

# Northside Market Data

This consolidated data package was assembled from raw ESRI data provided by the Urban Redevelopment Authority for a startup business, *Bistro To Go*

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Preliminary East Ohio demographic & economic data analysis  
*4 drive radii from Middle and East Ohio Streets*

Resident Population Characteristics

Resident Population (ESRI data)	4 drive radii		
	2006 est.	2011 est.	% change
2-minute drive	9,330	9,774	-2.75%
5- minute drive	68,481	66,680	-2.65%
10-minute drive	465,333	454,645	-2.30%
30-minute drive	1,437,184	1,420,514	-1.15%

(2006 ESRI data)	2-minute	5-minute	10- minute	30-minute	USA
Median age	39.9	35.7	38.6	41.7	36.2
Average HH size	1.88	2.13	2.15	2.32	
Median HH income	\$24,262	\$29,215	\$40,777	\$38,589	
Average HH income	\$39,441	\$42,738	\$57,579	\$53,880	\$64,816
% HH income > \$50,000	26%	30%	41%	38%	
% HH income < \$15,000	35%	28%	18%	16%	
% Bachelor+ degrees	18%	16%	28%	28%	25%
% African-American	39%	42%	19%	13%	12%
% no vehicles	49%	38%	23%		

(2006 ESRI data)	2-minute	5-minute	10- minute	30-minute
<b>HH Types (2000)</b>	<b>4,930</b>	<b>29,801</b>	<b>212,006</b>	<b>605,974</b>
- Family	40%	51%	54%	63%
- NonFamily	60%	49%	46%	37%
<b>HHs by size (2000)</b>				
- 1 person	50%	41%	38%	32%
- 2 persons	27%	28%	31%	33%
- 3 persons	12%	12%	14%	16%
- 4+ persons	11%	18%	16%	20%
<b>HH: rent vs. own (2006)</b>	<b>6,133</b>	<b>34,760</b>	<b>235,137</b>	<b>659,305</b>
- owner occupied	28%	38%	51%	63%
- renter occupied	50%	43%	39%	28%
- vacant	23%	18%	10%	9%

## Business Type Analysis: Current Supply and Demand

### Leakage/undersupply and Surplus/oversupply

High negative numbers indicate a large oversupply of businesses for the resident population; **positive numbers** indicate an undersupply. **Food categories are highlighted here.**

SUPPLY & DEMAND	Leakage/under supply (+) or oversupply (-)				30-min. \$ demand
	2 min.	5 min.	10 min.	30 min.	
<b>Food Industry summary</b>					
TOTAL retail trade & food & drink	-67	-43	-8	-2	\$16,820,072,000
- subTOTAL retail trade	-68	-43	-10	-3	1,437,311,500
- subTOTAL food & drink	-48	-40	6	6	2,446,957,000
<b>East Ohio type categories</b>					
Drinking places (alcoholic)	-64	-65	-10	44	\$371,800,000
Special food services	-71	-64	1	-1	\$195,917,713
Limited-service eating places	-50	-48	-4	0.3	881,134,000
Full-service restaurants	-38	-24	14	4	998,103,000
Vending machine operators	-31	-15	-38	14	710,463,000
Electronic shopping & mail order houses	100	-86	-54	-46	279,040,000
Misc. store retailers	-82	-75	-36	6	438,251,000
Florists	-30	-53	-14	-9	33,203,000
Off. supplies, stationary, gifts	-50	-38	3	5	148,299,000
Used merchandise stores	-96	-84	-63	12	65,292,000
Book, periodical, music stores	-71	-71	-12	21	158,785,000
Jewelry, luggage, leather stores	-85	-84	-43	-27	77,497,000
Shoe stores	-59	-46	0	-39	43,208,794
Clothing stores	-51	-48	-8	-14	496,143,000
Beer, wine, liquor stores	-43	-28	5	50	249,276,000
Specialty food stores	-86	-86	-36	-6	58,528,000
Grocery stores	51	-5	-8	-4	1,925,502,724
Lawn, garden equip. & supplies stores	35	18	11	38	73,115,000
Electronic & appliance stores	-84	-80	-39	3	421,909,000
Home furnishings stores	3	-58	-17	-26	118,827,000
Furniture stores	37	44	31	21	212,376,000
<b>NonEO-type categories</b>					
Auto parts & tire stores	-20	-5	15	21	\$320,267,000
Other motor vehicle dealers	100	39	55	47	219,426,000
Auto dealers	84	51	4	6	3,443,305,000
<i>(note: not all retail NAICS categories are listed here)</i>					

## Resident Consumer Spending: Part A

NOTE: only the top 20 categories are listed here. **BOLD** categories are MAJOR ones with subsets; many categories here are not mutually exclusive. *Bistro To Go's* category is highlighted in **blue**; other food categories are highlighted in **red**.

