
Mt. Washington Business District Analysis Summary

PRESENTED TO

The Mt. Washington Community Development Corporation

DEVELOPED BY

JACKSON / CLARK PARTNERS

October 2007

SCOPE & METHODOLOGY

The scope of the project included a **Market Profile** of the business district. This quantitative research tool is designed to provide a clear and complete picture of the Mt. Washington neighborhood business district, existing and potential customers and the MWDC's role in business district development based on this data.

The **Market Profile** was designed to provide quantitative data on the Mt. Washington business community and its residents. The Market Profile included a **resident profile, a business district profile and a customer profile**:

- **Resident profile:** Resident demographics and consumer information for Mt. Washington and selected nearby neighborhoods with the goal of answering the questions: *Who lives here and how do they shop?*

Prepared standard demographic information from 2000 U.S. Census data obtained from ESRI and compiled into GIS maps utilizing ArcView software. Unless noted otherwise, all statistical census information was developed from Census Tract level information to allow for base level analysis. Demographic information was developed to provide comparative data in base areas including:

- General population and household information
- Income and occupation
- Housing

Data is compiled for three comparative geographic clusters:

- Allegheny County as a whole: 416 census tracts
- Proximate Market Area (PMA): 45 census tracts
- Mt. Washington (including Duquesne Heights): 5 census tracts

Data is also compiled for to reflect a statistical profile of the customer sample;

- 103 surveyed customers tied to address-based census tract data

The **Proximate Market Area** includes:

1. Tracts within the neighborhood of Mt. Washington,
2. Tracts contiguous to the neighborhood, and
3. Tracts proximate to the neighborhood. The final designated PMA consists of these proximate census tracts with significant incidence of actual customers within the sampling of 281 surveyed customers tied to either address-based census geographic data or zip-based geographic data.

The PMA is developed with the goal of providing a relevant, comparative geographic area that would provide a more accurate reflection of existing and potential market area than the use of typical retail ring analysis (usually pulling demographics from 1, 3 and 5 mile concentric rings) would allow within Pittsburgh's urban topography. The PMA should be considered as the primary customer footprint for the business district.

- **Business district profile:** Identify existing retail mix (based on standard retail categories), with the goal of answering the questions: *What's here and what's missing?*

A current inventory of businesses and vacant business district commercial properties was previously compiled by staff from the Community Technical Assistance Center (CTAC) using their standardized neighborhood assessment tools. The CTAC assessment serves as the basis for business district baseline analysis for the project. Jackson/Clark reviewed CTAC assessment findings with CTAC staff for use in planning and targeting customer data gathering and analysis.

- **Customer profile:** identify Retail customer base, including footprint, demographics and consumer habits (based on surveys and customer lists from selected businesses), with the goal of answering the questions: *Who's shopping here and how can we grow our customer base?*

Customer data was gathered by two parallel methods developed as a part of the interview and research process and implemented with participating neighborhood stores identified with MWDC Main Street program staff. Data gathering included a a customer giveaway contest where customer filled out entry forms and provided address information that can be identified with corresponding census tracts that allow for compilation and analysis of customer census data. Customers also provide actual age information. A second data gathering method incorporated on-site survey staff stationed outside targeted businesses in the district. Survey staff interviewed actual business customers and obtained address information when available from customers, and zip code information for all surveyed customers. This statistical and actual (age) customer data allow a fourth comparative category to augment data from the three geographic clusters. It also allows creation of a GIS map indicating a statistical customer base footprint. A separate survey will target out-of-town tourists and visitors to Mt. Washington, with the goal of estimating visitor customer base potential and a statistical demographic profile of the visiting consumer. Additional surveys were compiled of neighborhood visitors by survey staff obtaining zip code and country information from visitors at the two inclines located in Mt. Washington. This visitor information was segregated from the customer information in order to provide specific analysis of actual business district customers, with additional reporting provided including all visitors and customers.

