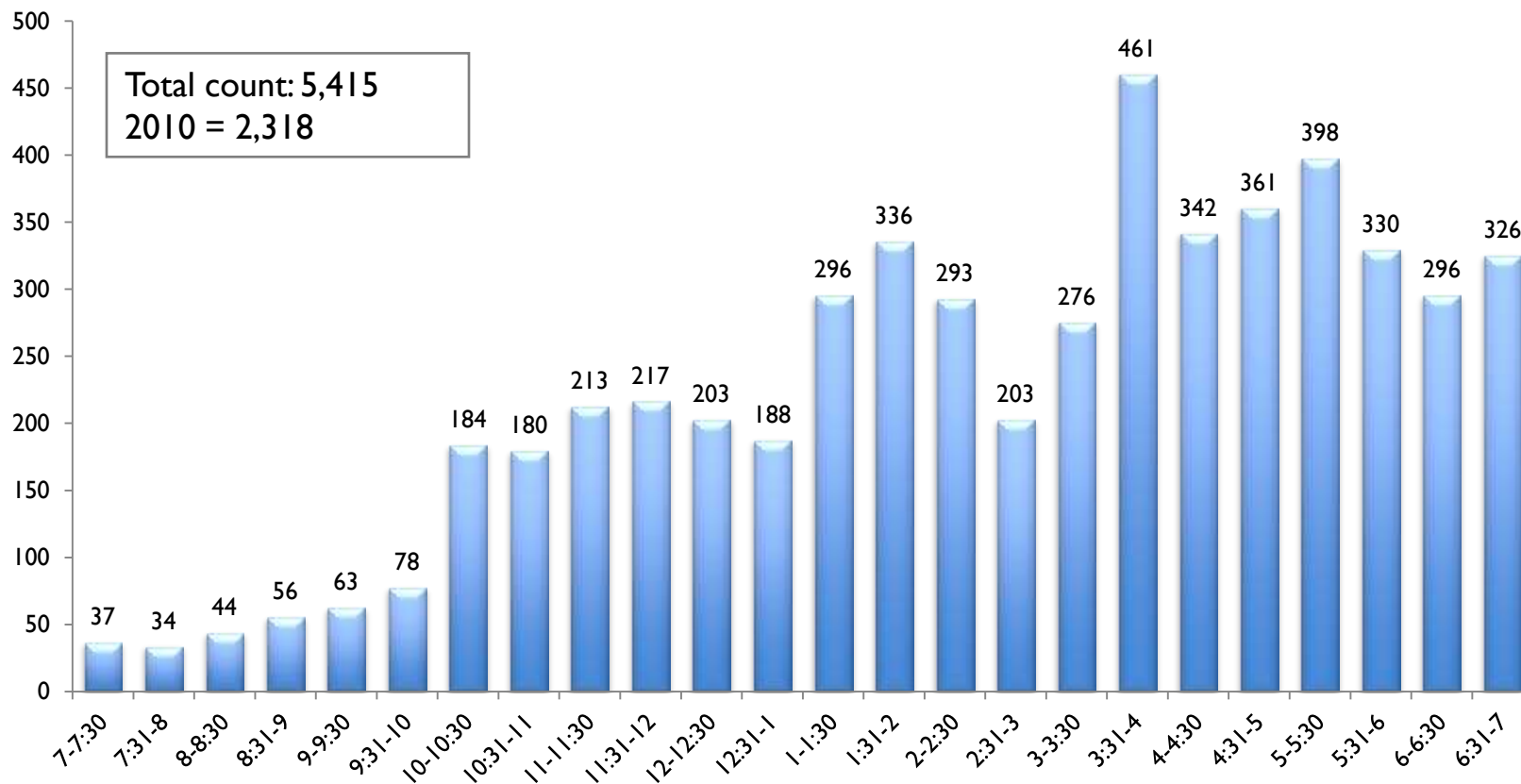
# MKT SQ MOE'S – FRIDAY

## 12 Hour Total for Friday



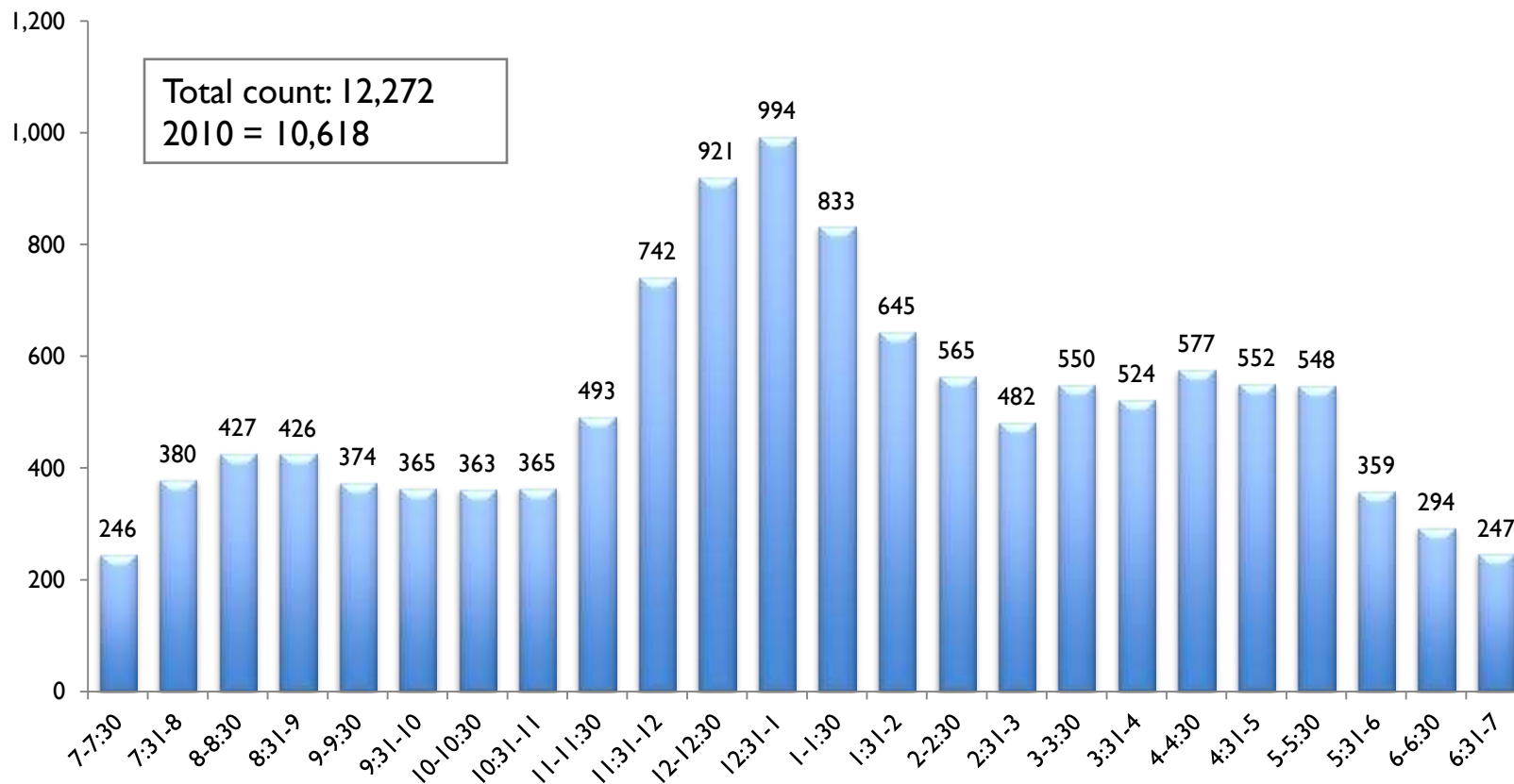
# MKT SQ MOE'S – SATURDAY

## 12 Hour Total for