5- minute radius	10- minute radius
Population 2006: 60,481	Population 2006: 465,333
Households: 28,397	Households: 204,981
Families: 13,833	Families: 106,397
Median age: 35.7	Median age: 38.6
Median HH inc.: \$29,215	Median HH inc.: \$40,777

Spending by household	5-minute radius			10-minute radius		
Category	T Spending	Avg.	SPI	T Spending	Avg.	SPI
<b>1. Food</b>	\$151,102,387	\$3,179	65	\$1,425,661,919	\$6,955	84
2. Home: Mortgage Payments, Taxes, Insur.	115,734,246	4,075	50	1,226,928,200	5,985	73
3. Financial: Vehicle Loans	98,129,310	3,455	58	947,640,714	4,623	78
4. Transp.: Vehicle Purchases (net outlay)	97,755,378	3,442	59	946,342,636	4,616	79
<b>5. Food: at Home</b>	90,286,690	3,179	65	845,456,505	4,124	84
6. Home: Utilities, Fuel & Public Svs.	77,312,925	2,722	64	730,690,029	3,564	84
7. Financial: Investments	73,287,155	2,580	55	762,418,204	3,719	80
<b>8. Food: Away from Home</b>	60,815,697	2,141	64	580,205,414	2,830	85
<b>9. Entertainment</b>	55,580,137	1,957	59	546,499,630	2,666	81
<b>10. Apparel &amp; Services</b>	36,578,168	1,288	47	349,098,174	1,703	63
11. Insurance: Health	32,405,547	1,141	63	311,362,236	1,518	84
12. Transp.: Gasoline & Oil	31,854,704	1,121	61	304,478,291	1,485	80
<b>13. Food at Home: Snacks &amp; Other Food</b>	27,686,191	974	64	260,329,052	1,270	84
14. Home: Maint. & Remodeling Services	25,591,996	901	51	273,464,597	1,334	75
15. Insurance: Vehicle	23,966,184	843	61	230,821,704	1,126	82
<b>16. Food at Home: Meat, Poultry, Fish, Eggs</b>	23,902,010	841	65	221,562,143	1,080	84
17. Entertainm't: TV/Video/Sound Equip.	20,225,199	712	65	191,600,355	934	86
18. Transp.: Vehicle Maint. & Repair	18,390,185	647	60	178,649,400	871	81
<b>19. Food at Home: Fruit &amp; Vegetables</b>	15,694,521	552	64	147,589,128	720	84
<b>20. Food at Home: Bakery &amp; Cereal Products</b>	13,307,794	468	65	124,550,561	607	84

## Resident Consumer Spending: part B, Foods

The following data comes from a Strip District Market Hall study done in 2006 and compares local Spending Potential in three distinct bands to a national average of 100.

<b>2010 Projections: Foods</b>	<b>1 mile band</b>	<b>1-5 mi. band</b>	<b>5-20 mi. band</b>	<b>USA avg.</b>
Food at Home—overall	74	89	102	100
Food Away From Home—overall	62	87	102	100
<b>Specialty Foods: Market Hall categories</b>				
- baked goods	74	93	109	100
- dairy	73	92	107	100
- meat	90	94	103	100
- prepared foods	62	82	97	100
- fruits and vegetables	76	90	104	100
- seafood	66	77	91	100
- sweets	66	87	105	100
- beverages-non alcoholic	63	81	92	100