Customer data was compiled from written forms into an Access database. Usable geographic information gathered (including address and Zip code) was matched to census data on block group, census track and zip levels.

MARKET PROFILE

Final reporting, mapping and analysis was prepared to provide information as follows;

Who lives in Mt. Washington?

General Population and Household

- Base population and core demographic information for the neighborhood and Proximate Market Area
- Key points of comparative analysis with Allegheny County baseline figures

Income and Occupation

- Median household income and occupation categories for the neighborhood and the Proximate Market Area
- Key points of comparative analysis with Allegheny County baseline figures

Housing

- Median home value, rental costs and occupancy rates for the neighborhood and the Proximate Market Area
- Key points of comparative analysis with Allegheny County baseline figures

Who's shopping in Mt. Washington?

Analysis of the customer footprint derived from the survey data was used to indicate customer draw from within the neighborhood, the geographic customer footprint as it determines the Proximate Market Area (PMA), what neighborhoods and census tracts constitute the PMA, and the customer counts from the PMA and from outside the proximate area. The customer footprint mapping provides a visual report indicating the geographic make up of the customer base. Demographic reporting provided a statistical profile of compiled customer survey demographics, creating an average customer profile.

Mt. Washington Community Development Corporation
Strategic Planning Initiative
Market Area Demographic Profile

POPULATION and SEX

	Allegheny County	Mt. Washington	Proximate Market	Customer Sample
Total Population:	1,281,666	12,574	120,807	103
Males per 100 Females:	90	97	97	97
Males per 100 Females Age 18+:	86	97	94	95

AGE

	Allegheny County	Mt. Washington	Proximate Market	Customer Sample	Customer Actual
Median Age:	39.6	37.4	36.7	36.9	44.0
Percent Population < Age 18:	21.90	15.90	19.48	16.50	0.00
Percent Population Age 18 - 24:	8.50	13.88	12.47	13.82	10.87
Percent Population Age 25 - 44:	28.30	31.92	31.33	31.92	39.13
Percent Population Age 45 - 64:	23.40	21.94	21.07	21.29	41.30
Percent Population Age 65+:	17.80	16.40	15.66	16.51	6.52

POPULATION and HOUSING DENSITY

	Allegheny County	Mt. Washington	Proximate Market	Customer Sample
Housing Units:	583,646	6,668	57,244	146,087
Total Area in Square Miles:	744.7	1.8	19.9	40.25
Population Density per Square Mile:	1,755.3	8,521.8	7,156.2	8,292.1
Housing Unit Density per Square Mile:	799.3	4,391.0	3,492.0	4,274.0

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses

Mt. Washington Community Development Corporation
Strategic Planning Initiative
Market Area Demographic Profile

INCOME SUMMARY

	Allegheny County	Mt. Washington	Proximate Market	Customer Sample
Median Household Income:	\$38,329	\$34,007	\$30,192	\$32,471
Per Capita Income:	\$22,491	\$21,687	\$17,652	\$20,327
Aggregate Annual Income:	\$28,339,495,500	\$268,966,000	\$2,062,337,700	\$5,615,407,200
Aggregate Annual Income <\$200k:	\$23,985,566,900	\$246,688,600	\$1,887,992,600	\$5,086,011,600
Aggregate Annual Income \$200k+:	\$4,353,930,300	\$22,277,300	\$174,345,200	\$529,392,500
Aggregate Income Percent \$200k+:	15.4%	8.3%	8.5%	9.4%

INCOME BY AGE

	Allegheny County	Mt. Washington	Proximate Market	Customer Sample
Median Household Income <25 Age:	\$19,583	\$23,515	\$19,897	\$22,105
Median Household Income 25-34:	\$39,091	\$44,427	\$35,570	\$41,468
Median Household Income 35-44:	\$45,334	\$39,763	\$37,241	\$38,643
Median Household Income 45-54:	\$50,500	\$52,094	\$42,737	\$47,087
Median Household Income 55-64:	\$41,584	\$39,958	\$36,328	\$39,394
Median Household Income 65-74:	\$27,694	\$24,173	\$22,199	\$23,394
Median Household Income 75+ Age:	\$20,917	\$20,457	\$17,176	\$19,169