Saturday



# SMITHFIELD – THURSDAY

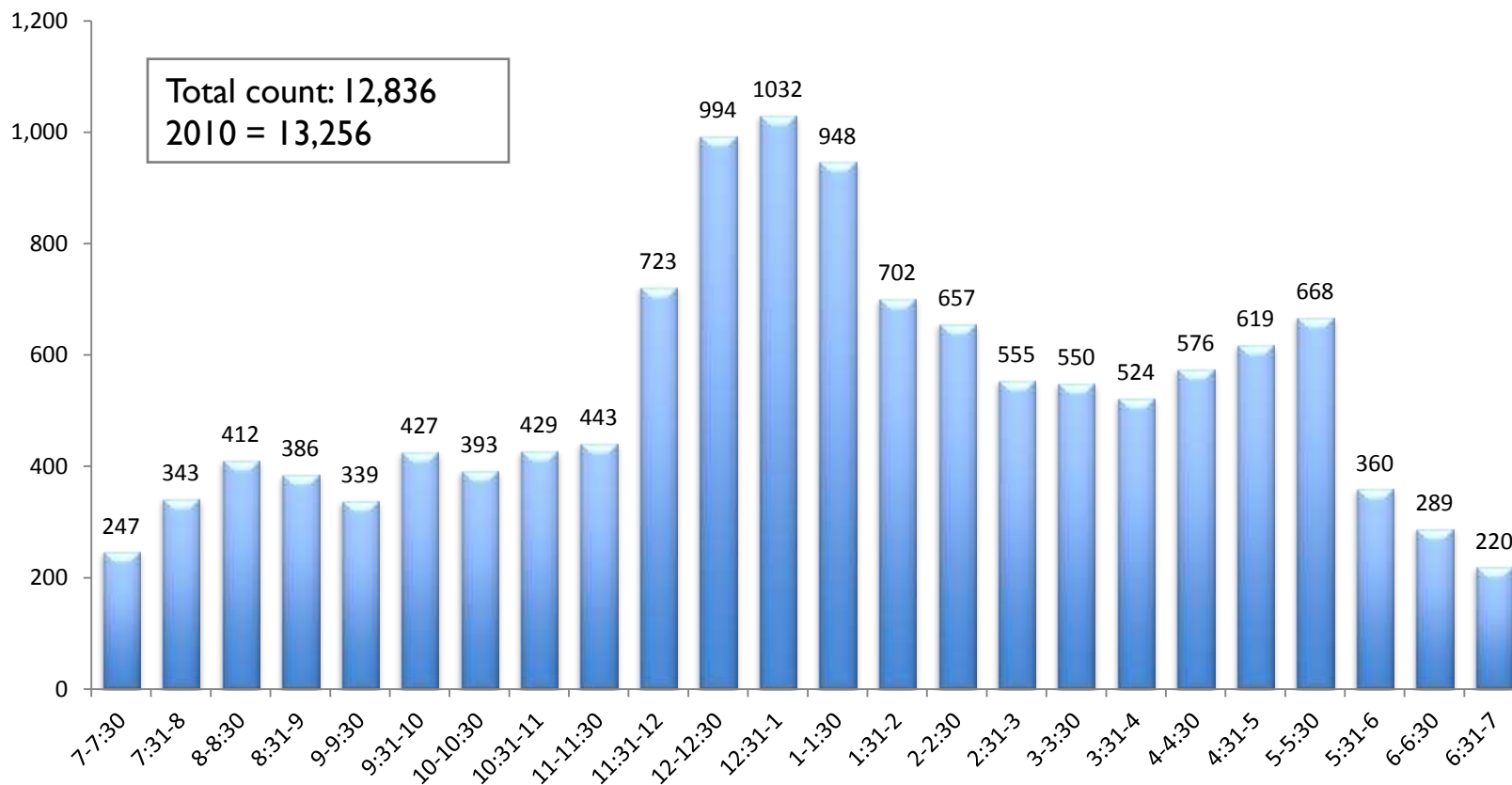
## 12 Hour Total for Thursday





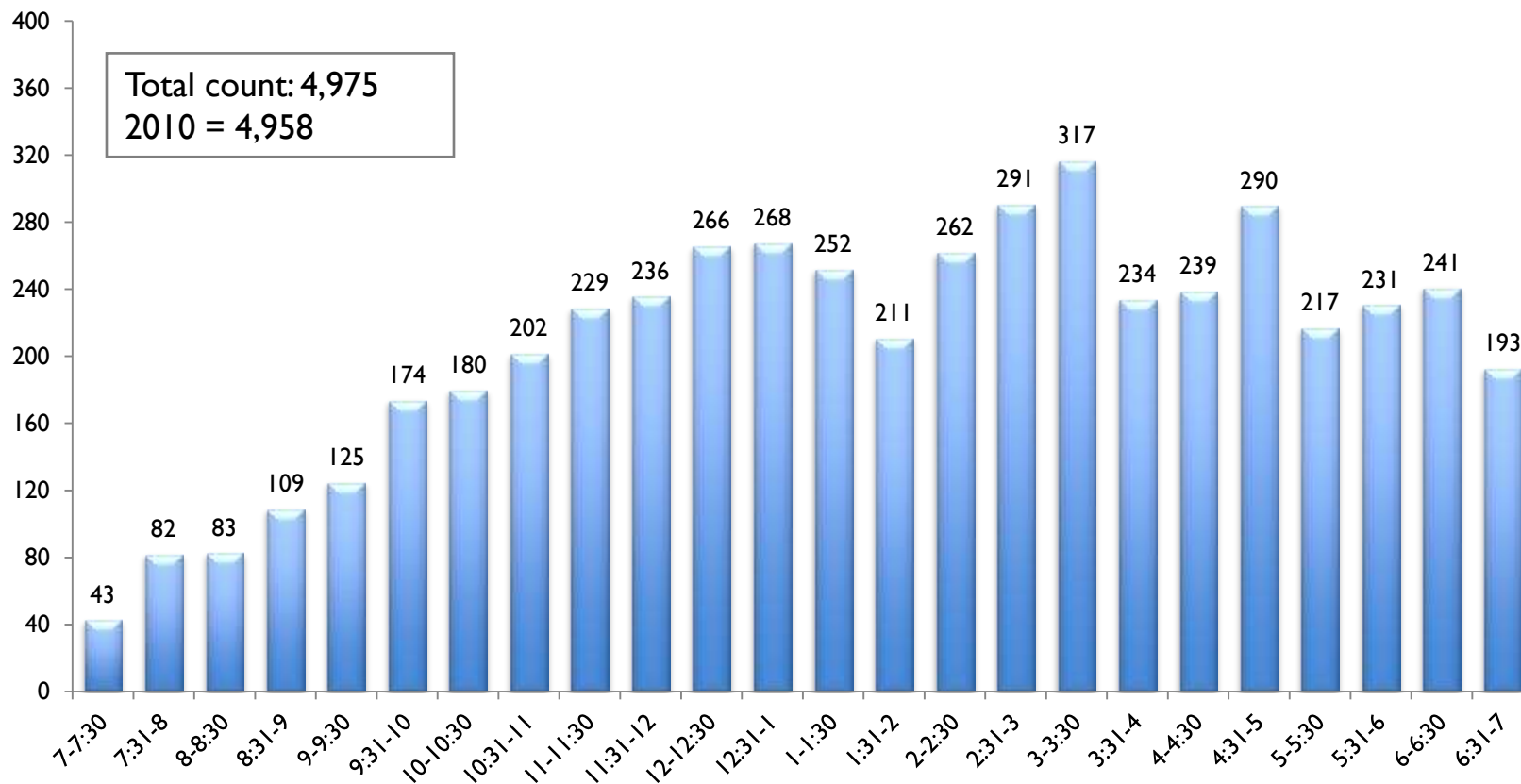
# SMITHFIELD – FRIDAY

## 12 Hour Total for