
# 2016 Downtown Pittsburgh Resident Survey

## Overview and Findings

PITTSBURGH
DOWNTOWN
PARTNERSHIP

The 2016 Downtown Pittsburgh Resident Survey was supported by:

MILLCRAFT
REAL ESTATE SERVICES

# METHODOLOGY

# Survey Methodology

| 2016 Resident Survey |
|---|
| Online survey open from 1/6/2016 through 1/29/2016 |
| Distributed with assistance of property managers via email and direct postcards to all units in multi-family properties |
| 754 surveys collected representing 56 properties in Greater Downtown |
| Incentive: Restaurant gift card raffle (four gift cards distributed) |
| |

| 2012 Resident Survey |
|---|
| Online and hard copy survey open from 11/6/2012 through 12/7/2012 |
| Distributed with assistance of property managers via email and direct postcards to all units in multi-family properties |
| 571 Surveys collected representing 31 properties in Greater Downtown |
| Incentive: Restaurant gift card raffle (two gift cards distributed) |
| |

# KEY DEMOGRAPHIC FINDINGS OF DOWNTOWN RESIDENT SURVEY

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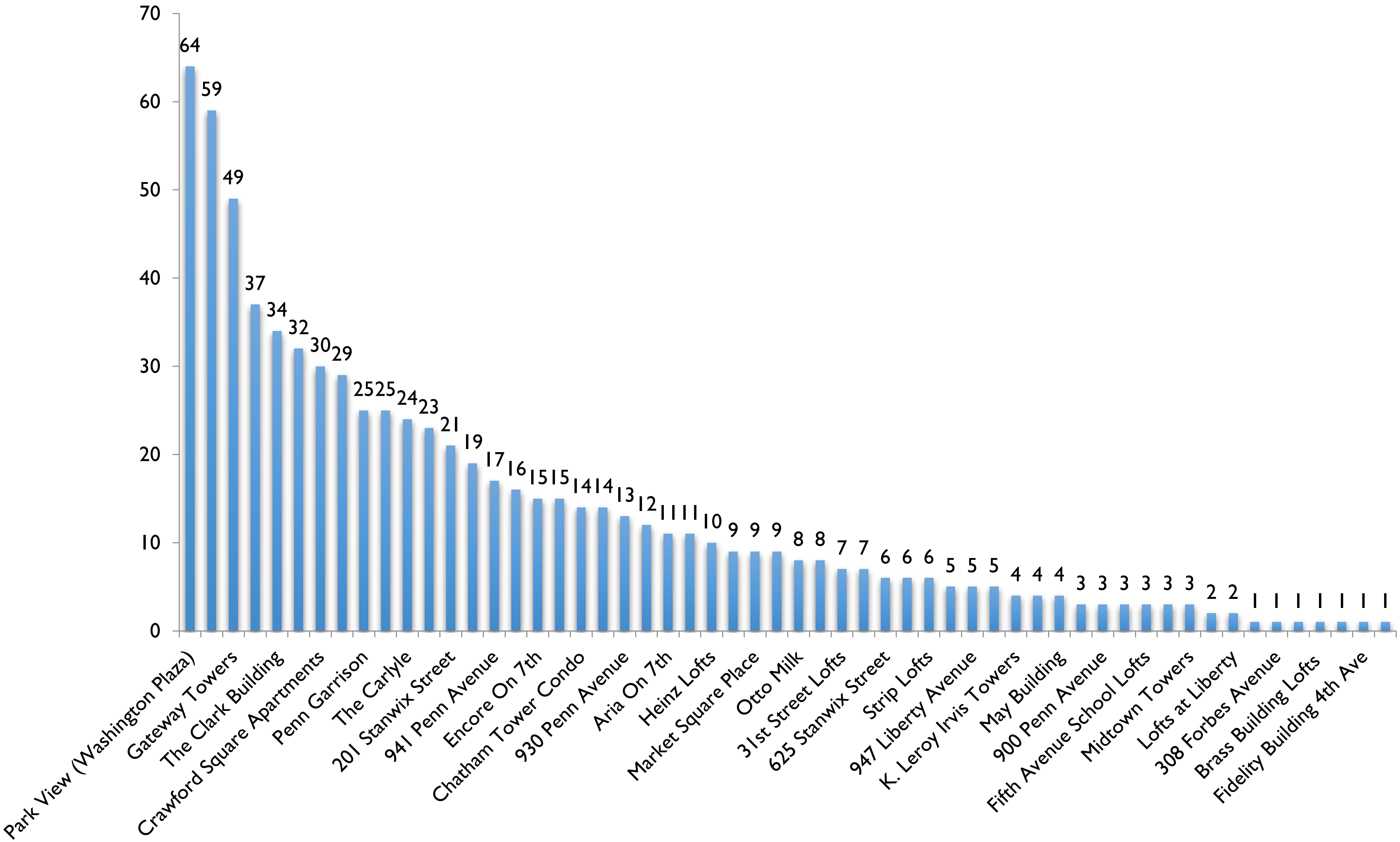
# Resident Responses by Building




Number of respondents = N, N = 750

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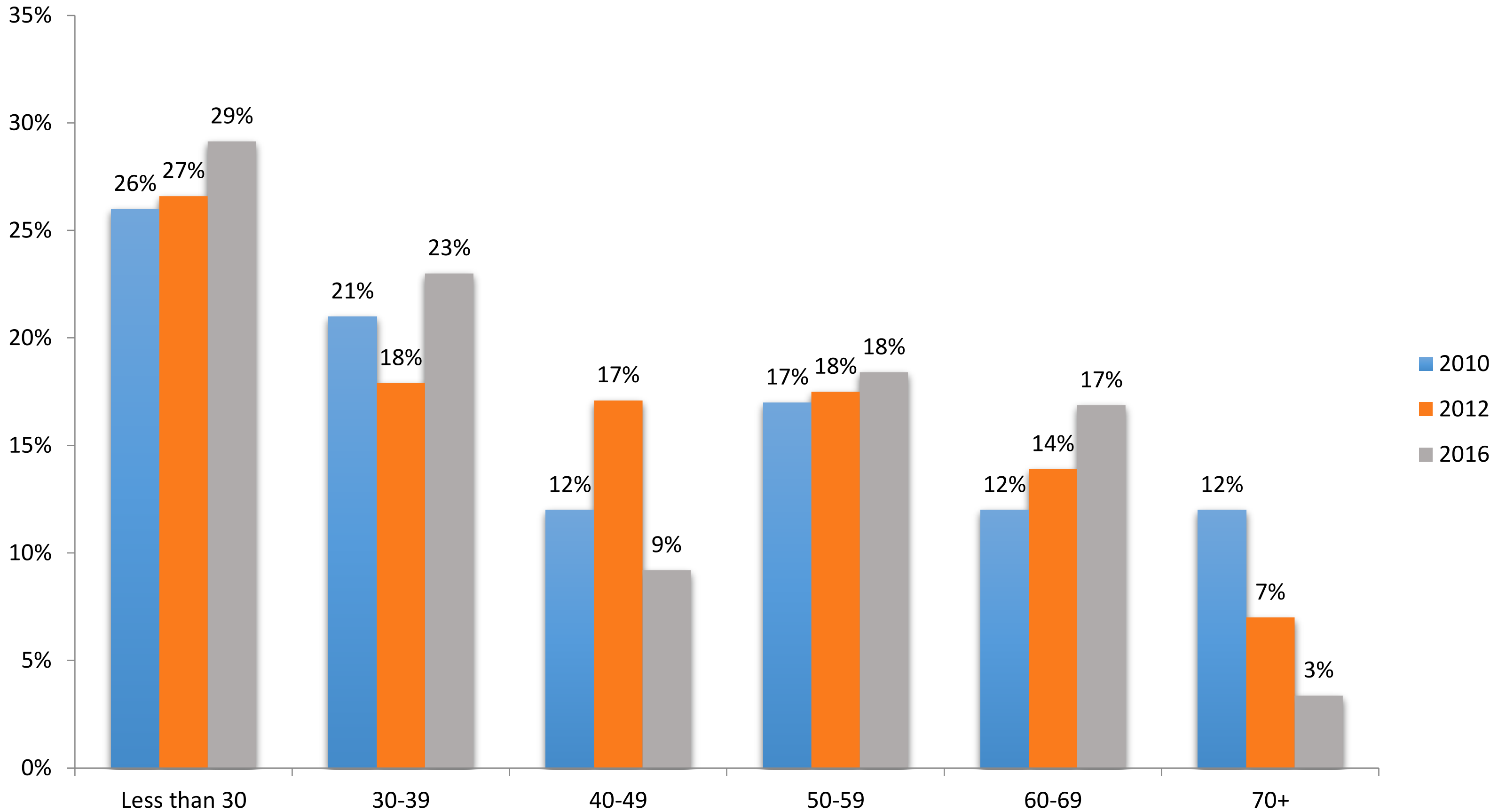
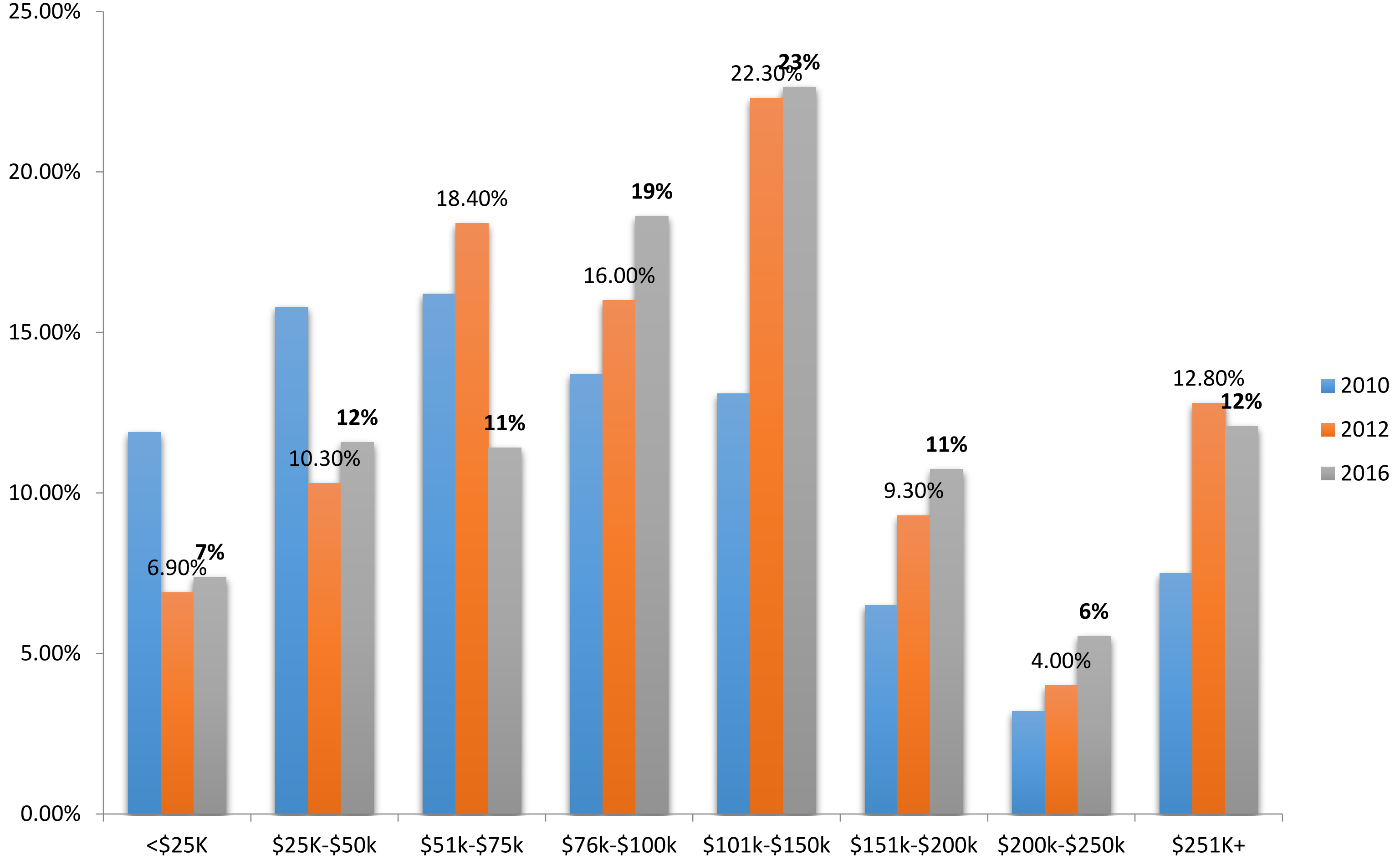
# Age of Residents

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



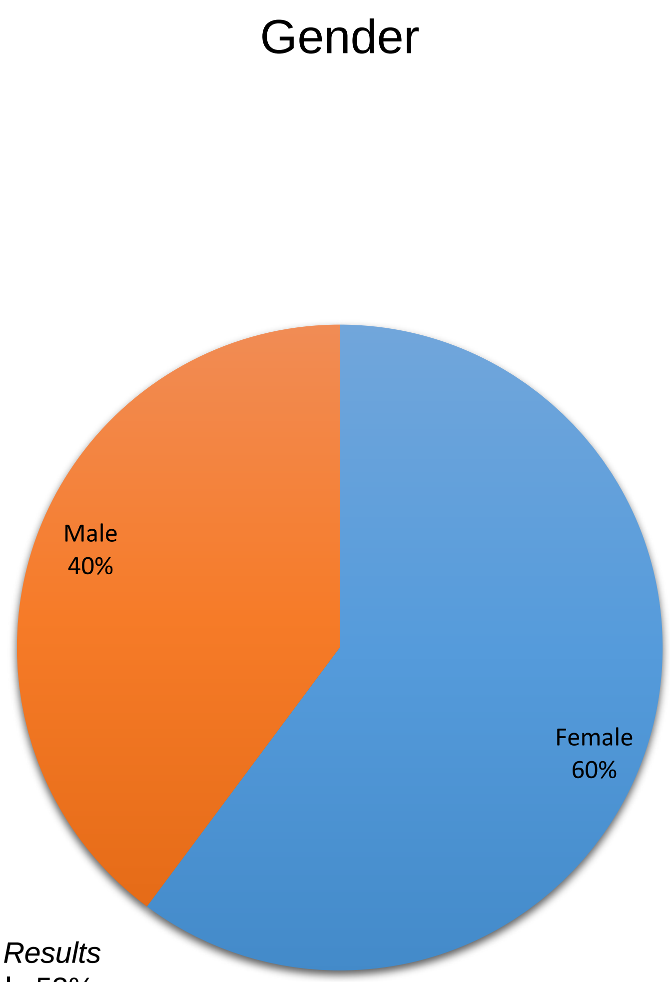

N = 326

# Total Annual Household Income



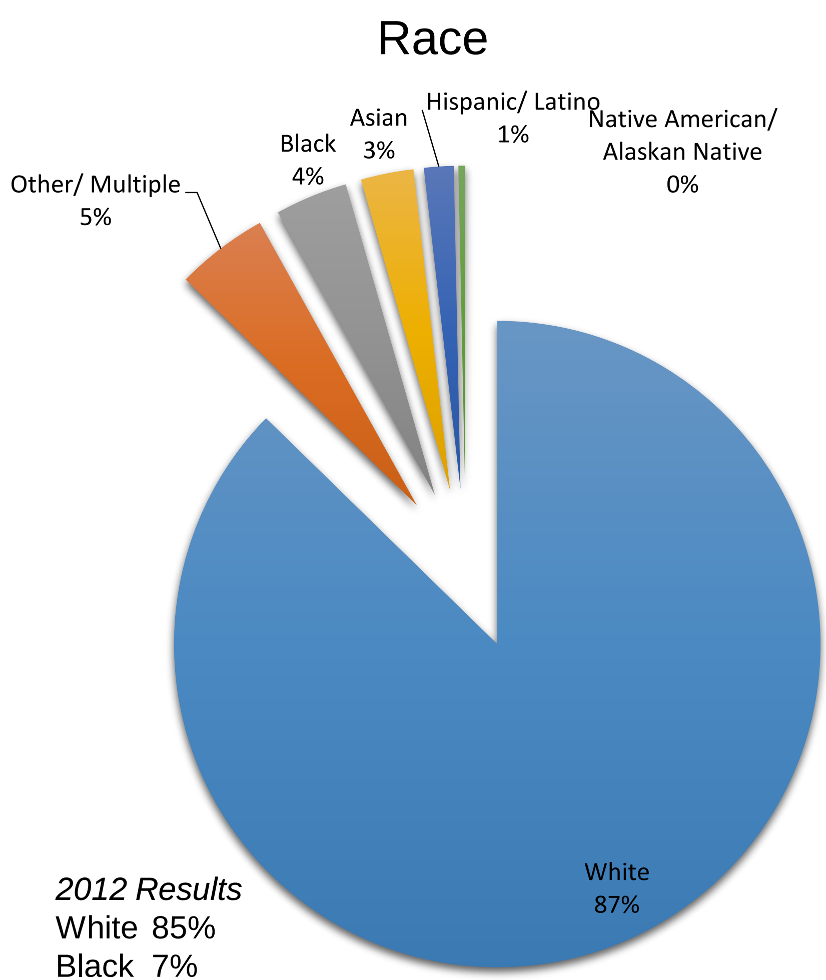

2016 N = 596

# Gender and Race of Residents




*2012 Results*
Female 53%
Males 47%

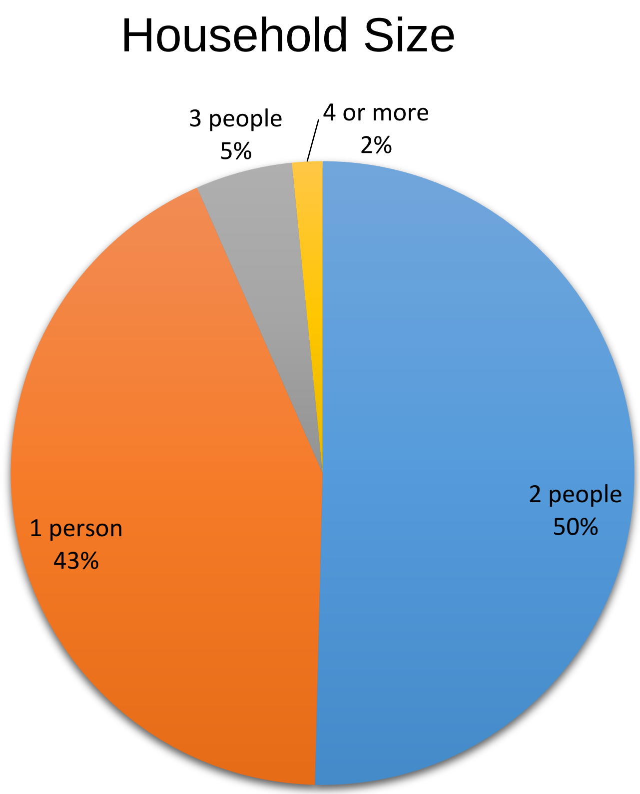
N = 633



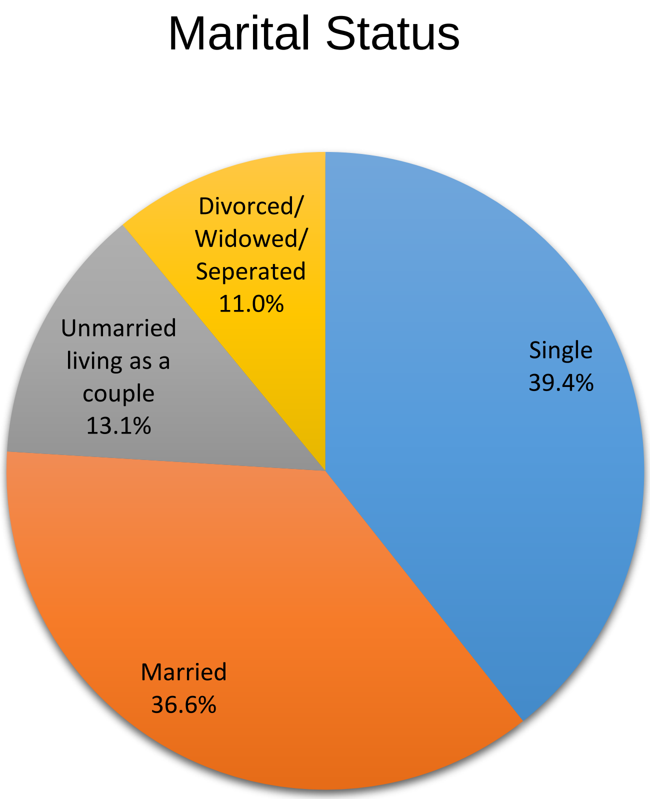

*2012 Results*
White 85%
Black 7%
Asian 6%
Other 0%

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%.