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses

Mt. Washington Community Development Corporation
Strategic Planning Initiative
Market Area Demographic Profile

OCCUPATION TYPE

	Allegheny County	Mt. Washingtn	Proximate Market	Customer Sample
Percent Management / Professional:	37.8	33.1	28.9	31.6
Percent Service Occupations:	15.8	18.9	19.8	15.8
Percent Sales / Office Occupations:	28.7	30.5	30.1	31.0
Percent Construction / Maintenance:	7.5	7.3	9.5	7.2
Percent Production / Transportation:	10.1	10.0	11.5	10.3
Percent Manufacturing:	9.0	6.7	8.2	6.6
Percent Government Workers:	10.0	10.9	11.5	10.8

HOUSEHOLD TYPE

	Allegheny County	Mt. Washingtn	Proximate Market	Customer Sample
Percent Households Family Households:	61.9	47.9	51.7	48
Percent Families with Children <18 Years:	26.4	17.3	21.8	17.58
Percent Families Married Couples:	46.1	32.5	31.8	31.88
Percent Families Female Head No Husband	12.4	11.5	15.7	12.11
Percent Households Non-Family:	38.1	52.1	48.3	52.12
Percent Non-Family, Living Alone:	32.7	39.1	39.1	39.12
Percent Non-Family, Living Alone Age 65+:	13.2	12.7	13.0	13.01
Average Household Size:	2.31	2.11	2.19	2.12
Average Family Size:	2.96	2.86	2.96	2.88

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses

Mt. Washington Community Development Corporation
Strategic Planning Initiative
Market Area Demographic Profile

HOUSING GENERAL

	Allegheny County	Mt. Washingtn	Proximate Market	Customer Sample
Total Housing Units:	583,646	6,668	57,244	146,087
Occupied Housing Units:	537,150	5,995	51,000	131,058
Vacant Housing Units:	46,496	673	6,244	15,029
Vacant Units - Percent for Sale:	14.6	14.1	15.0	12.9
Vacant Units - Percent for Rent:	37.1	39.8	31.1	38.2
Vacancy Rate - Homeowners:	1.9	2.6	2.8	2.4
Vacancy Rate - Rental:	8.9	9.3	8.7	8.8

HOUSING FINANCIAL

	Allegheny County	Mt. Washingtn	Proximate Market	Customer Sample
Median Value:	\$84,200	\$54,680	\$56,310	\$52,521
Monthly Owner Costs with Mortgage:	\$971	\$714	\$713	\$705
Monthly Owner Costs no Mortgage:	\$342	\$295	\$294	\$294
Median Rent:	\$424	\$459	\$420	\$449
Median Gross Rent:	\$516	\$587	\$526	\$578

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses

Mt.Washington Community Development Corporation
Strategic Planning Initiative
Business Customer Profile - Counts by Zip

Survey Counts:	Percent of Total:	ZIP:	ZIP Name:
166	59.07%	15211	Mount Washington
31	11.03%	15210	Mt. Oliver
6	2.14%	15203	Carson
5	1.78%	15229	Westview
5	1.78%	15221	Wilkinsburg
4	1.42%	15226	Brookline
3	1.07%	15227	Brentwood
2	0.71%	15220	Wabash
2	0.71%	15217	Squirrel Hill
2	0.71%	15201	Arsenal
2	0.71%	15601	Greensburg
2	0.71%	15206	East Liberty
1	0.36%	16373	Emlenton
1	0.36%	16030	Eau Claire
1	0.36%	15222	Downtown
1	0.36%	15204	Corless
1	0.36%	15209	Millvale
1	0.36%	15022	Charleroi
1	0.36%	16211	Beyer
1	0.36%	15205	Crafton
1	0.36%	15748	Homer City
1	0.36%	15701	Indiana
1	0.36%	15136	McKees Rock
1	0.36%	15063	Monongahela
1	0.36%	15228	Mt. Lebanon
1	0.36%	15065	Natrona Heights
1	0.36%	15068	New Kensington
1	0.36%	15213	Oakland
1	0.36%	16051	Portersville
1	0.36%	15143	Sewickley
1	0.36%	15216	South Hills
1	0.36%	15241	Upper St. Clair
1	0.36%	15057	McDonald

