Retail Trade Areas

Downtown Pittsburgh Retail Market

Walk Times to Market Square

Walk Times to Market Square
- 10 minutes
- 15 minutes
- 20 minutes

0.2 Miles

Drive Times to Market Square

Drive Times to Market Square
- 10 minutes
- 20 minutes
- 30 minutes
- City of Pittsburgh
- Interstates

3.5 Miles
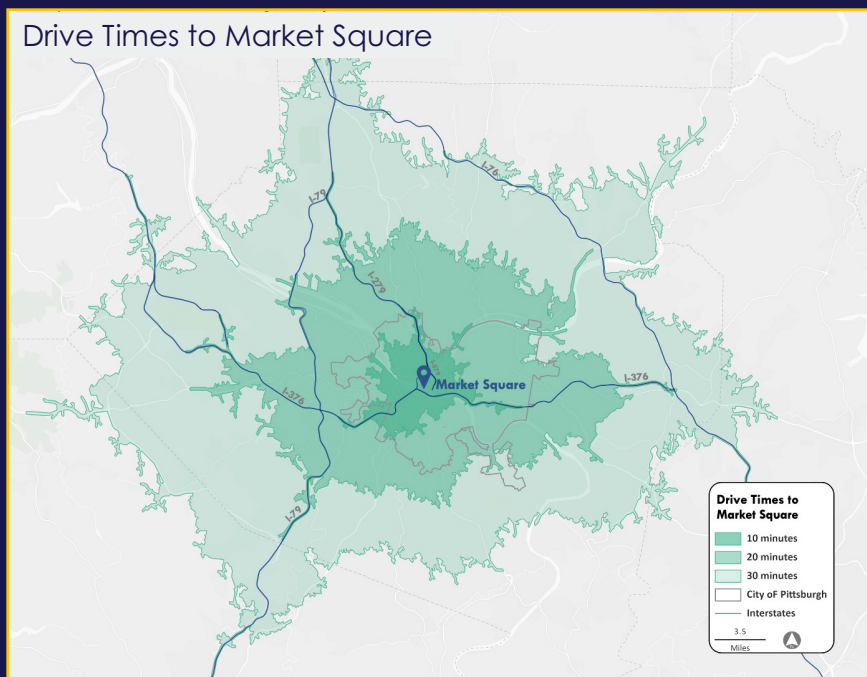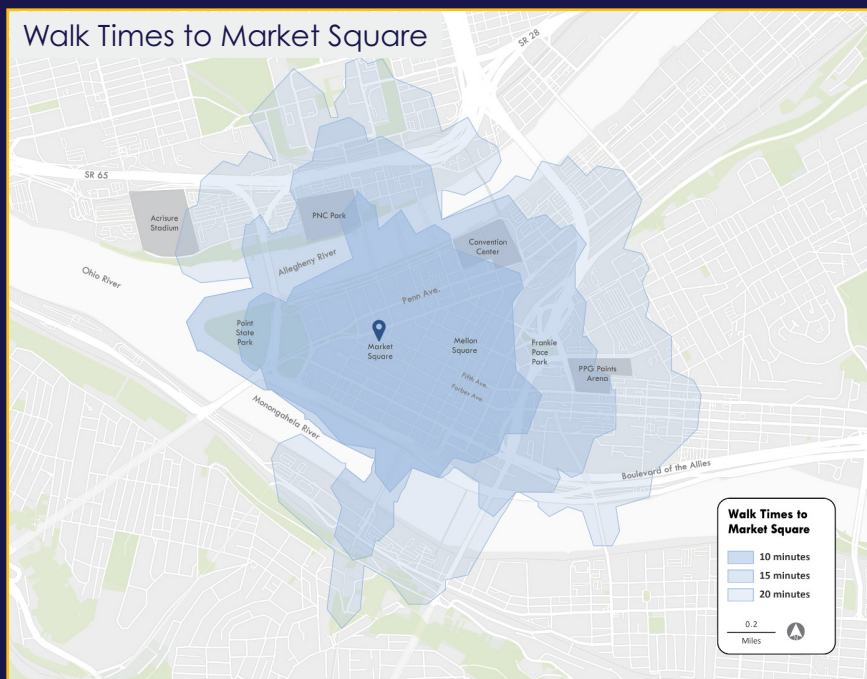
Source: Esri

Downtown Pittsburgh Demographics Snapshot

Legend:
- Golden Triangle
- 15-Minute Walk Time
- Greater Downtown
- 1-Mile Ring
- 10-Minute Drive Time

2024 Population

Golden Triangle	15-Minute Walk Time	Greater Downtown	1-Mile Ring	10-Minute Drive Time
6,122	11,311	19,972	21,442	102,000

Median Age

Golden Triangle	15-Minute Walk Time	Greater Downtown	1-Mile Ring	10-Minute Drive Time
32.2 Years	29.2 Years	29.5 Years	30.3 Years	31.6 Years

Number of Households

Golden Triangle	15-Minute Walk Time	Greater Downtown	1-Mile Ring	10-Minute Drive Time
3,362	4,333	8,640	9,214	46,488

Average Household Income

Golden Triangle	15-Minute Walk Time	Greater Downtown	1-Mile Ring	10-Minute Drive Time
$164,783	$153,276	$131,625	$118,590	$90,548

% Population with at Least a Bachelor's Degree

Golden Triangle	15-Minute Walk Time	Greater Downtown	1-Mile Ring	10-Minute Drive Time
71.7%	55.6%	60.9%	56.1%	45.5%