Q53. Including yourself, how many people comprise your household?

N = 637

Q53. Which category best describes your marital status?

N = 620

# Pet Ownership

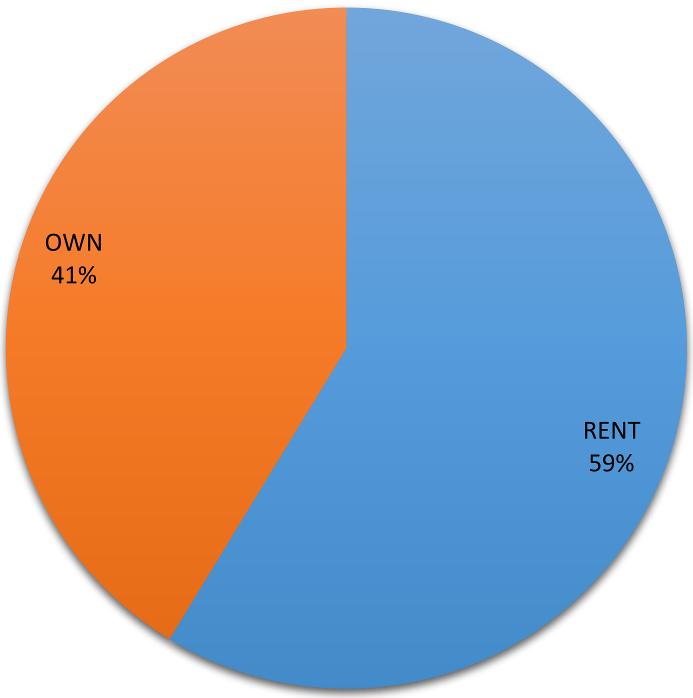
| Type of Pet | 2008 | 2010 | 2012 | 2016 |
|---|---|---|---|---|
| No pets | 74% | 76% | 64% | 62% |
| Own Dogs | 13% | 11% | 22% | 22% |
| Own Cats | 14% | 12% | 14% | 16% |
| Own Other Pets | 2% | 1% | 0% | 1% |
| Average # of Dogs | 1 | 1.1 | 1.1 | 1.1 |
| Average # of Cats | 1.5 | 1.4 | 1.6 | 1.4 |

Q53. How many pets live with you?

N = 586

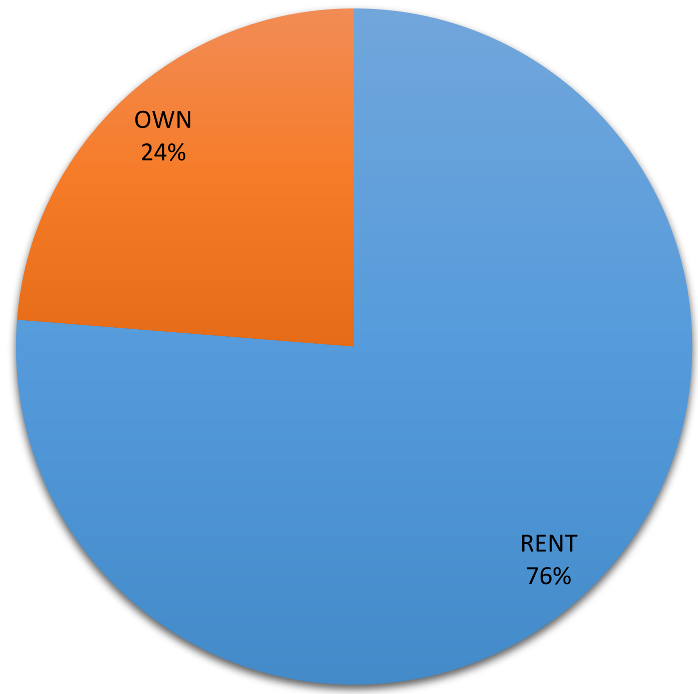
# Ownership Status

## Prior Residence




*2012 Results*
Rent 54.9%
Own 45.10%

## Current Residence




*2012 Results*
Rent 76.9%
Own 23.1%

Q5. Did you rent or own your prior residence?

N = 748

Q3. Do you rent or own your current residence?

N = 750

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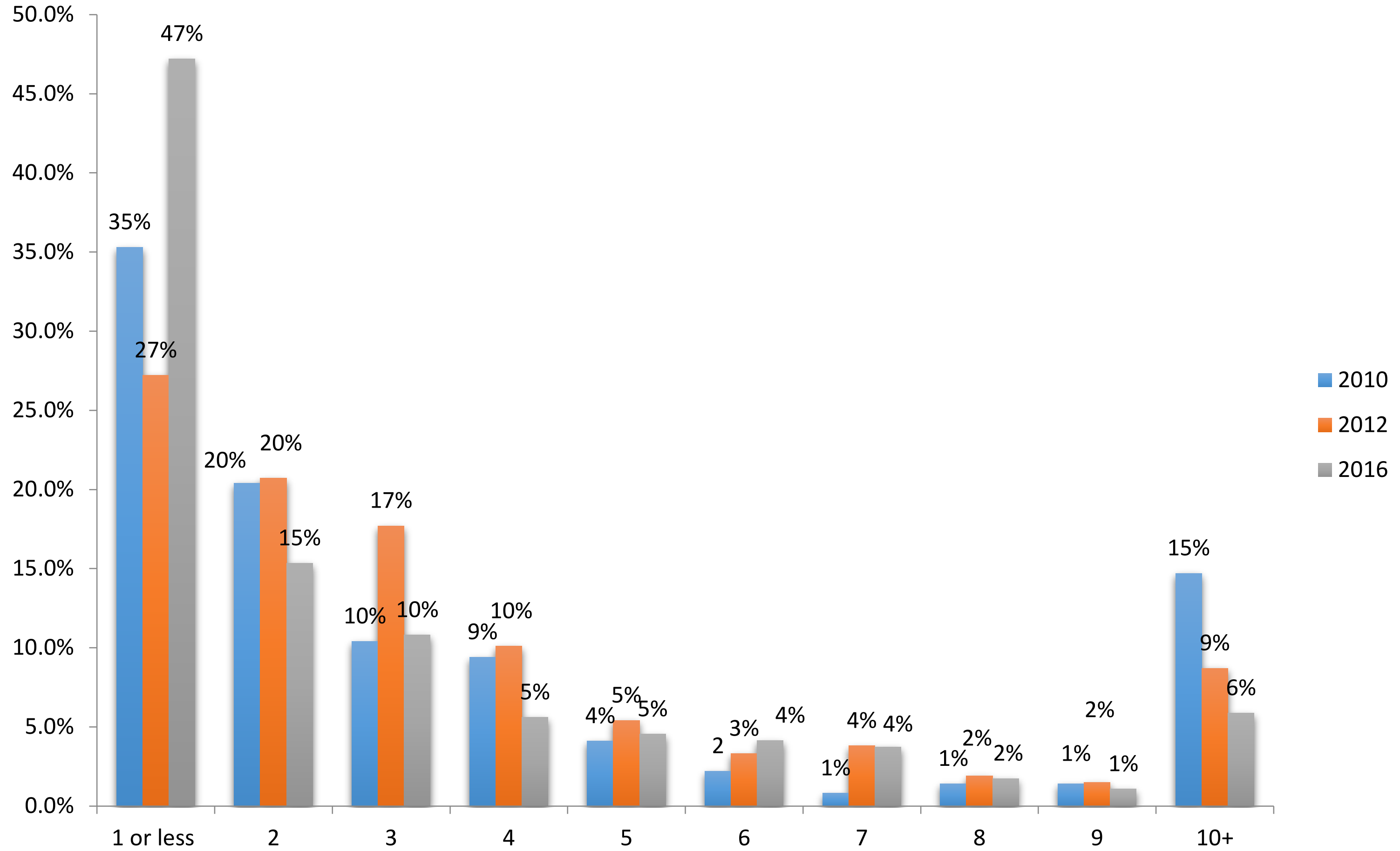
# Tenure at Downtown Residence

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

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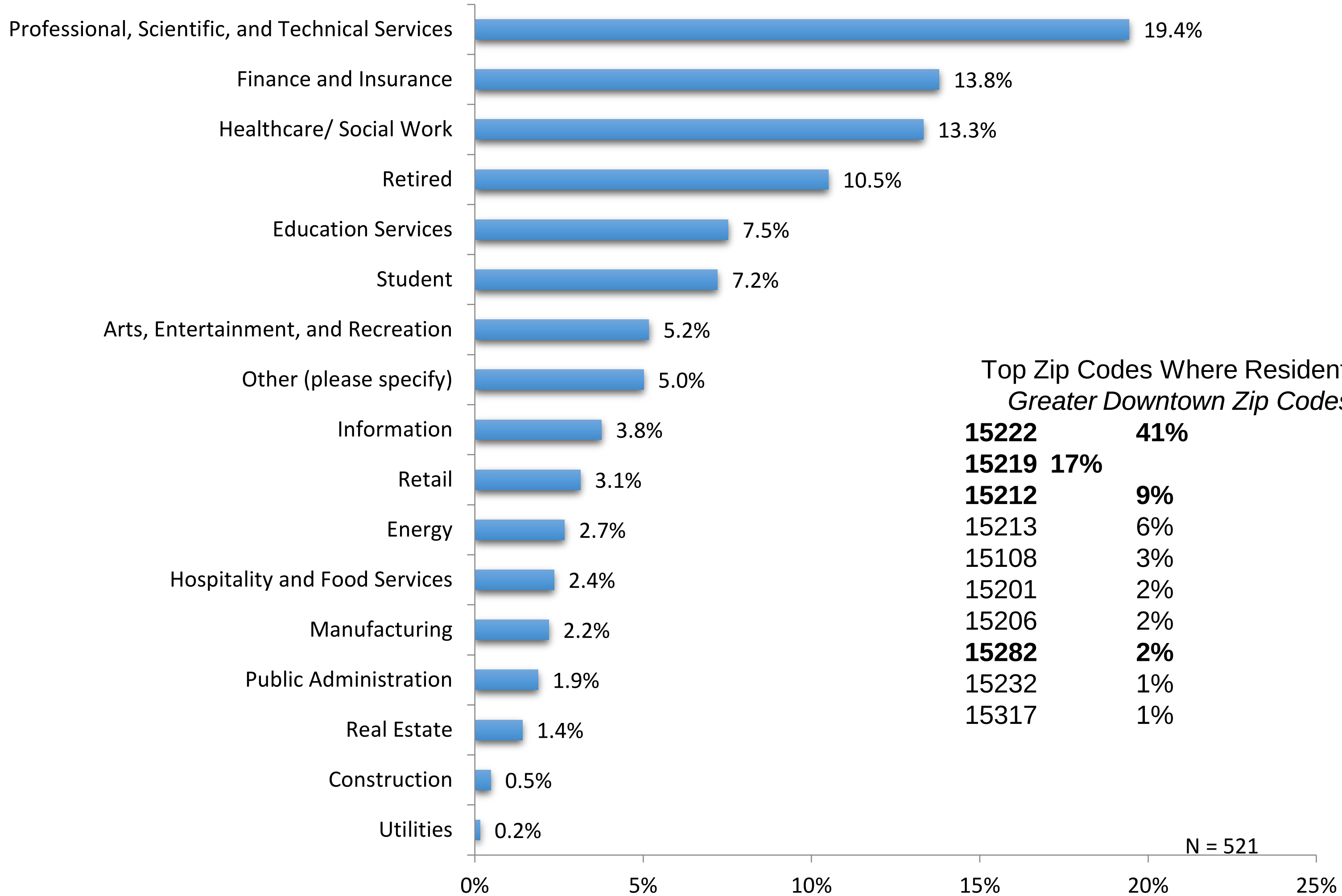
# Resident Professions




Top Zip Codes Where Residents Work

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

| | |
|---|---|
| **15222** | **41%** |
| **15219** | **17%** |
| **15212** | **9%** |
| 15213 | 6% |
| 15108 | 3% |
| 15201 | 2% |
| 15206 | 2% |
| **15282** | **2%** |
| 15232 | 1% |
| 15317 | 1% |

N = 521

Q56. In what industry are you employed?

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

N = 638

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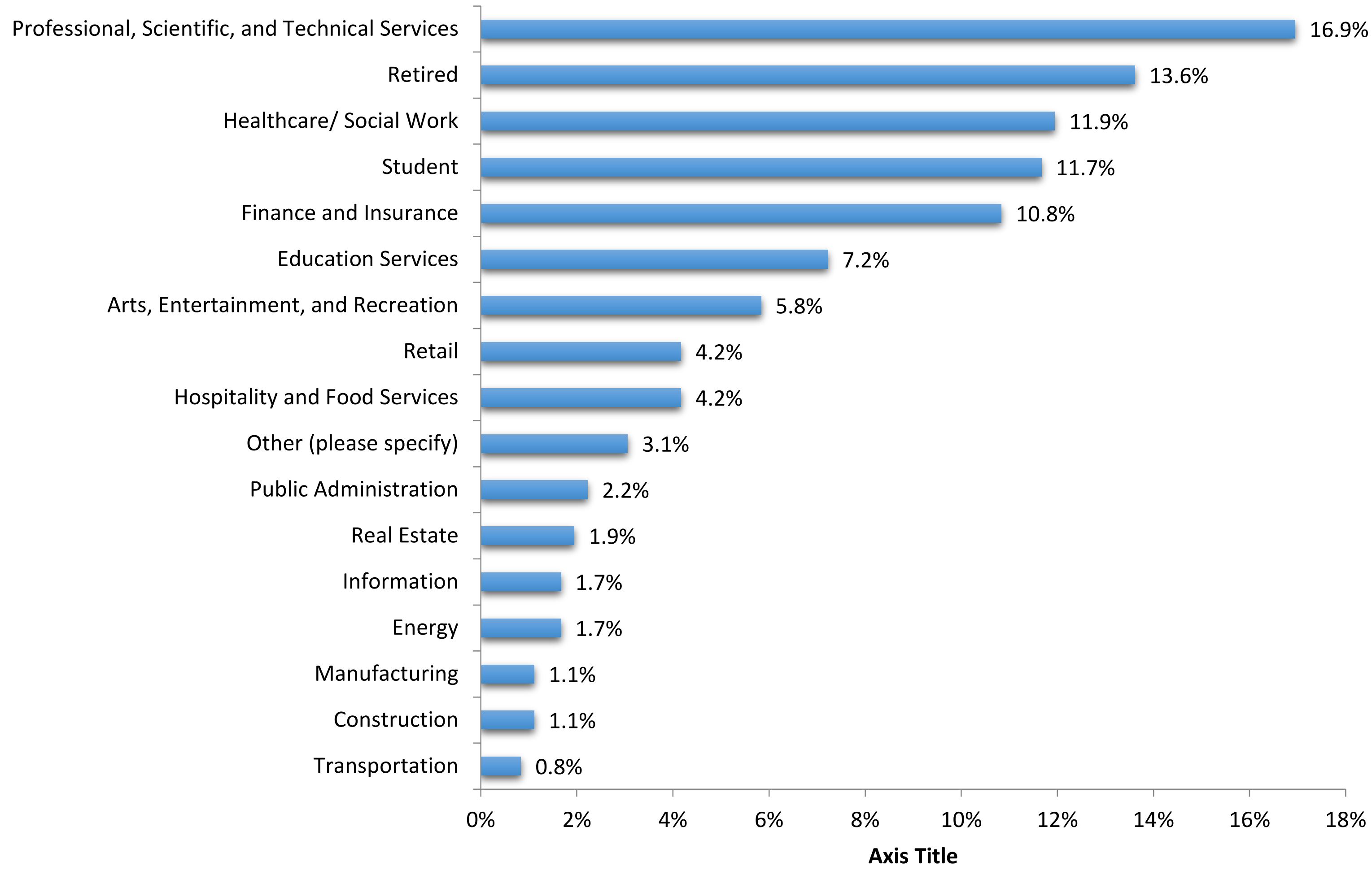
# Profession of other Residents