281 Total Surveys

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; by survey staff at participating neighborhood businesses. Subtotals are for all records for which a valid Zip code was obtained. Staff surveys were conducted over 4 days in Summer, 2007, including 2 weekend days and 2 weekdays.

Mt.Washington Community Development Corporation
Strategic Planning Initiative
Business Customer Profile - Counts by DMA

Survey Counts:	Percent of Total:	Designated Market Area (DMA) Name:
253	90.04%	PITTSBURGH
5	1.78%	ALBANY-SCHENECTADY-TROY
5	1.78%	PHILADELPHIA
4	1.42%	TAMPA-ST. PETE
3	1.07%	LOUISVILLE
2	0.71%	LITTLE ROCK-PINE BLUFF
2	0.71%	WICHITA-HUTCHINSON PLUS
2	0.71%	GREENVLL-SPART-ASHEVLL-AND
1	0.36%	HOUSTON
1	0.36%	ATLANTA
1	0.36%	CHARLOTTE
1	0.36%	WASHINGTON
1	0.36%	CLEVELAND
281	Total Surveys	

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; by survey staff at participating neighborhood businesses. Subtotals are for all records for which a valid Zip code was obtained. Staff surveys were conducted over 4 days in Summer, 2007, including 2 weekend days and 2 weekdays.

Mt. Washington Community Development Corporation
Strategic Planning Initiative
Business Customer Profile - Counts by Country

Survey Counts:	Percent of Total:	Country Name:
281	98.94%	US
2	0.70%	Poland
1	0.35%	Mexico
284 Total Surveys		

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; and by survey staff at participating neighborhood businesses. Subtotals are for all records for which a Country name was obtained. Staff surveys were conducted over 4 days in Summer, 2007, including 2 weekend days and 2 weekdays.

Mt.Washington Community Development Corporation
Strategic Planning Initiative
Visitor and Customer Profile - Counts by Zip
in the Pittsburgh DMA

Survey Counts:	Percent of Total:	ZIP:	ZIP Name:
193	39.55%	15211	Mount Washington
34	6.97%	15210	Mt. Oliver
12	2.46%	15601	Greensburg
11	2.25%	15217	Squirrel Hill
10	2.05%	15206	East Liberty
9	1.84%	15057	McDonald
9	1.84%	15203	Carson
8	1.64%	15221	Wilkinsburg
8	1.64%	15668	Murrysville
8	1.64%	15226	Brookline
6	1.23%	15237	McKnight
6	1.23%	15219	Uptown
6	1.23%	15201	Arsenal
6	1.23%	15220	Wabash
6	1.23%	15101	Allison Park
6	1.23%	15229	Westview
5	1.02%	15146	Monroeville
5	1.02%	15213	Oakland
5	1.02%	15001	Aliquippa
5	1.02%	15216	South Hills
4	0.82%	15108	Coraopolis
4	0.82%	15228	Mt. Lebanon
4	0.82%	15212	Allegheny
4	0.82%	15106	Carnegie
4	0.82%	15232	Shadyside
4	0.82%	15243	Cedarhurst
4	0.82%	15650	Latrobe
3	0.61%	15090	Wexford
3	0.61%	16066	Cranberry Township
3	0.61%	15642	Irwin
3	0.61%	15241	Upper St. Clair
3	0.61%	15627	Derry