Friday



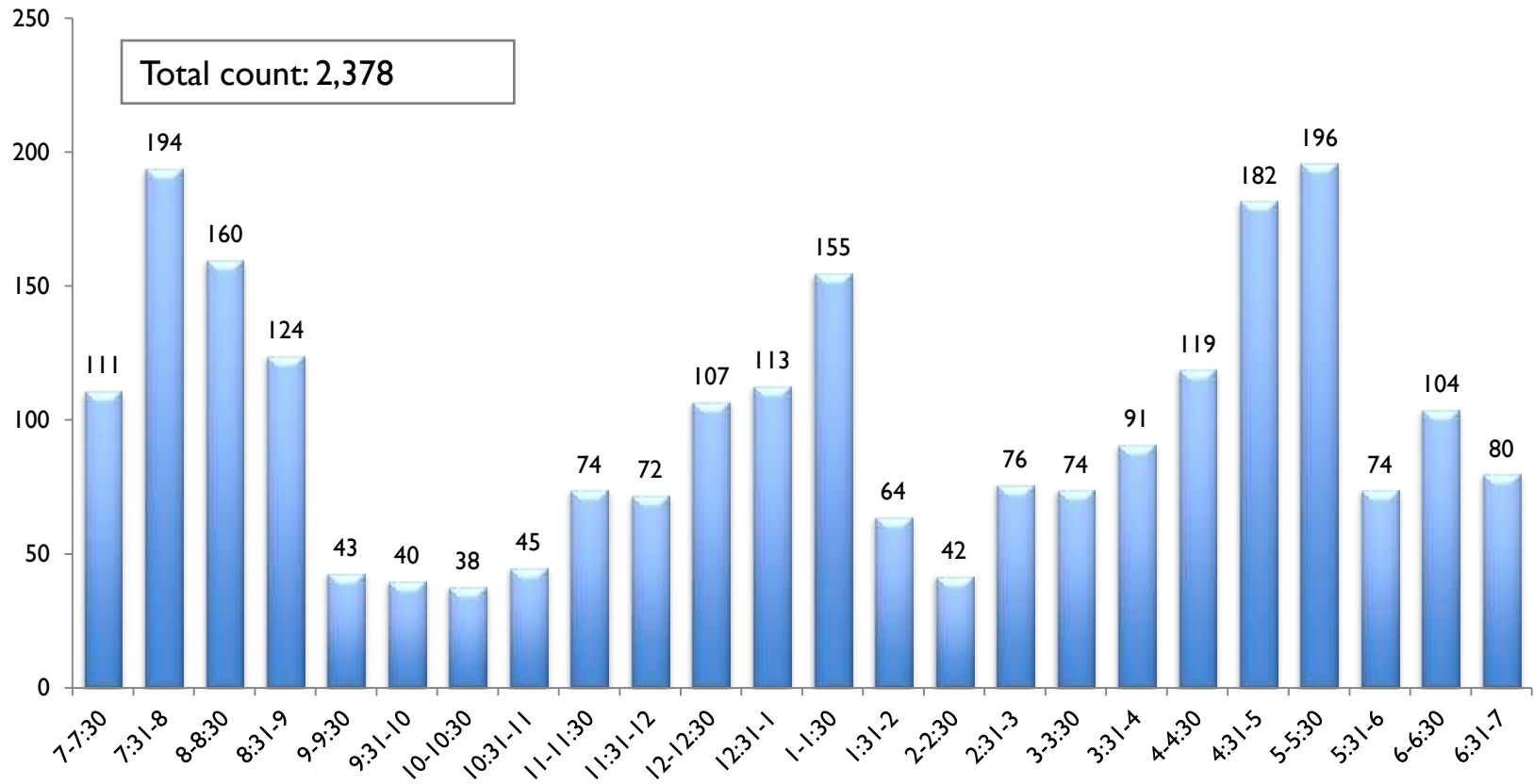
# SMITHFIELD – SATURDAY

## 12 Hour Total for Saturday



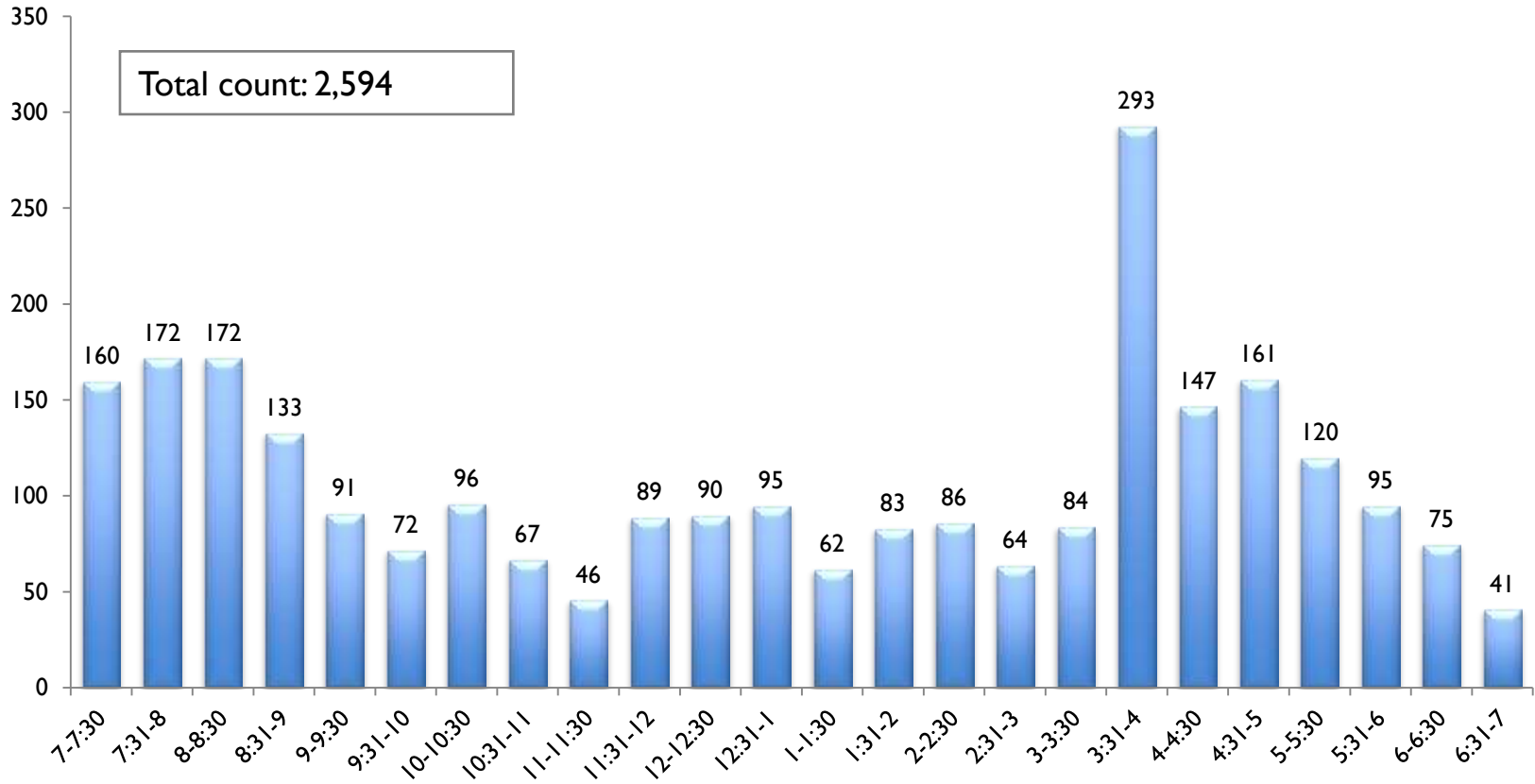
# 6<sup>th</sup> AVE (D-Tree) – THURSDAY

