



# 2018 Downtown Pittsburgh Resident Survey Report



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The 2018 Downtown Pittsburgh Resident Survey  
was supported by :

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# Summary Findings

## Demographic Information

- 60 residential properties were represented
- 30% of people who took the survey were ages 25-34; 90% were white

## Living Satisfaction

- 36% of residents chose to live Downtown to be closer to work
- 62% of residents report that they are “Very Satisfied” with their decision to live Downtown (+12% compared to 2016)
- Downtown’s walkability has the greatest positive impact on residents’ quality of life

## Public Spaces

- Market Square, Point State Park, and the Riverfront Trail are residents’ favorite public spaces
- 67% of residents would like to see more concerts/live music events Downtown

## Retail and Spending

- The most desired retailer residents want Downtown is a grocery store (89%)
- Residents spend an average of \$695 a month at Downtown establishments (+15% compared to 2016)

## Transportation

- 51% of residents walk to work as their primary mode of transportation
- Half of survey respondents would like to see the bike lane network expanded Downtown

A photograph of two men playing chess on a city street. The man on the left is older, balding, and wearing glasses and a grey shirt. The man on the right is younger, has a beard, and is wearing a purple shirt. They are both looking down at the chessboard. The chessboard is on the ground, with large white and black pieces. In the background, there are trees, a sidewalk, and a street with buildings and pedestrians. A semi-transparent blue rectangle is overlaid in the center of the image, containing the word "Methodology" in white text.

# Methodology

# Methodology


## 2018 Resident Survey

Online survey open from 2/19/2018 through 3/12/2018

Distributed with assistance of property managers via email and direct postcards to all units in multi-family properties

567 surveys collected representing 60 properties in Greater Downtown

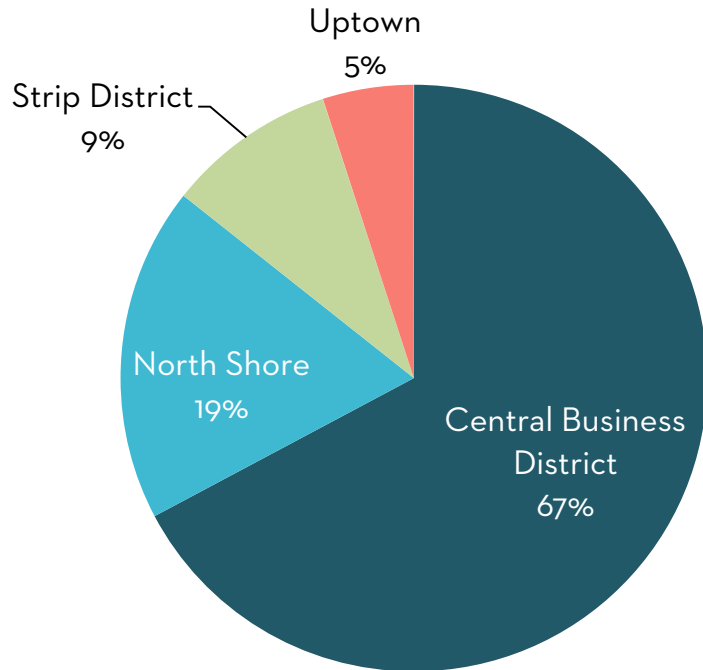
Incentive: Restaurant gift card raffle (four gift cards distributed)

A group of diverse people, including children and adults, are walking outdoors on a paved surface. In the foreground, a young girl with dark skin and curly hair is looking towards the camera. To her right, a woman with glasses and a blue headband is smiling. Further right, a woman with short dark hair and a patterned scarf is also smiling. In the background, there are parked cars, a brick wall, and some posters on a wall. A teal rectangle is overlaid in the center of the image, containing the text "Demographic Information".

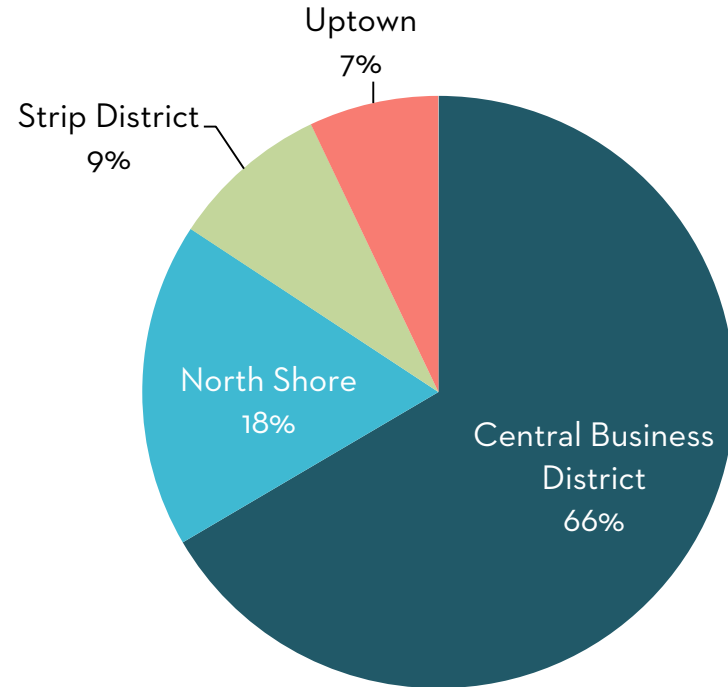
# Demographic Information

# Demographic Information: Responses by Building

## 2018 Reponses



## 2016 Reponses



■ Central Business District

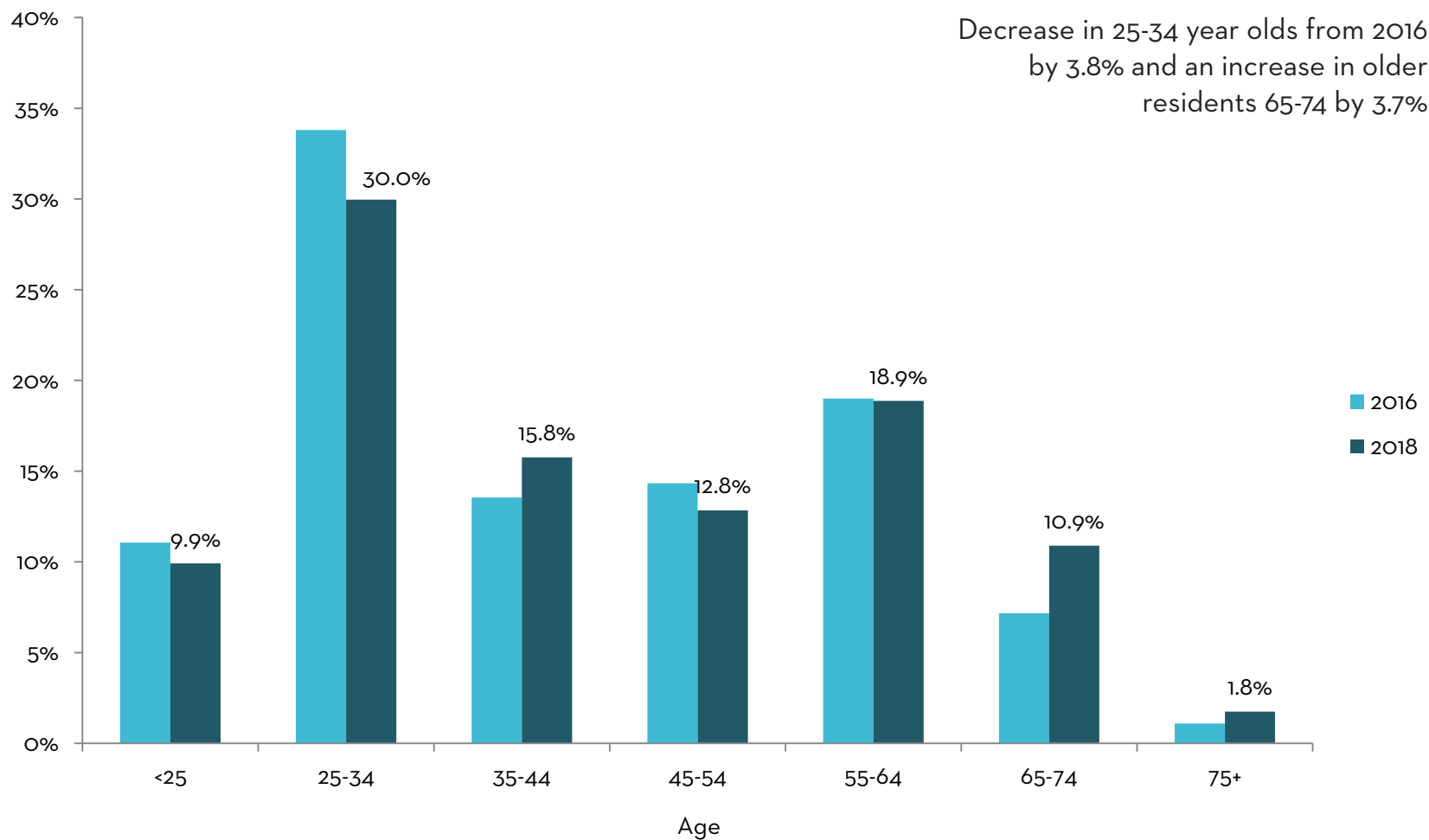
■ North Shore

■ Strip District

■ Uptown

Q1: Please select your building address from the drop-down box below.  
Number of respondents = n, n = 567

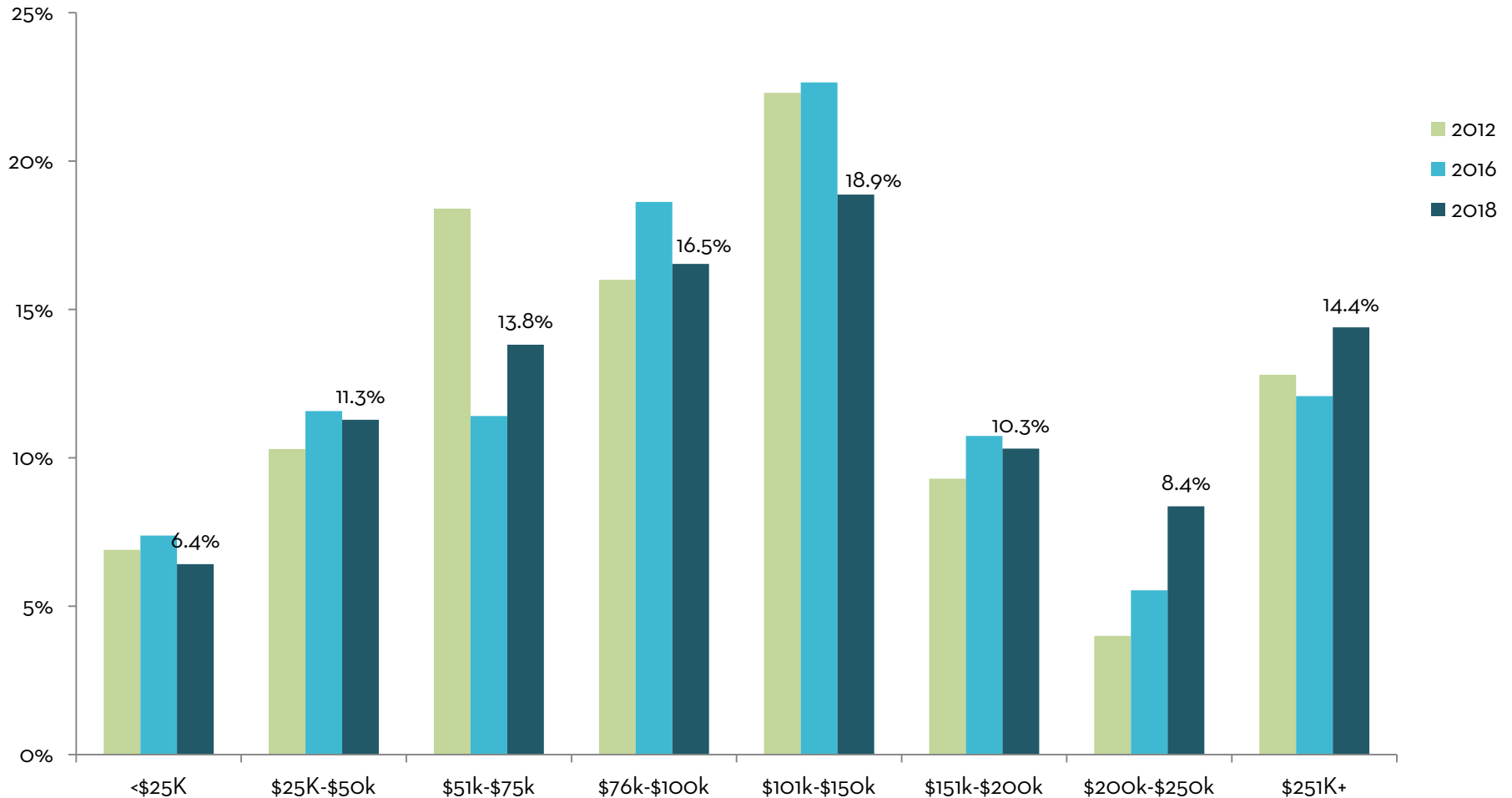
# Demographic Information: Age of Residents



Q49: Which range encompasses your age?  
n= 514



# Demographic Information: Annual Household Income



Q51: Which range encompasses your total annual household income?

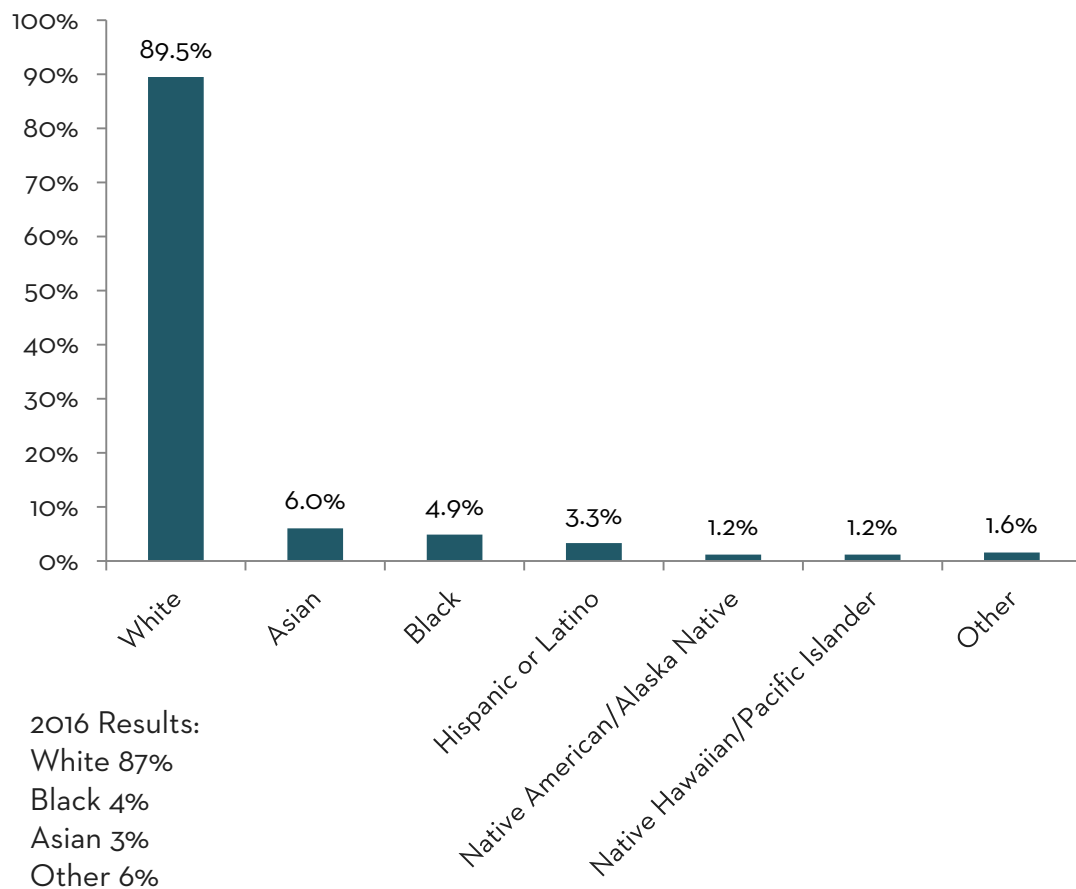
n= 514



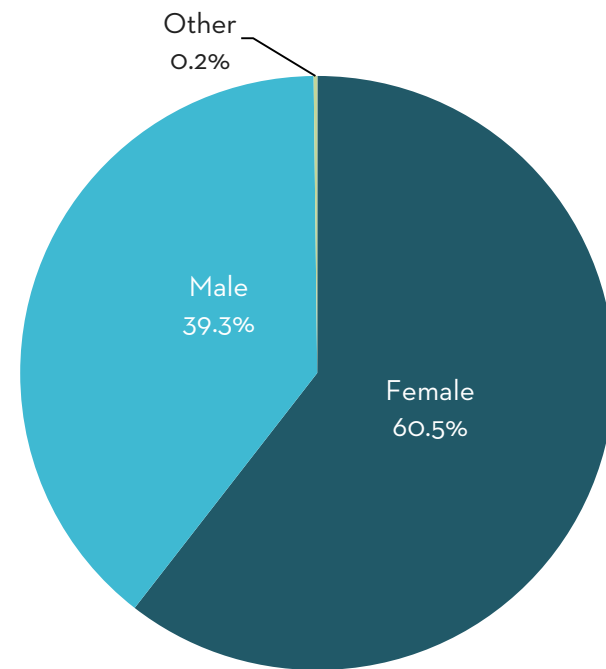
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# Demographic Information: Gender and Race

## Race



## Gender



Q54: Which category (or categories) best describes your race?