Survey Counts:	Percent of Total:	ZIP:	ZIP Name:
3	0.61%	15204	Corless
3	0.61%	15222	Downtown
3	0.61%	15227	Brentwood
3	0.61%	15235	Penn Hills
3	0.61%	15239	Plum
3	0.61%	15143	Sewickley
2	0.41%	15120	Homestead
2	0.41%	15024	Cheswick
2	0.41%	16029	East Butler
2	0.41%	15126	Imperial
2	0.41%	15116	Glenshaw
2	0.41%	15437	Farmington
2	0.41%	15202	Bellevue
2	0.41%	15636	Harrison City
2	0.41%	15061	Monaca
2	0.41%	15665	Manor
2	0.41%	15136	McKees Rock
2	0.41%	15218	Swissvale
2	0.41%	15209	Millvale
2	0.41%	15205	Crafton
2	0.41%	15017	Bridgeville
1	0.20%	16002	Butler
1	0.20%	15317	Canonsburg
1	0.20%	16211	Beyer
1	0.20%	15102	Bethel Park
1	0.20%	15234	Castle Shannon
1	0.20%	15022	Charleroi
1	0.20%	15626	Delmont
1	0.20%	15623	Claridge
1	0.20%	16030	Eau Claire
1	0.20%	15133	McKeesport
1	0.20%	15697	Youngwood
1	0.20%	15301	Washington
1	0.20%	15147	Verona
1	0.20%	15367	Venetia
1	0.20%	15690	Vandergrift
1	0.20%	15145	Turtle Creek

Survey Counts:	Percent of Total:	ZIP:	ZIP Name:
1	0.20%	15085	Trafford
1	0.20%	15365	Taylorstown
1	0.20%	15215	Sharpsburg
1	0.20%	16051	Portersville
1	0.20%	15068	New Kensington
1	0.20%	15066	New Brighton
1	0.20%	15129	Library
1	0.20%	15063	Monongahela
1	0.20%	16117	Ellwood City
1	0.20%	15132	McKeesport
1	0.20%	15131	McKeesport
1	0.20%	16046	Mars
1	0.20%	15664	Mammoth
1	0.20%	16063	Zelienople
1	0.20%	15658	Ligonier
1	0.20%	15344	Jefferson
1	0.20%	15701	Indiana
1	0.20%	15208	Homewood
1	0.20%	15748	Homer City
1	0.20%	15046	Glenwilliard
1	0.20%	15044	Gibsonia
1	0.20%	16373	Emlenton
1	0.20%	15065	Natrona Heights

488 Total Surveys

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses. Subtotals are for all records for which a valid Zip code in the Pittsburgh DMA was obtained

Mt.Washington Community Development Corporation
Strategic Planning Initiative
Visitor and Customer Profile - Counts by DMA

Survey Counts:	Percent of Total:	Designated Market Area (DMA) Name:	Median HH Income:
494	50.51%	PITTSBURGH	\$36,972
65	6.65%	PHILADELPHIA	\$52,685
33	3.37%	NEW YORK	\$68,237
22	2.25%	WASHINGTON	\$64,152
18	1.84%	HARRISBURG-LNCSTR-LEB-YORK	\$46,571
18	1.84%	WHEELING-STEUBENVILLE	\$38,668
18	1.84%	ATLANTA	\$54,535
18	1.84%	RICHMOND-PETERSBURG	\$36,437
17	1.74%	CLEVELAND	\$51,147
13	1.33%	TAMPA-ST. PETE	\$52,695
11	1.12%	YOUNGSTOWN	\$42,703
11	1.12%	CHARLOTTE	\$51,143
11	1.12%	LOUISVILLE	\$59,958
9	0.92%	LOS ANGELES	\$45,663
8	0.82%	CHICAGO	\$69,441
8	0.82%	DAYTON	\$46,074
7	0.72%	ALBANY-SCHENECTADY-TROY	\$47,582
7	0.72%	BOSTON	\$51,345
7	0.72%	BUFFALO	\$33,557
6	0.61%	SALISBURY	\$38,661
6	0.61%	PEORIA-BLOOMINGTON	\$63,077
6	0.61%	DES MOINES-AMES	\$49,501
6	0.61%	COLUMBUS	\$50,404
6	0.61%	PHOENIX	\$62,646
6	0.61%	ERIE	\$38,503
5	0.51%	ROCHESTER	\$53,694
5	0.51%	NORFOLK-PORTSMTH-NEWPT NW	\$38,796
5	0.51%	DETROIT	\$54,893
5	0.51%	HARTFORD & NEW HAVEN	\$63,528
4	0.41%	ST. LOUIS	\$46,321
4	0.41%	TOLEDO	\$45,321
4	0.41%	INDIANAPOLIS	\$54,344
4	0.41%	GRAND RAPIDS-KALMZOO-B.CRK	\$40,988