Q60. 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

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# MOVING DOWNTOWN AND LIVING SATISTFACTION

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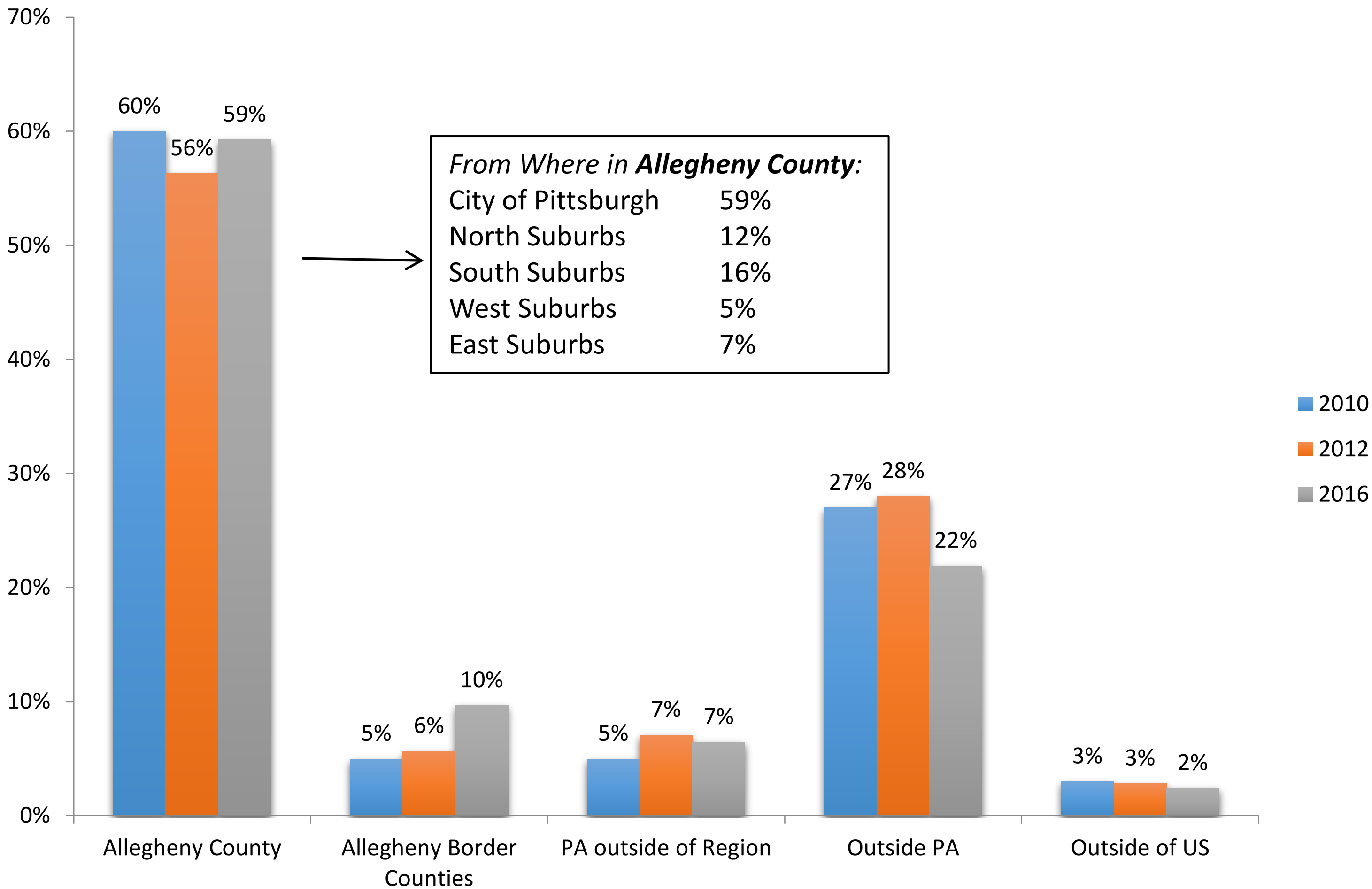
# Prior Residence




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

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

N = 744

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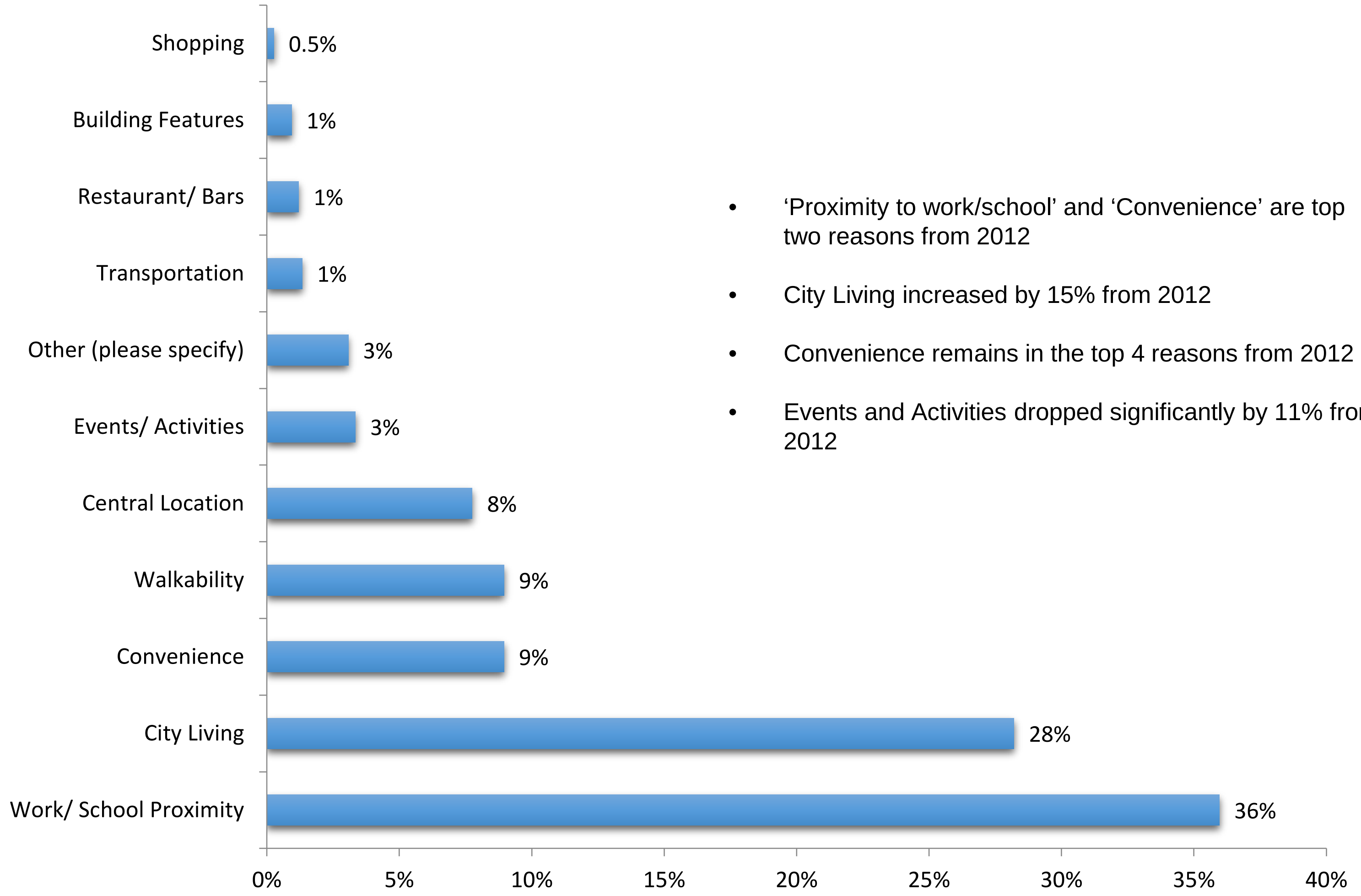
# Reasons for Moving Downtown




- ‘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

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

N = 748

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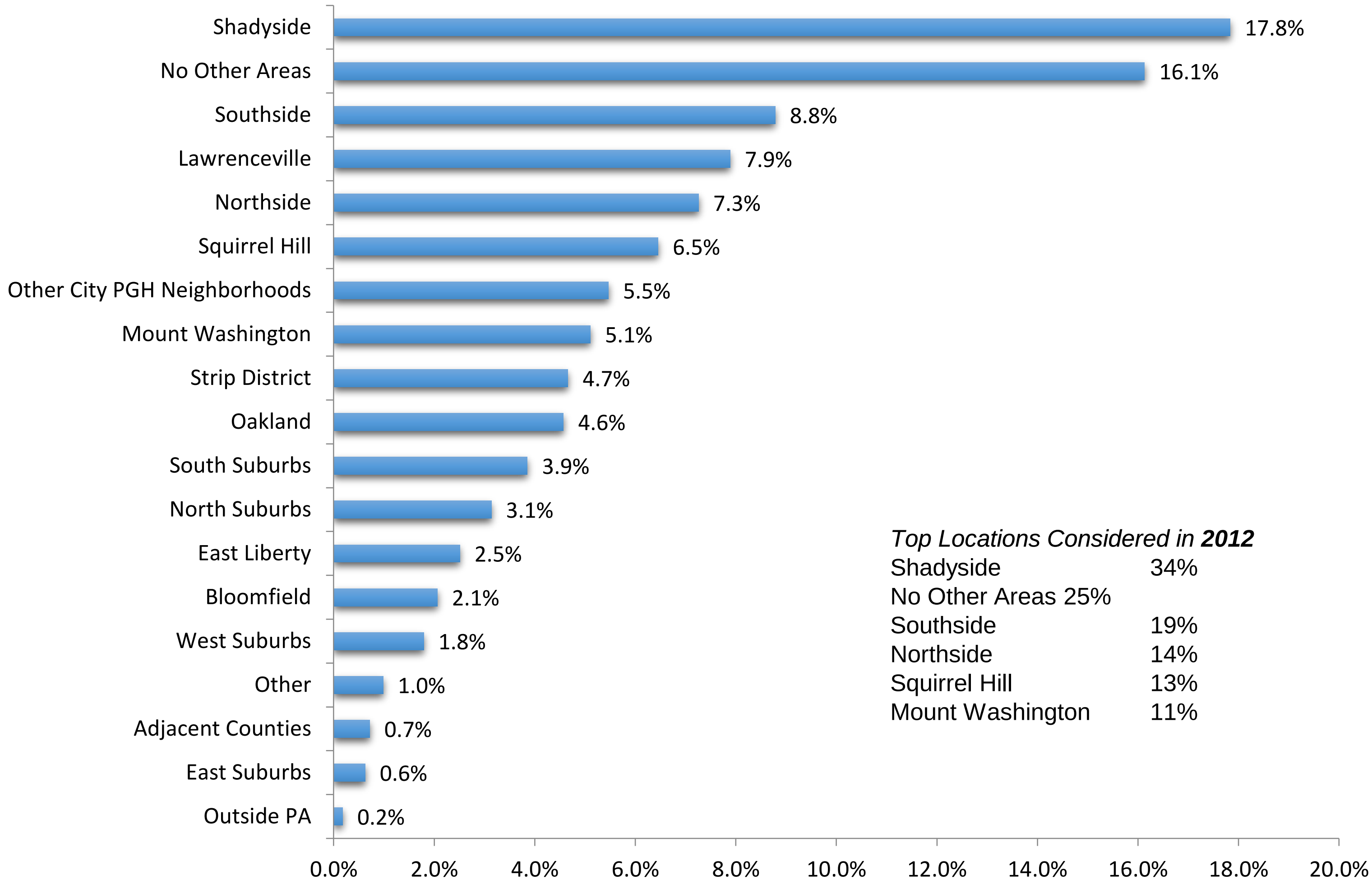
# Other Locations Considered in Housing Search




*Top Locations Considered in **2012***

| | |
|---|---|
| Shadyside | 34% |
| No Other Areas | 25% |
| Southside | 19% |
| Northside | 14% |
| Squirrel Hill | 13% |
| Mount Washington | 11% |

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

N = 619

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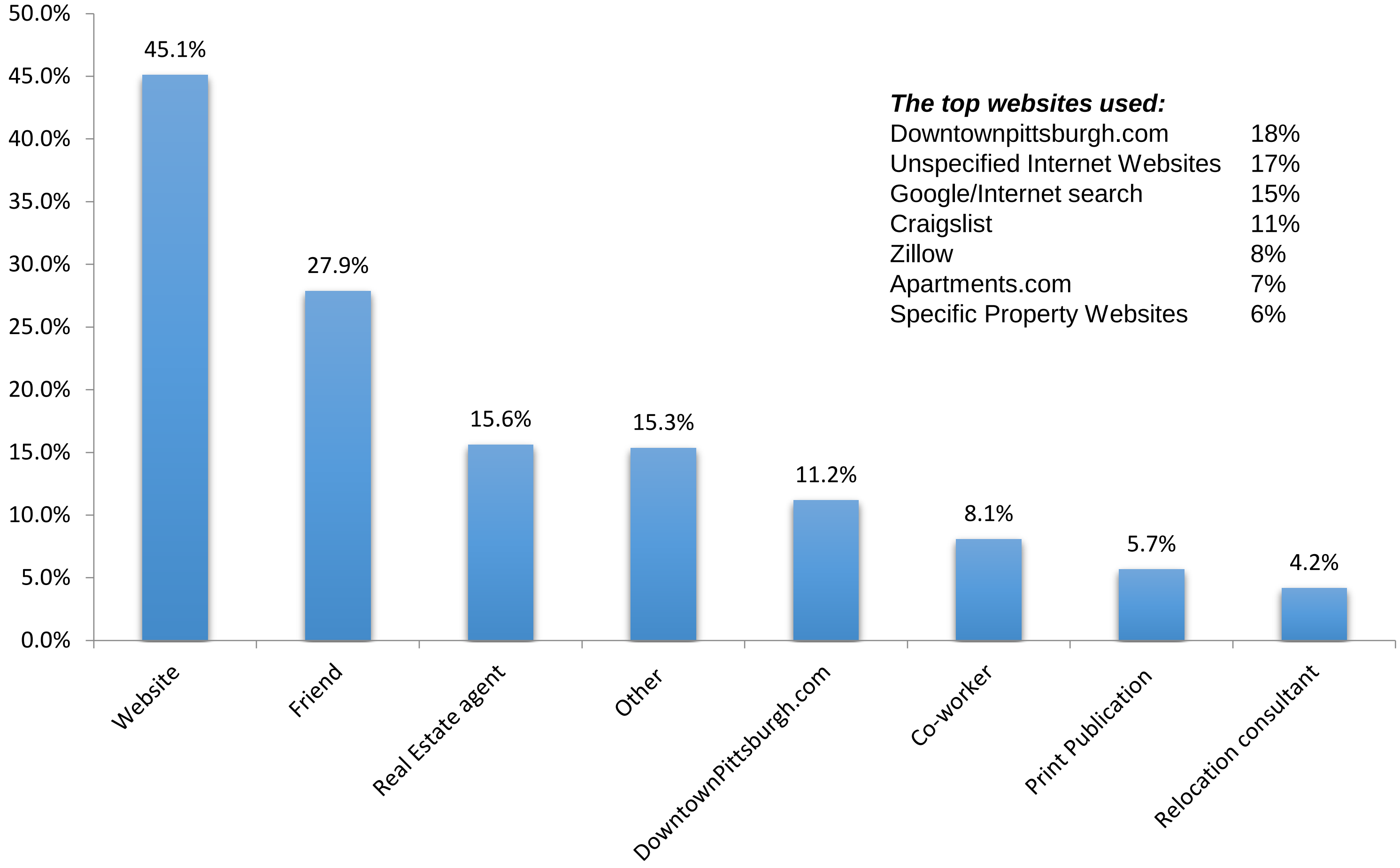
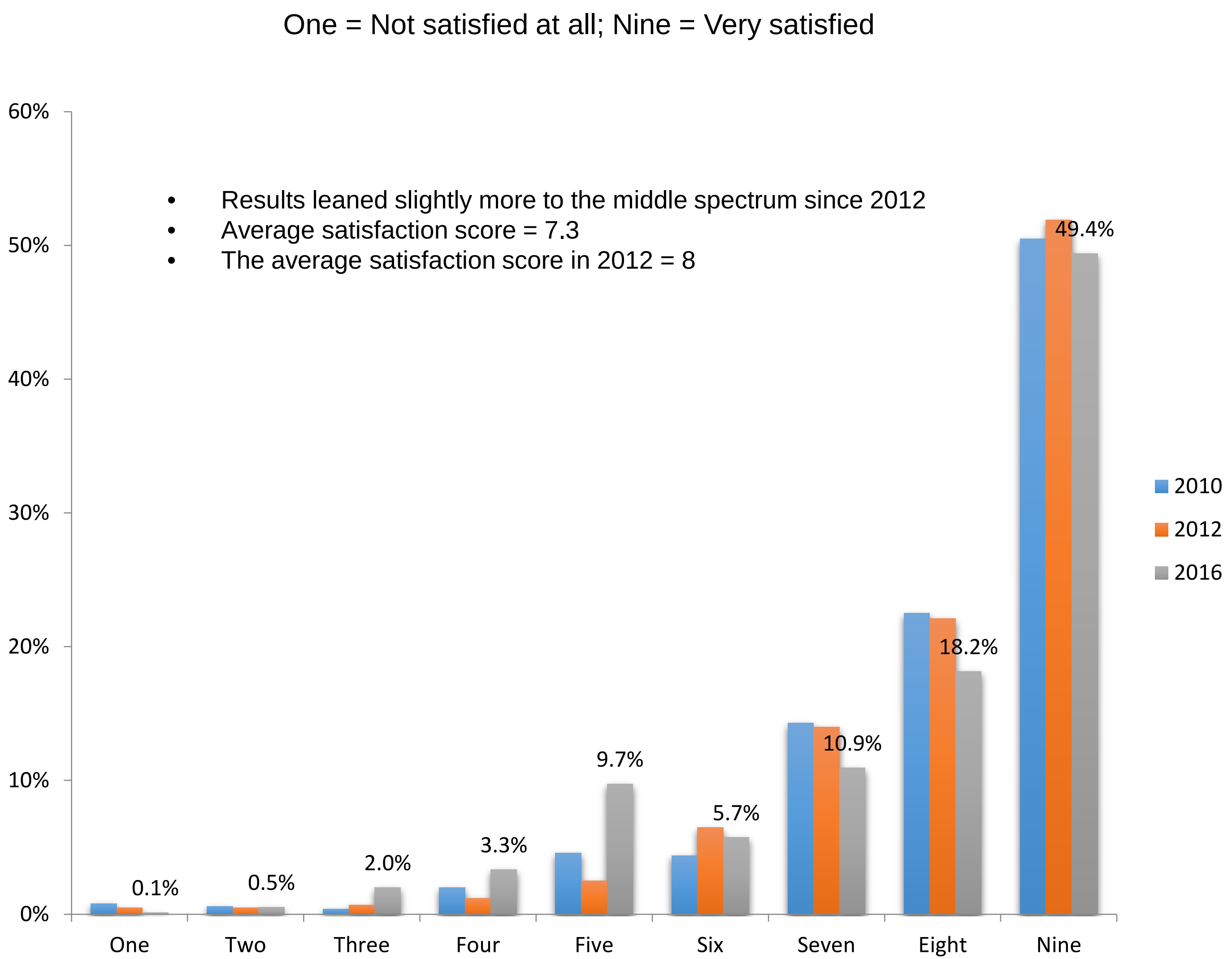
# Resources Used in Housing Search




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

N = 743

# Satisfaction with Decision to Live Downtown




Q11. How satisfied are you with your decision to live in the Downtown neighborhood?