## 12 Hour Total for Thursday



# 6<sup>th</sup> AVE (D-Tree) – FRIDAY

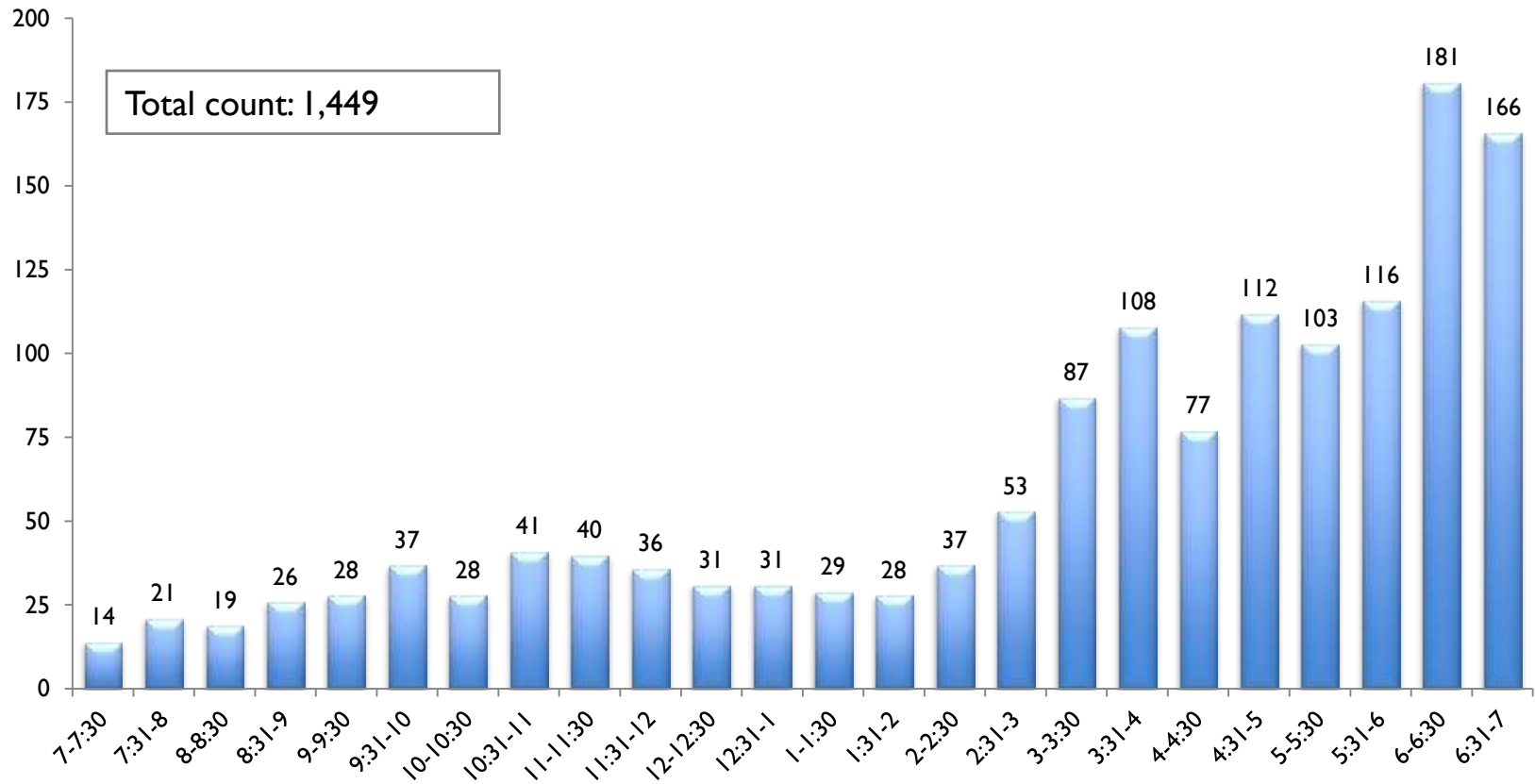
## 12 Hour Total for Friday





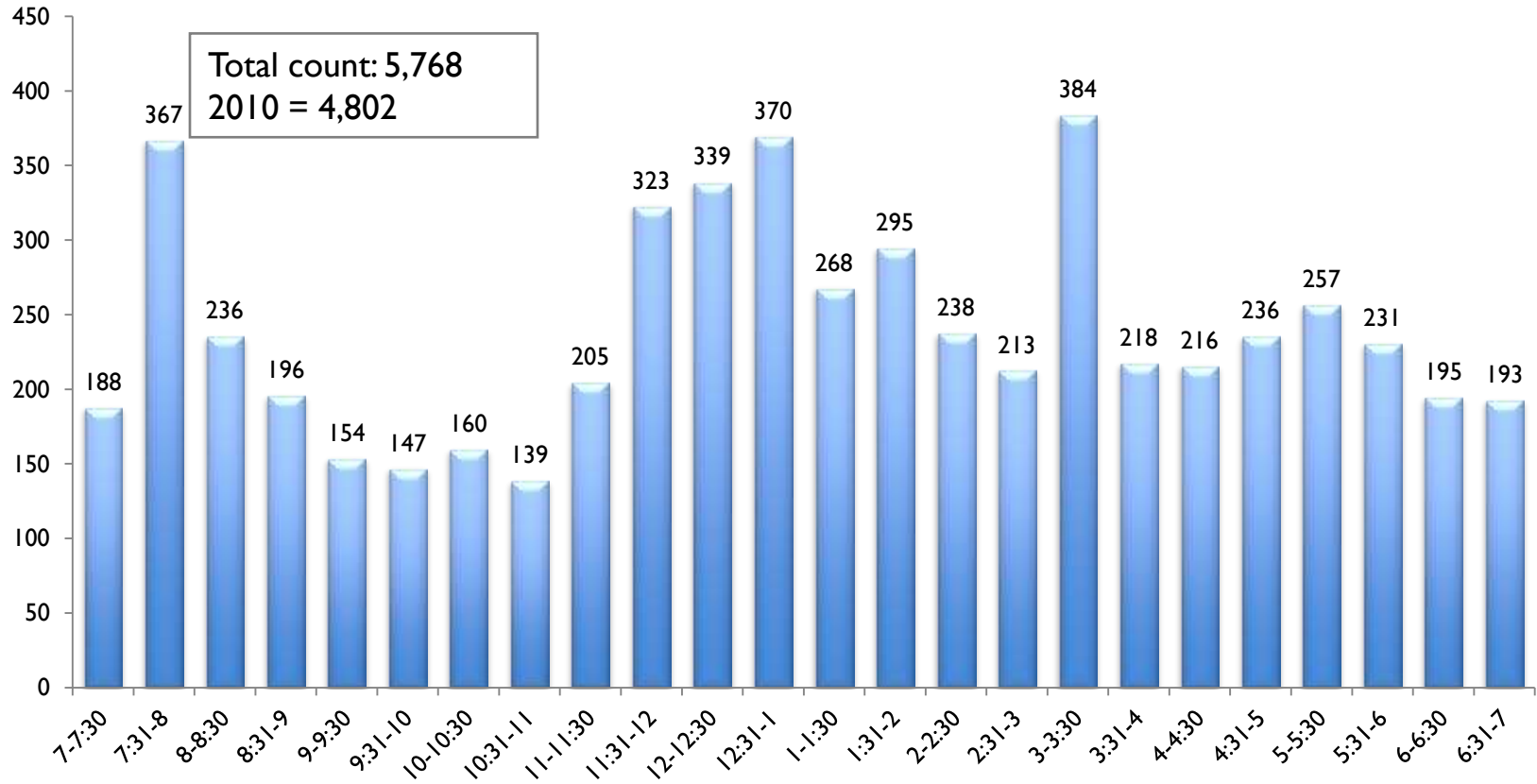
# 6<sup>th</sup> AVE (D-Tree) – SATURDAY