Survey Counts:	Percent of Total:	Designated Market Area (DMA) Name:	Median HH Income:
4	0.41%	JOHNSTOWN-ALTOONA	\$30,164
4	0.41%	BALTIMORE	\$45,253
3	0.31%	GREENSBORO-H.POINT-W.SALEM	\$42,087
3	0.31%	BURLINGTON-PLATTSBURGH	\$48,825
3	0.31%	SAN FRANCISCO-OAK-SAN JOSE	\$81,609
2	0.20%	FRESNO-VISALIA	\$44,015
2	0.20%	LEXINGTON	\$32,382
2	0.20%	TRAVERSE CITY-CADILLAC	\$36,924
2	0.20%	FT. SMITH	\$28,653
2	0.20%	KANSAS CITY	\$50,013
2	0.20%	BEAUMONT-PORT ARTHUR	\$44,262
2	0.20%	ORLANDO-DAYTONA BCH-MELBRN	\$65,476
2	0.20%	LITTLE ROCK-PINE BLUFF	\$32,129
2	0.20%	HONOLULU	\$48,929
2	0.20%	MADISON	\$51,909
2	0.20%	LAS VEGAS	\$40,542
2	0.20%	WICHITA-HUTCHINSON PLUS	\$93,593
2	0.20%	DENVER	\$51,940
2	0.20%	CINCINNATI	\$49,612
2	0.20%	FLINT-SAGINAW-BAY CITY	\$37,859
2	0.20%	SALT LAKE CITY	\$46,481
2	0.20%	SACRAMENTO-STKTN-MODESTO	\$56,582
2	0.20%	SAN DIEGO	\$49,469
2	0.20%	FARGO-VALLEY CITY	\$35,604
2	0.20%	RALEIGH-DURHAM	\$52,275
2	0.20%	HOUSTON	\$69,239
2	0.20%	TUSCALOOSA	\$41,244
2	0.20%	GREENVLL-SPART-ASHEVLL-AND	\$50,072
2	0.20%	BIRMINGHAM	\$74,647
2	0.20%	KNOXVILLE	\$36,912
2	0.20%	COLUMBIA	\$26,193
1	0.10%	DALLAS-FT. WORTH	\$71,140
1	0.10%	MACON	\$25,494
1	0.10%	MILWAUKEE	\$85,038
1	0.10%	TOPEKA	\$35,156
1	0.10%	GREENVILLE-N.BERN-WASHNGTN	\$32,181
1	0.10%	WILKES BARRE-SCRANTON	\$52,176