Q45: What is your identified gender?

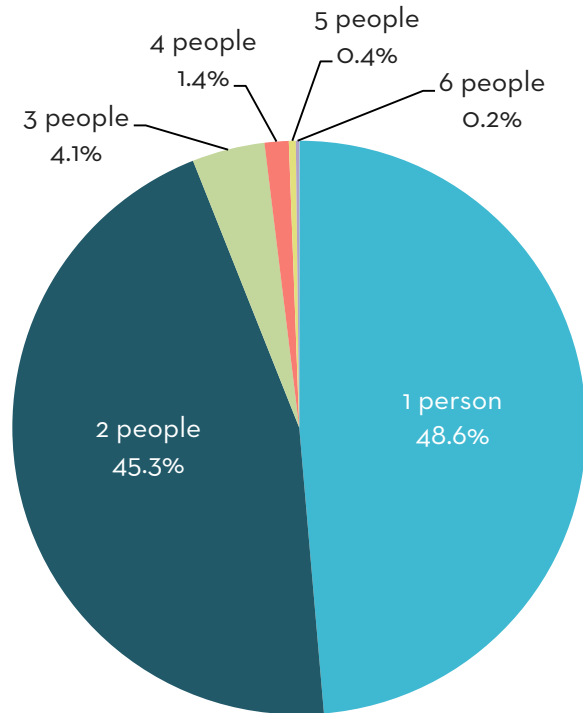
n= 514



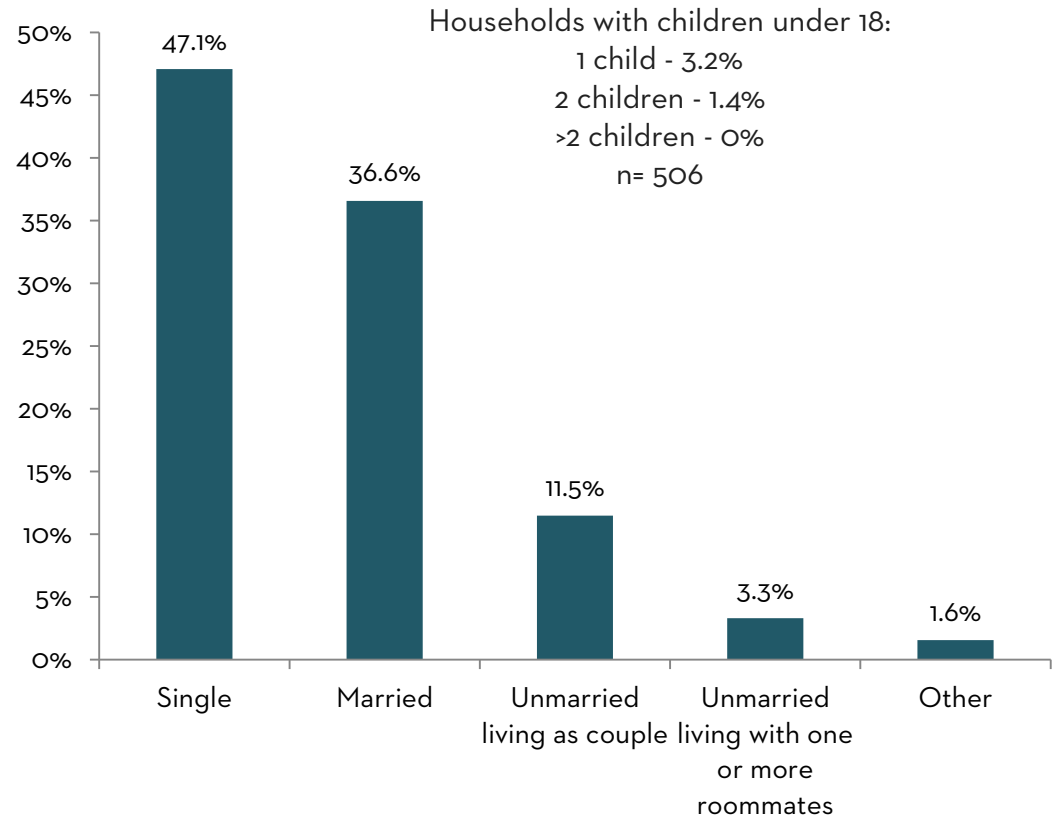
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# Demographic Information: Household Size and Status

## Household size



## Living Situation



Q47: Including yourself, how many people live in your household?

Q53: Which of the following best describes your living situation?

n= 514



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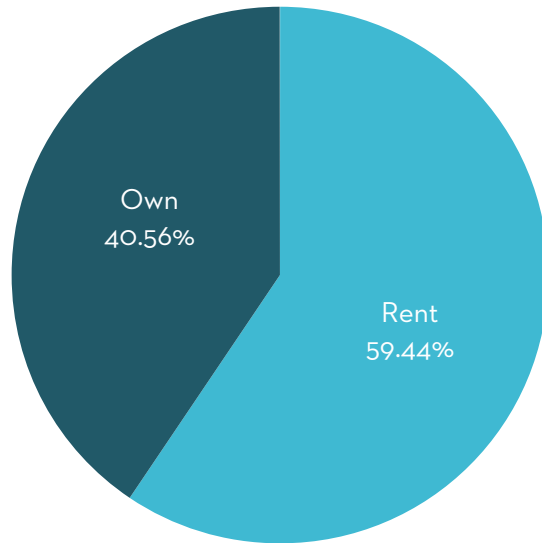
# Demographic Information: Pet Ownership

Type of Pet	2012	2016	2018
Own dogs	22%	22%	22%
Own cats	14%	16%	17%
Own other pets	0%	1%	1%
Do not own any pets	64%	62%	60%
Average Number of Pets			
Dogs	1.1	1.1	1.2
Cats	1.6	1.4	1.4



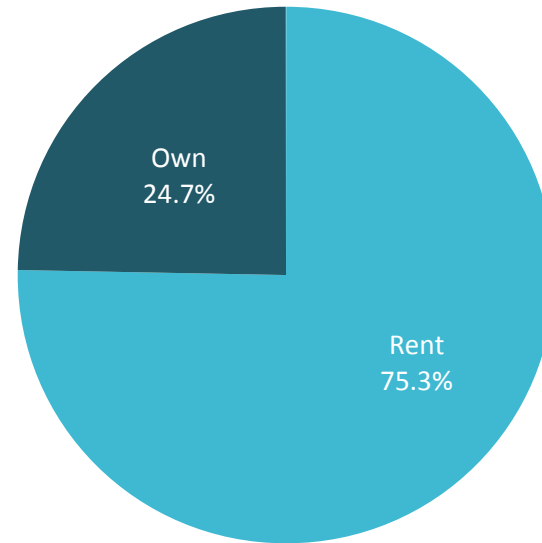
# Demographic Information: Prior Vs. Current Residence

## Prior Residence



2016 Results:  
Own 41%  
Rent 59%

## Current Residence



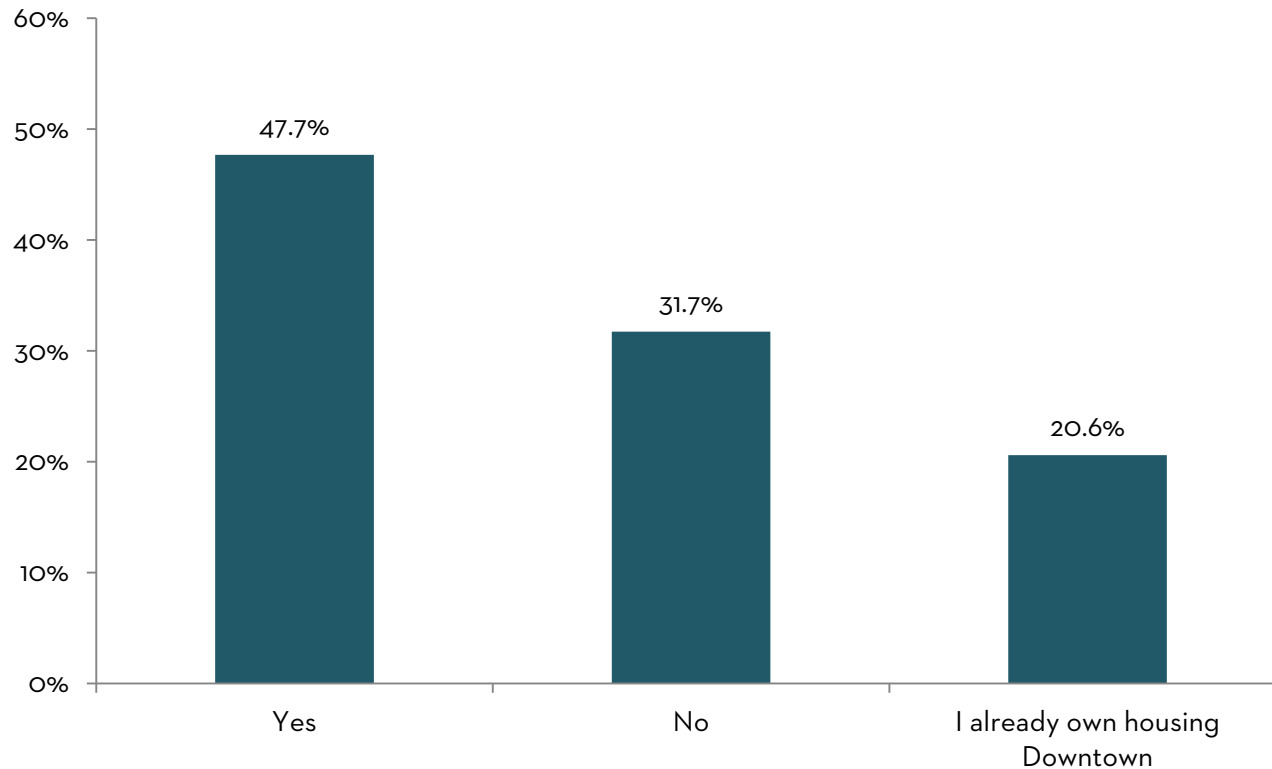
2016 Results:  
Own 24%  
Rent 76%

Q4: Did you rent or own your prior residence?  
Q6: Do you rent or own your current residence?  
n= 567



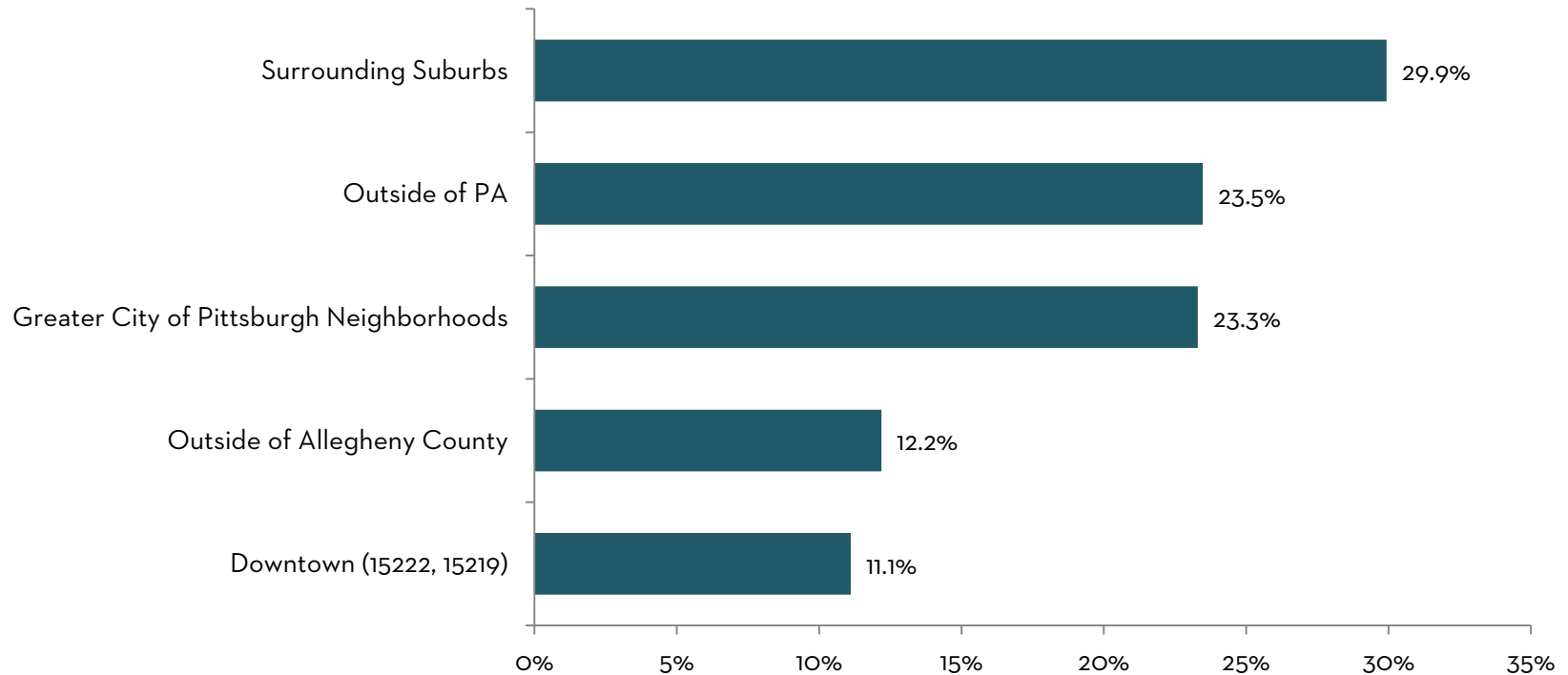
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# Demographic Information: % Renters Willing to Purchase Residential Real Estate Downtown



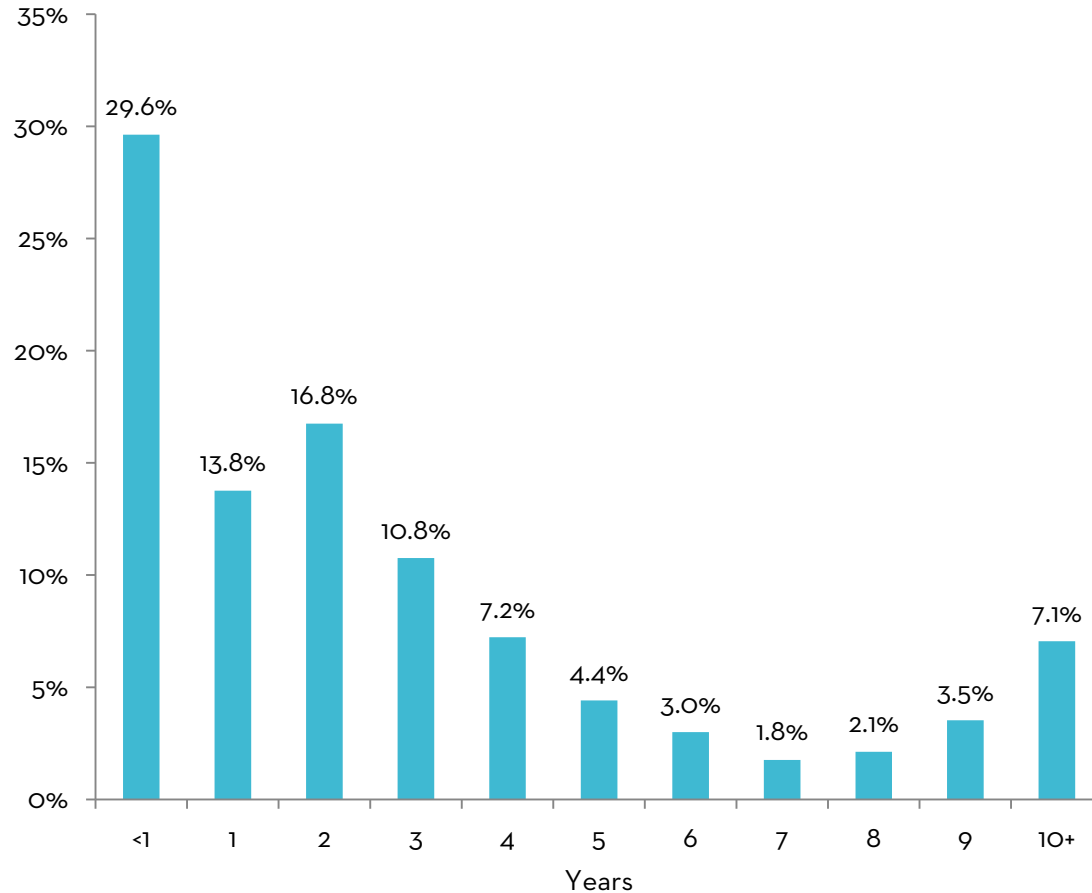
Q7: If you rent, would you consider buying residential real estate Downtown?  
n= 539