N = 749

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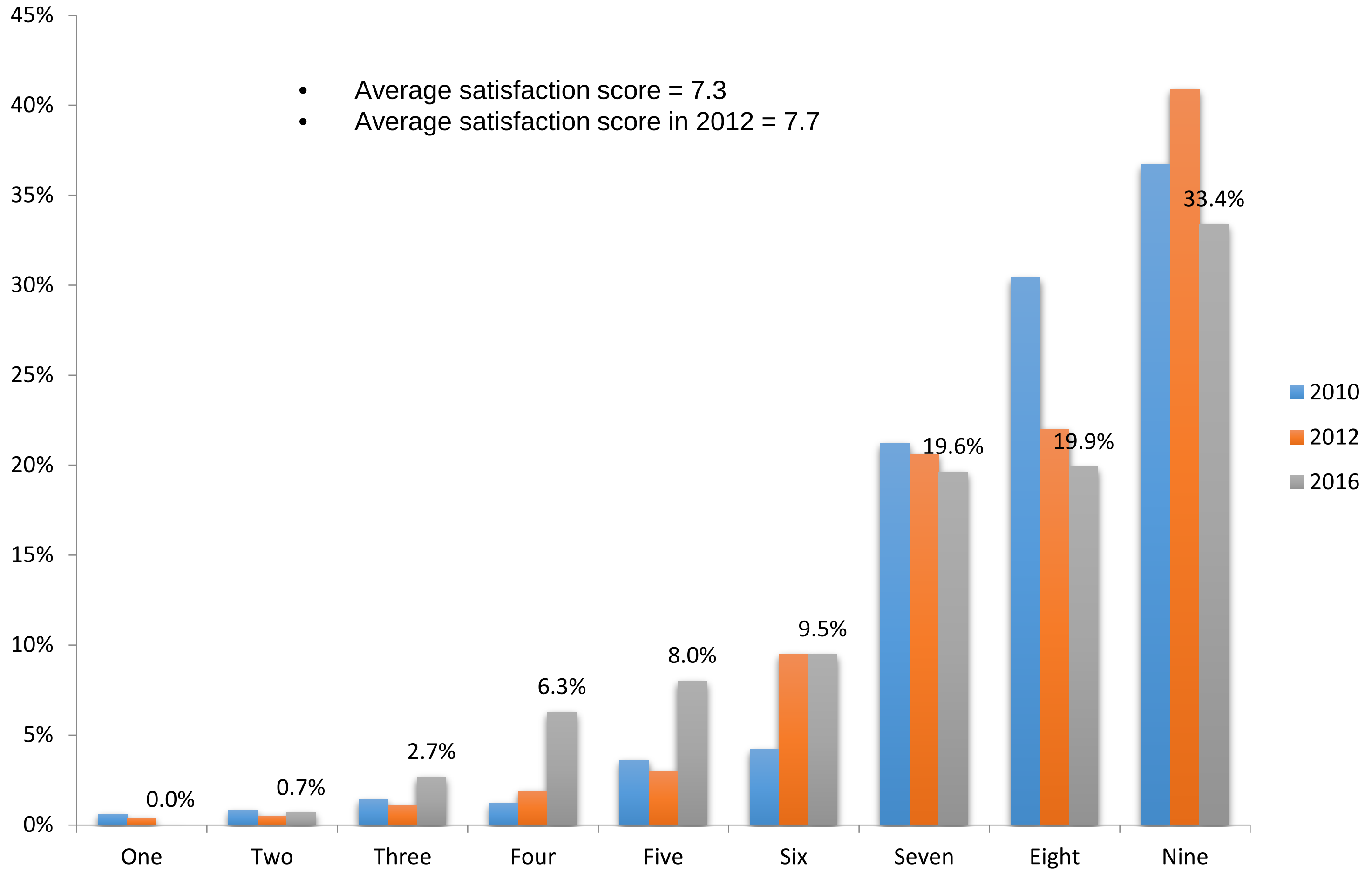
# Satisfaction with Downtown Building/ Property




Q10. How satisfied are you with your property/building choice?

N = 749

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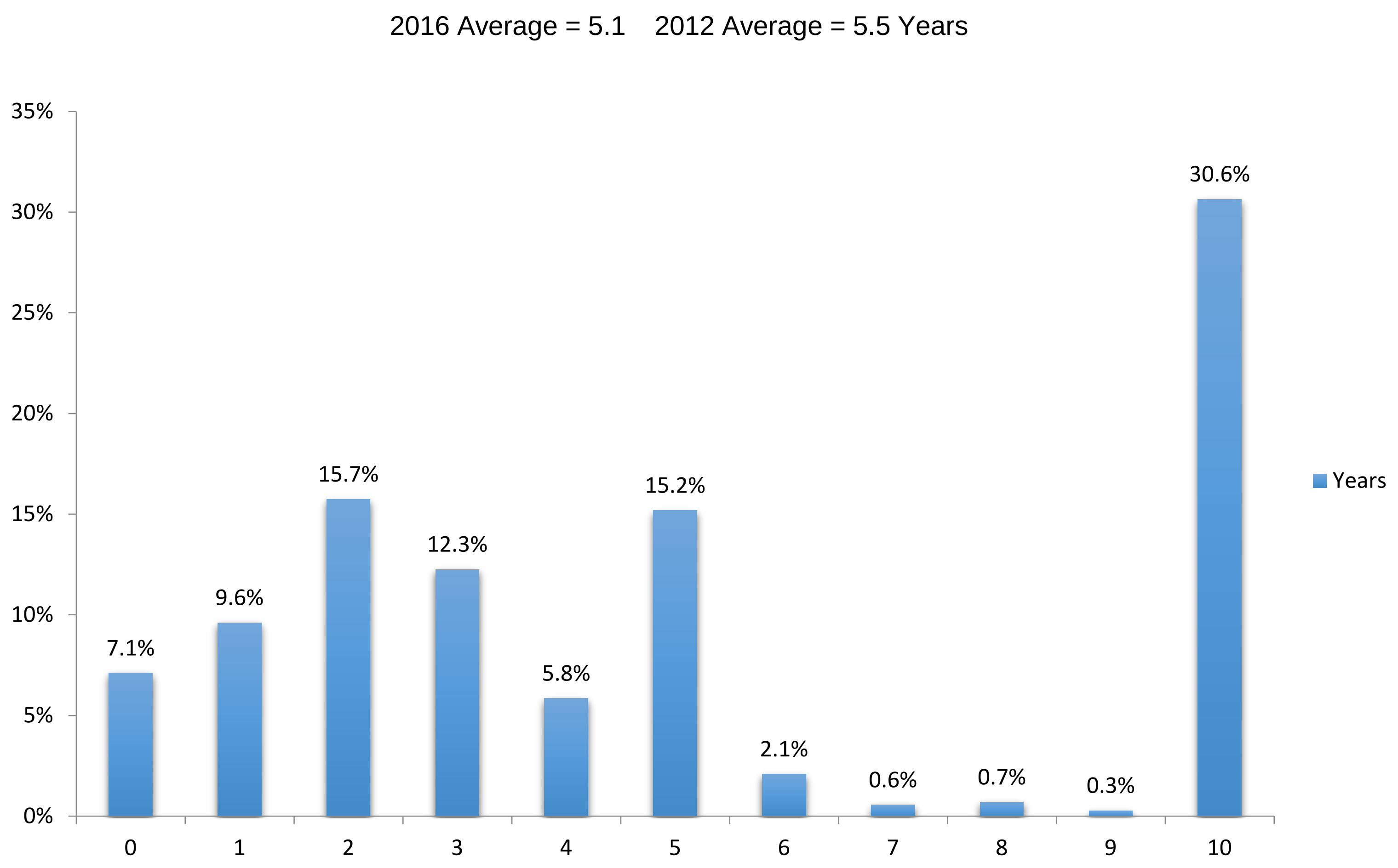
# Years Residents Anticipate Living Downtown




Q12. How long do you anticipate living Downtown?

N = 718

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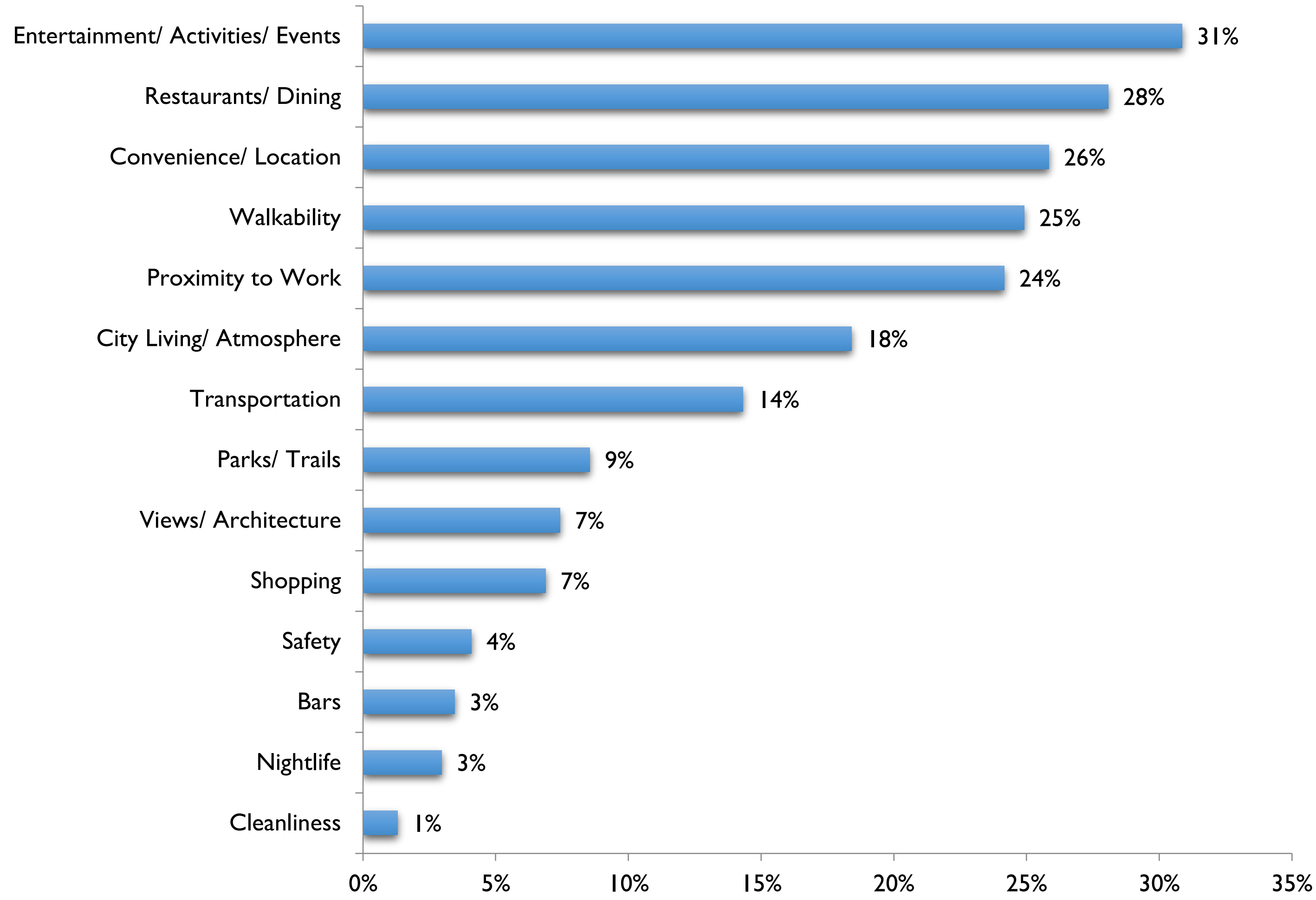
# Positive Factors of "Downtown Living"




*Answers less than one percent have been omitted from this list*

Q16. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?

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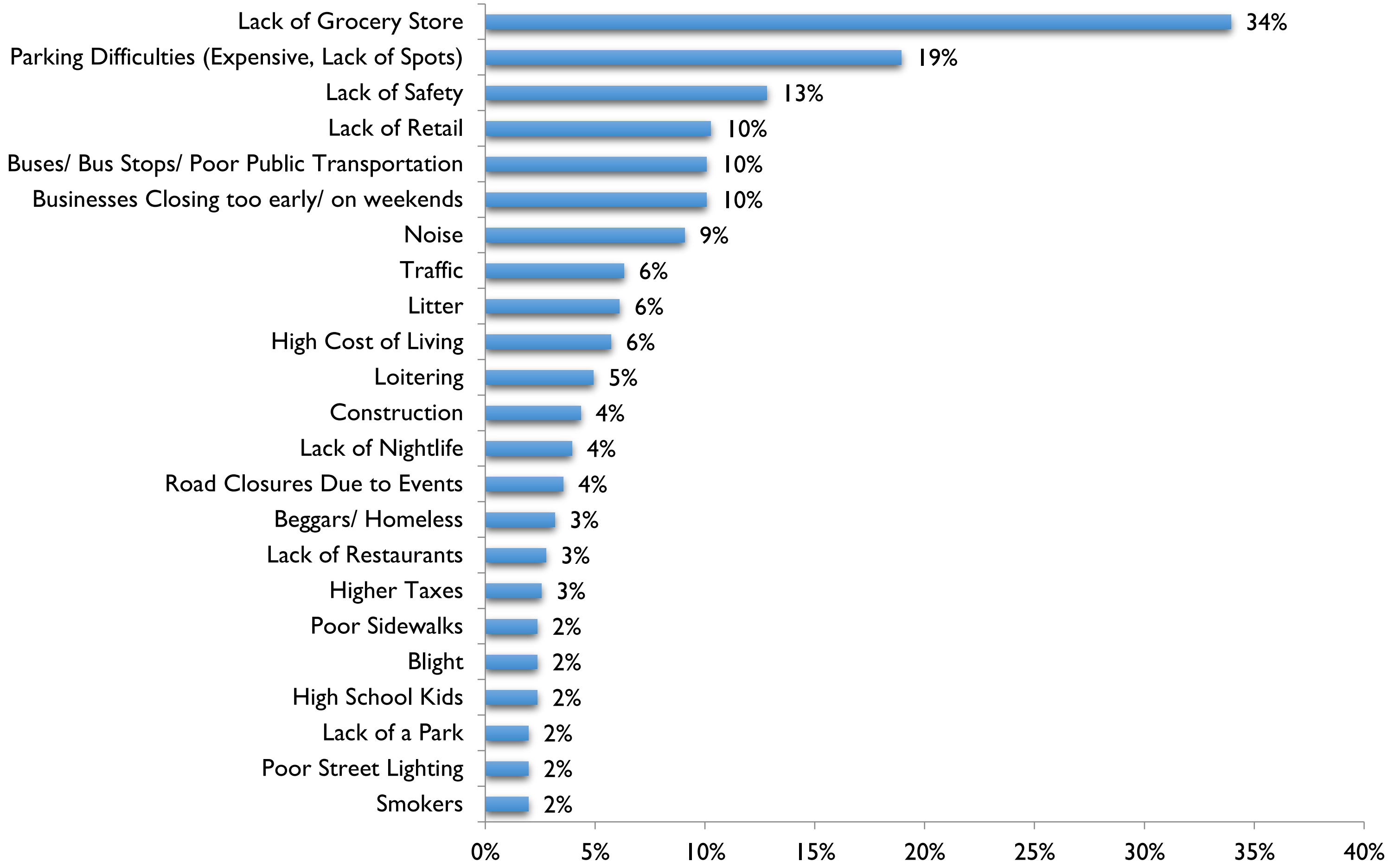
# Negative Factors of “Downtown Living”




*Answers with less than two percent were omitted from this list*

Q17. Which aspects of Downtown living have the greatest overall impact on your quality of life as a Downtown resident?