## 12 Hour Total for Saturday



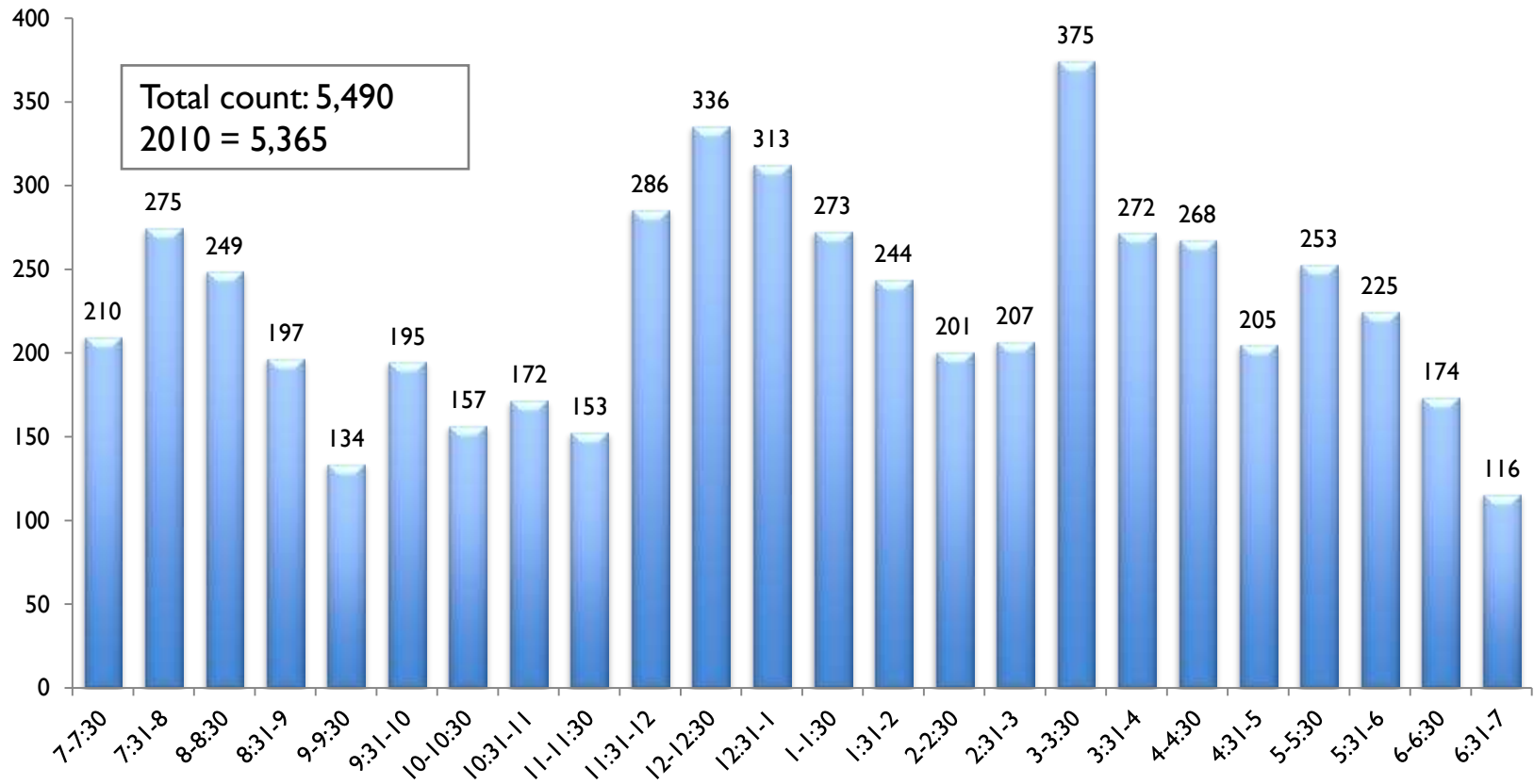
# PENN @ 9TH – THURSDAY

## 12 Hour Total for Thursday



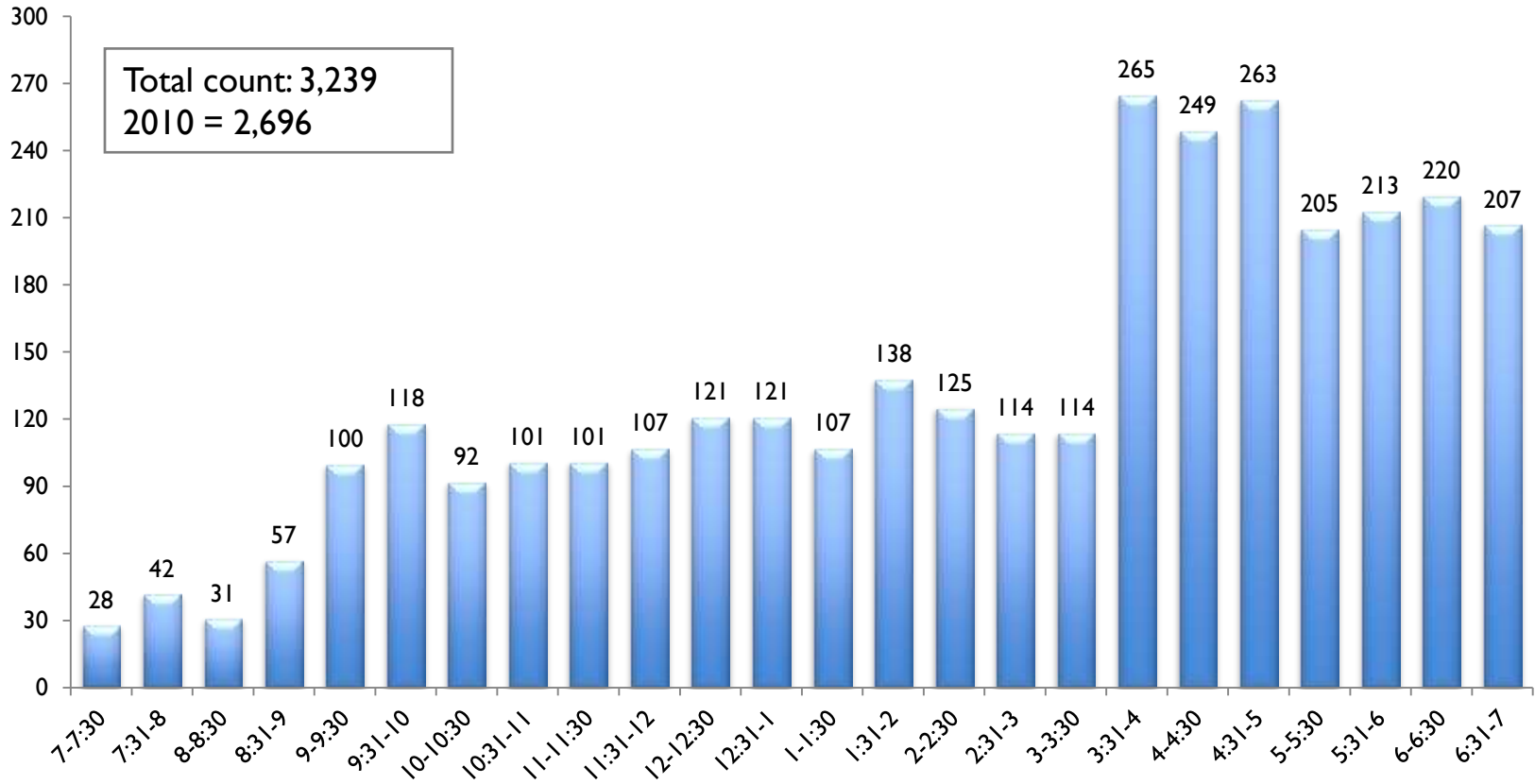
# PENN @ 9TH – FRIDAY

## 12 Hour Total for Friday



# PENN @ 9TH – SATURDAY

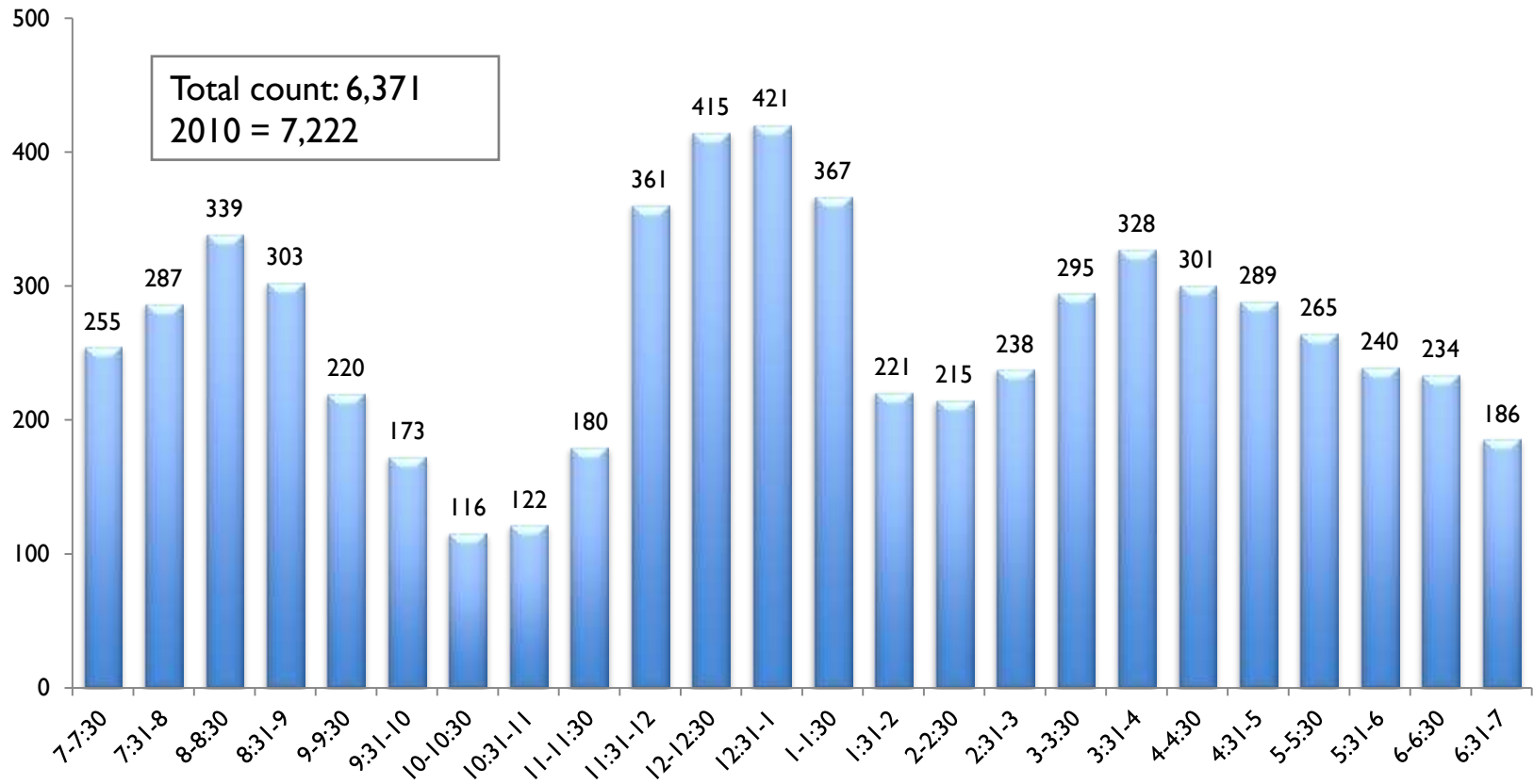