# Demographic Information: Location of Prior Residence



Q5: In what area did you live most recently prior to your current Downtown residence? n= 567

# Demographic Information: Tenure at Current Residence

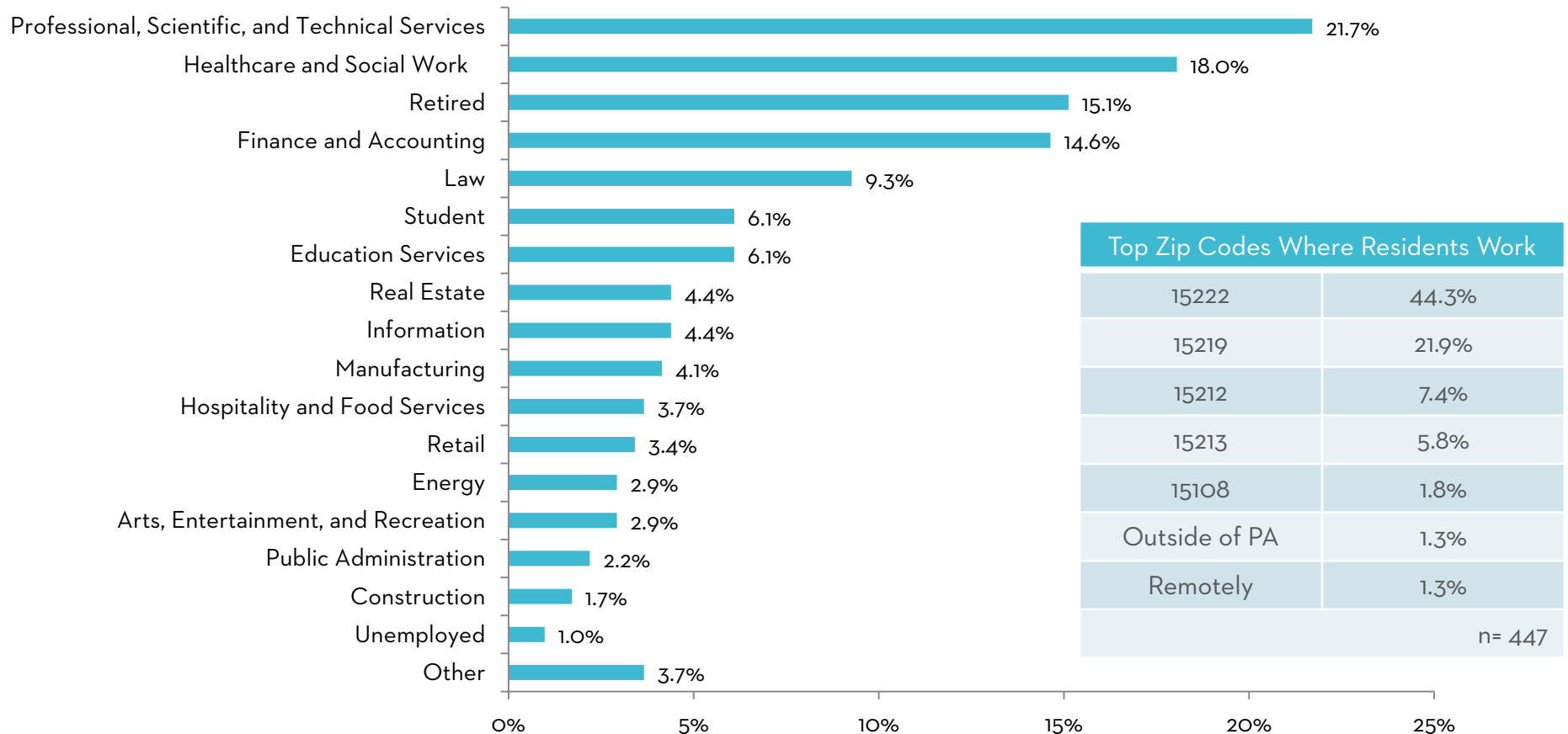


Average Years at Residence	
2010	4.4
2012	3.5
2016	2.7
2018	2.8

Q3: How long have you lived at your current residence?  
n= 567



# Demographic Information: Profession and Work Zip Code

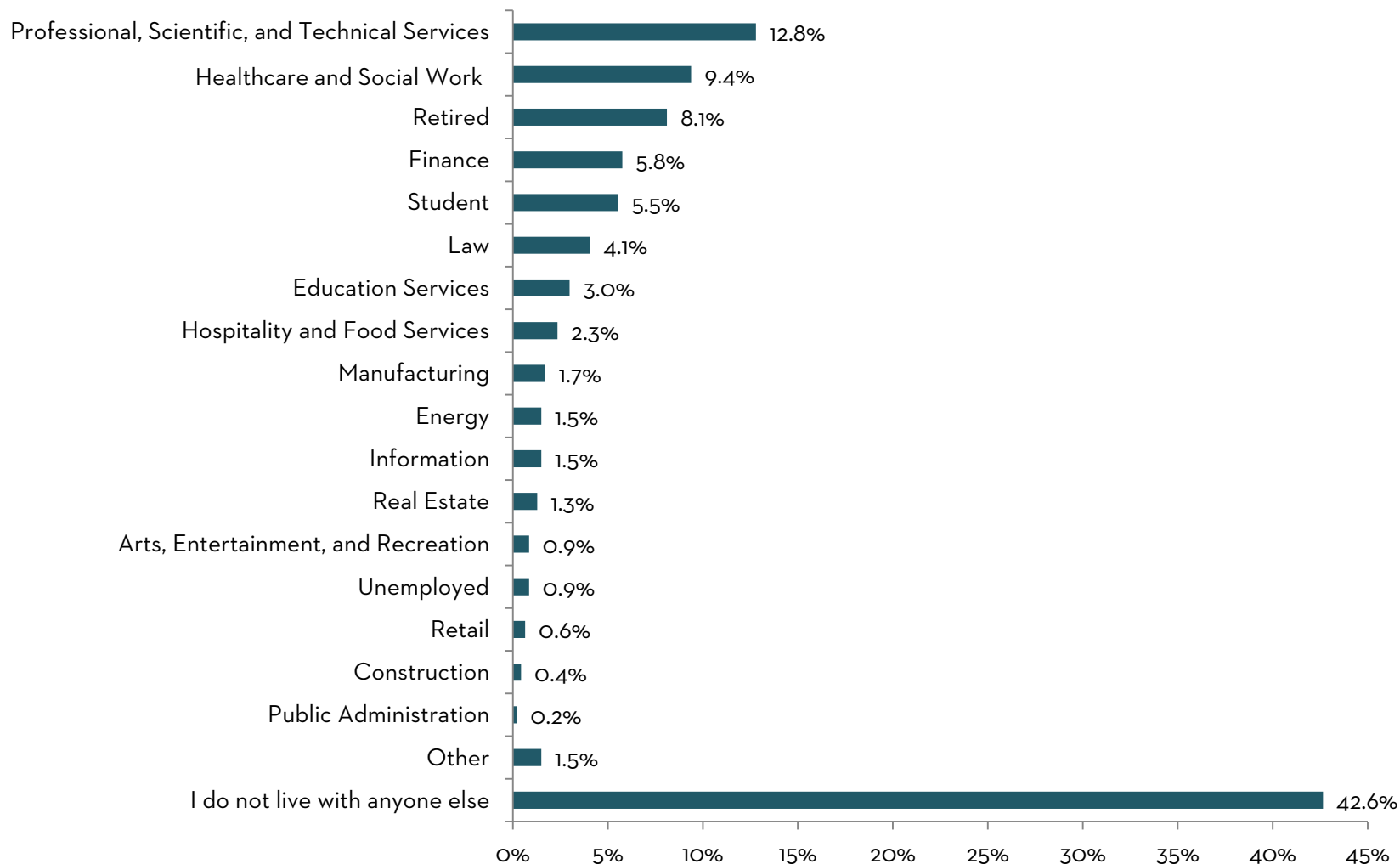


*Industries classified using the United States Census Bureau 2012 North American Industry Classification System*

Q55: In what industry do you work?

n=410

# Demographic Information: Profession of Other Residents



Q57: In what industry do other adults (18+) in your household work?

n=469

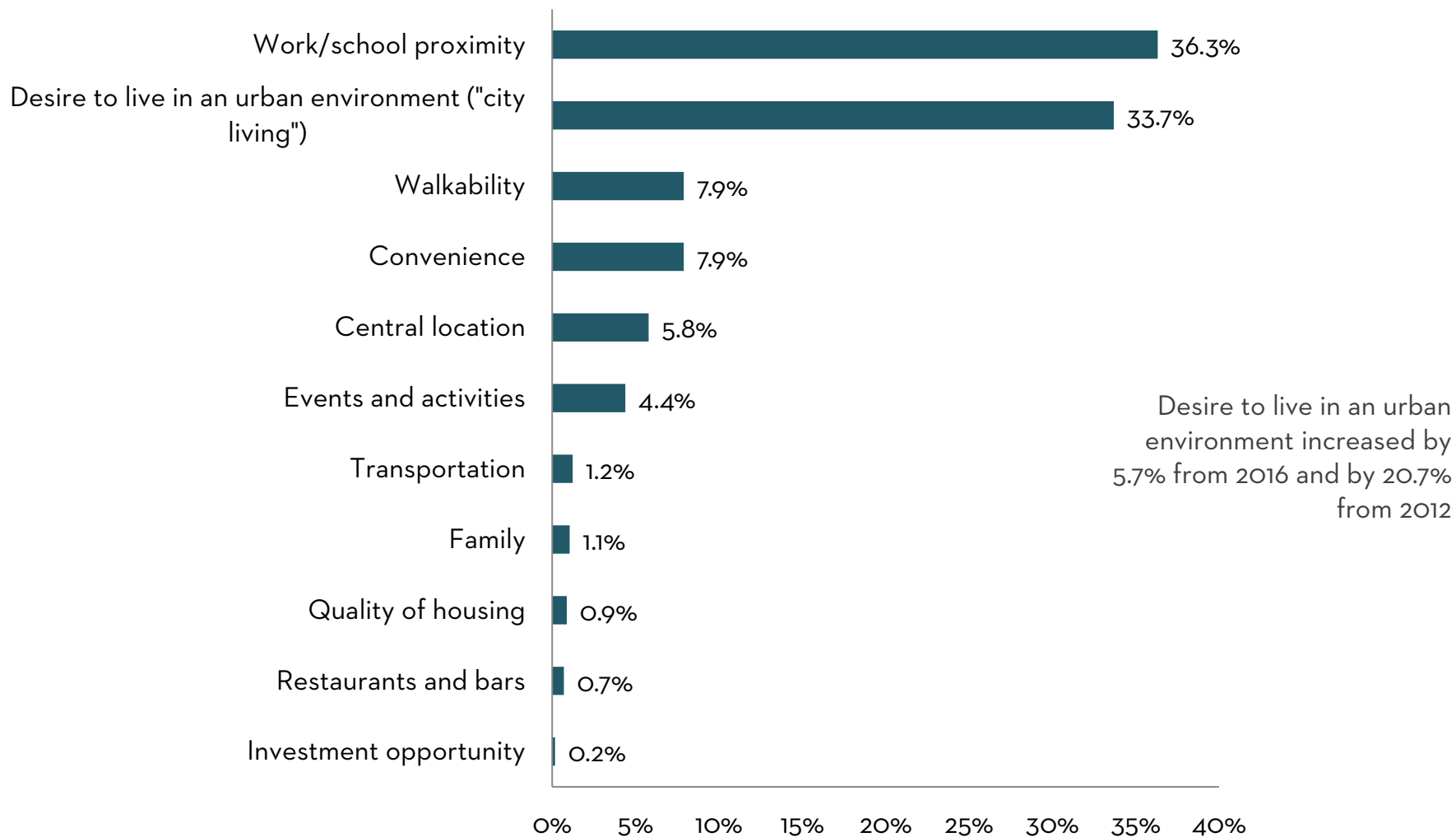


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The background image shows a city park scene. In the foreground, a woman is lying on a black exercise mat, performing a bicep curl with a barbell. Other people are visible in the background, some sitting on mats and others standing. There are red and green umbrellas, suggesting an outdoor cafe or event. In the background, there are modern buildings, including a tall glass skyscraper and a building with a distinctive pointed roof. The sky is blue with some clouds.

# Living Satisfaction

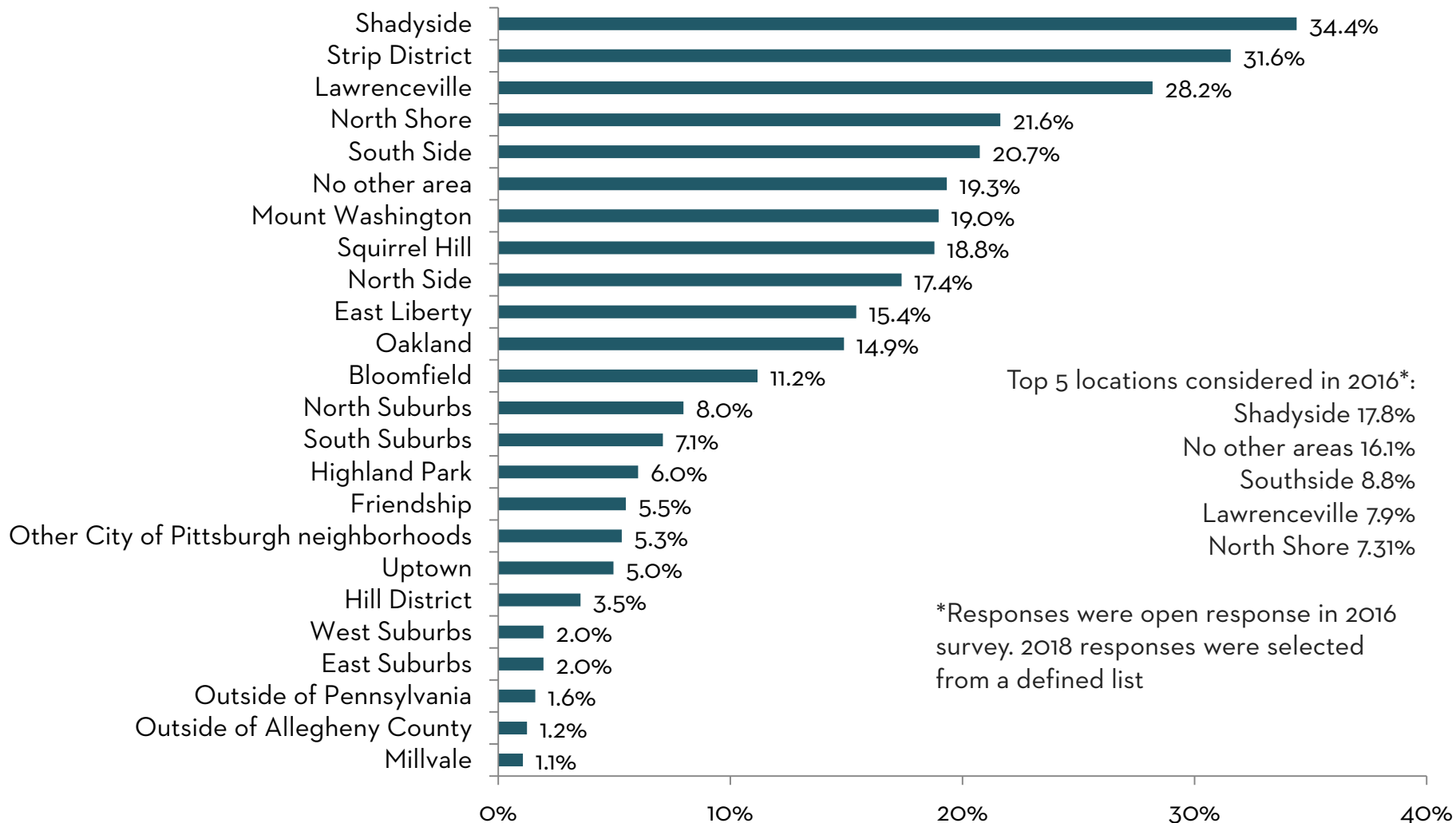
# Living Satisfaction: Reasons for Living Downtown