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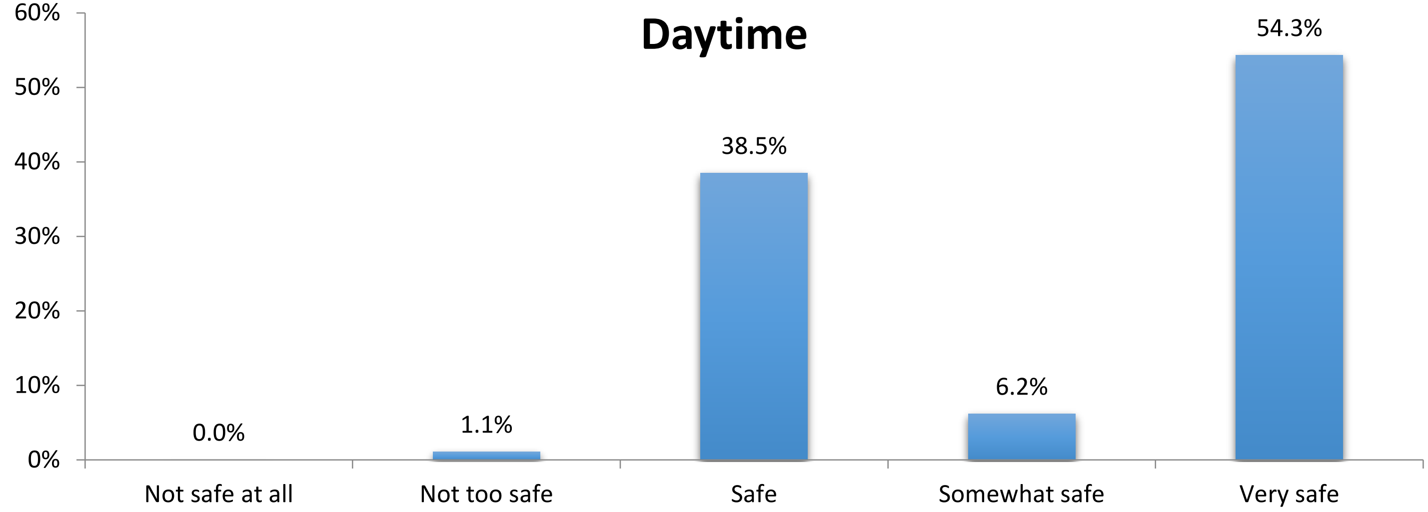
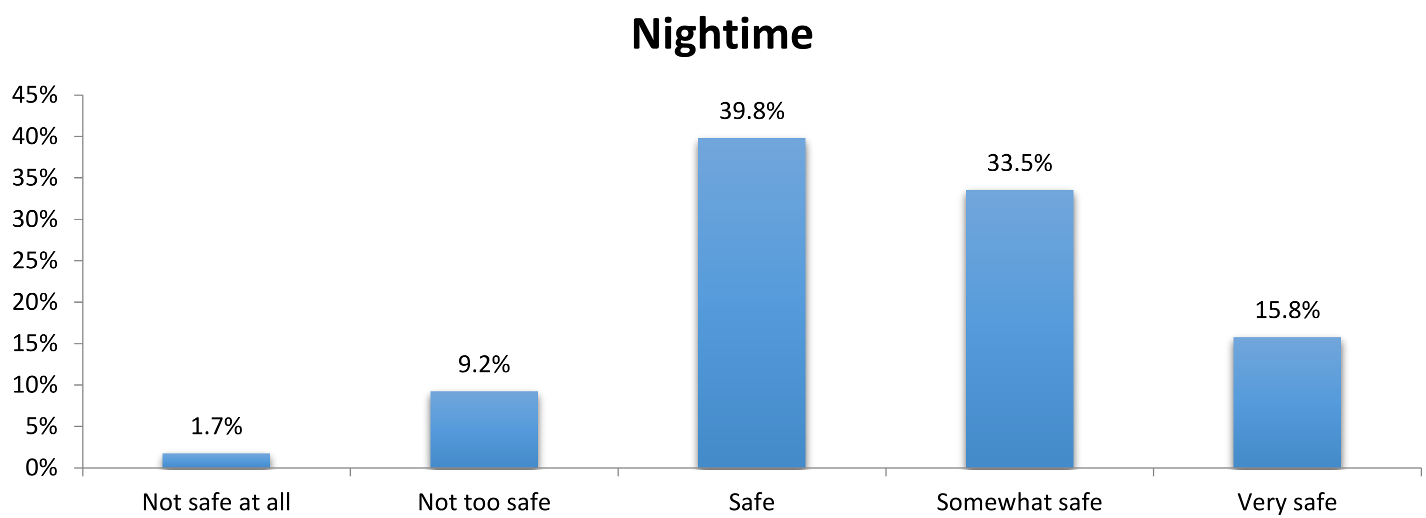
# Safety Perceptions




Q13. How safe do you feel in Downtown during the day?

N = 746

Q14. How safe do you feel in Downtown at night?

N = 749

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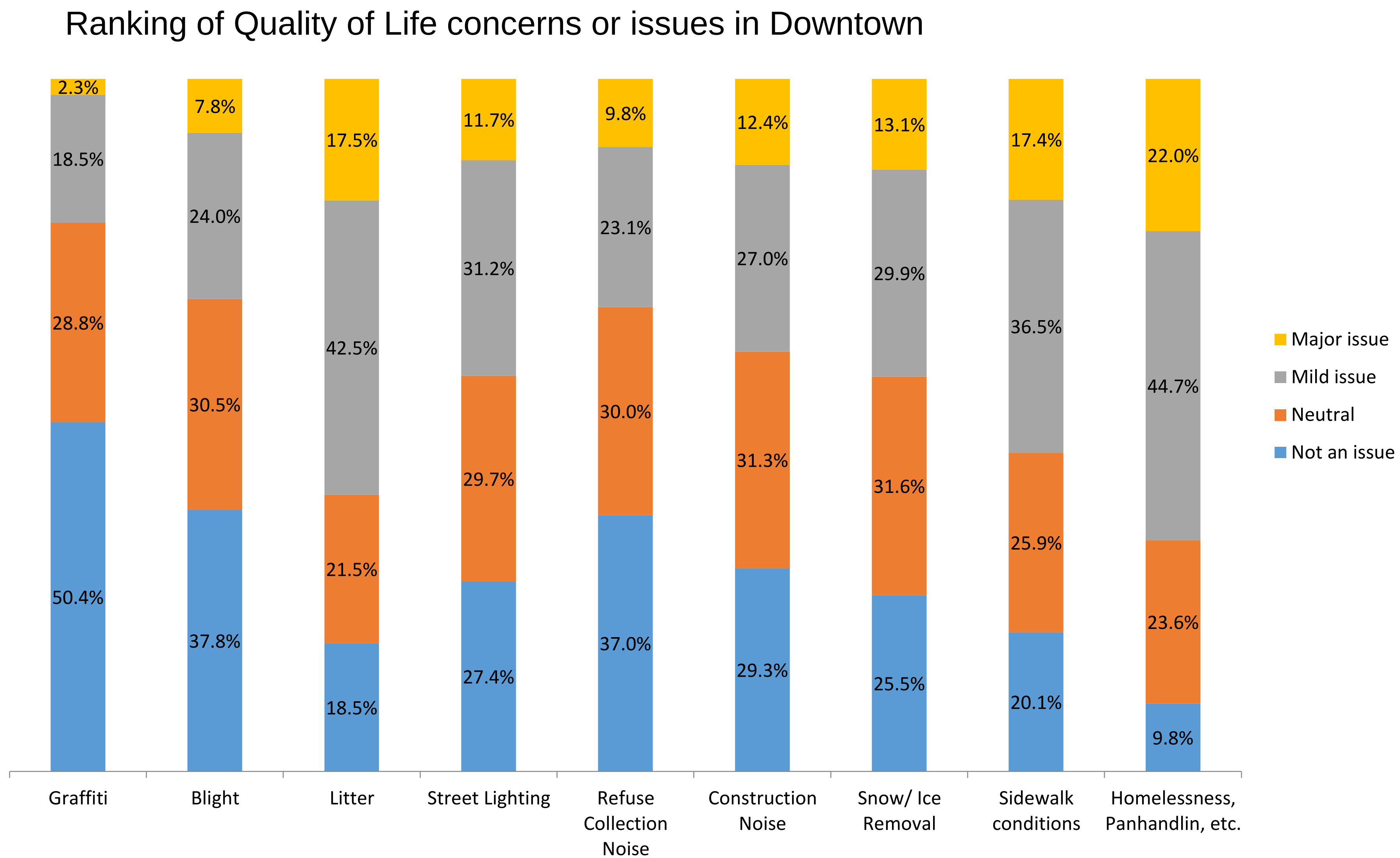
# Resident Concerns



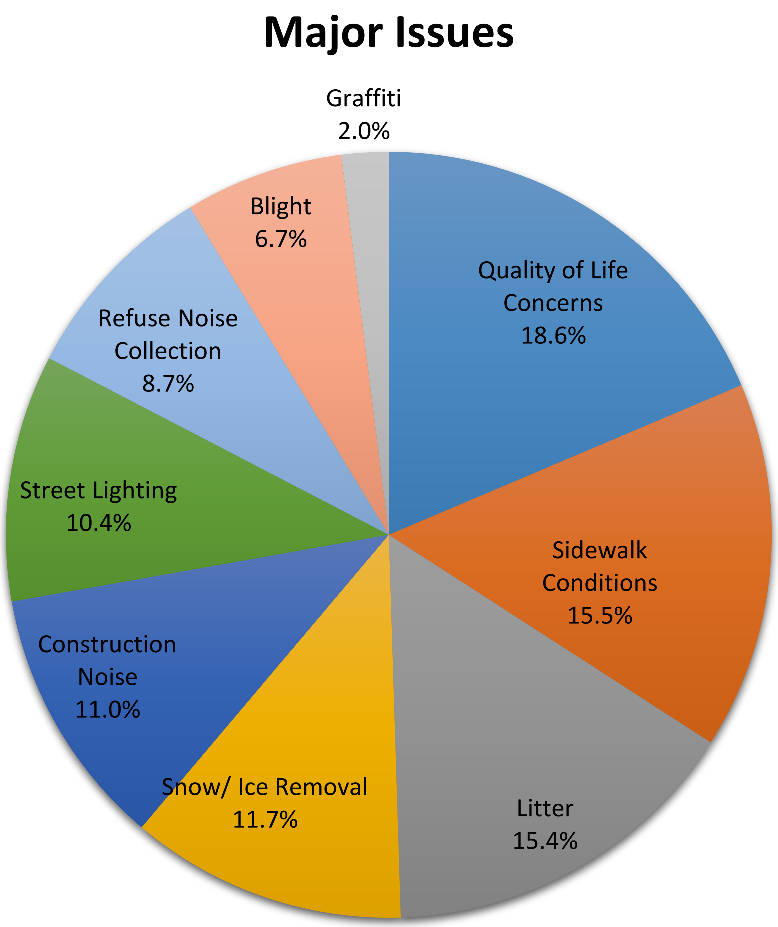

Q15. Which of the following concerns do you feel are issues in Downtown?

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% |




Q15. Which of the following concerns do you feel are issues in Downtown?

N = 709

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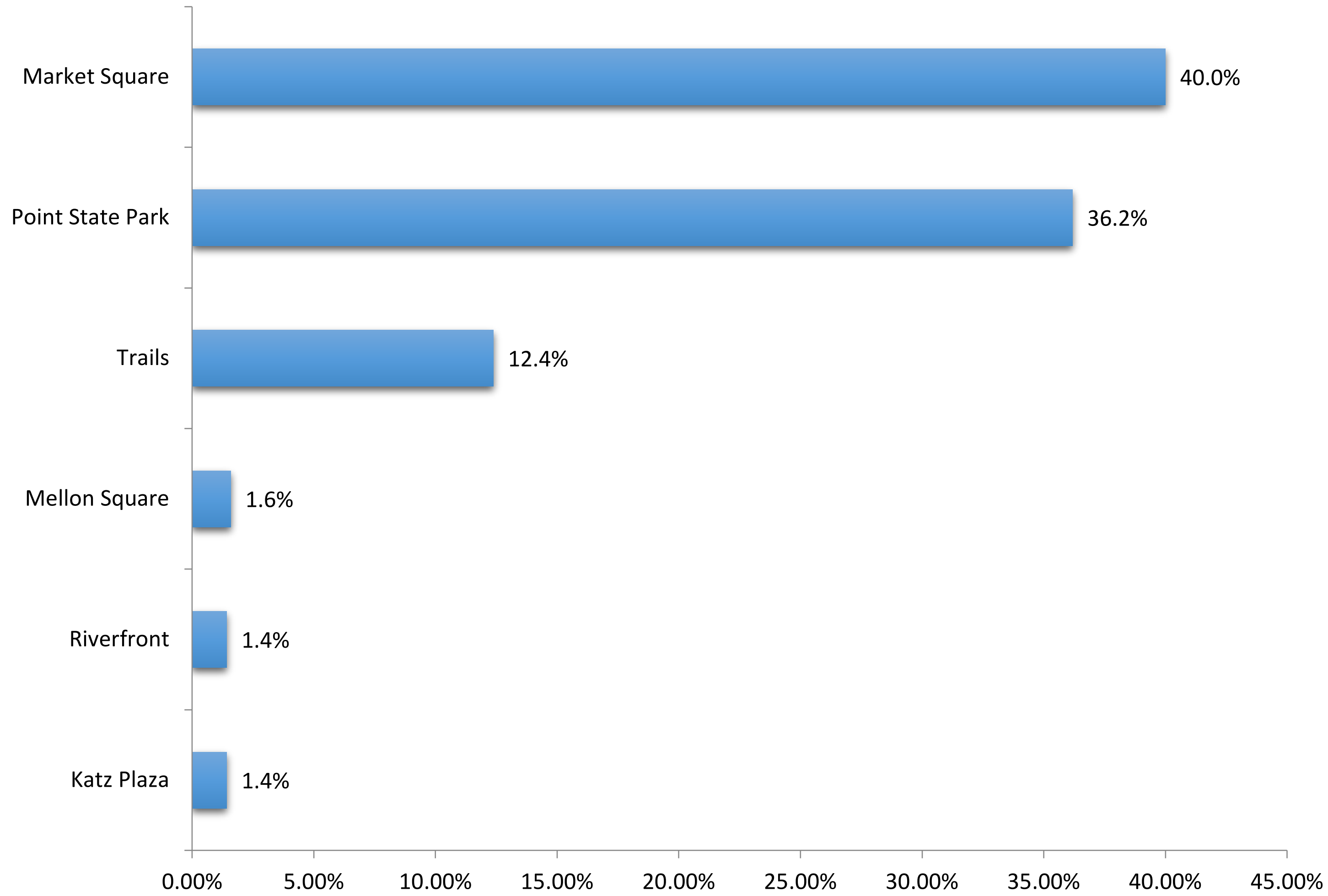
# DOWNTOWN PUBLIC SPACES AND AMENITIES

# Favorite Public Space Downtown




Q26. What is your favorite public spaces in Downtown and why?

N = 630

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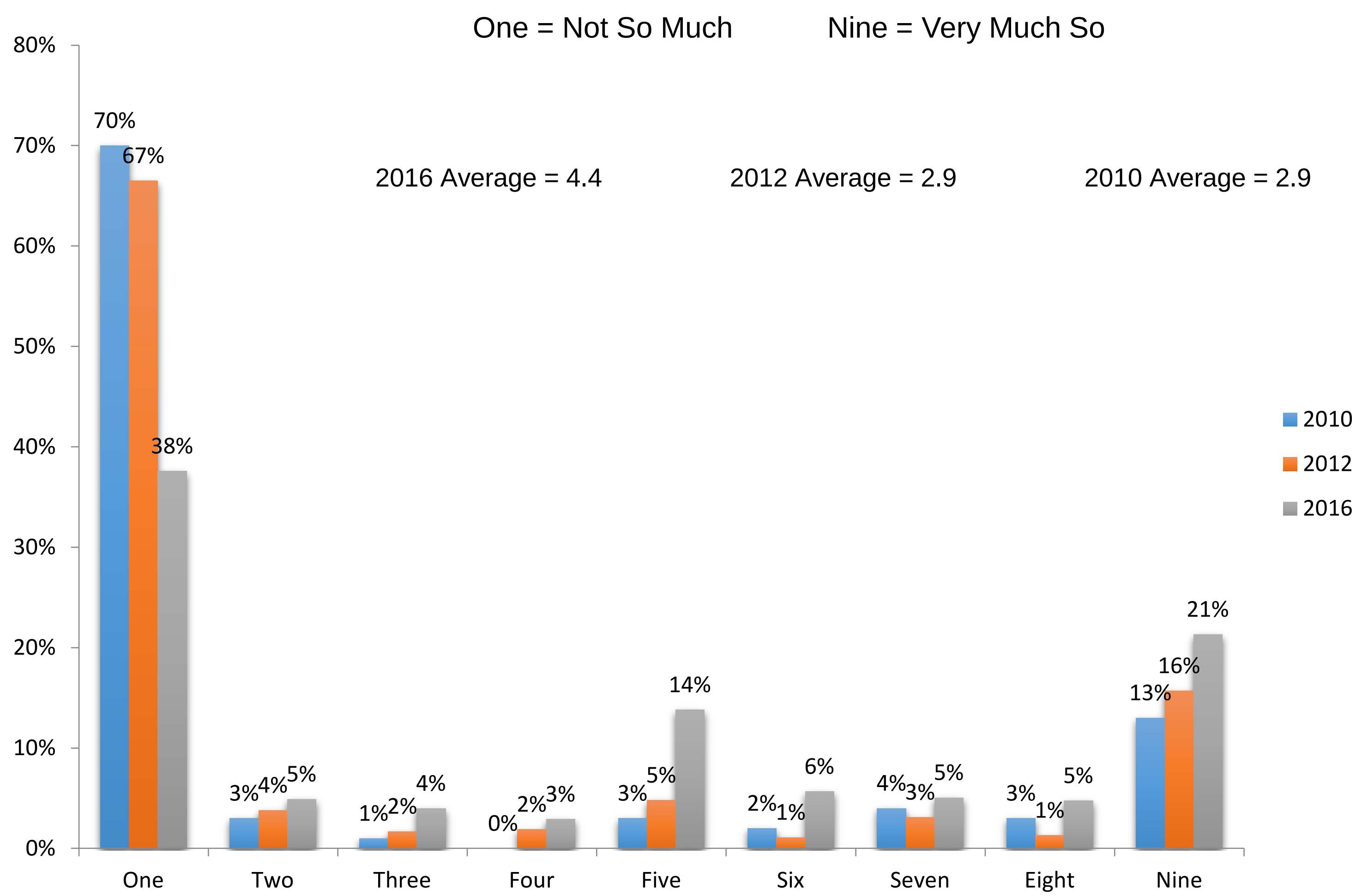
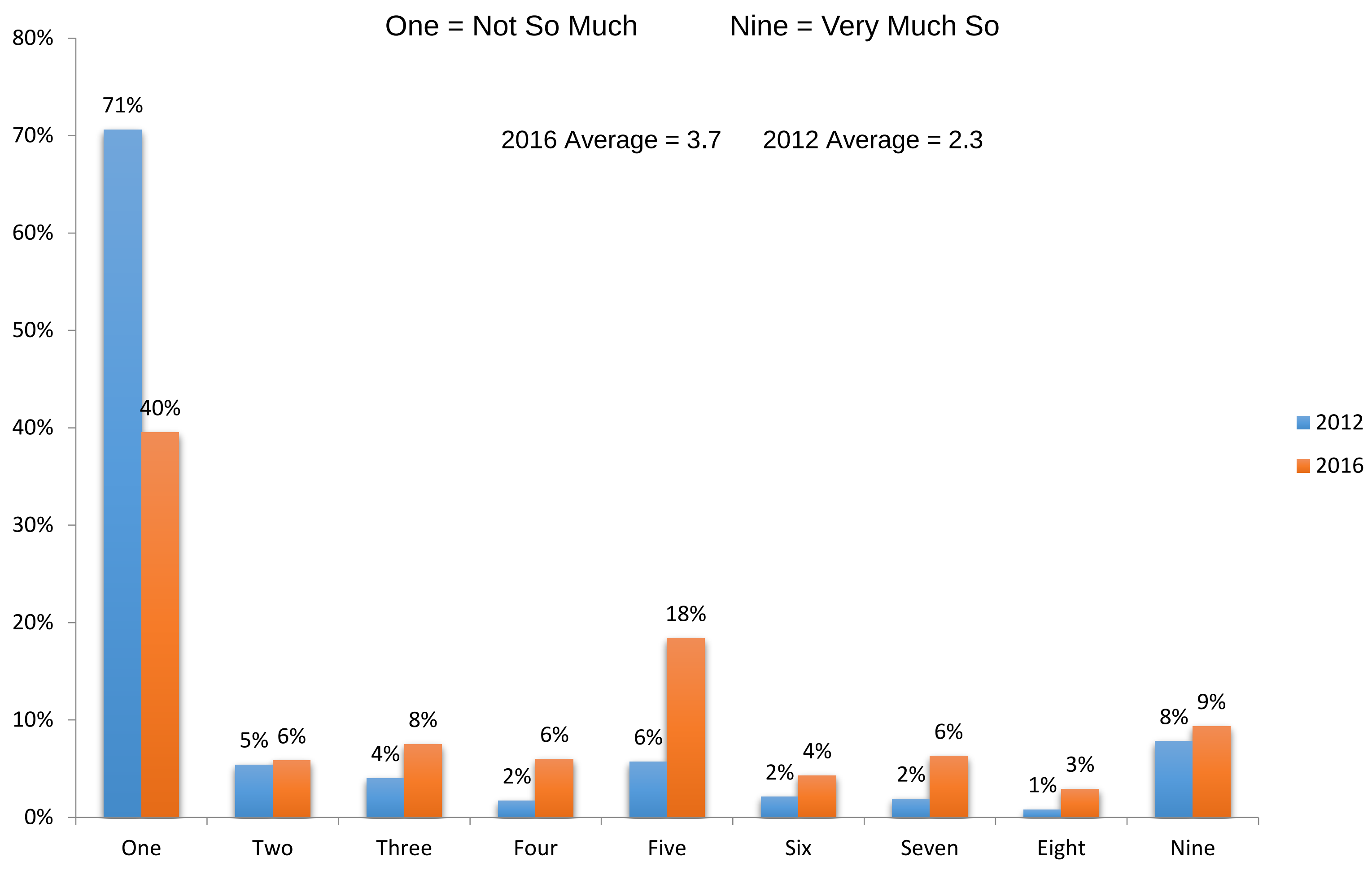
# Likelihood to enjoy a Dog Park