## 12 Hour Total for Saturday





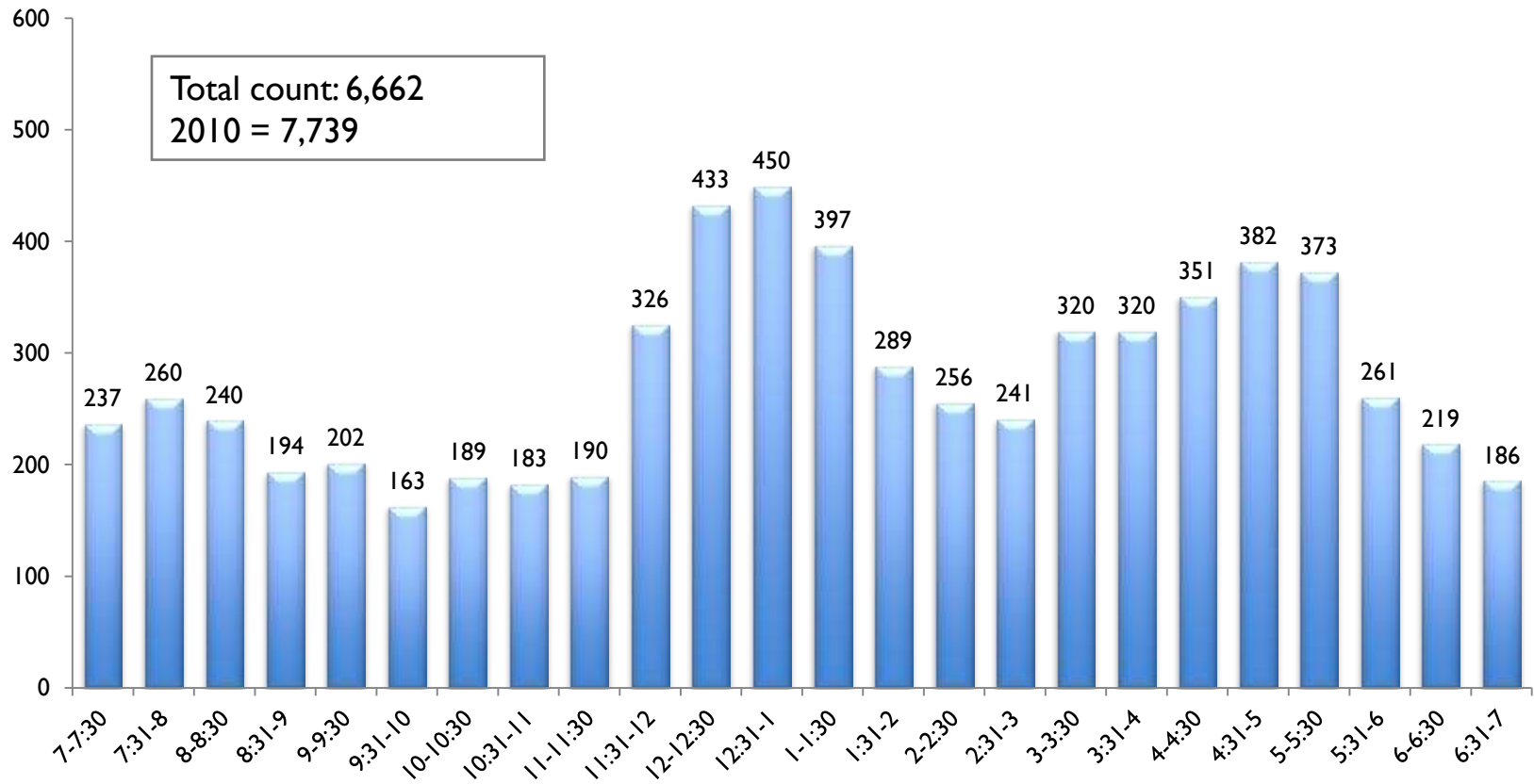
# PENN @ 6TH – THURSDAY

## 12 Hour Total for Thursday



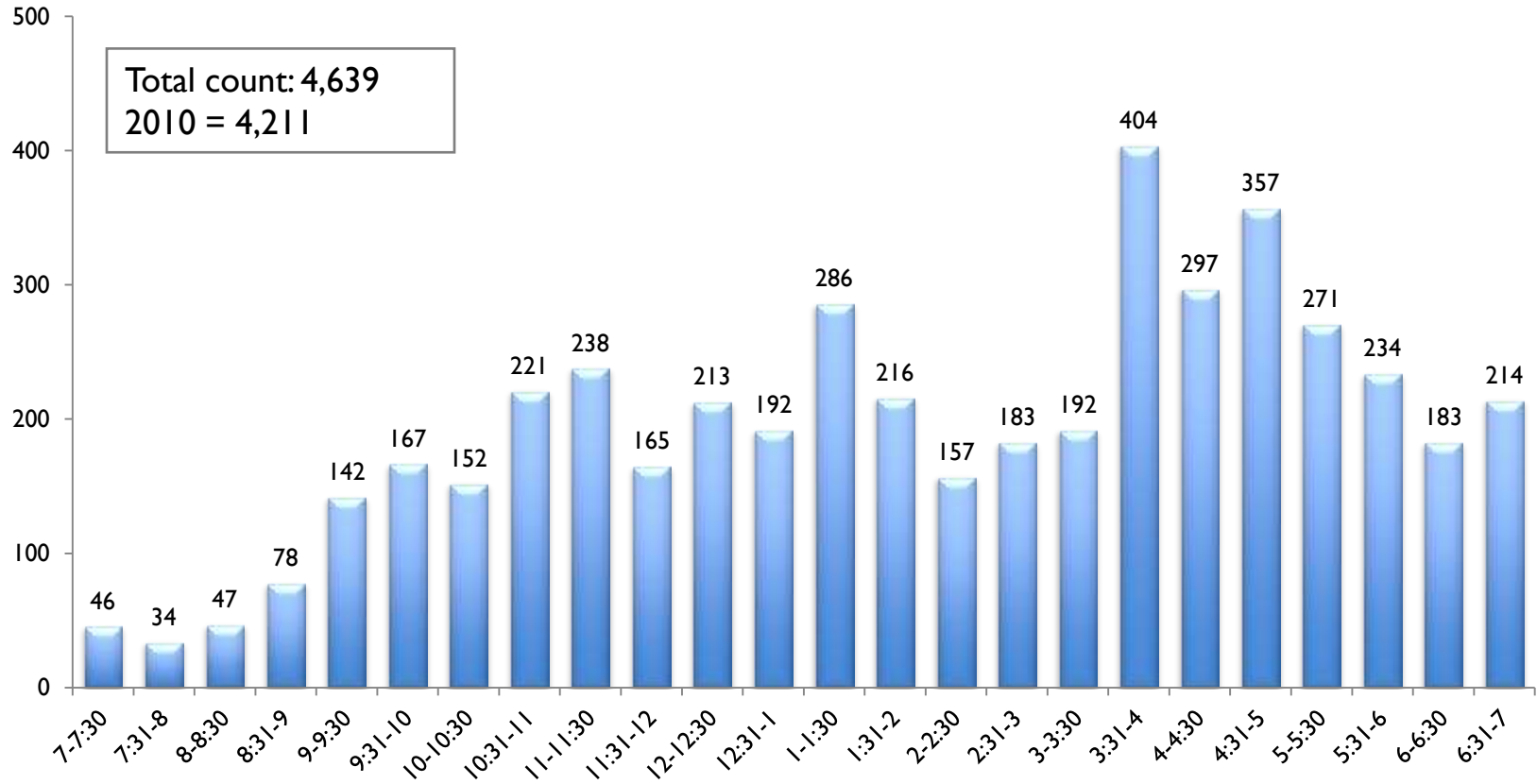
# PENN @ 6TH – FRIDAY

## 12 Hour Total for Friday



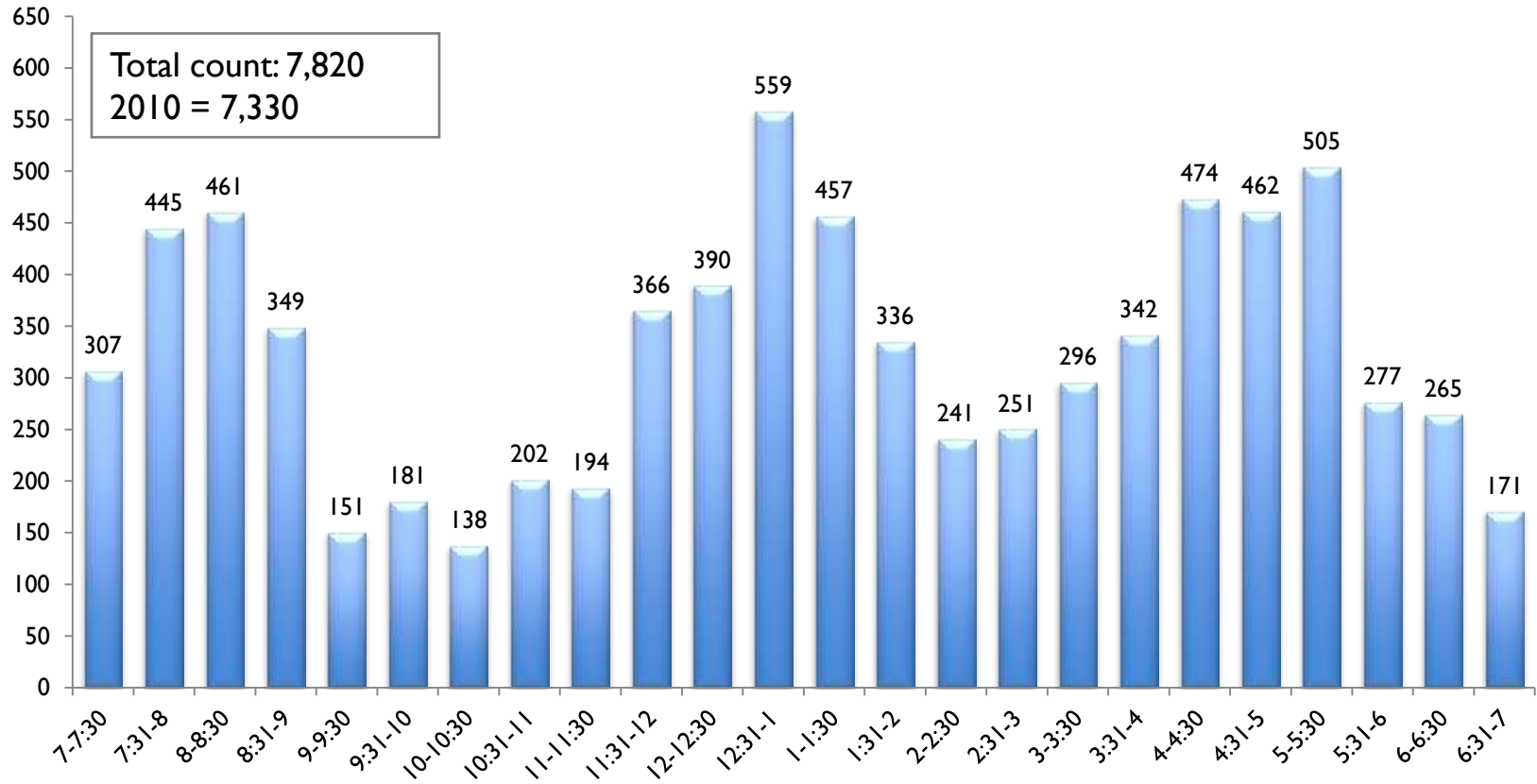
