

**MARKET PROFILE**

**Forbes and Murray Aves Commercial District  
Squirrel Hill**



**2013 Business Summary**

Number of Businesses: 653

Number of Employees: 3548

Employees/Residential Population Ratio\*: 0.48

Major Industries:  
Food Services & Drinking Places, Food & Beverage Stores, Health Care & Social Assistance, Real Estate

For more information on the neighborhood, visit:



Spending Potential Index	Trade area	10 minute drive
Apparel and Services	102	61
Computers and Accessories	158	83
Education	166	99
Entertainment / Recreation	145	86
Food at Home	141	89
Food away from Home	152	90
Health Care	128	80
Household Furnishing and Equipment	127	75
Investment	200	66
Miscellaneous	140	83
Shelter	156	88
Transportation	139	87
Travel	148	80
<b>Total Expenditures</b>	<b>143</b>	<b>85</b>

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	9.9%	25.6%
\$15,000—\$24,999	11.4%	17.4%
\$25,000—\$34,999	11.2%	14.7%
\$35,000—\$49,999	12.3%	13.0%
\$50,000—\$74,999	17.3%	13.0%
\$75,000—\$99,999	13.5%	6.1%
\$100,000—\$149,999	15.3%	6.7%
\$150,000+	9.1%	3.5%
<b>Median Disposable Income</b>	<b>\$55,577</b>	<b>\$28,978</b>

Note: Disposable income is after-tax household income.

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.

\*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

## Forbes and Murray Aves Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	7,400	7,464	7,493	0.08%
<b>Households</b>	3,255	3,251	3,278	0.17%
<b>Median Age</b>	33.6	33.8	34.7	0.53%
% 0-9	9.8%	9.7%	9.7%	0.00%
% 10-14	4.2%	4.1%	4.2%	0.49%
% 15-24	18.2%	18.1%	16.7%	-1.55%
% 25-34	19.8%	19.8%	20.0%	0.20%
% 35-44	9.3%	8.9%	8.7%	-0.45%
% 45-54	10.1%	9.7%	9.1%	-1.24%
% 55-64	11.8%	12.2%	12.7%	0.82%
% 65+	16.9%	17.5%	19.1%	1.83%
<b>Median Household Income</b>	\$54,751	\$71,640	\$88,667	4.75%
<b>Average Household Income</b>	\$81,056	\$97,543	\$119,439	4.49%
<b>Per Capita Income</b>	\$38,983	\$42,571	52,168	4.51%
<b>Total Housing Units</b>	3,471	3,476	3,490	0.08%
% Owner Occupied Units	43.5%	41.0%	42.0%	0.49%
% Renter Occupied Units	50.2%	52.5%	51.9%	-0.23%
% Vacant Housing Units	6.2%	6.5%	6.1%	-1.23%
<b>Median Home Value</b>	\$272,780	\$289,834	\$322,614	2.26%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	196,034	196,663	197,372	0.07%
<b>Households</b>	88,757	88,162	89,082	0.21%
<b>Median Age</b>	31.6	31.6	32.2	0.38%
% 0-9	8.1%	8.1%	8.0%	-0.25%
% 10-14	3.7%	3.6%	3.6%	0.00%
% 15-24	25.7%	25.9%	24.9%	-0.77%
% 25-34	17.1%	17.2%	17.3%	0.12%
% 35-44	9.7%	9.3%	9.1%	-0.43%
% 45-54	11.1%	10.7%	9.9%	-1.50%
% 55-64	10.9%	11.3%	11.7%	0.71%
% 65+	13.6%	14%	15.5%	2.14%
<b>Median Household Income</b>	\$37,270	\$33,982	\$41,190	4.24%
<b>Average Household Income</b>	\$52,080	\$57,612	\$68,608	3.82%
<b>Per Capita Income</b>	\$24,256	\$28,554	\$33,771	3.65%
<b>Total Housing Units</b>	101,376	101,089	101,132	0.01%
% Owner Occupied Units	35.0%	32.7%	33.3%	0.37%
% Renter Occupied Units	52.5%	54.6%	54.8%	0.07%
% Vacant Housing Units	12.4%	12.8%	11.9%	-1.41%
<b>Median Home Value</b>	\$93,562	\$123,177	\$139,997	2.73%