Q8: What was the primary reason you chose to live Downtown?  
n= 567



# Living Satisfaction: Other Locations Considered



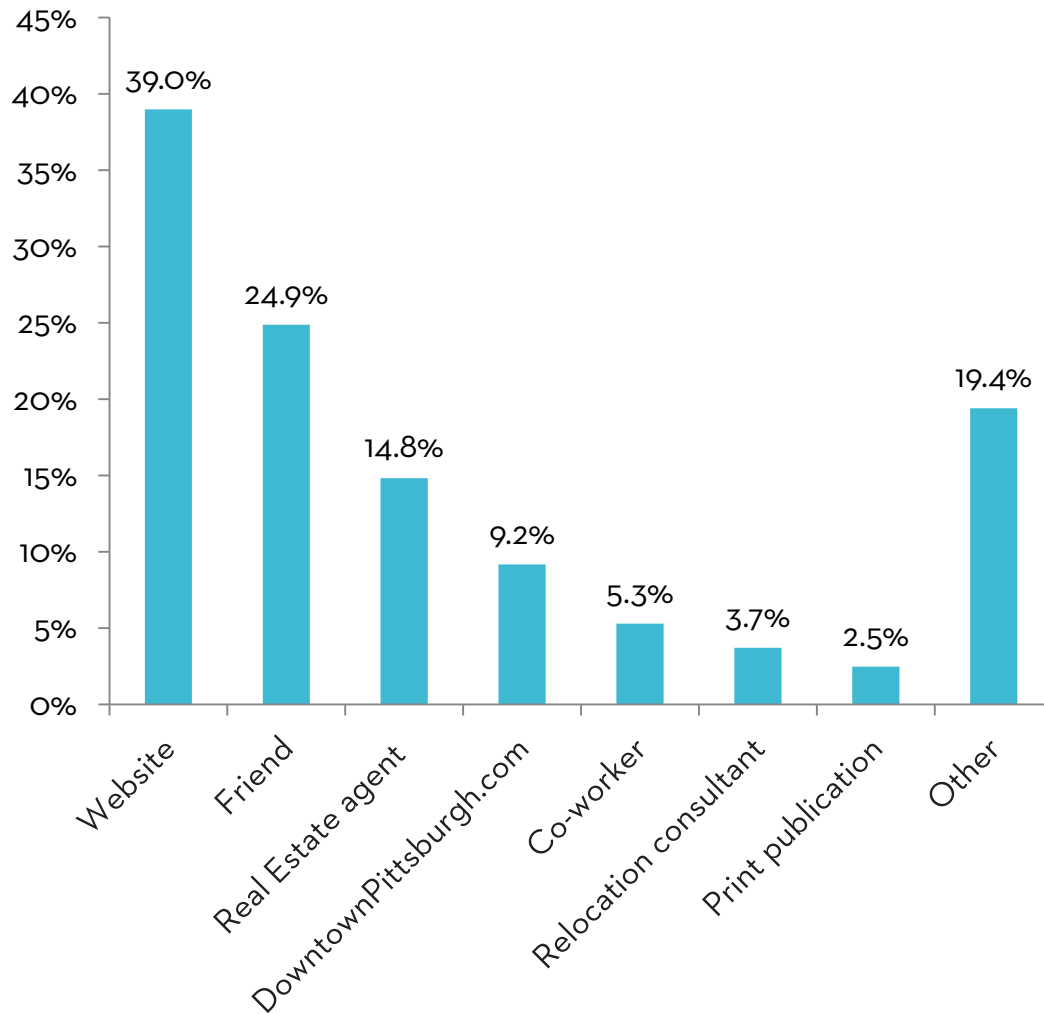
*This is a multiple choice question allowing for multiple answers per person. The chart reflects the % of people who chose each answer.*

Q9: Prior to moving Downtown, what other neighborhoods were included in your housing search?

n= 564



# Living Satisfaction: Resources Used in Housing Search



Top Websites Used in Search	
Zillow	20.4%
Apartments.com	18.9%
Craigslist	16.0%
Google Search	15.0%
Other	8.7%
Property specific website	8.3%
Realtor.com	4.9%
Trulia	3.9%
Hot pads	1.9%
Rent.com	1.9%
n= 206	

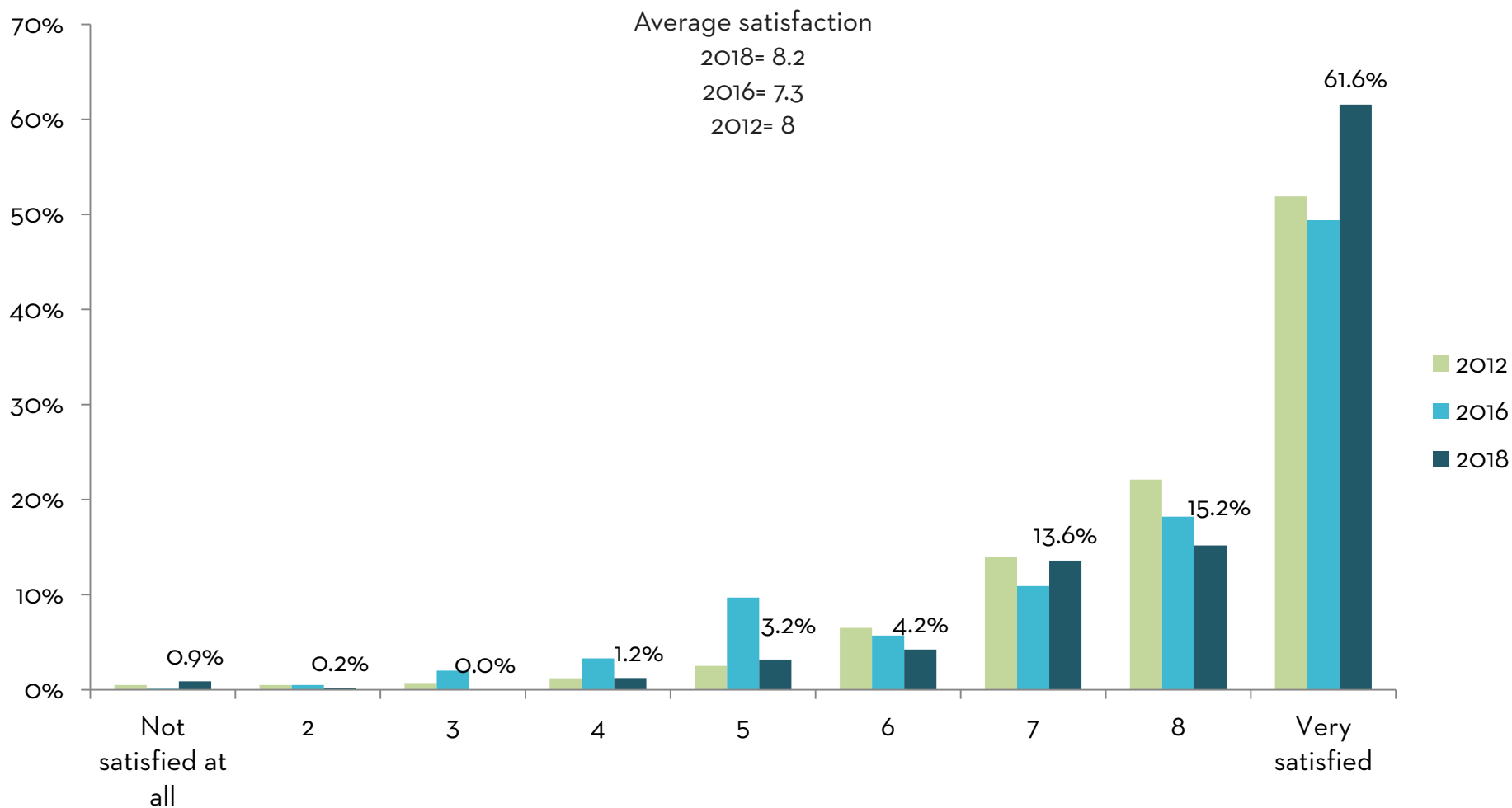
*This is a multiple choice question allowing for multiple answers per person. The chart reflects the % of people who chose each answer.*

Q10: Which resources did you use to find your current Downtown property/building?  
n= 567



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# Living Satisfaction: Satisfaction with Living Downtown



Q13: How satisfied are you with your decision to live Downtown?

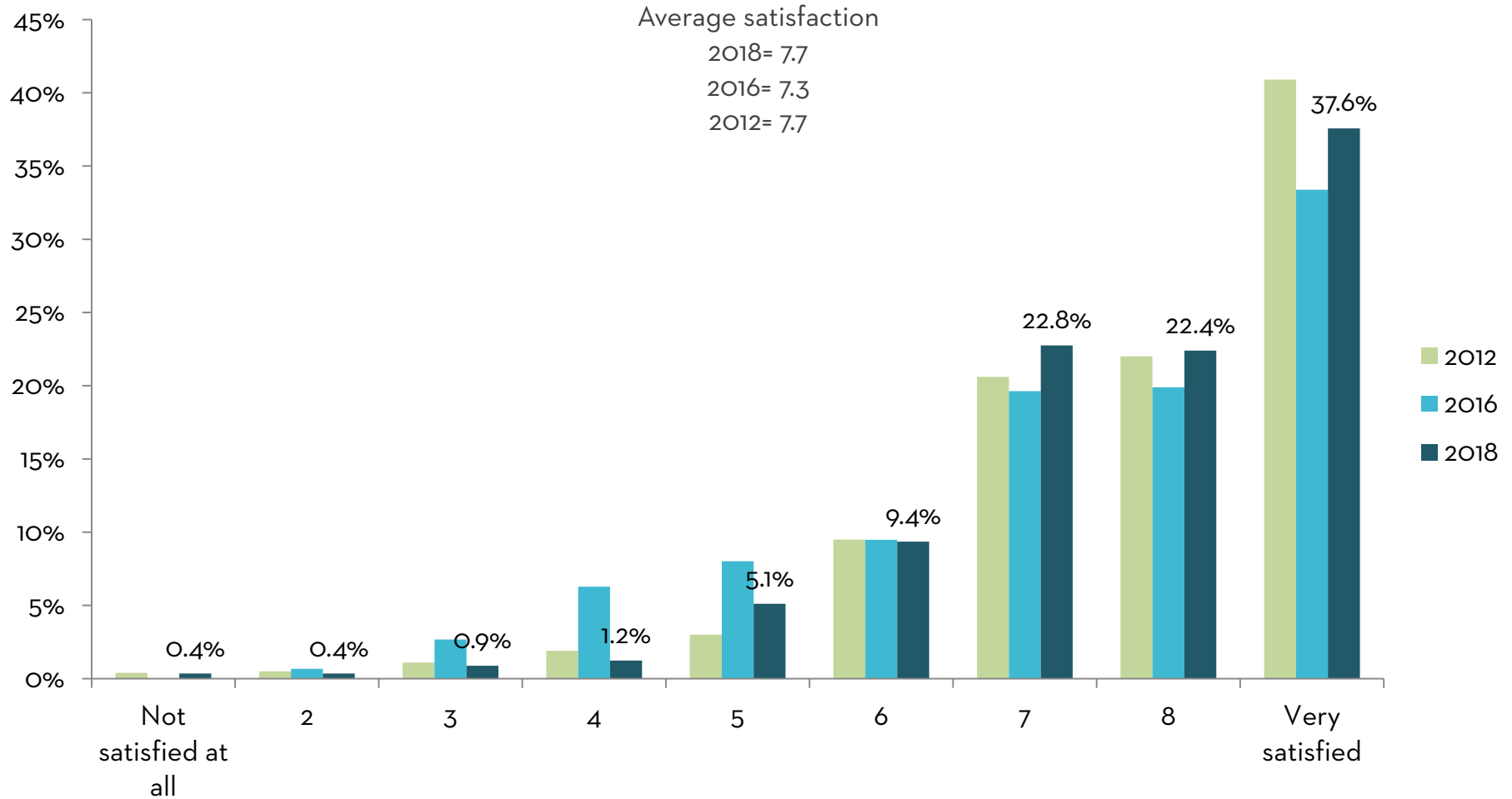
Not satisfied at all =1; very satisfied =9

n= 567



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# Living Satisfaction: Satisfaction with Property/Building



Q12: How satisfied are you with your property/building choice?

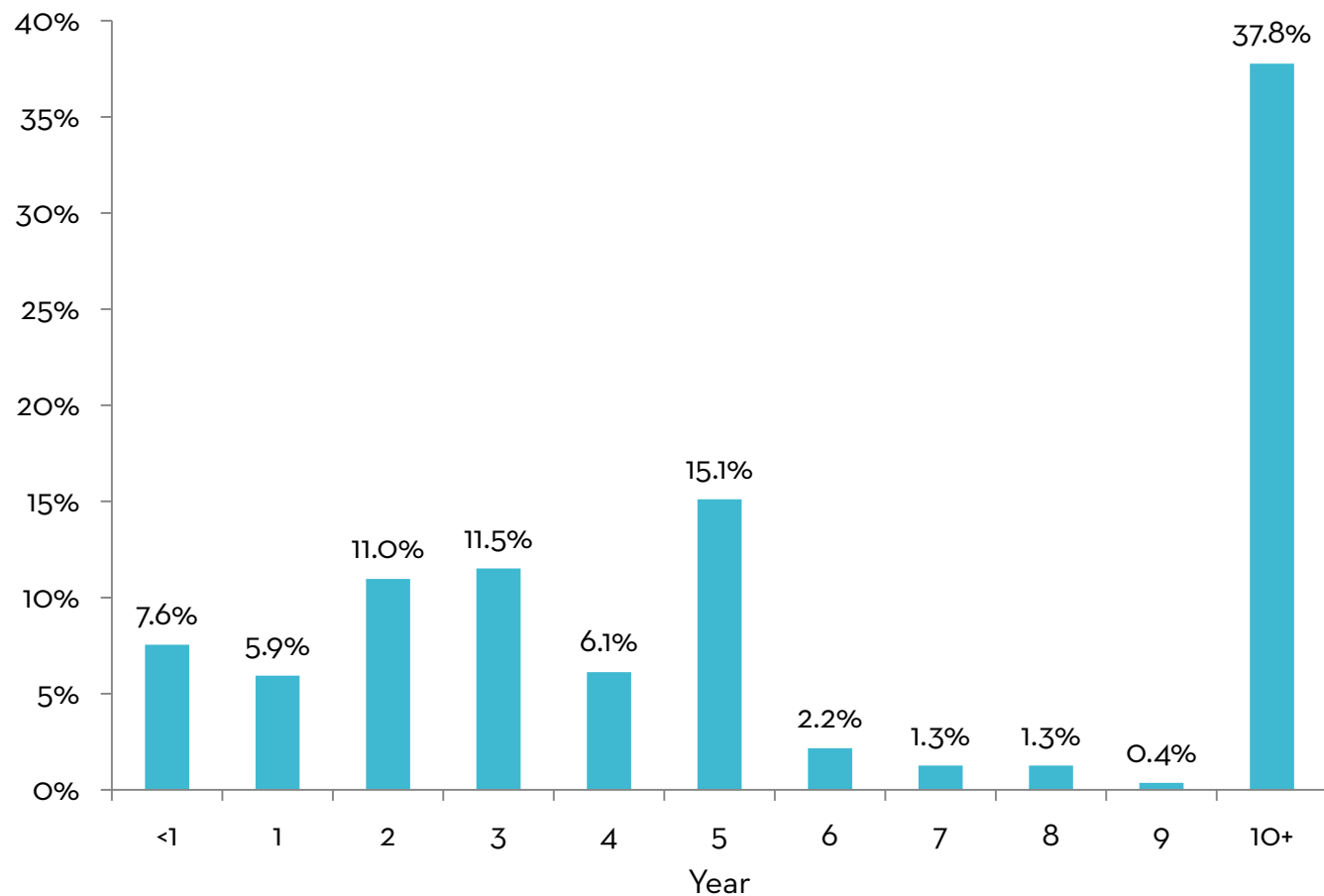
*Not satisfied at all =1; very satisfied =9*

n= 567



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# Living Satisfaction: Years Anticipated Living Downtown