Q28. If a small off-leash dog park was established in the Golden Triangle, how likely would you be to use it?

N = 652

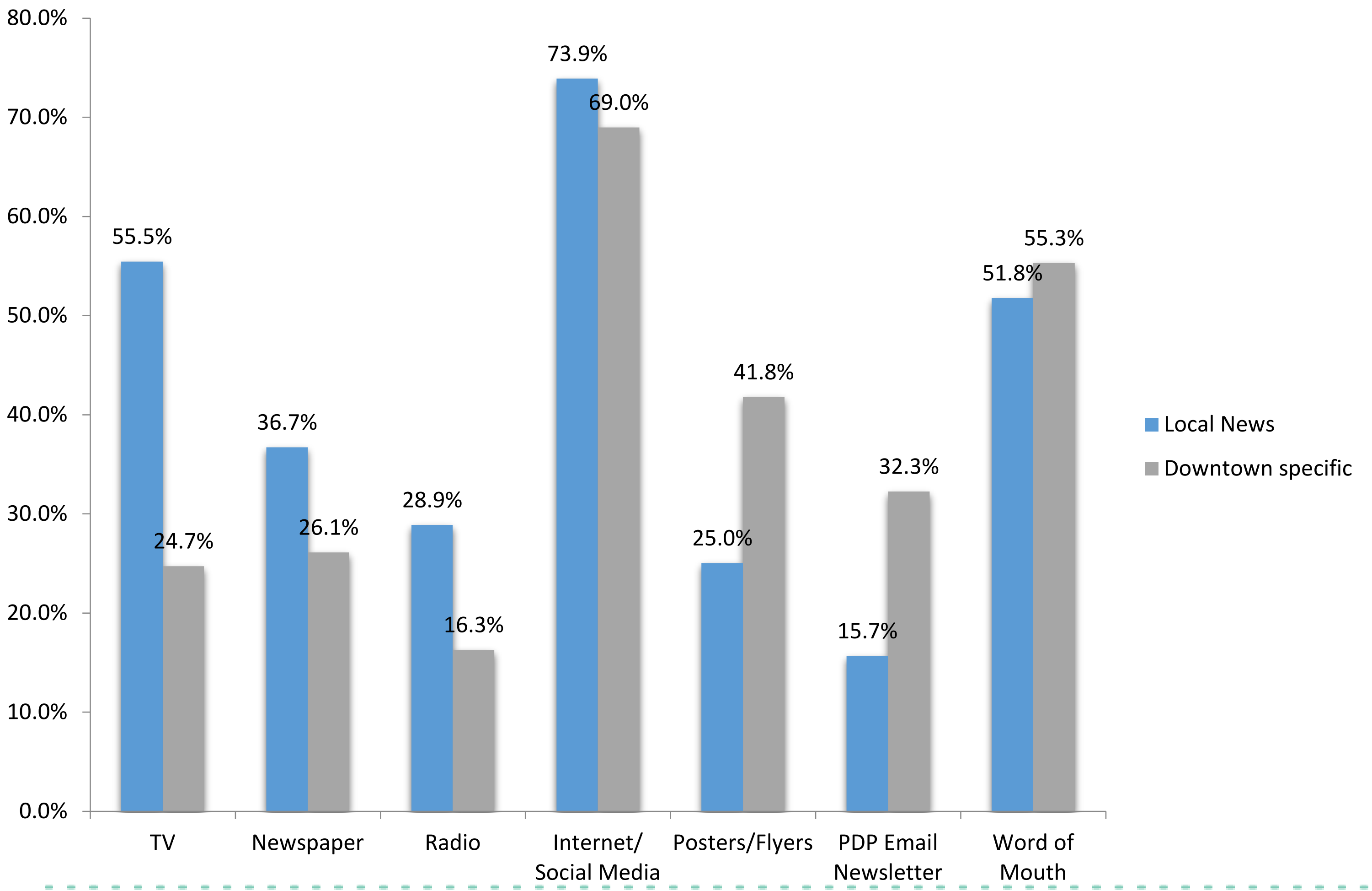
# Likelihood to enjoy having a Playground




Q29. If a small playground was established in the Golden Triangle, how likely would you be to use it?

N = 653

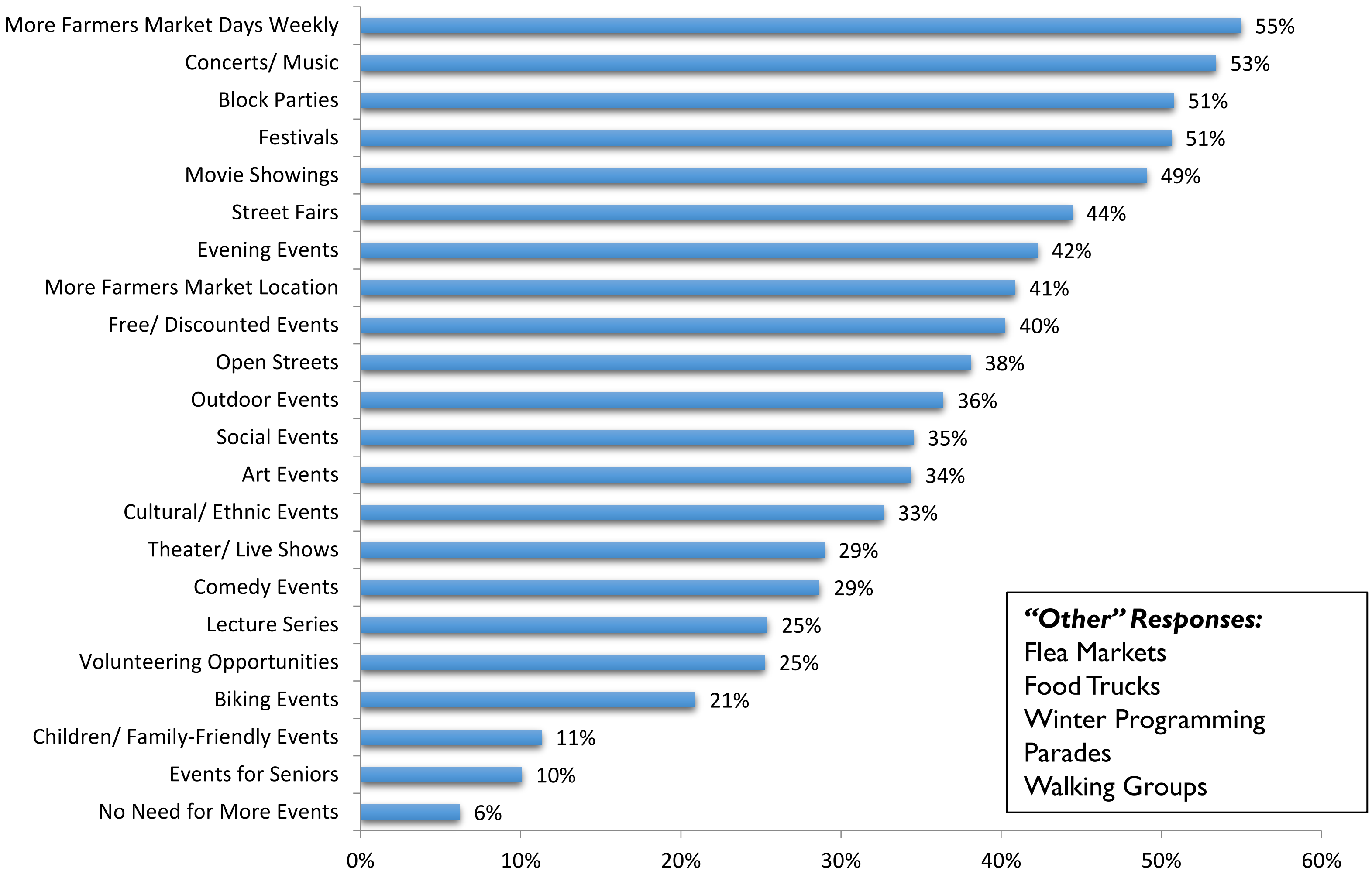
# How Downtown Residents Obtain Local News




N = 651

Q35. How do you typically get information ?

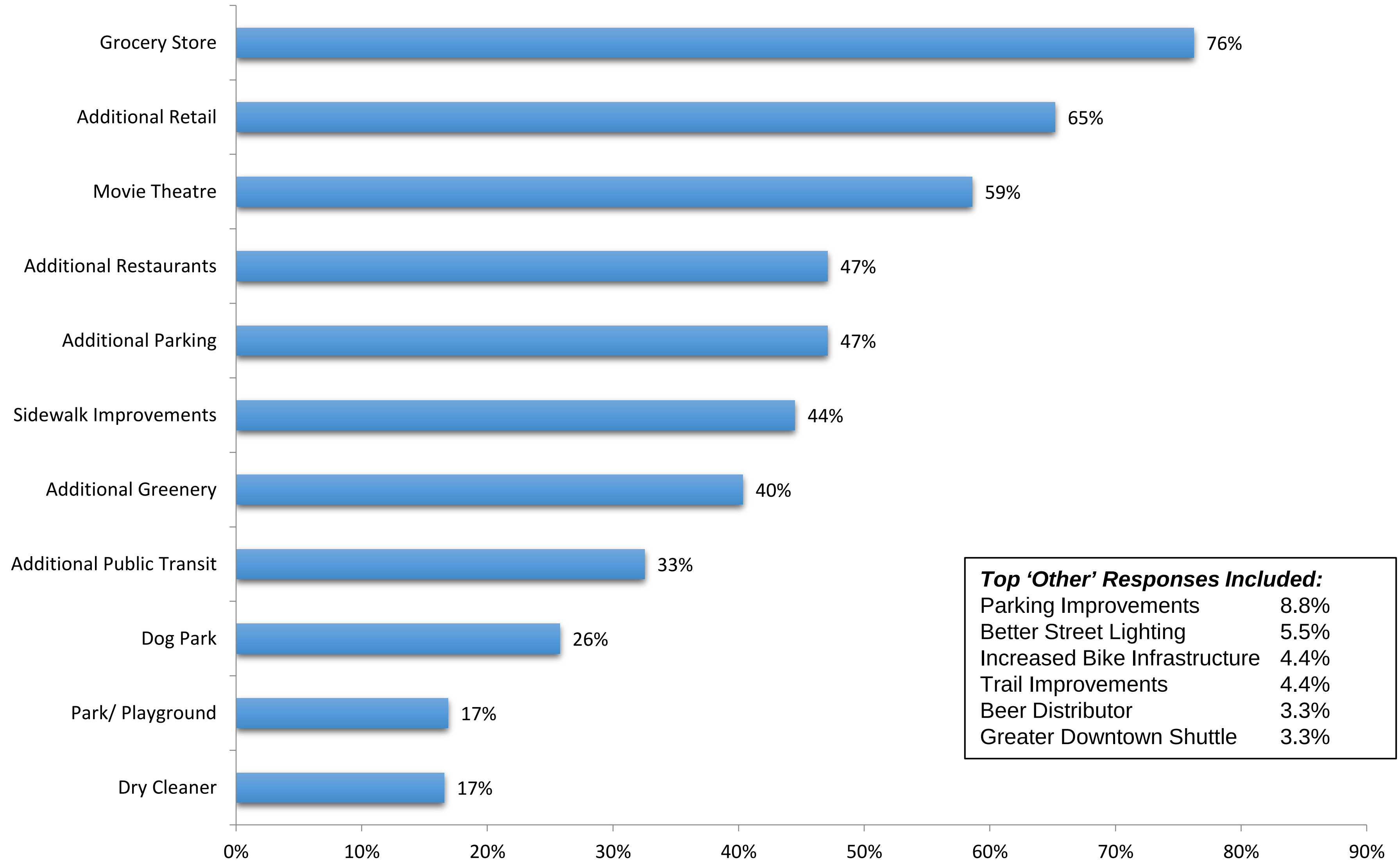
# Events and Programming wanted




Q32. What types of events or programs would you like to see made available (or see more often) in your Downtown neighborhood?

N = 646

# Additional Amenities Needed Downtown




***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% |

Q31. What specific amenities would you like to see made available in your Downtown neighborhood?

N = 652

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# RETAIL TRENDS AND SPENDING HABITS

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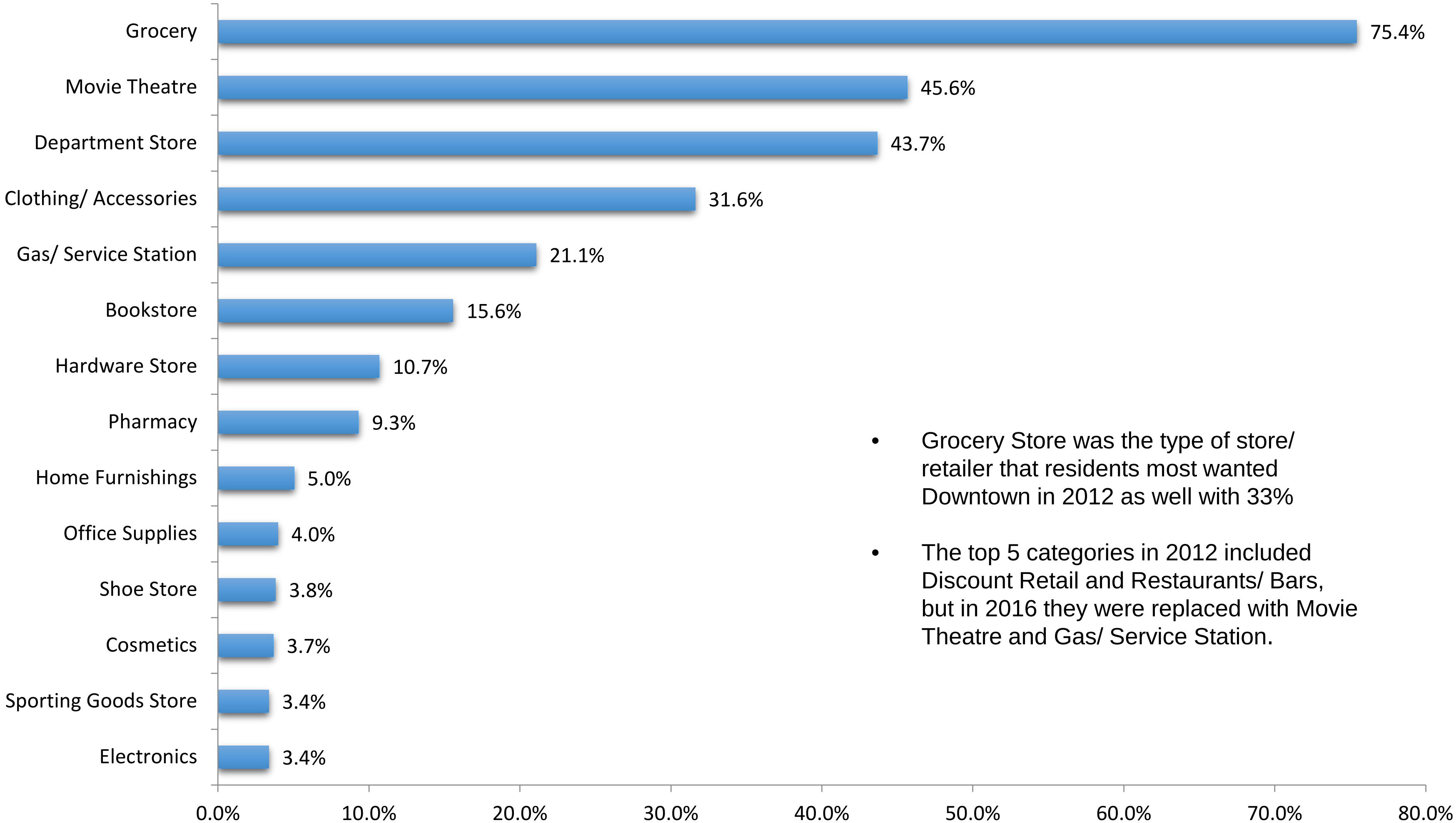
# Retailers Residents Want Downtown




- 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.