Traffic Count Profile	Closest Cross-Street	Count
Forbes Ave	Murray Ave	10,488
Murray Ave	Ferree St	11,910
Wightman St	Darlington Rd	4,963
Murray Ave	Douglas St	11,910
Beacon St	Mulhatton St	7,065
Wilkins Ave	S Negley Ave	22,018
Tilbury Ave	Shady Ave	14,571
Forward Ave	Eldridge St	1,447
Beechwood Blvd	Forest Glen Rd	8,608
S Negley Ave	Lynnee Haven Rd	8,655

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.  
\*Year of count: 2007



## Forbes and Murray Aves Commercial District



Marketplace Profile <sup>**</sup> : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$21,270,689	\$57,281	\$21,213,408	99.5	1
Furniture & Home Furnishing Stores	\$2,549,179	\$145,200	\$2,403,979	89.2	2
Electronics and Appliance Stores	\$3,282,030	\$1,952,010	\$1,330,020	25.4	2
Building Materials, Garden Equip. & Supply Stores	\$3,869,081	\$40,494	\$3,828,587	97.9	1
Food and Beverage Stores	\$21,376,530	\$19,648,278	\$178,252	4.2	11
Health and Personal Care Stores	\$6,983,585	\$6,747,807	\$235,778	1.7	5
Gasoline Stations	\$11,745,274	\$0	\$11,745,274	100.0	0
Clothing & Clothing Accessories Stores	\$7,339,252	\$20,933,062	-\$13,593,811	-48.1	17
Sporting Goods / Hobby / Music / Book Stores	\$3,572,778	\$6,179,595	-\$2,606,816	-26.7	8
General Merchandise Stores	\$17,317,310	\$43,636	\$17,273,674	99.5	1
Nonstore Retailers	\$11,098,180	\$276,153	\$10,822,027	95.1	1
Food Services & Drinking Places	\$13,079,501	\$7,665,879	\$5,413,622	26.1	18
Marketplace Profile <sup>**</sup> : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$352,259,808	\$107,539,292	\$244,720,516	53.2	54
Furniture & Home Furnishing Stores	\$41,113,502	\$26,999,071	\$14,114,431	20.7	56
Electronics and Appliance Stores	\$53,346,865	\$29,189,301	\$24,157,564	29.3	56
Building Materials, Garden Equip. & Supply Stores	\$55,058,920	\$22,504,085	\$32,554,835	42.0	43
Food and Beverage Stores	\$360,311,420	\$350,152,314	\$10,159,106	1.4	235
Health and Personal Care Stores	\$116,984,240	\$189,092,902	-\$72,108,662	-23.6	100
Gasoline Stations	\$204,942,076	\$85,440,797	\$119,501,279	41.2	36
Clothing & Clothing Accessories Stores	\$120,259,133	\$190,064,241	-\$69,805,108	-22.5	259
Sporting Goods / Hobby / Music / Book Stores	\$59,004,526	\$76,408,716	-\$17,404,190	-12.9	122
General Merchandise Stores	\$289,103,270	\$134,788,538	\$154,314,732	36.4	35
Nonstore Retailers	\$183,017,695	\$1,285,659,489	-\$1,102,641,795	-75.1	48
Food Services & Drinking Places	\$209,699,544	\$330,609,589	-\$120,910,045	-22.4	540

### 2013 Educational Attainment (Ages 25+)

<b>No High School Diploma</b>	3%
<b>High School Diploma or Some College</b>	18.7%
<b>Associates Degree</b>	2.7%
<b>Bachelor's Degree</b>	26.0%
<b>Graduate or Professional Degree</b>	49.8%

<sup>\*\*</sup>Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.



## Trade Area Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Largest neighborhood by both population and area
- 3rd highest median income in Pittsburgh
- 5th fewest # of crime reports per 1000 residents (2.9)
- 3rd highest value of building permits per capita (\$692)

\* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

### TAPESTRY SEGMENT DESCRIPTIONS

#### Metro Renters (24.1%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active *Metro Renters* residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online;