## Average Number of Years

2012	5.1
2016	5.5
2018	6.8

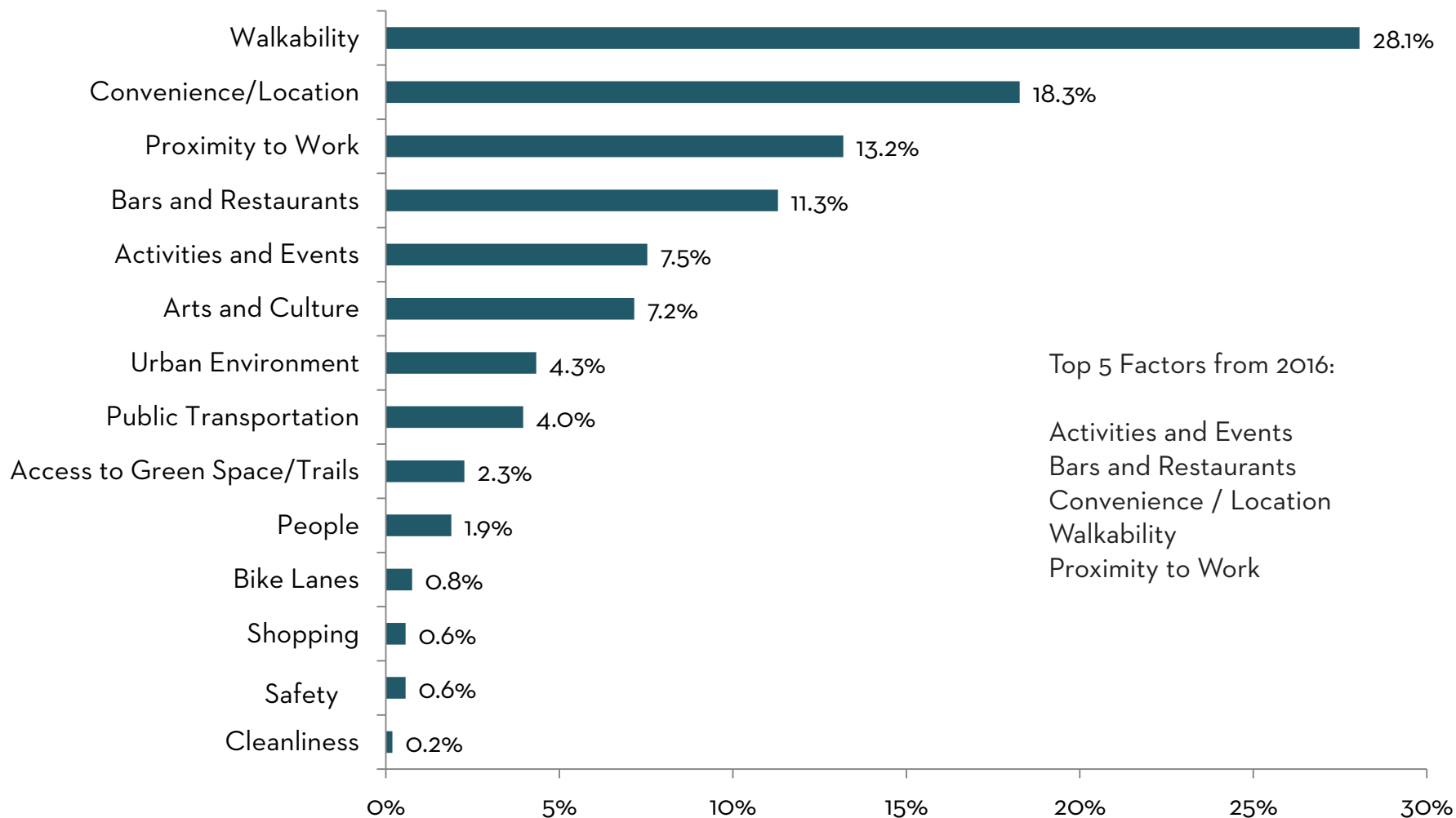
Q14: How long do you anticipate living Downtown?

n= 556



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# Living Satisfaction: Positive Factors of Downtown Living

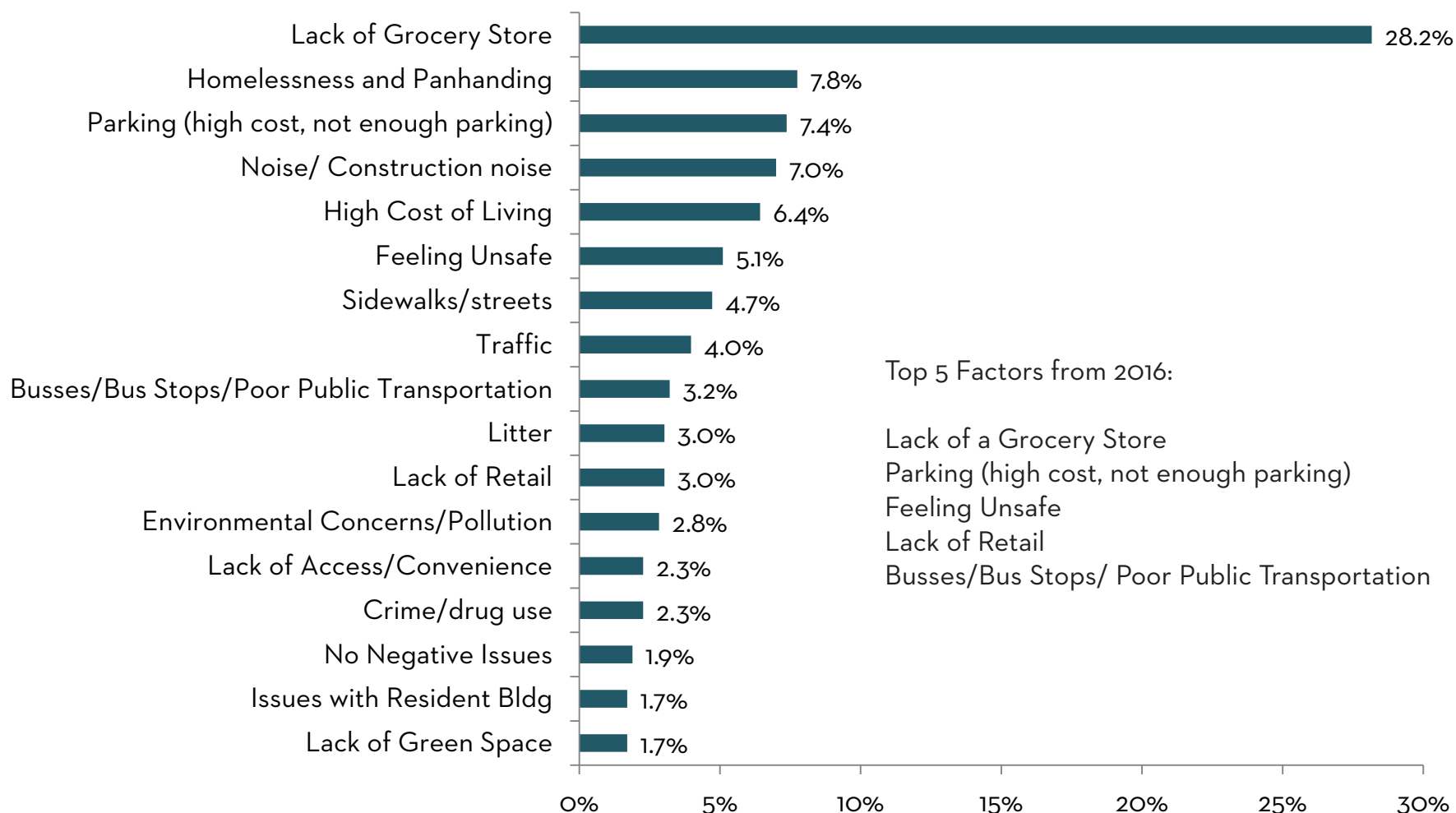


Q18: What aspects of Downtown living have the greatest positive impact on your quality of life as a Downtown resident?

n= 531



# Living Satisfaction: Negative Factors of Downtown Living



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

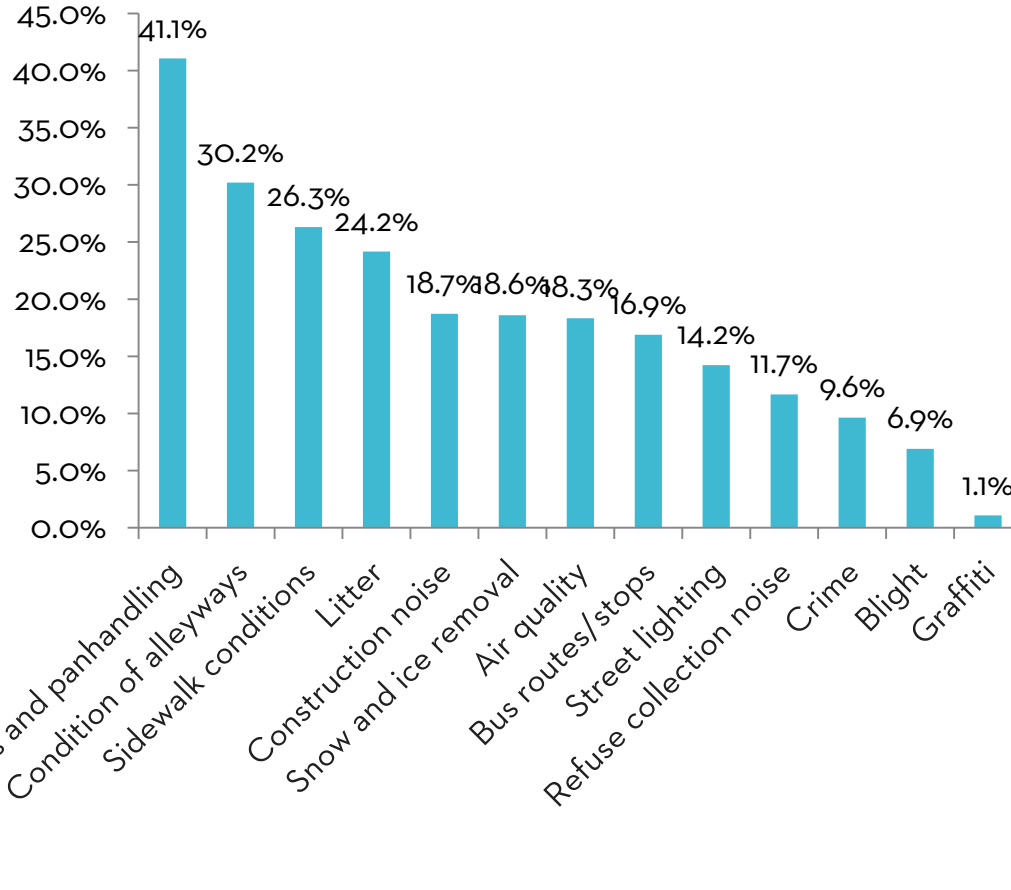
Q19: What aspects of Downtown living have the greatest negative impact on your quality of life as a Downtown resident?

n= 529



# Living Satisfaction: Resident Concerns

## Major Concerns



## Top 5

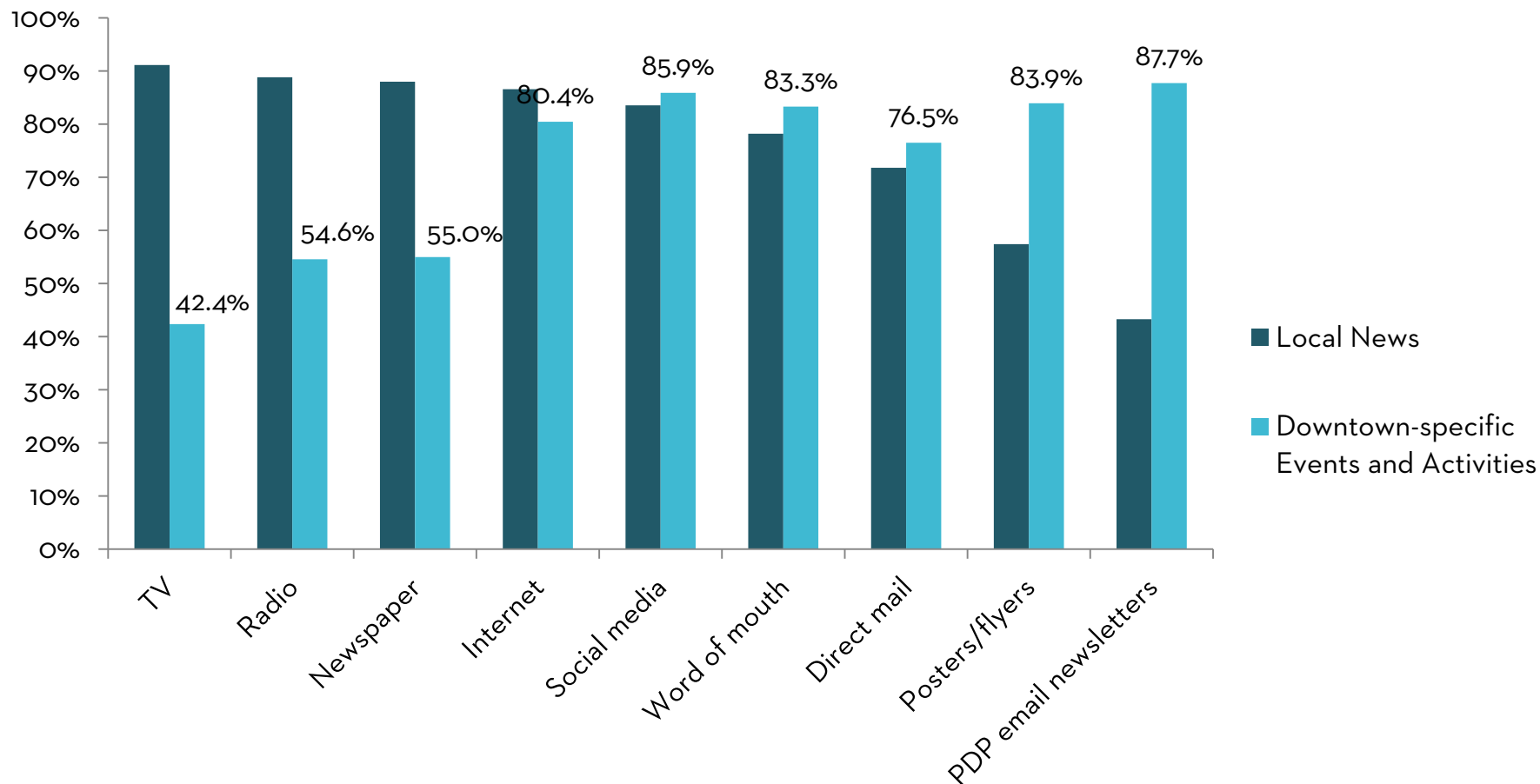
Major issues	
Homelessness and panhandling	41.1%
Condition of alleyways	30.2%
Sidewalk conditions	26.3%
Litter	24.2%
Construction noise	18.7%
Mild issues	
Crime	59.3%
Litter	54.2%
Condition of alleyways	50.3%
Homelessness and panhandling	49.9%
Blight	48.8%
Not an issue	
Graffiti	62.7%
Refuse collection noise	55.1%
Bus routes/stops	54.0%
Blight	44.3%
Construction noise	43.3%

Q17: To what degree do you feel the following are issues in Downtown?

Choices: not an issue, mild issue, major issue

n= 567

# Public Spaces: Channels of Information



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

Q36: How do you typically get information about news and events?