## Nearby employment: top 7 major categories

<b>7 Top employment categories</b> (by SIC code)	<b>2 minute drive time*</b>				<b>5-minute drive time*</b>			
	<i>businesses</i>		<i>employment</i>		<i>businesses</i>		<i>employment</i>	
<b>Finance, Insur., Real Est.: Insurance</b>	26	2%	<b>2,929</b>	<b>14%</b>	153	2%	<b>15,258</b>	<b>11%</b>
<b>Services: other services</b>	263	26%	<b>2,919</b>	<b>14%</b>	1,642	25%	<b>20,188</b>	<b>15%</b>
<b>Manufacturing</b>	38	4%	<b>2,360</b>	<b>11%</b>	233	4%	<b>8,971</b>	<b>7%</b>
<b>Finance, etc.: Real Est., Holding, etc.</b>	38	4%	<b>1,704</b>	<b>8%</b>	271	4%	<b>11,024</b>	<b>8%</b>
<b>Services: Legal</b>	72	7%	<b>1,614</b>	<b>8%</b>	834	13%	<b>11,233</b>	<b>8%</b>
<b>Services: Health</b>	143	14%	<b>1,507</b>	<b>7%</b>	445	7%	<b>6,205</b>	<b>5%</b>
<b>Finance, etc.: Securities Brokers</b>	22	2%	<b>1,166</b>	<b>6%</b>	128	2%	<b>8,908</b>	<b>7%</b>
<i>subTotal employment - above 7</i>	602	59%	<b>14,199</b>	<b>67%</b>	3,706	56%	<b>81,787</b>	<b>61%</b>
<i>Total employment - all employers</i>	1,024	100%	21,168	100%	6,618	100%	133,778	100%

# Residents: Lifestyle segments

The charts of ESRI demographic data on the next 3 pages identify consumer lifestyles within the Primary Trade Area of East Ohio Street. ESRI calls their system “Community Tapestry—The Fabric of America’s Neighborhoods” and says this segmentation “provides an accurate, detailed description of America’s Neighborhoods. Using proven segmentation technology introduced more than 30 years ago, Community Tapestry classifies U.S. Neighborhoods based on their socioeconomic and demographic composition.” It breaks down the population into:

- 65 lifestyle segments
- 12 LifeMode summary groups
- 11 Urbanization summary groups

Resulting from a specialized mining demographic and economic data, these lifestyle segments can be useful in targeting promotions and advertising because they help to describe the potential customer in a more life-like way. The chart below summarizes the top 4 segments in each radius:

## Tapestry Lifestyle Segment Summary Top 4 segments for North Side resident demographics

<b>LifeMode Groups</b>	<b><u>2-min. drive</u></b>	<b><u>5-min. drive</u></b>	<b><u>10-min. drive</u></b>
<ul style="list-style-type: none"> <li>• <b>L4- Solo Acts</b> <i>urban young singles on the move</i></li> </ul>	36. <i>Old &amp; Newcomers</i>		
<ul style="list-style-type: none"> <li>• <b>L5- Senior Styles</b> <i>senior lifestyles by income, age, and housing type</i></li> </ul>	57. <i>Simple Living</i> 65. <i>Social Security Set</i>	57. <i>Simple Living</i>	29. <i>Rustbelt Retirees</i> 57. <i>Simple Living</i>
<ul style="list-style-type: none"> <li>• <b>L6- Scholars &amp; Patriots</b> <i>college, military environments</i></li> </ul>	55. <i>College Towns</i>		
<ul style="list-style-type: none"> <li>• <b>L7- High Hopes</b> <i>young households striving for the American Dream</i></li> </ul>			48. <i>Great Expectations</i>
<ul style="list-style-type: none"> <li>• <b>L9- Family Portrait</b> <i>youth, family life &amp; children</i></li> </ul>		64. <i>City Commons</i>	
<ul style="list-style-type: none"> <li>• <b>L10- Traditional Living</b> <i>middle-aged, middle income—Middle America</i></li> </ul>		32. <i>Rustbelt Traditions</i>	32. <i>Rustbelt Traditions</i>
<ul style="list-style-type: none"> <li>• <b>L11- Factories &amp; Farms</b> <i>hardworking families in small communities, settled near jobs</i></li> </ul>		53. <i>Home Town</i>	

NOTE: These following residential Life Style Segment statistics do not reveal the potential markets for non resident consumers, including 1) the tens of thousands of employees working nearby and downtown or 2) the 2,000,000+ tourists and nearby event attendees.

**Radius 1: Closest Consumers**  
**2-minute drive— 2006 resident population**  
**Top four ESRI Community Tapestry segments**

This nearby local population data is extrapolated from 2000 census data. Note that the figures on this page do not account for the new boom in condo and apartment development in Pittsburgh's CBD, on the North Shore and in the Strip District. The anticipated occupants in these new units will increase the percentage of middle and upper middle income consumers.