Q19. 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 | |
|---|---|
| Giant Eagle | 30.4% |
| Trader Joe's | 20.9% |
| Whole Foods | 15.6% |
| Giant Eagle: Market District | 9.5% |

| Discount Retail/ Mass Merchants – 45% of Respondents | |
|---|---|
| Target | 64.5% |
| Walmart | 9.0% |
| TJ Maxx | 7.3% |
| Kohl's | 5.7% |

| Clothing/ Accessories – 25% of Respondents | |
|---|---|
| Banana Republic | 12.3% |
| H & M | 10.1% |
| Unspecified Clothing/ Accessories | 10.1% |
| Zara | 9.4% |

| Department Store – 38% of Respondents | |
|---|---|
| Nordstrom | 33.8% |
| Macy's | 22.4% |
| Saks Fifth Avenue | 8.2% |
| Bloomingdale's | 6.8% |

| Movie Theatre – 12% of Respondents | |
|---|---|
| AMC | 29.9% |
| Unspecified Theater | 25.4% |
| Cinemark | 10.4% |

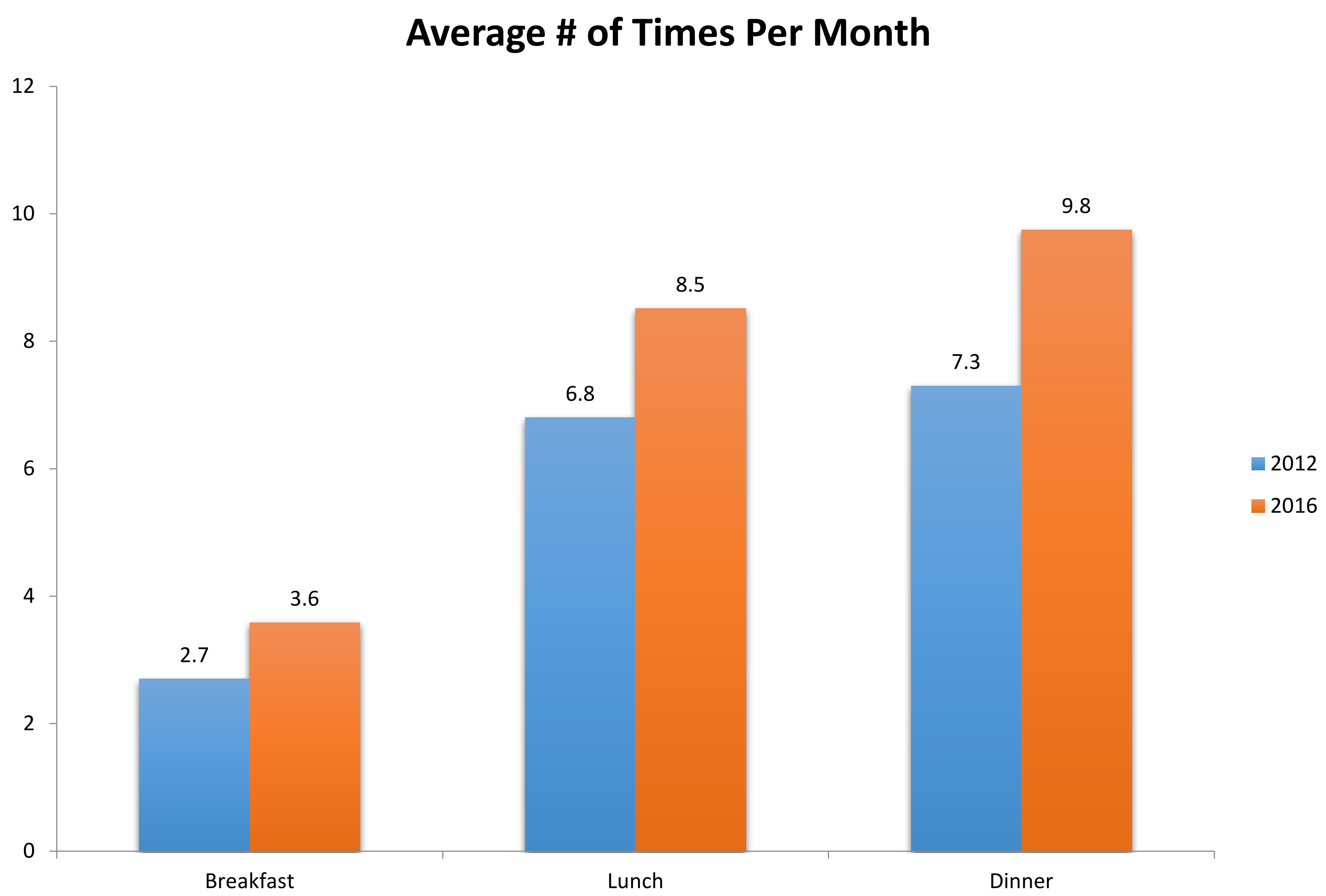
# Average monthly spending habits

| Average amount spent in a typical month | |
|---|---|
| Category | 2016 |
| Food & beverage | $314.78 |
| Sporting events | $89.78 |
| Non-sports entertainment | $80.06 |
| Services | $66.90 |
| Retailers | $55.27 |

Q23. In a typical month, how much money do you spend at the following Downtown establishments and events?

N = 641

# Frequency of Dining Out




Q20. How often (# times per week) do you eat/dine out in Downtown restaurants (both formal and casual dining)?

N = 652

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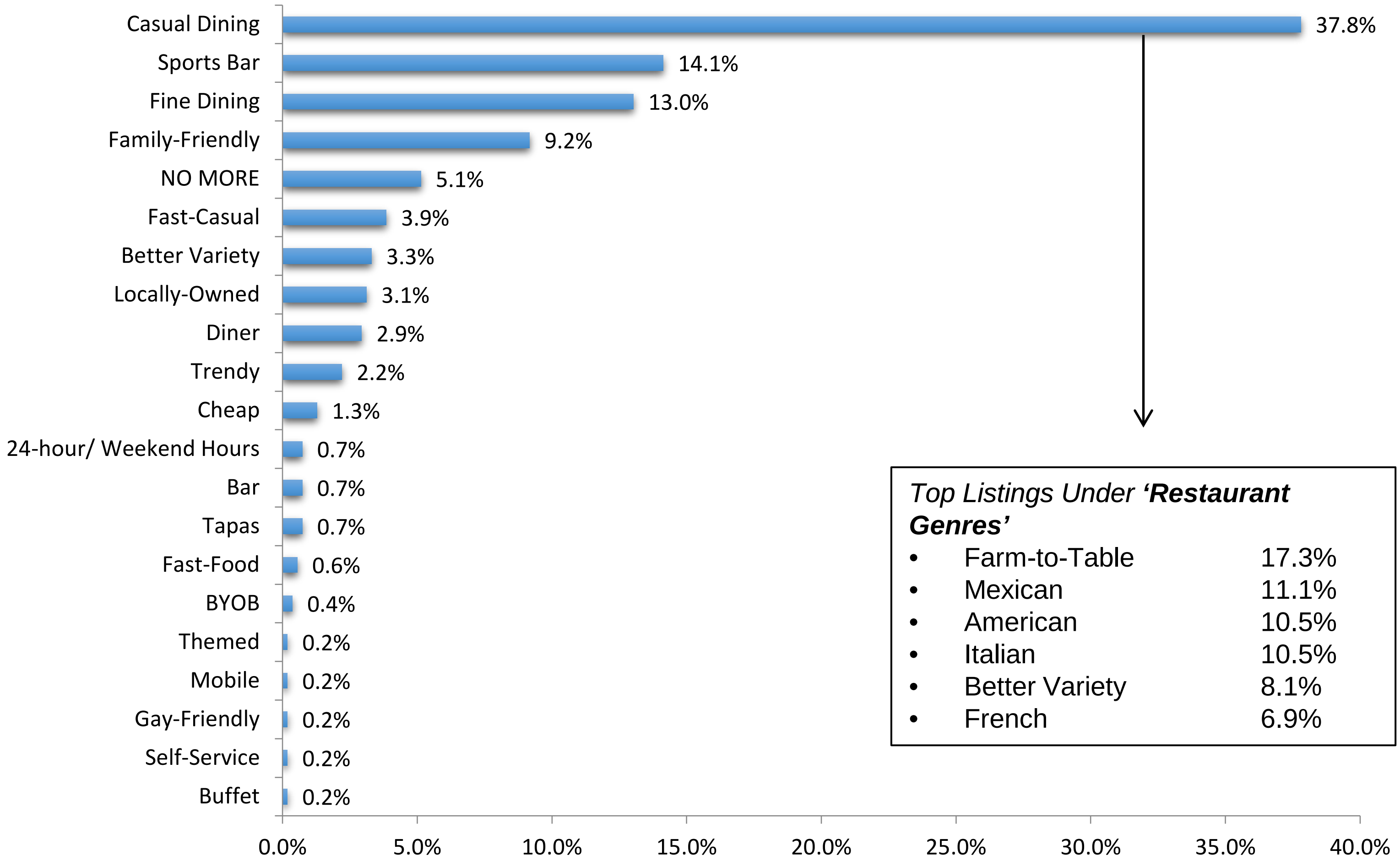
# Improving Downtown Dining




*Top Listings Under* ***'Restaurant Genres'***

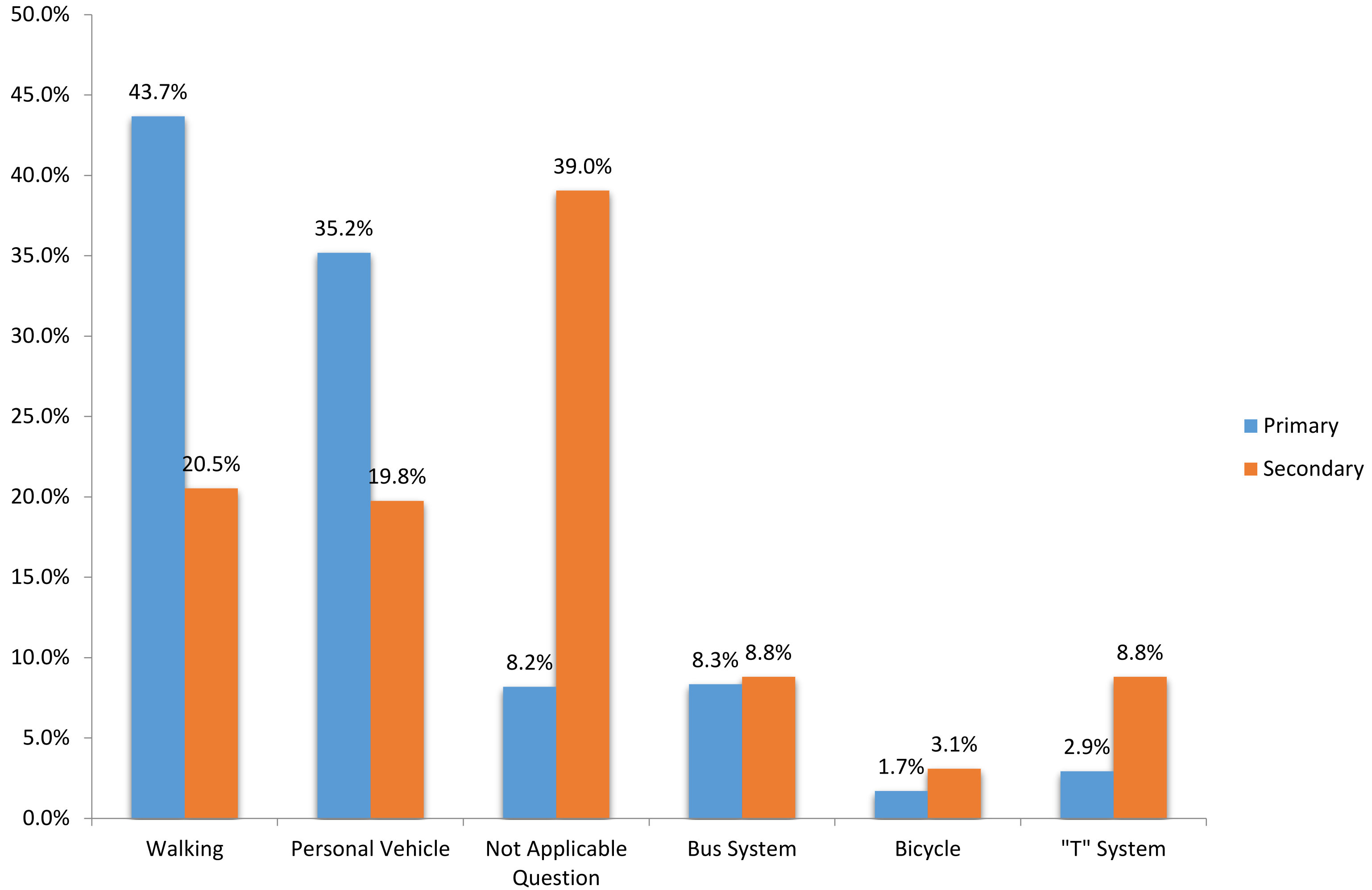
- Farm-to-Table 17.3%
- Mexican 11.1%
- American 10.5%
- Italian 10.5%
- Better Variety 8.1%
- French 6.9%

Q21. What TYPE of restaurants would you like to see Downtown (sports bar, family-oriented, upscale, casual, etc.)?

N = 545

# MODES OF TRANSPORTATION AND COMMUTING

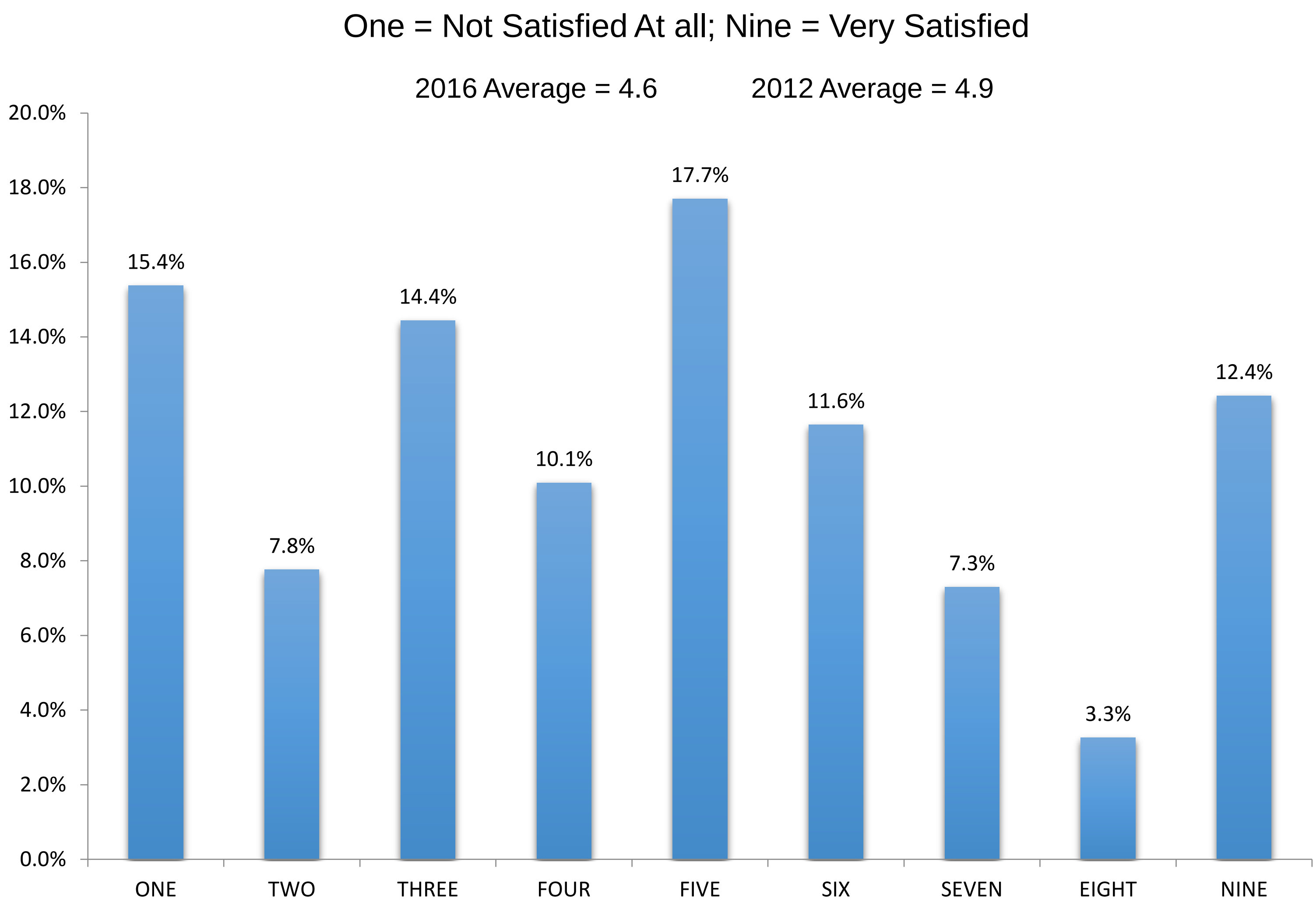
# Methods of Transportation Used for Work Commute




Q37/38. What method of transportation do you typically use to commute to work?