n= 523

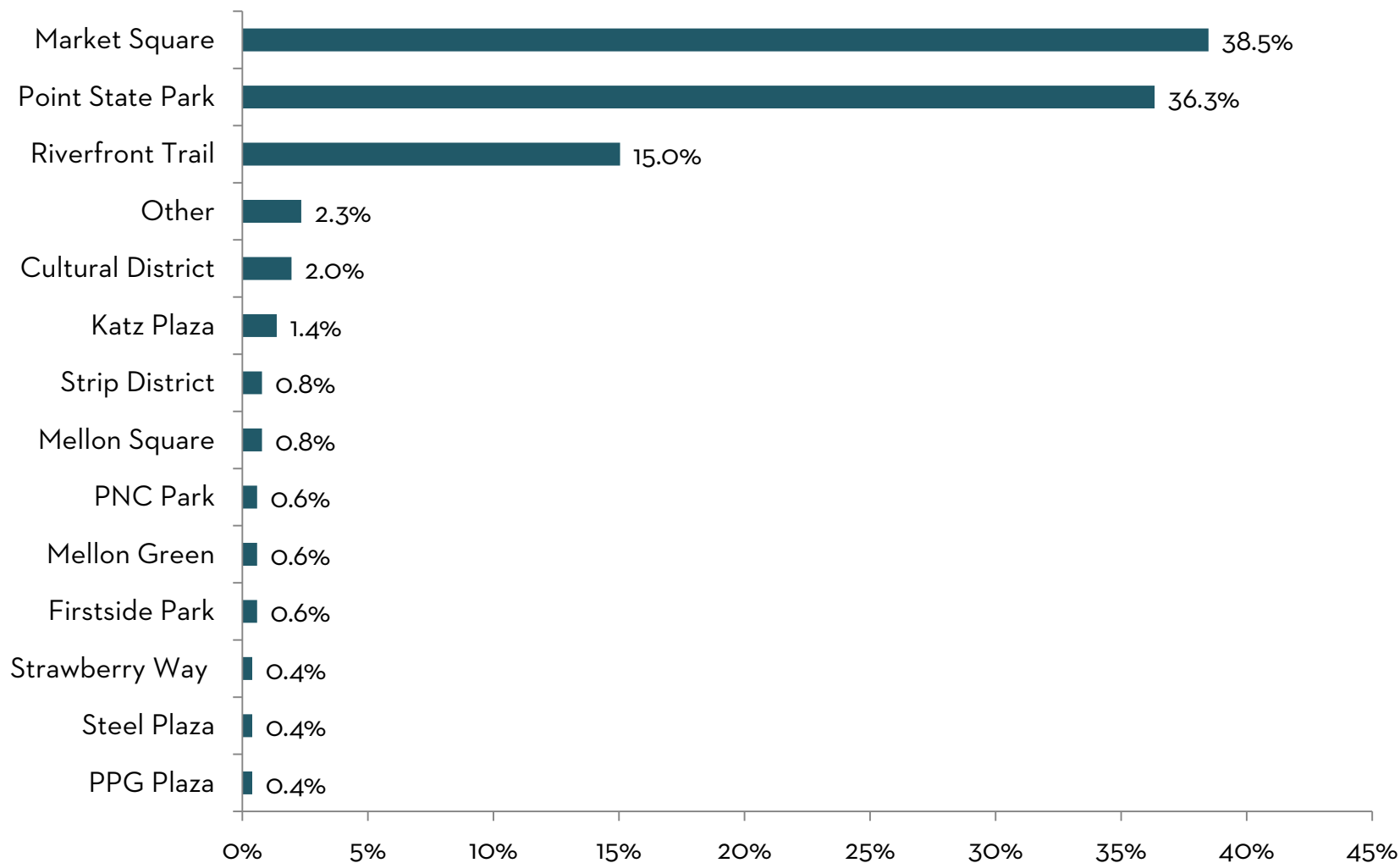


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# Public Spaces

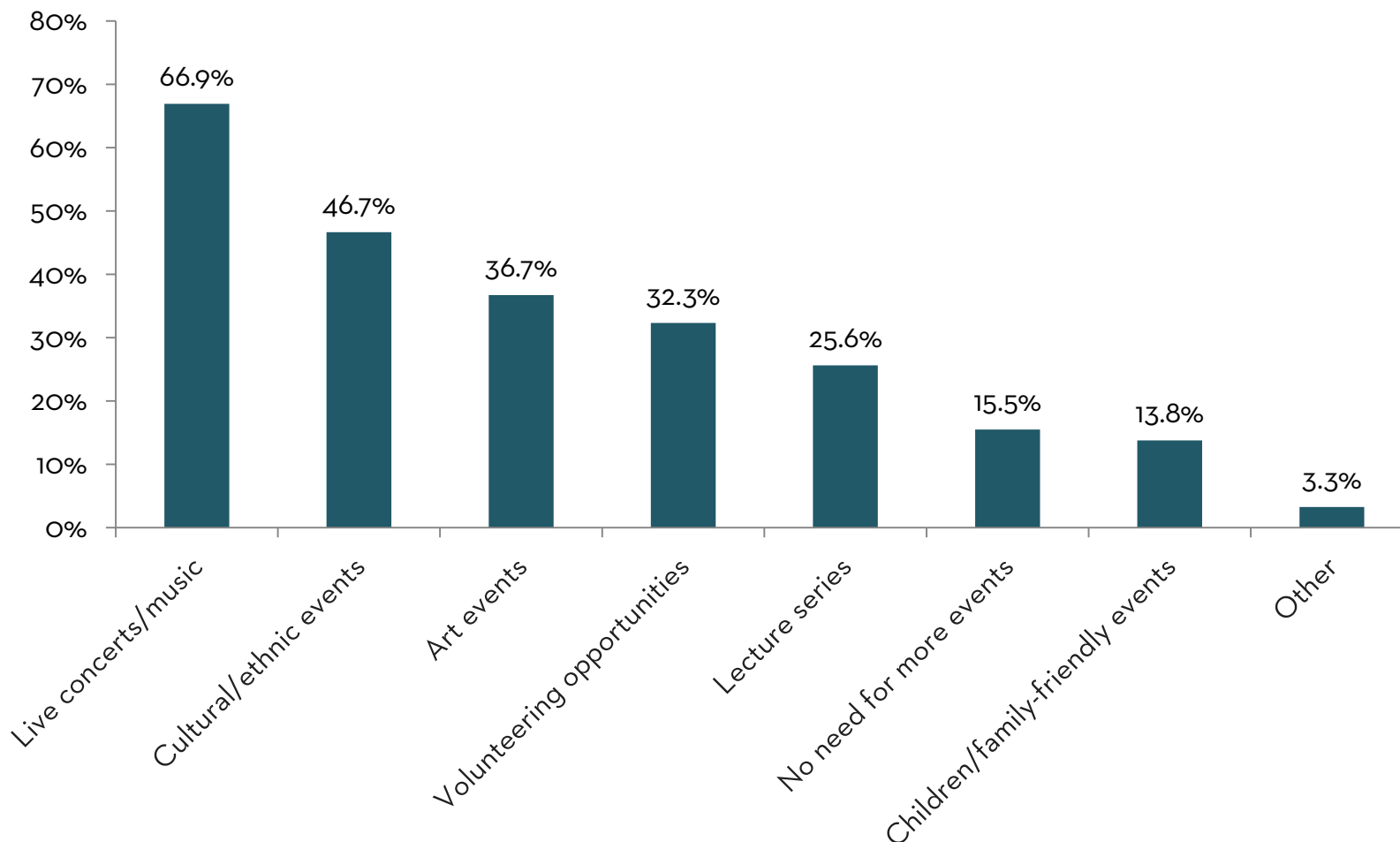
# Public Spaces: Favorite Public Space



Q29: What is your favorite public space Downtown and why?

n= 523

# Public Spaces: Desired Events and Programing



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

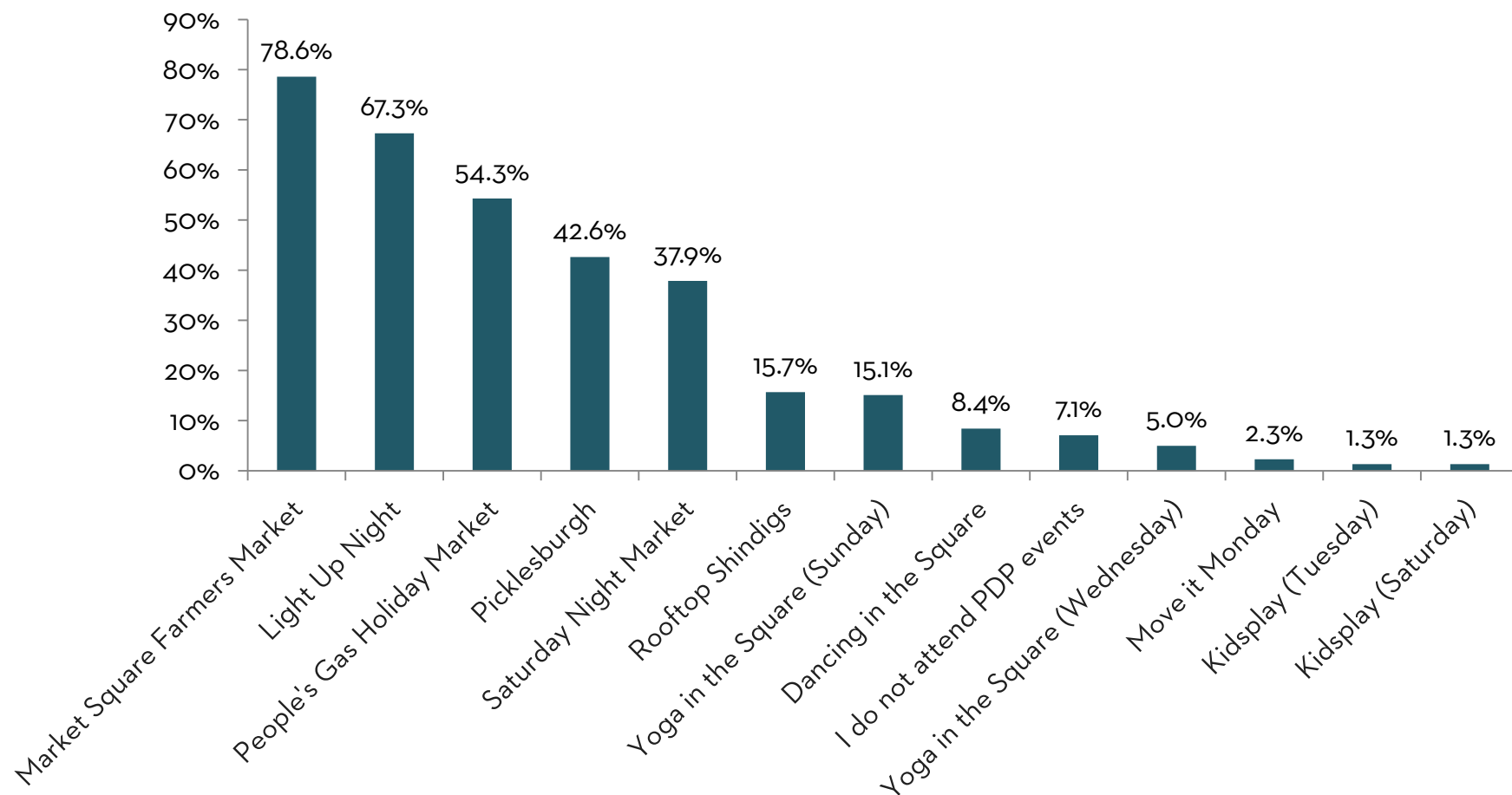
Q31: What types of events or programs would you like to see made available (or see more often) in your Downtown neighborhood?

n= 523



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# Public Spaces: Attendance at PDP Programs and Events



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

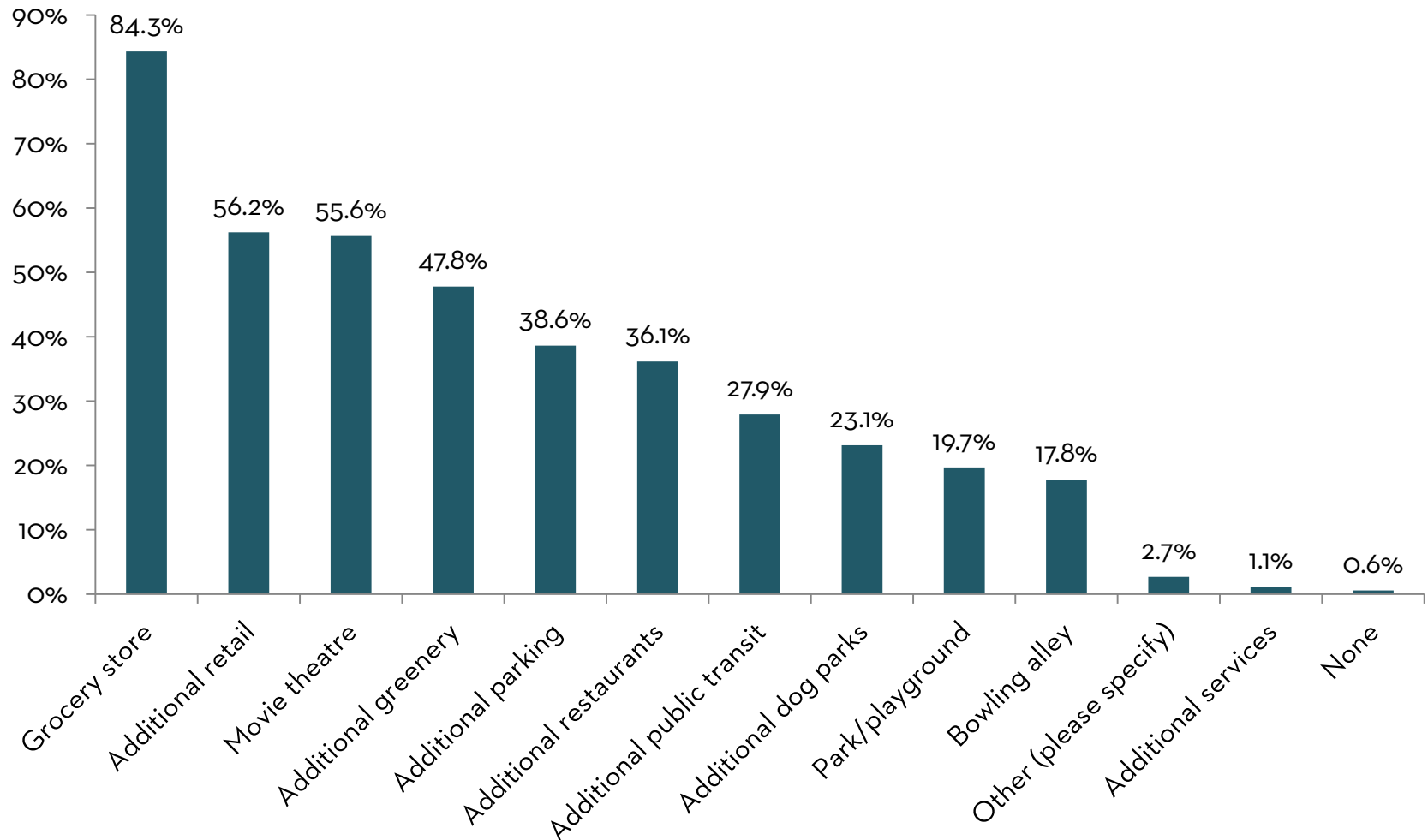
Q32 Which of the following PDP events do you attend?

n= 523



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# Public Spaces: Desired Downtown Amenities



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

Q30: What specific amenities would you like to see made available in your Downtown neighborhood?

n= 523

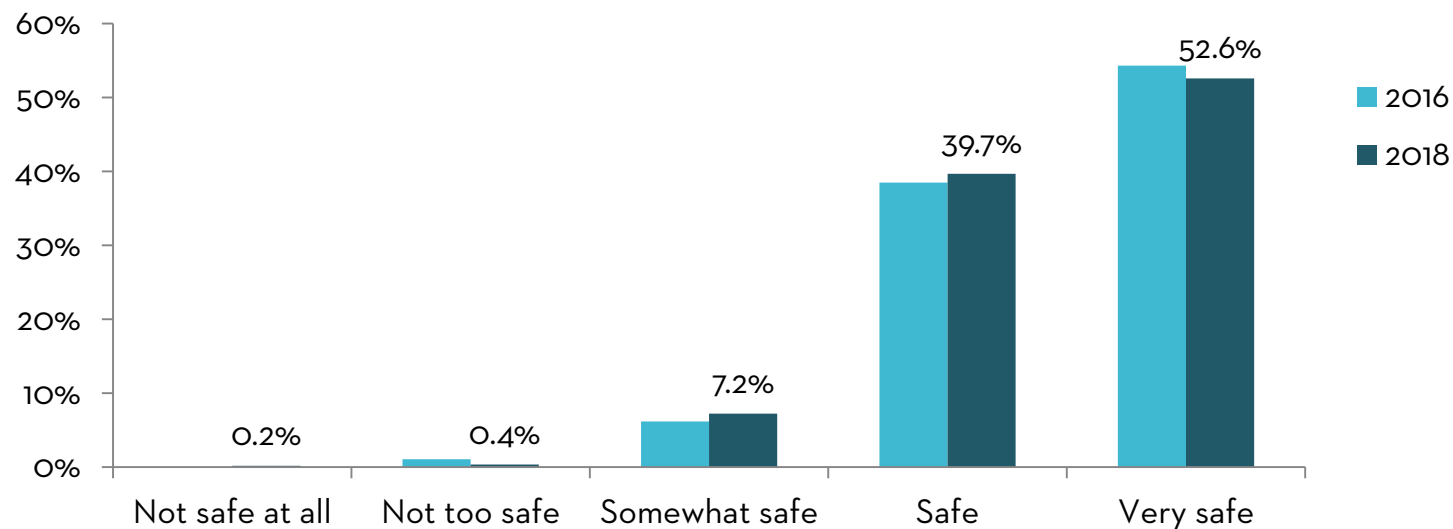


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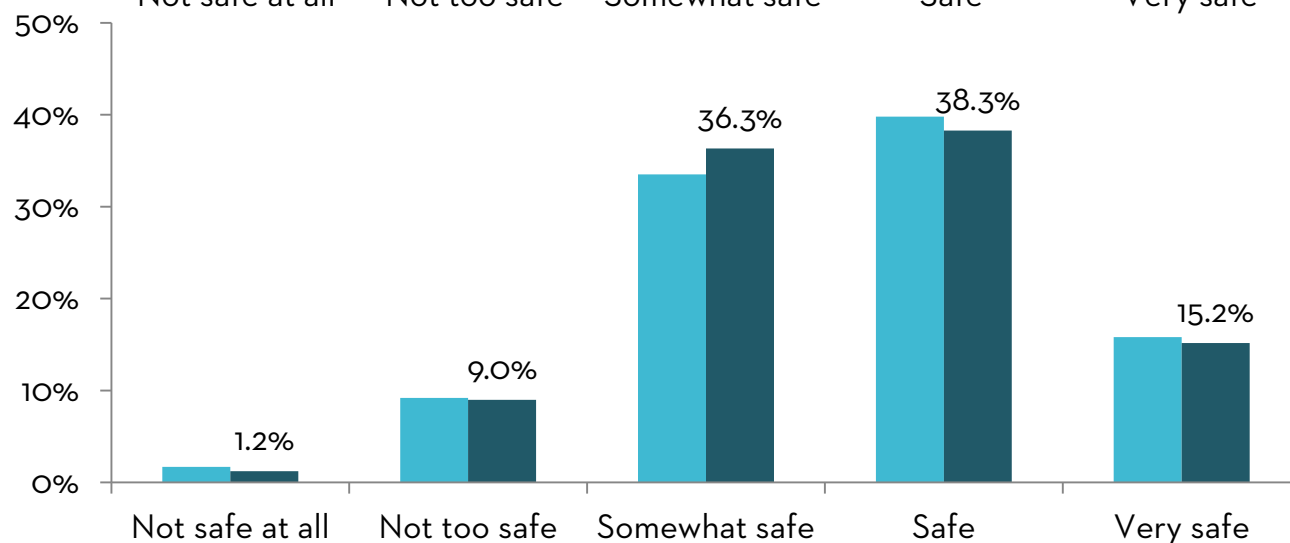


# Living Satisfaction: Perception of Safety

Daytime



Nighttime



Q15: How safe do you feel in Downtown during the day?