# PENN @ 6TH – SATURDAY

## 12 Hour Total for Saturday



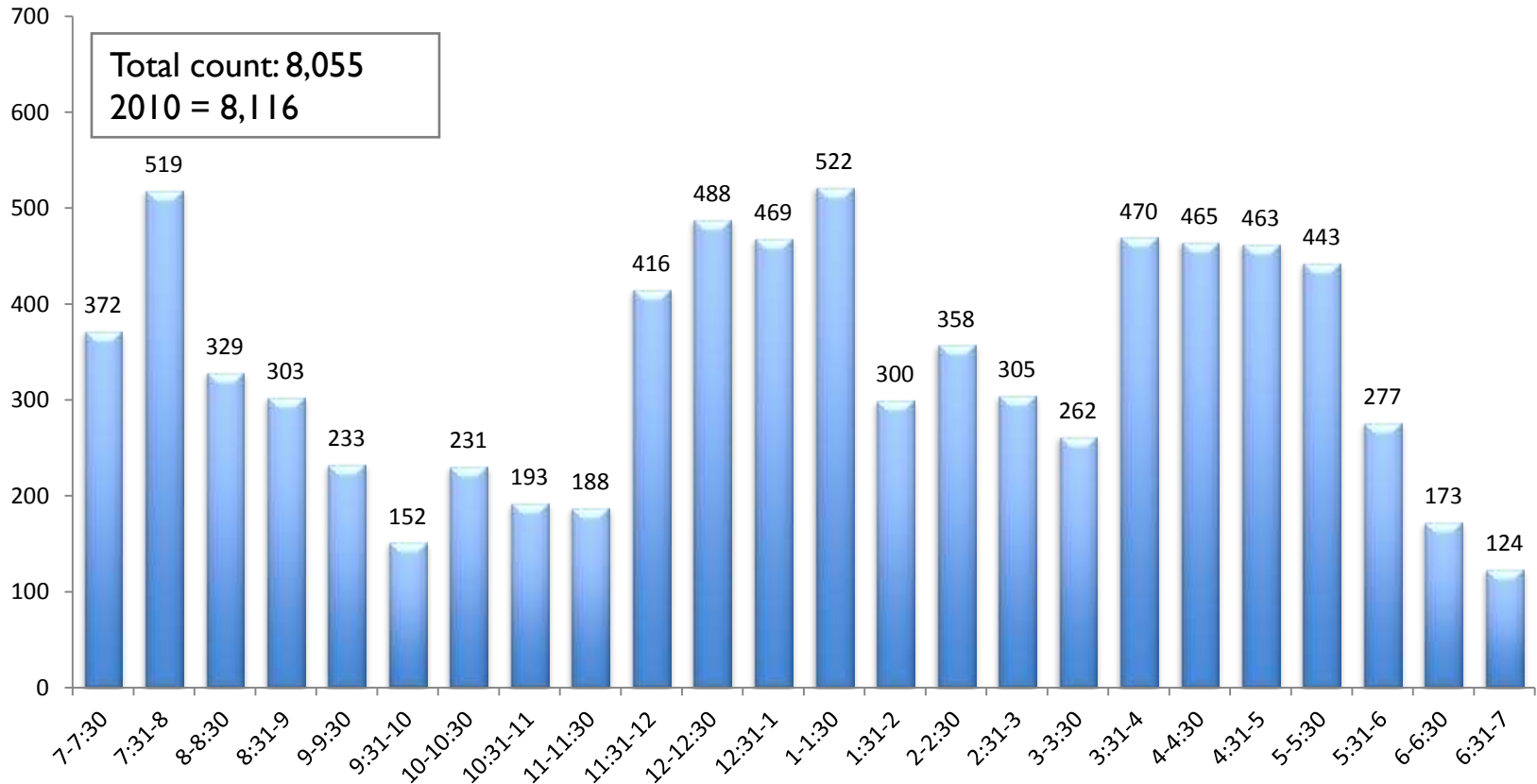
# LIBERTY @ 10TH – THURSDAY

## 12 Hour Total for Thursday



# LIBERTY @ 10TH – FRIDAY

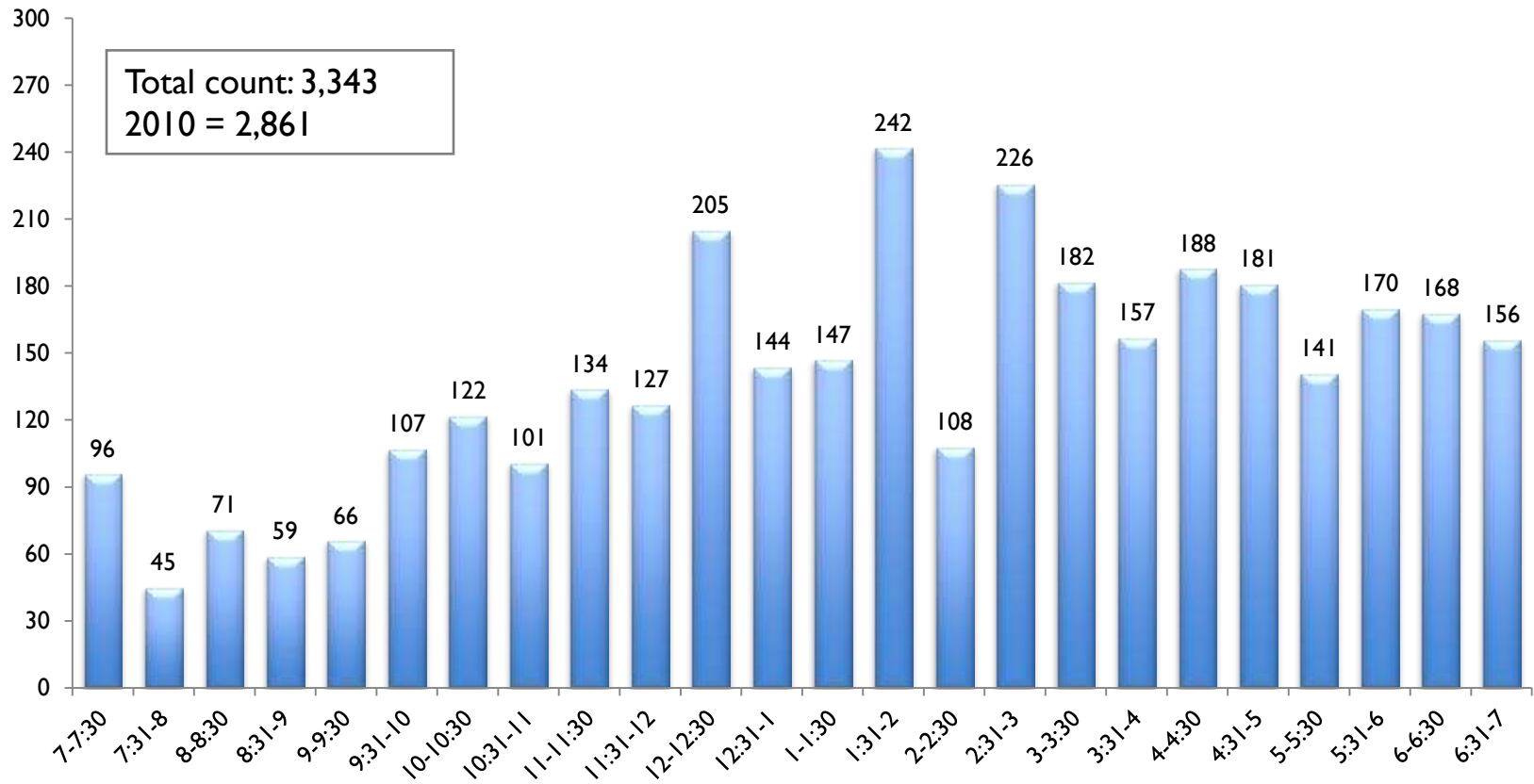
## 12 Hour Total for Friday





# LIBERTY @ 10TH – SATURDAY

## 12 Hour Total for Saturday



<End of Survey>

Further details are available by contacting the  
Pittsburgh Downtown Partnership.

412-566-4190

[pdp@downtownpittsburgh.com](mailto:pdp@downtownpittsburgh.com)