(NOTE: radius from East Ohio and Middle Streets; SPI is Spending Potential Index and represents the amount spent for a product or service relative to a national average of 100.

<b>2- minute drive = 9,330 population</b>		
<i>Tapestry segment</i>	<i>pop.</i>	<i>% of T</i>
57. Simple Living	2,461	26%
65. Social Security Set	1,444	16%
36. Old & Newcomers	1,227	13%
55. College Towns	943	10%
<i>pop. in Top 4 categories</i>	6,075	65%

<b>Top 3 spending categories</b>	<b>(annual)</b>	
<i>(median HH income = \$24,262)</i>	<i>SPI</i>	<i>Avg. spent</i>
#1 SPI: apparel products & svcs.	95	\$140
#2 SPI: school books & supplies	79	\$93
#3 SPI: moving/storage/etc.	69	\$36
#1 expense: mortgage & ins.	42	\$3,399
#2 expense: vehicle purchases	53	\$3,059
#3 expense: vehicle loans	52	\$3,082
#4 expense: food at home	60	\$2,972

rank— pop. %  
income level

**#1—26%**  
lower middle


**#2—16%**  
low

**#3—13%**  
middle

**#4—10%**  
lower middle

Segment Number and Name
Segment Illustration
LifeMode Group
Urbanization Group
HH Type
Median Age
Income
Employment
Education
Residential
Race/Ethnicity
Activity
Financial
Activity
Media
Vehicle


**57 Simple Living**



L5 Senior Styles  
 U6 Urban Outskirts II  
 Singles  
 40.1  
 Lower Middle  
 Prof/Mgmt/Skilled/Srvc  
 No HS Diploma; HS Grad  
 Multiunits; Single Family  
 White

Own cats  
 Have personal education loan  
 Go dancing  
 Watch syndicated TV  
 Own/Lease Buick


**65 Social Security Set**



L5 Senior Styles  
 U2 Principal Urban Centers II  
 Singles  
 44.6  
 Low  
 Retired/Prof/Mgmt/Srvc  
 No HS Diploma; HS Grad  
 High-Rise Rentals  
 White; Black

Member of church board, fraternal order, veterans club  
 Own stock worth less than \$75,000  
 Attend movies once a week or more  
 Watch game shows  
 Own/Lease Buick


**36 Old and Newcomers**



L4 Solo Acts  
 U4 Metro Cities II  
 Singles; Shared  
 36.6  
 Middle  
 Prof/Mgmt/Srvc  
 Some College; Bach/Grad  
 Multiunit Rentals  
 White

Multimedia software and books  
 Own shares in mutual fund (bonds)  
 Bingo and roller-blading  
 Listen to classic hits radio  
 Own/Lease Oldsmobile

**55 College Towns**



L6 Scholars and Patriots  
 U6 Urban Outskirts II  
 Singles; Shared  
 24.5  
 Lower Middle  
 Students/Prof/Mgmt/Srvc  
 Some College; Bach/Grad  
 Multiunit Rentals  
 White

Participate in environmental group  
 Have personal education loan  
 Attend college sports events, go to bars  
 Watch MTV, Comedy Central  
 Own/Lease compact car

## Radius 2: Nearby Consumers

### 5-minute drive—2006 resident population Top four ESRI Community Tapestry segments

Note that the figures on this page do not account for the new boom in condo and apartment development in Pittsburgh's CBD, on the North Shore and in the Strip District. The anticipated occupants in these new units will increase the percentage of middle and upper middle income consumers.

5- minute drive = 68,484 population		
Tapestry segment	pop.	% of T
57. Simple Living	10,242	15%
64. City Commons	8,563	12%
32. Rustbelt Traditions	5,589	8%
53. Home Town	4,608	7%
pop. in Top 4 categories	29,002	42%