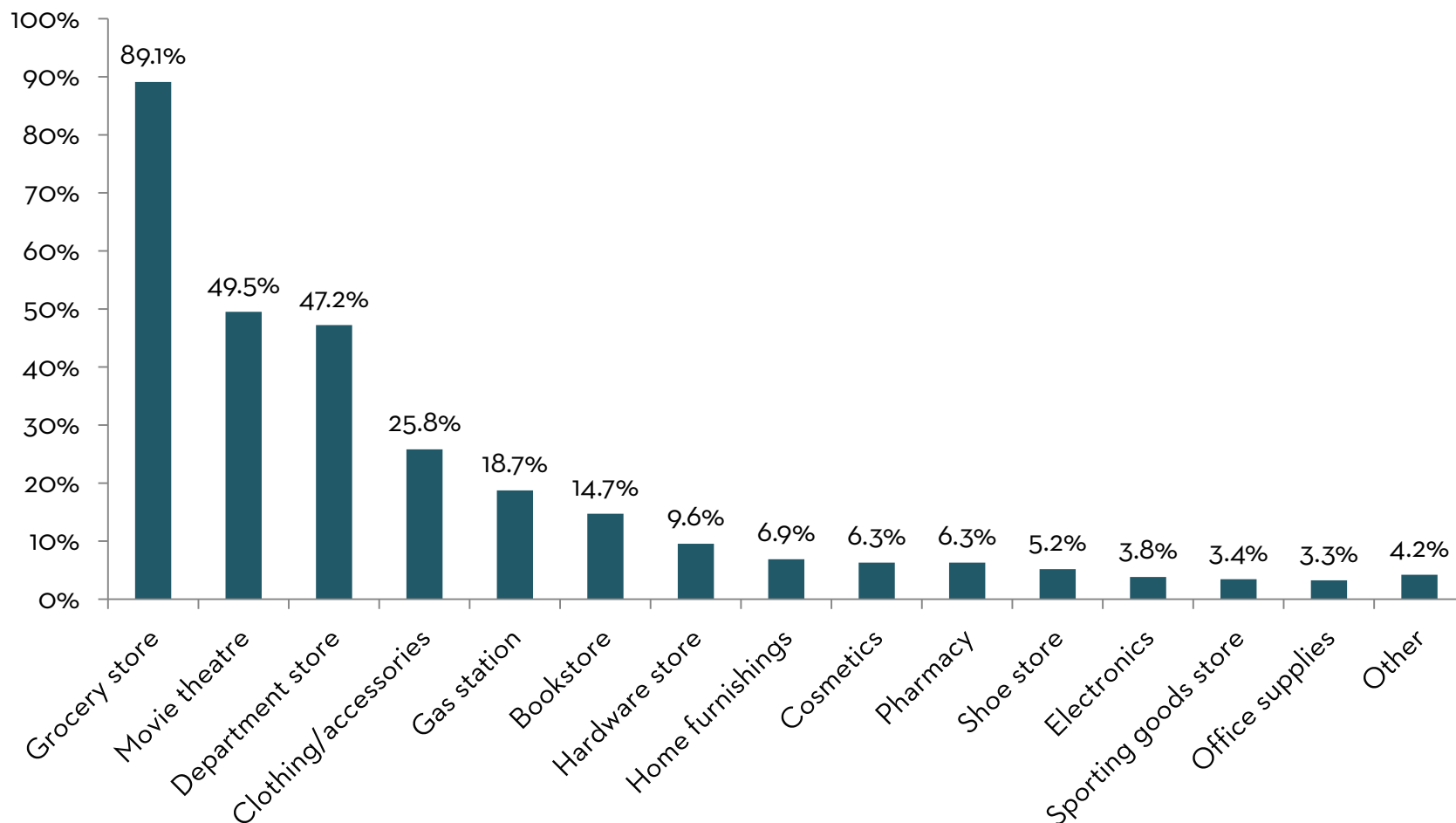
Q16: How safe do you feel in Downtown at night?

n= 567



# Retail and Spending

# Retail and Spending: Desired Downtown Retailers



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



# Retail and Spending: Desired Downtown Retailers

*Answers less than one percent have been omitted*

Clothing and Accessories	
"Other" name brand clothing	6.7%
Sephora/Ulta	5.4%
Unspecified Clothing Retail	2.0%
Zara	1.5%
H&M/Forever 21	1.3%
Banana Republic	1.3%
DSW	1.1%

Discount Retail/ Mass Merchants	
Target	53%
Walmart	6%
TJ Maxx/Marshall's/Home Goods	6%
Kohl's	3%
Walgreens	2%

Department Stores	
Macy's	8.2%
Nordstrom	8.2%
Saks Fifth Avenue	2.2%
Bloomingdale's	1.5%
Unspecified Department Store	1.3%

Grocery Stores	
Giant Eagle	27.3%
Trader Joe's	24.1%
Whole Foods	21.0%
Aldi	13.0%
Giant Eagle Market District	4.8%
Unspecified Grocery Store	4.8%
Wegman's	4.1%
Food Co-op	1.1%

Other Retail	
Movie Theater	6.9%
Barnes & Noble	4.6%
Sheetz	3.9%
Dick's Sporting Goods	2.6%
GetGo Gas Station	2.4%
Apple Store	2.2%
Unspecified Retail	1.7%
Ace Hardware	1.5%
Best Buy	1.3%
Crate & Barrel	1.3%
Dollar Store	1.3%
Lowe's/Home Depot	1.1%

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

Q21: What three retailers would you most like to see Downtown?

n= 461

# Retail and Spending: Average Monthly Spending

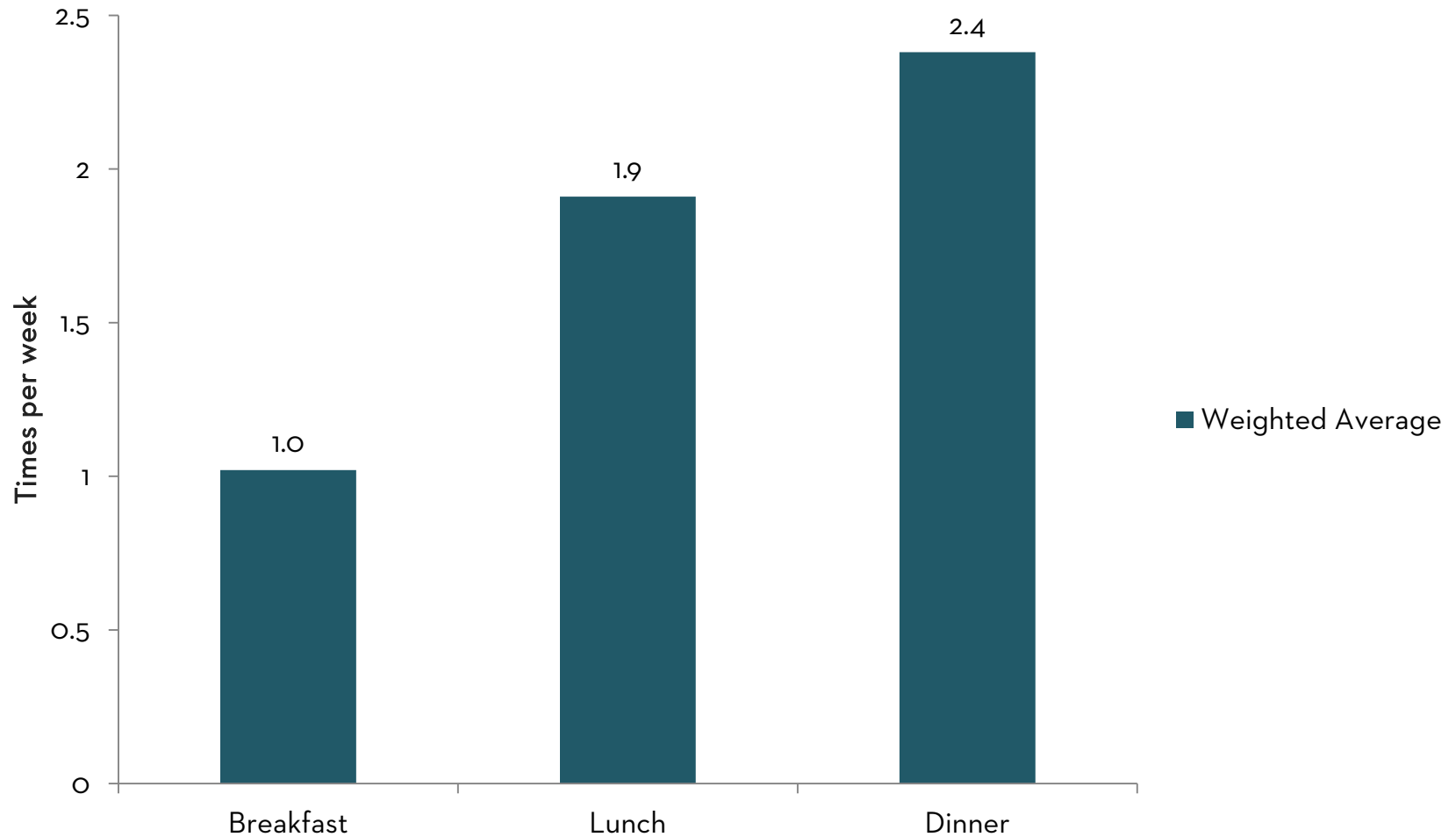
Average Monthly Spending		
	2018	2016
Food & Beverage (coffee, bakery, restaurants, bars, etc.)	\$300.52	\$314.78
Services (dry cleaner/laundromat, hair salons, health club/spa, etc.)	\$181.26	\$66.90
Entertainment (theater, plays, live music, etc.)	\$89.64	\$80.06
Sporting events (baseball, hockey, football, soccer, etc.)	\$81.41	\$89.78
Retailers (department stores, shoes/clothing/accessories, etc.)	\$42.55	\$55.27
<b>Total</b>	<b>\$695.38</b>	<b>\$606.79</b>

Q26: In a typical month, how much money do you spend at the following  
Downtown establishments and events?

n= 523



# Retail and Spending: Frequency of Dining Out per Week



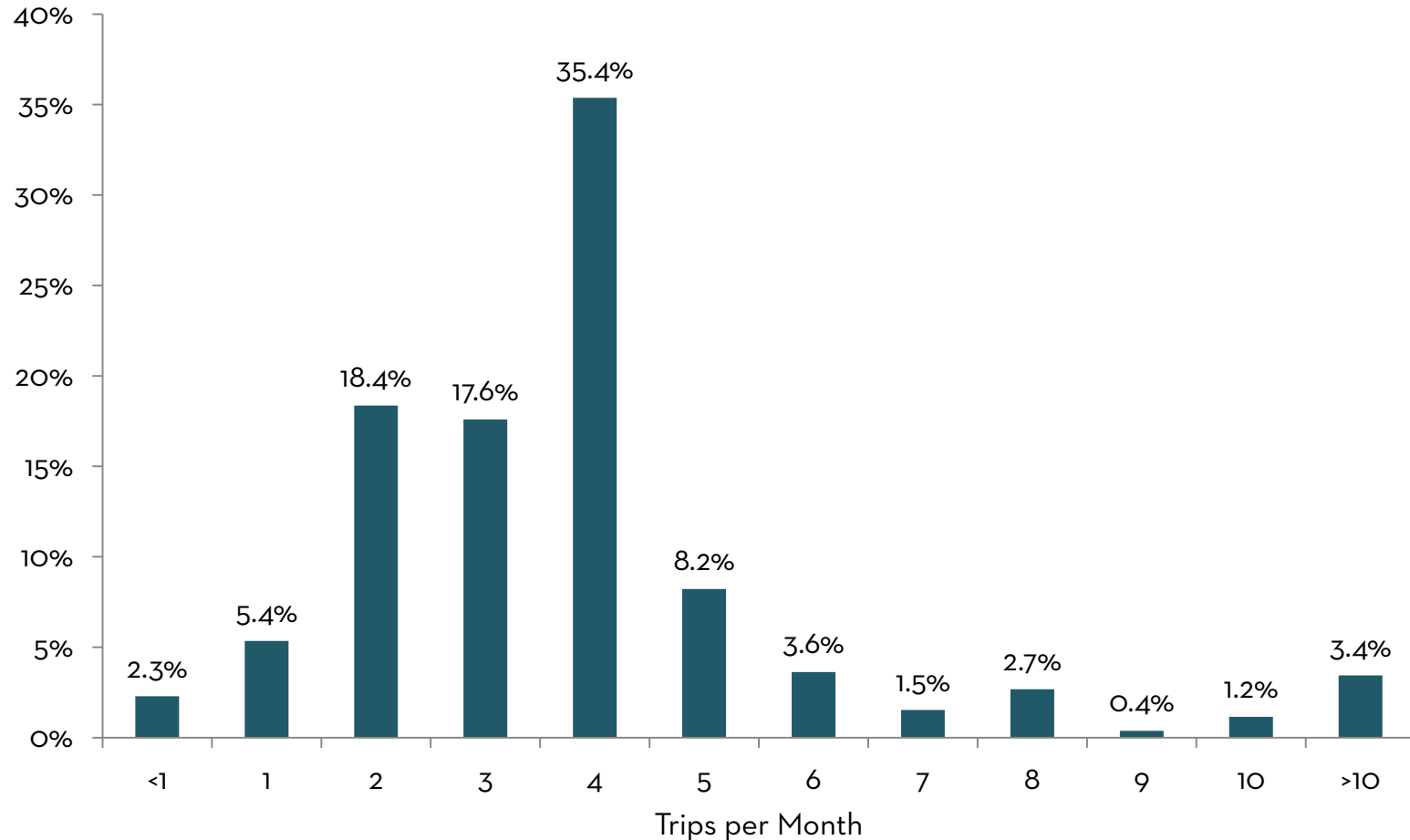
Q:22 How many times per week do you order food or dine out in Downtown restaurants? (both formal and casual dining)

n= 523



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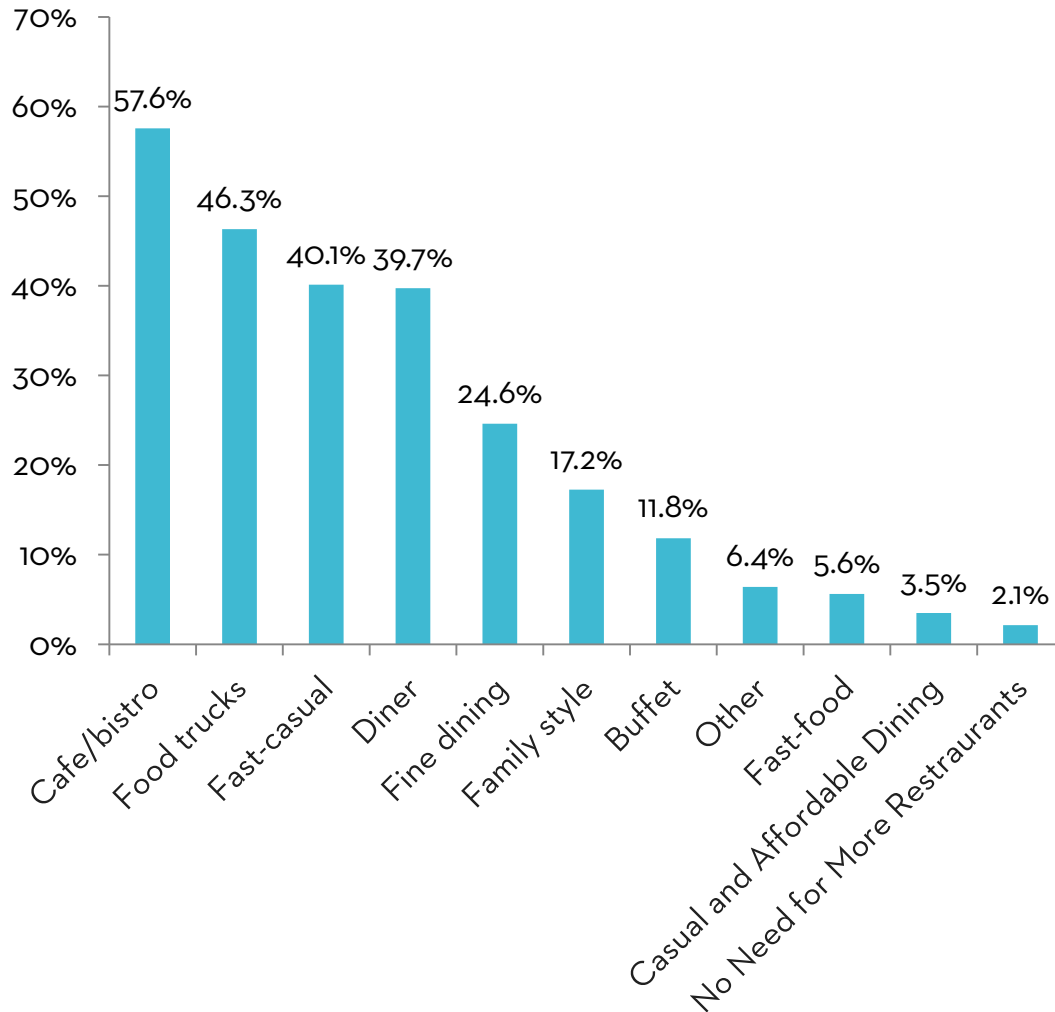
# Retail and Spending: Frequency of Grocery Shopping