N = 648

# Satisfaction with Parking Downtown




Q39. How satisfied are you with your ability to park and the availability of parking Downtown?

N = 643

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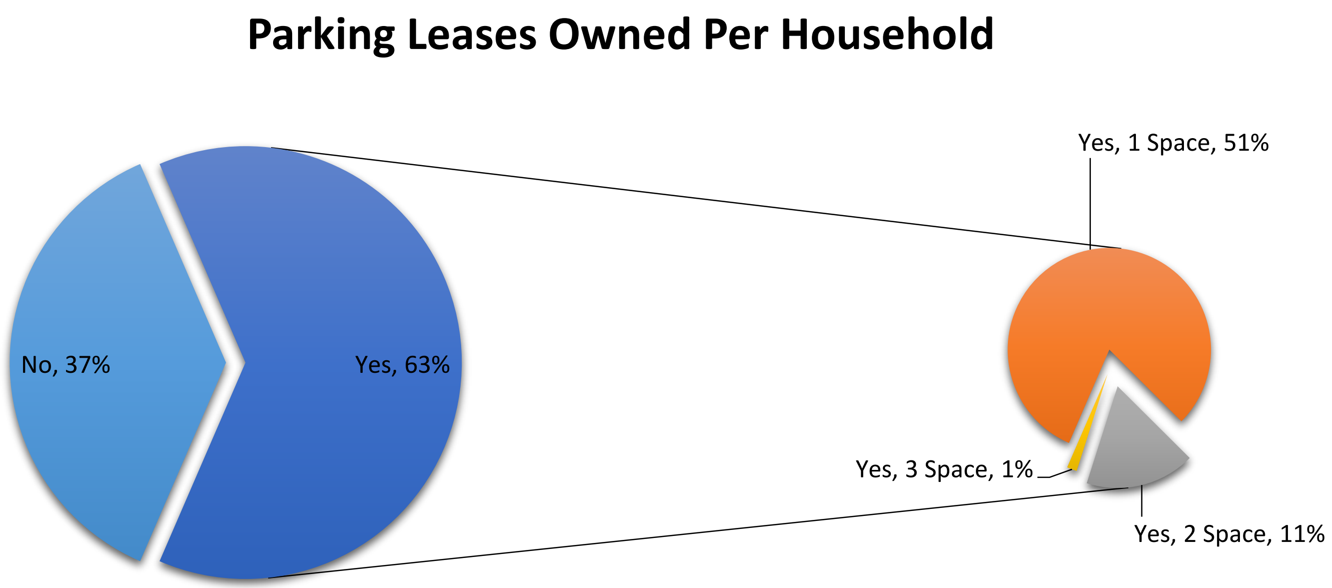
# Downtown Parking



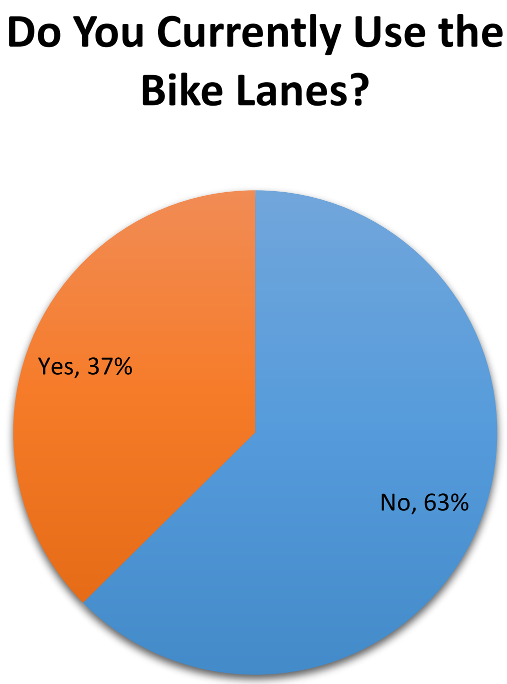

| Top 5 Parking Lease Locations | |
|---|---|
| Unspecified | 31% |
| Theatre Square Garage | 7% |
| Gateway Tower Garage | 6% |
| 8th Street Lots | 6% |
| 6th and Penn Garage | 5% |

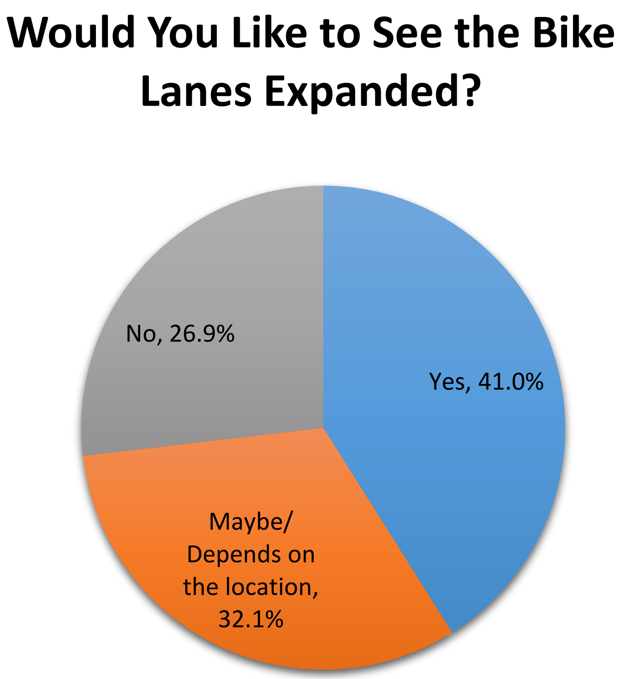
Q40. Do you currently lease one or more parking spaces?

N = 646

Q41. If YES, how many spaces do you lease?

# Bike Lanes



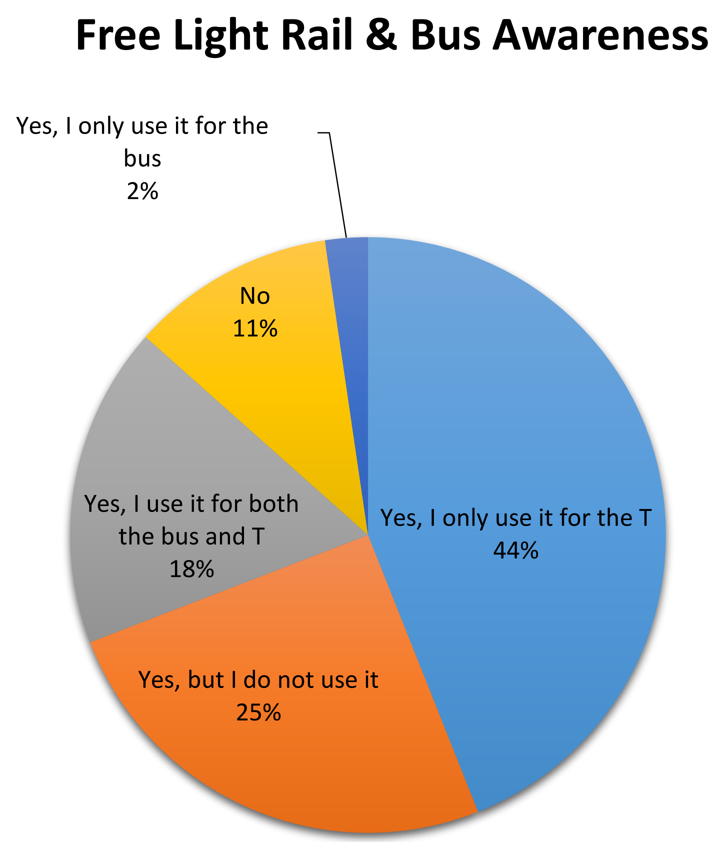




Q42. Do you currently lease one or more parking spaces?

Q43. Would you like to see the bike lane network expanded throughout Downtown?

N = 647

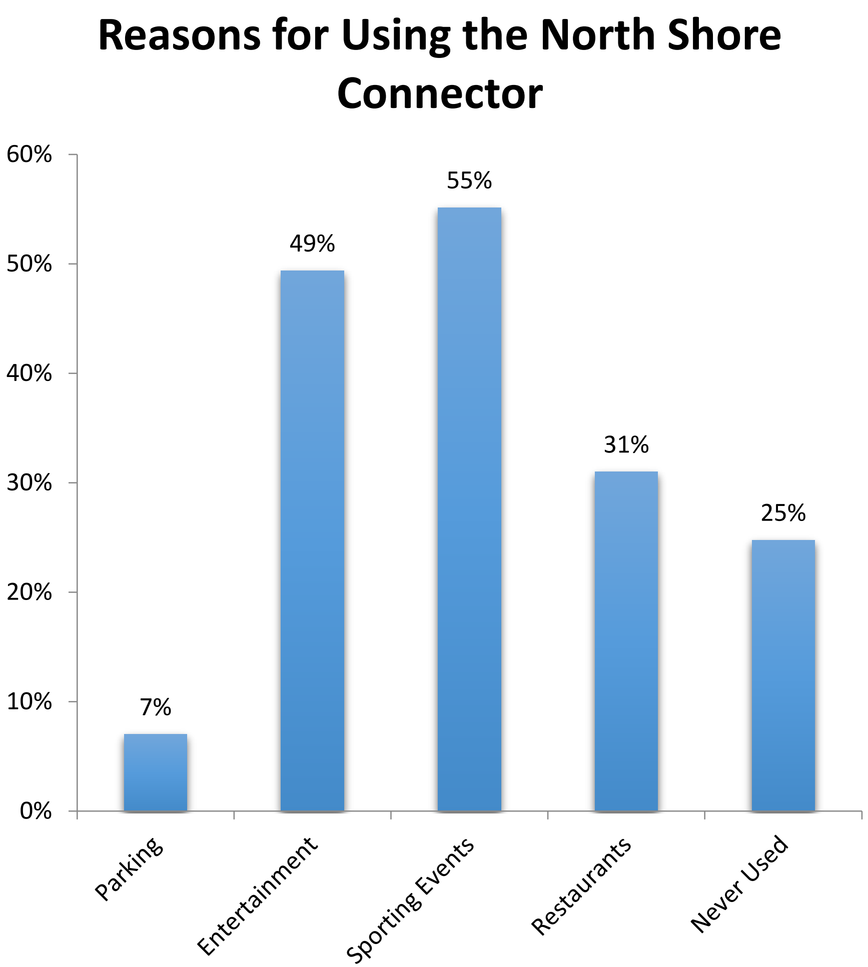
# Free Downtown Transportation

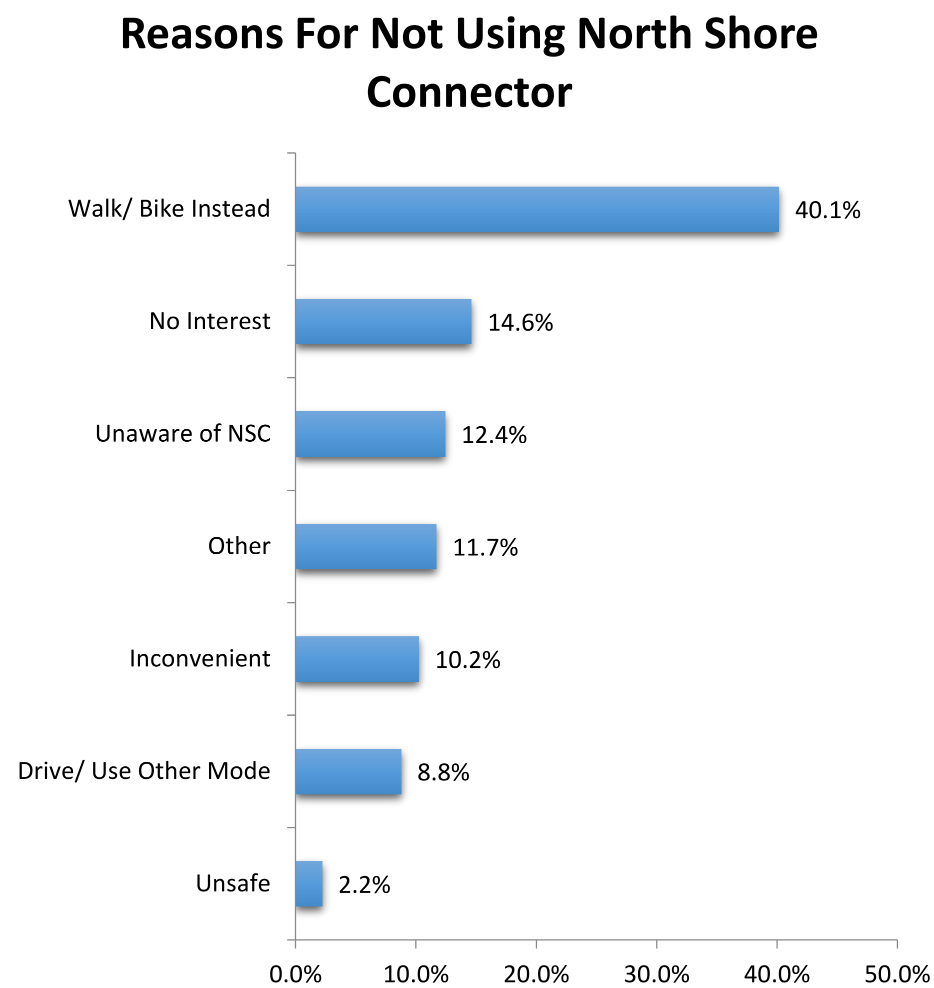



Q45. Are you aware that Bus & Light Rail (the "T") service is free within Downtown?

N = 648

# North Shore Connector



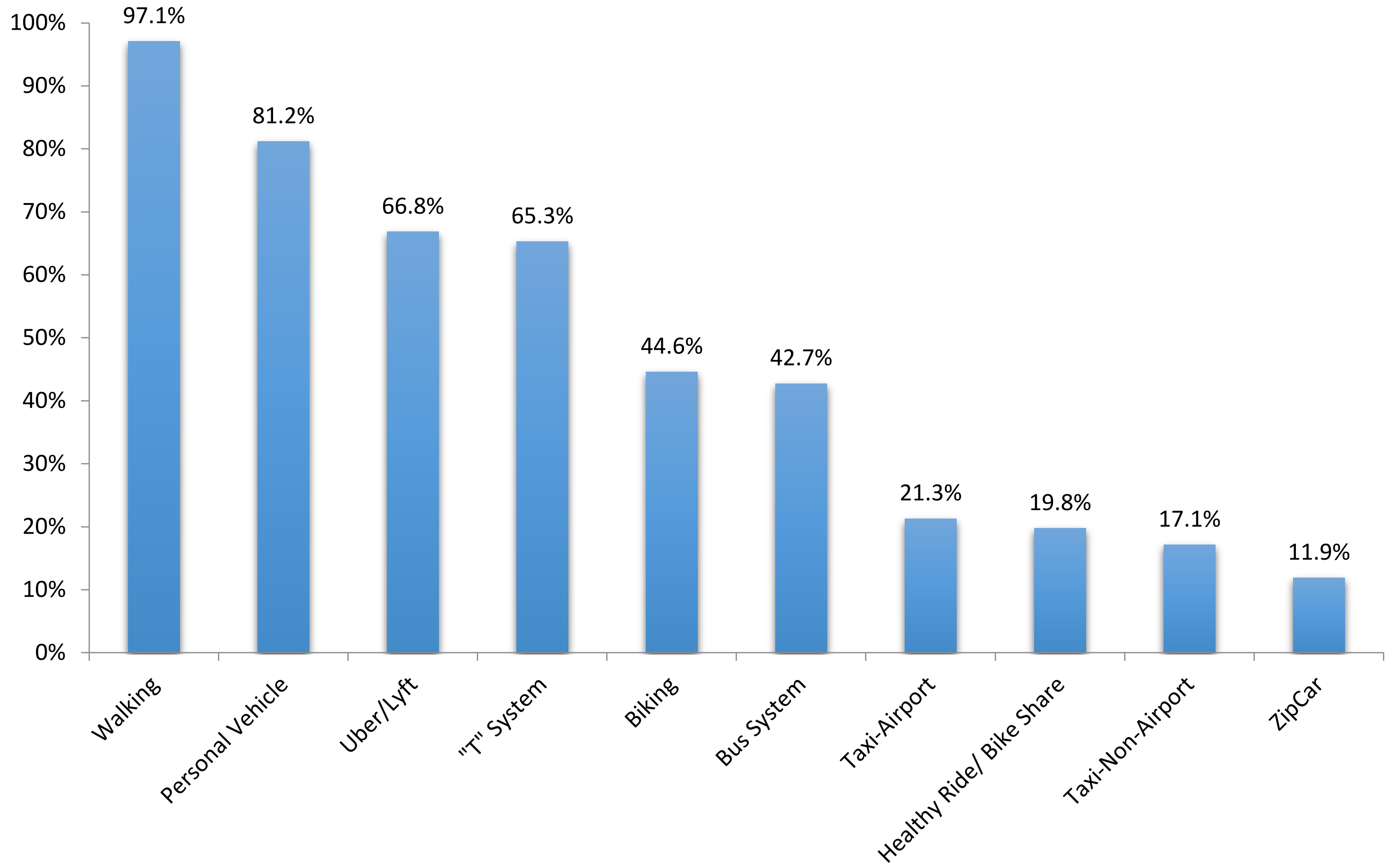

Q46. If you have ever used the free T service to or from the North Shore, please indicate for what purpose(s):For what purpose did you use the free T service to or from the North Shore?

Q47. If you haven't used the free "T" system to or from the North Shore, why not?

N = 642

PITTSBURGH DOWNTOWN PARTNERSHIP

# Modes of Transportation used by Residents




Q36. 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

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End of Survey Results

Please contact the Pittsburgh Downtown Partnership with additional questions.

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