Source: Esri

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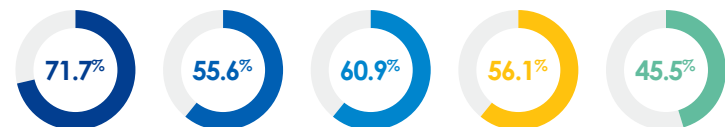
Demographic Data

	Golden Triangle	15 Min. Walk Time	Greater Downtown	10 Min. Drive Time	20 Min. Drive Time	30 Min. Drive Time	1 Mile Ring	City of Pittsburgh
Population								
2020 Total Population	4,726	9,266	15,963	97,789	635,894	1,128,571	18,513	302,971
2024 Total Population	6,122	11,311	19,972	102,497	636,777	1,127,891	21,442	308,468
2029 Total Population	6,818	12,050	21,326	104,325	636,603	1,124,881	22,381	310,757
2024-2029 Annual Rate	2.18%	1.27%	1.32%	0.35%	-0.01%	-0.05%	0.86%	0.15%
2024 Total Daytime Population	83,016	96,966	123,896	232,931	783,536	1,284,455	1118,784	458,923
Households								
2024 Average Household Size	1.41	1.42	1.49	1.91	2.06	2.18	1.57	2.00
2020 Total Households	2,625	3,351	6,778	44,457	294,197	500,770	7,871	139,726
2024 Total Households	3,462	4,333	8,640	46,488	294,983	500,492	9,214	141,867
2029 Total Households	3,954	4,854	9,572	47,911	296,935	502,213	9,880	144,246
Rate of Change 2024-2029	2.69%	2.30%	2.07%	0.60%	0.13%	0.07%	1.41%	0.33%
Housing								
2024 Housing Units	4,327	5,292	10,186	54,822	330,489	554,430	11	162,170
Owner Occupied Housing Units	9.4%	9.1%	10.0%	29.6%	48.2%	55.6%	16.9%	38.3%
Renter Occupied Housing Units	70.6%	72.8%	74.8%	55.2%	41.1%	34.6%	67.3%	70.6%
Average Home Value	$524,749	$478,664	$405,823	$283,195	$309,369	$325,117	$379,526	$312,923
Household Income								
Average Household Income	$164,783	$153,276	$131,625	$90,548	$99,292	$109,129	$118,590	$95,084
Median Household Income	$116,902	$105,859	$90,147	$58,589	$67,875	$75,425	$78,533	$62,333
Income Above $100,000	58.0%	52.7%	46.0%	29.5%	33.4%	37.4%	40.9%	30.7%
Income Above $200,000	26.8%	24.0%	18.1%	8.8%	9.6%	11.8%	15.3%	9.4%
Age								
Median Age	32.2	29.2	29.5	31.6	37.8	40.1	30.3	33.7
Gen Z 12-27	24.2%	34.4%	32.9%	27.9%	14.1%	17.5%	26.2%	22.0%
Millennials 27-42	44.4%	42.3%	42.6%	34.6%	32.0%	28.8%	36.4%	35.5%
45-64	17.9%	14.3%	13.8%	17.2%	21.3%	23.2%	14.6%	18.2%
65+ years	11.10%	7.20%	7.80%	13.30%	19.20%	20.60%	10.5%	15.90%
Ethnicity/Race								
White Alone	68.4%	62.6%	64.2%	61.7%	69.1%	73.4%	65.3%	61.6%
Black Alone	14.4%	22.8%	20.9%	24.6%	17.7%	14.0%	21.7%	22.9%
Hispanic Origin	6.4%	5.9%	5.6%	4.5%	3.5%	3.1%	5.0%	4.2%
Asian	8.2%	7.7%	7.9%	5.2%	5.5%	5.4%	6.2%	7.1%
Two or More Races	5.7%	4.2%	4.6%	5.9%	6.0%	5.7%	4.6%	6.3%
Educational Attainment Population 25+								
Some College/Associate Degree	20.2%	21.1%	18.7%	24.0%	23.7%	24.2%	20.9%	21.5%
Bachelor's Degree	25.3%	22.7%	27.0%	24.9%	26.3%	27.0%	28.3%	25.5%
Graduate/Professional Degree	45.8%	32.9%	33.9%	20.6%	21.2%	20.1%	27.8%	24.5%
Civilian Population 16+ in Labor Force								
Population 16+ Employed	97.6%	97.2%	96.7%	96.7%	96.9%	96.9%	96.7%	96.7%
White Collar	81.1%	78.4%	80.9%	69.8%	71.4%	71.3%	79.2%	71.4%
Management/Business/Financial	29.7%	25.2%	25.2%	18.9%	19.0%	20.1%	25.0%	18.6%
Professional	31.9%	34.3%	39.0%	33.5%	35.0%	33.4%	36.4%	37.2%
Finance/Insurance/Real Estate	15.4%	13.0%	12.3%	9.8%	9.1%	9.1%	13.5%	8.1%
Services	56.4%	58.6%	58.1%	60.5%	58.4%	56.1%	59.2%	63.2%
Population 16+ Unemployment rate	2.4%	2.8%	3.3%	3.3%	3.1%	3.1%	3.3%	3.3%

Retail Market Profile

PITTSBURGH DOWNTOWN PARTNERSHIP

Source: Esri