Q23: How many times per month do you shop for groceries?  
n= 523



# Retail and Spending: Desired Downtown Dining Types



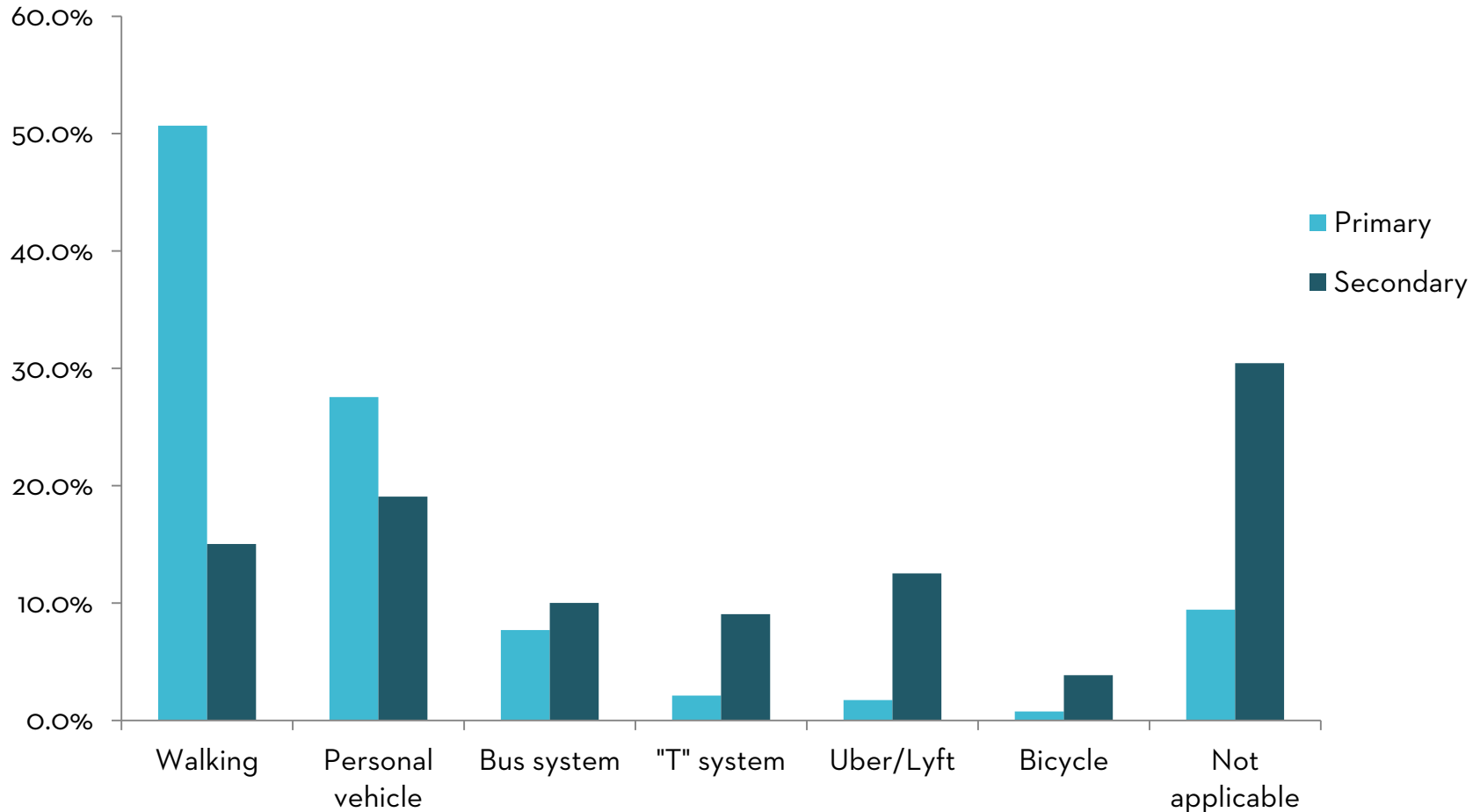
Top 10 Genres of Restaurants	
American/New American	41.5%
Mexican	37.6%
Italian	29.7%
Chinese	27.8%
Thai	26.2%
Japanese	25.6%
French	23.4%
Greek/Mediterranean	22.4%
Indian	19.3%
n= 492	

Q24: What type of restaurants would you like to see more of Downtown?  
n= 516



# Transportation

# Transportation: Modes of Transportation to Work



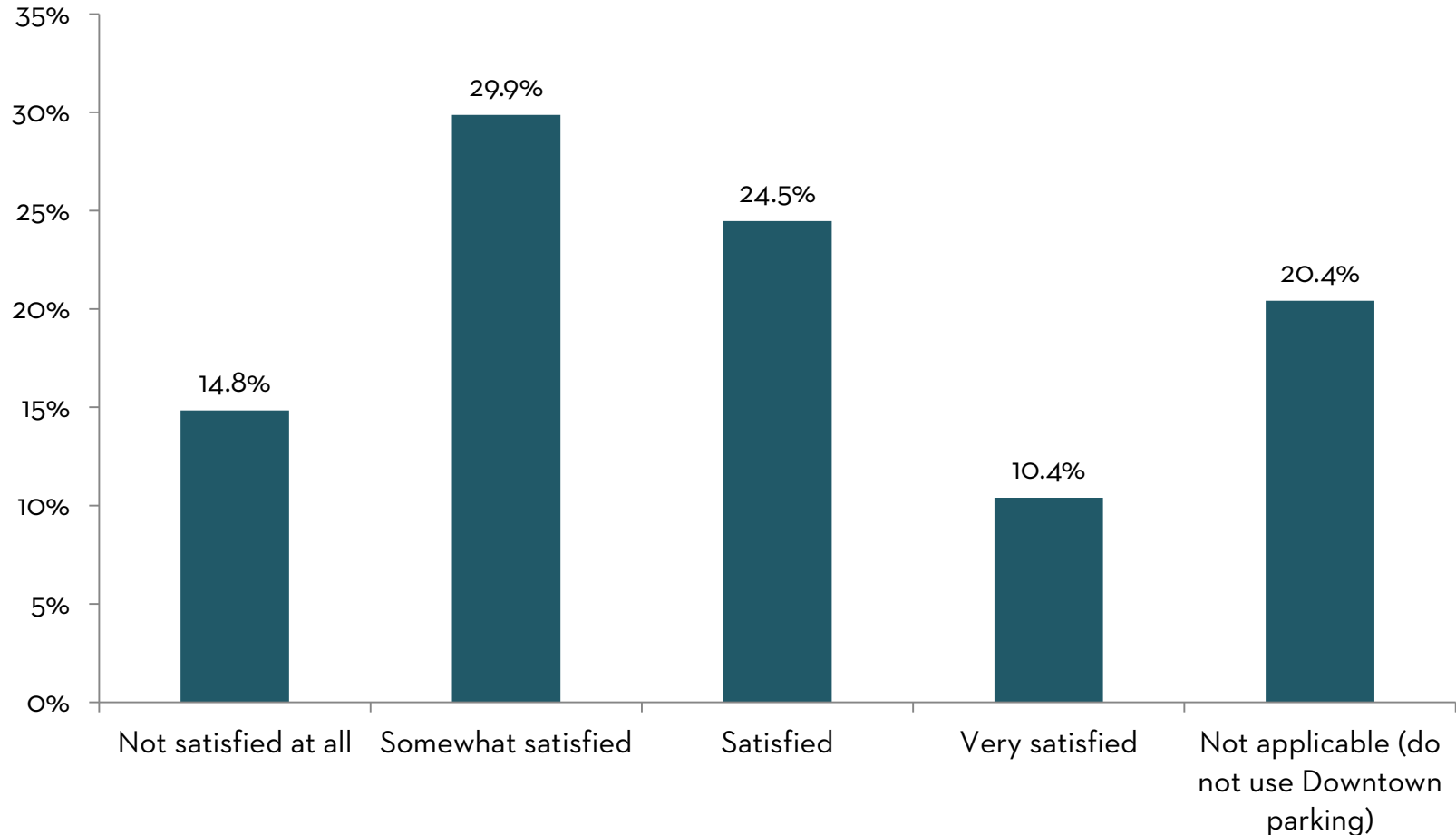
Q38/39: What is your primary/secondary mode of transportation that you use to commute to work/ school?

n= 519



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# Transportation: Satisfaction with Parking Downtown



Q40: How satisfied are you with your ability to park and the availability of parking Downtown?

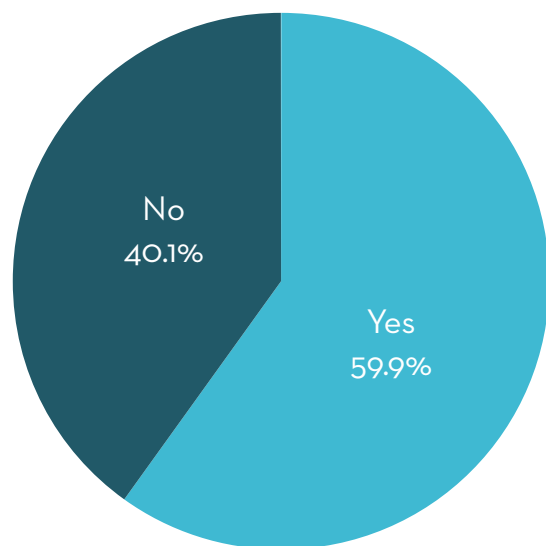
n= 519



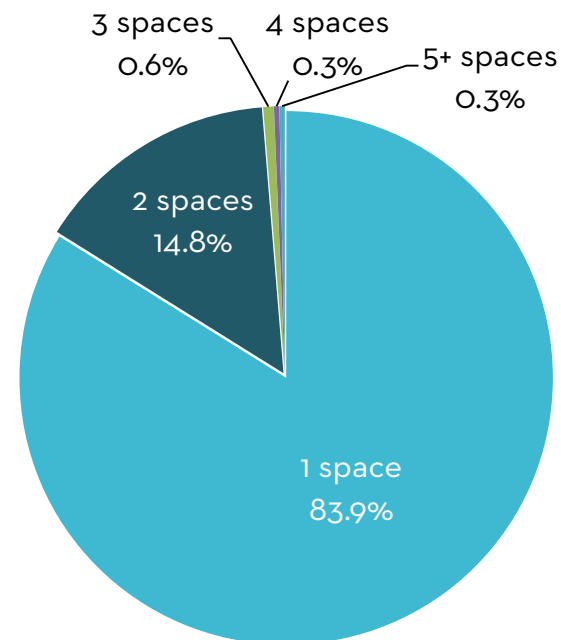
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# Transportation: Parking Leases per Household

Do you currently lease one or more parking spaces?



If yes, how many spaces?



## Top 5 Parking Lease Locations

Within residence building	22.1%
Theater Square Garage	10.3%
Gateway Towers Garage	7.2%
Other	9.1%

n= 337

Q41: Do you currently lease one or more parking spaces?

Q42: If YES, how many spaces do you lease?

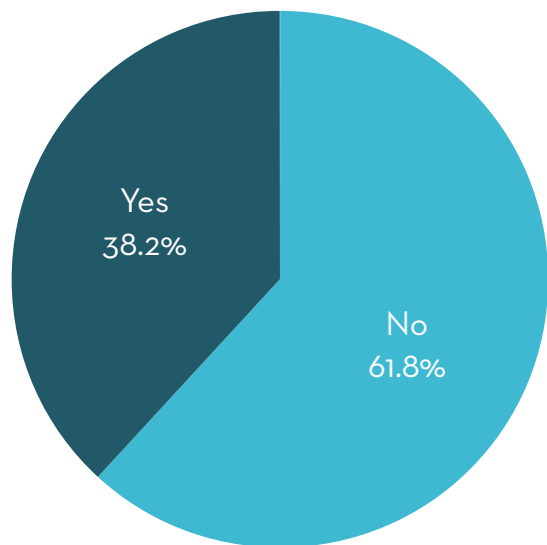
n= 519



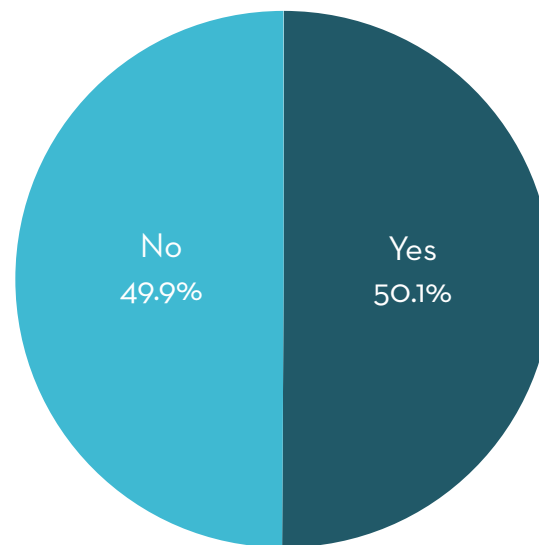
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# Transportation: Bike Lanes

Use Bike Lanes  
Downtown



Expand the Bike Lane  
Network Downtown



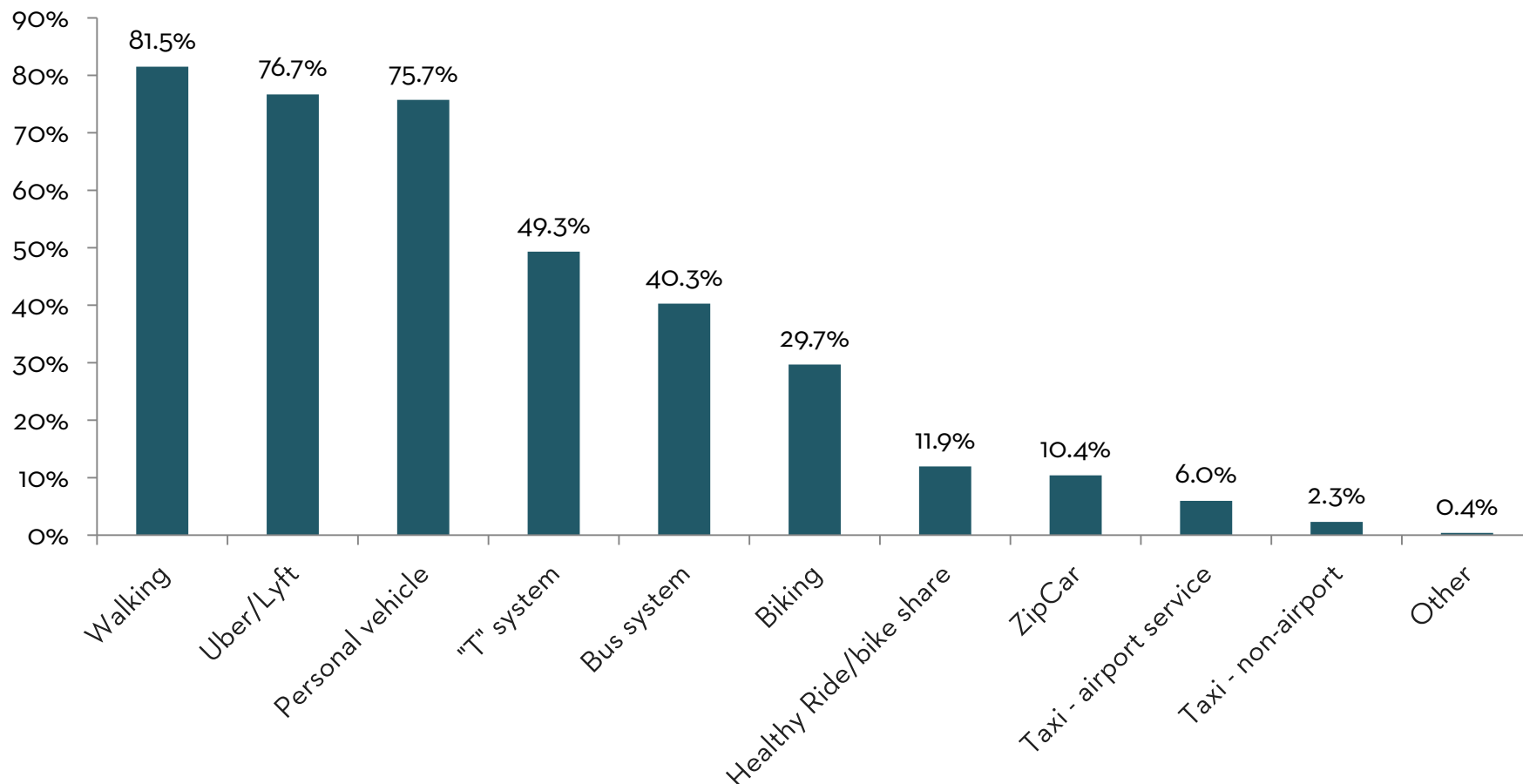
Q43: Do you use the protected bike lanes Downtown?

Q44: Would you like to see the bike lane network expanded throughout Downtown?



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# Transportation: Modes of Transportation Used



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

Q37: Please indicate which modes of transportation you currently utilize  
n= 519



Please contact the Pittsburgh Downtown  
Partnership with any questions about the survey

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

(412) 566-4190

[DowntownPittsburgh.com](http://DowntownPittsburgh.com)