Top 3 spending categories	(annual)	
(median HH income = \$29,215)	SPI	Avg. spent
#1 SPI: apparel products & svcs.	95	\$140
#2 SPI: school books & supplies	75	\$88
#3 SPI: rent & repair TV / sound	72	\$4
#1 expense: mortgage & ins.	50	\$4,076
#2 expense: vehicle loans	58	\$3,456
#3 expense: vehicle purchases	59	\$3,442
#4 expense: food at home	65	\$3,179

rank— pop. %  
income level

#1—15%  
lower middle

#2—12%  
low

#3—8%  
middle

#4—7%  
lower middle

Segment Number and Name	57 Simple Living	64 City Commons	32 Rustbelt Traditions	53 Home Town
Segment Illustration				
LifeMode Group	L5 Senior Styles	L9 Family Portrait	L10 Traditional Living	L11 Factories and Farms
Urbanization Group	U6 Urban Outskirts II	U2 Principal Urban Centers II	U5 Urban Outskirts I	U8 Suburban Periphery II
HH Type	Singles	Single-Parent Fams; Singles	Mixed	Mixed
Median Age	40.1	24.2	35.9	33.7
Income	Lower Middle	Low	Middle	Lower Middle
Employment	Prof/Mgmt/Skilled/Srvc	Services	Skilled/Prof/Mgmt/Srvc	Skilled/Services
Education	No HS Diploma; HS Grad	No HS Diploma; HS Grad	HS Grad; Some College	No HS Diploma; HS Grad
Residential	Multiunits; Single Family	Multiunit Rentals	Single Family	Single Family
Race/Ethnicity	White	Black	White	White
Activity	Own cats	Buy baby/children's products	Hunting and shooting	Play baseball, fish
Financial	Have personal education loan	Bank online	Use credit union	Own CD (6 months or less)
Activity	Go dancing	Own 3+ cell phones	Belong to veterans' groups	Play video games
Media	Watch syndicated TV	Listen to urban and gospel radio	Watch or listen to ice hockey games	Watch syndicated TV
Vehicle	Own/Lease Buick	Own/Lease Mercury	Own/Lease Pontiac	Own/Lease Oldsmobile



### Radius 3: Other City & County Consumers

10-minute drive —2006 resident population  
 Top four ESRI Community Tapestry segments

10- minute drive = 465,332 population		
Tapestry segment	pop.	% of T
29. Rustbelt Retirees	59,925	13%
57. Simple Living	45,976	10%
32. Rustbelt Traditions	35,977	8%
48. Great Expectations	30,193	6%
pop. in Top 4 categories	172,071	37%

Top 3 spending categories	(annual)	
(median HH income = \$40,777)	SPI	Avg. spent
#1 SPI: apparel products & svcs.	121	\$179
#2 SPI: School books & supplies	100	\$118
#3 SPI: rent & repair TV / sound	92	\$6
#1 expense: mortgage & ins.	73	\$5,986
#2 expense: vehicle loans	78	\$4,623
#3 expense: vehicle purchases	79	\$4,616
#4 expense: food at home	84	\$4,124

rank— pop. %  
 income level

#1—13%  
 middle

#2—10%  
 lower middle

#3—8%  
 middle

#4—6%  
 lower middle

Segment Number and Name	29 Rustbelt Retirees	57 Simple Living	32 Rustbelt Traditions	48 Great Expectations
Segment Illustration				
LifeMode Group	L5 Senior Styles	L5 Senior Styles	L10 Traditional Living	L7 High Hopes
Urbanization Group	U8 Suburban Periphery II	U6 Urban Outskirts II	U5 Urban Outskirts I	U5 Urban Outskirts I
HH Type	MC w/No Kids; Singles	Singles	Mixed	Mixed
Median Age	43.8	40.1	35.9	33.0
Income	Middle	Lower Middle	Middle	Lower Middle
Employment	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt/Skilled/Srvc	Skilled/Prof/Mgmt/Srvc	Prof/Mgmt/Skilled/Srvc
Education	HS Grad; Some College	No HS Diploma; HS Grad	HS Grad; Some College	HS Grad; Some College
Residential	Single Family	Multiunits; Single Family	Single Family	Single Family; Multiunits
Race/Ethnicity	White	White	White	White
Activity	DIY home improvement	Own cats	Hunting and shooting	Roller-skating, softball
Financial	Own shares in tax-exempt fund	Have personal education loan	Use credit union	Have personal education loan
Activity	Belong to fraternal orders, unions, etc.	Go dancing	Belong to veterans' groups	Listen to rock radio format
Media	Watch QVC	Watch syndicated TV	Watch or listen to ice hockey games	Watch cable and syndicated TV
Vehicle	Own/Lease Buick	Own/Lease Buick	Own/Lease Pontiac	Own/Lease Mercury