Survey Counts:	Percent of Total:	Designated Market Area (DMA) Name:	Median HH Income:
1	0.10%	TUCSON(NOGALES)	\$27,468
1	0.10%	NEW ORLEANS	\$47,447
1	0.10%	ROANOKE-LYNCHBURG	\$42,416
1	0.10%	HELENA	\$41,417
1	0.10%	SAN ANTONIO	\$81,295
1	0.10%	AUGUSTA	\$38,947
1	0.10%	SPOKANE	\$22,418
1	0.10%	CHARLESTON-HUNTINGTON	\$28,407
1	0.10%	DULUTH-SUPERIOR	\$37,026
1	0.10%	WEST PALM BEACH-FT. PIERCE	\$52,935
1	0.10%	NASHVILLE	\$94,590
1	0.10%	ANCHORAGE	\$60,688
1	0.10%	MIAMI-FT. LAUDERDALE	\$21,775
1	0.10%	MARQUETTE	\$32,171
1	0.10%	TALLAHASSEE-THOMASVILLE	\$0
1	0.10%	TRI-CITIES	\$36,067
1	0.10%	JACKSON	\$24,935
1	0.10%	AUSTIN	\$35,068
1	0.10%	CEDAR RAPIDS-WATERLOO&DUBQ	\$34,940
1	0.10%	GREAT FALLS	\$39,907

978 Total Surveys

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; by survey staff at participating neighborhood businesses; and by survey staff at both Inclines. Subtotals are for all records for which a valid Zip code was obtained. Staff surveys were conducted over 6 days in Summer, 2007, including 4 weekend days and 2 weekdays. Median Household Income is calculated based on the census data for zip codes included in the survey that fall within each specified DMA.

Mt. Washington Community Development Corporation
 Strategic Planning Initiative
 Visitor and Customer Profile - Counts by Country

Survey Counts:	Percent of Total:	Country Name:
1011	96.65%	US
9	0.86%	UK
5	0.48%	Poland
5	0.48%	Germany
4	0.38%	Canada
3	0.29%	Lithuania
2	0.19%	South Korea
1	0.10%	Sweden
1	0.10%	Slovak Republic
1	0.10%	Mexico
1	0.10%	Japan
1	0.10%	Italy
1	0.10%	Czech Republic
1	0.10%	Brazil
1,046 Total Surveys		

NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; by survey staff at participating neighborhood businesses; and by survey staff at both Inclines. Subtotals are for all records for which a Country name was obtained. Staff surveys were conducted over 6 days in Summer, 2007, including 4 weekend days and 2 weekdays.