#### Trendsetters (22.7%)

*Trendsetters* residents are spenders; they shop in stores, online, and by phone. Fashion-conscious residents buy essentials at discount warehouse stores and branded clothing from store such as Banana Republic, Gap, Nordstrom, and Macy’s. To stay current on trends, they read fashion and epicurean magazines. They listen to classical, alternative music, public, and all-news radio. They are politically liberal. To keep in touch, *Trendsetters* residents are never far from their electronic gadgets and computers. They own the latest and greatest laptop computers, PDAs, and iPods. They go online frequently to shop, make travel reservations, research real estate or investment information, and watch videos. Many young residents are beginning to invest, especially in bonds or CDs. Health-conscious residents buy natural/organic food, take vitamins, and exercise regularly. They go downhill skiing and practice yoga. They also travel, go to the movies, attend rock concerts, and read— espe-

#### Urban Chic (19.9%)

Urban Chic residents focus more on their lifestyle than ambience. They travel extensively, visit museums, attend dance performances, shop at upscale stores, and do volunteer work. To stay fit, they downhill ski; go backpacking, hiking, and biking; practice yoga; do aerobics; play tennis; and lift weights. They buy natural or organic food and take a multitude of vitamins and dietary supplements. They drink imported wine and truly appreciate a good cup of coffee. These busy, tech-savvy residents use PCs extensively. This is a top segment to own an Apple computer. They go online to arrange travel; get the latest news; check their investment portfolios; trade stocks; and buy books, clothes, flowers, and tickets to concerts and sports events. They use credit cards, often charging more than \$700 a month. They also own shares in stocks, tax-exempt funds, mutual funds, and money market funds. They will occasionally use a financial planner or brokerage firm. Urban Chic is one of Tapestry Segmentation’s top segments for radio listening; these residents tune in to classical music, all-talk, and public radio. They are also avid readers of newspapers; books; and general editorial, news and entertainment, business, and home service magazines. They seldom watch TV; however, their favorite channels broadcast news programs and documentaries.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. More information on tapestry segments and segment descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community>



## 10 Min Drive Time Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- High number of cottage industries in area
- Number of bus lines in neighborhood: 11
- Persons per sq. mile: 9.050 (City average: 5,646)
- Walk Score: 71

\* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

### TAPESTRY SEGMENT DESCRIPTIONS

#### Metro Renters (15.1%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active *Metro Renters* residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

#### Metropolitans (10.4%)

*Metropolitans* residents are no different from other owners of older homes who incur costs for maintenance and remodeling. They will contract for lawn maintenance and professional housecleaning services. Many will own or lease a station wagon. Planning for the future, residents own shares in investment funds, contribute to IRA savings accounts, and hold large life insurance policies. These residents pursue an active, urbane lifestyle. They travel frequently for business and pleasure. They listen to jazz, classical, public, and alternative music radio. They go to rock concerts, watch foreign films on DVD, read women’s fashion magazines, and play a musical instrument. They also practice yoga and go kayaking, hiking/backpacking, and water and snow skiing. Active members of their communities, *Metropolitans* residents join civic clubs, volunteer for environmental causes, address public meetings, and work for a political party or candidate. They also belong to business clubs and contribute to PBS. They prefer to own and use a laptop computer, preferably an Apple. They go online daily to download music and buy books, airline tickets, CDs, and clothes. They also order merchandise by

#### Modest Income Homes (9.5%)

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks. To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used domestic sedans.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. More information on tapestry segments and segment descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community>



## Business District Programs

### The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a “buzz” about your business district through media and word of mouth.

For more information about applications and eligibility, visit:

[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### Mainstreets Program

This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact [Josette Fitzgibbons](#) at (412) 255-6686 or visit:

[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building’s façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](#), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

[http://www.ura.org/business\\_owners/facade\\_program.php](http://www.ura.org/business_owners/facade_program.php)



Forbes Avenue business district

## Contacts

Squirrel Hill Urban Coalition:  
<http://www.shuc.org/>

Squirrel Hill Magazine: <http://www.squirrelhillmagazine.net/>

Squirrel Hill Business Directory: <http://www.squirrelhill.biz/>

Squirrel Hill Historical Society:  
<http://www.squirrelhillhistory.org/>

Urban Redevelopment Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 unless otherwise noted.

\*Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

#### For More Information:

For additional market value analysis data, contact Josette Fitzgibbons at [jfitzgibbons@ura.org](mailto:jfitzgibbons@ura.org)

Department of City Planning SNAP Neighborhood Data: <http://www.pittsburghpa.gov/dcp/snap/>

Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:

[http://www.ucsur.pitt.edu/neighborhood\\_reports\\_acs.php](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)