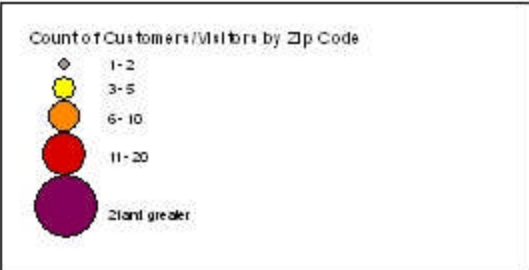
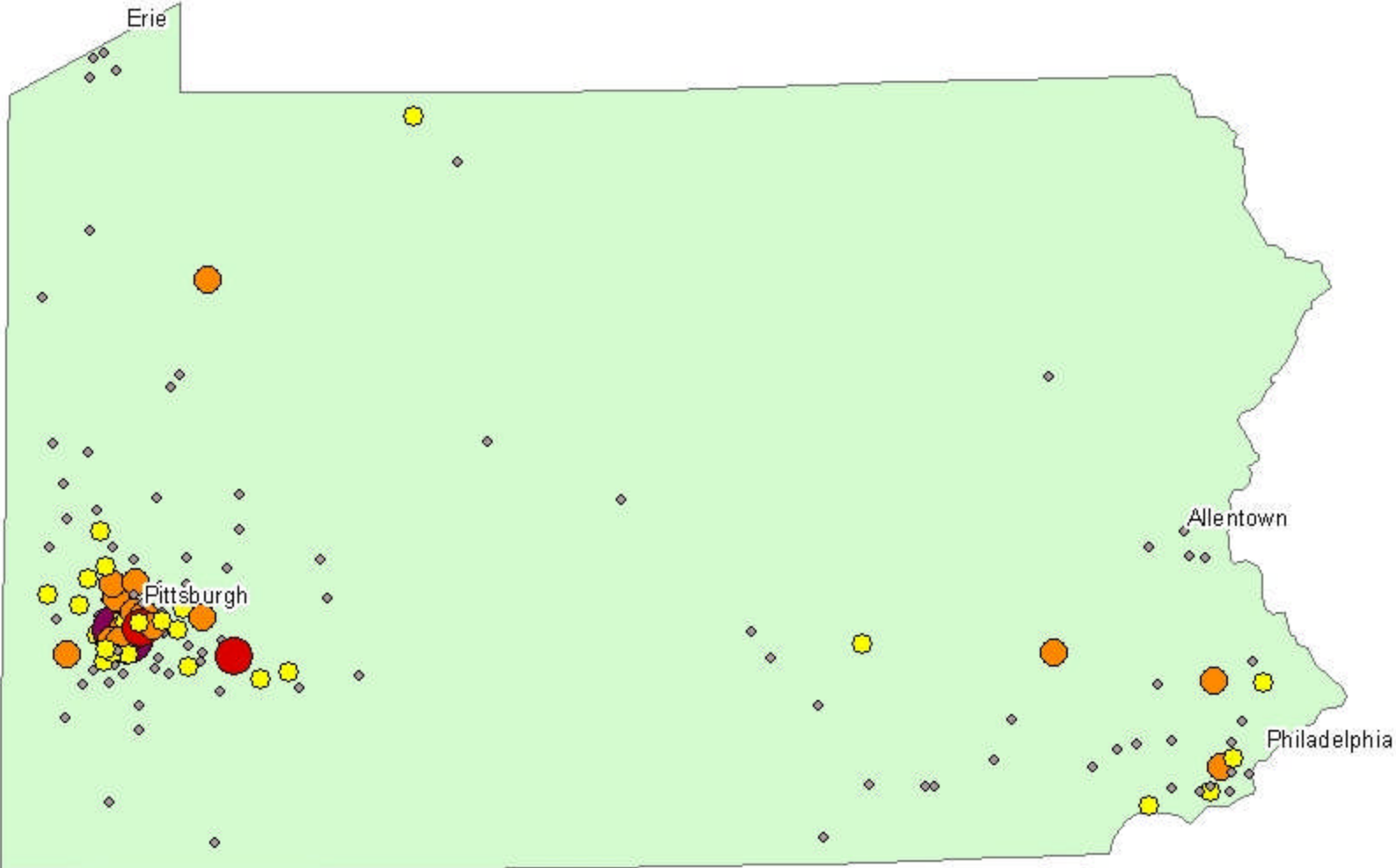
Mt. Washington Community Development Corporation
 Strategic Planning Initiative
 Visitor Demographic Profile

MEDIAN HOUSEHOLD INCOME SUMMARY

	Survey Sample of Visitors	Allegheny County	Mt. Washington
Median Household Income:	\$46,705	\$38,329	\$34,007
Median HH Income <Age 25:	\$26,679		
Median HH Income Age 25 - 34:	\$46,199		
Median HH Income Age 35 - 44:	\$54,858		
Median HH Income Age 45 - 54:	\$62,155		
Median HH Income Age 55 - 64:	\$53,092		
Median HH Income Age 65 - 74:	\$34,429		
Median HH Income >Age 75:	\$24,528		

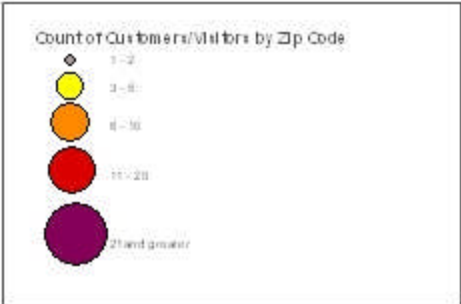
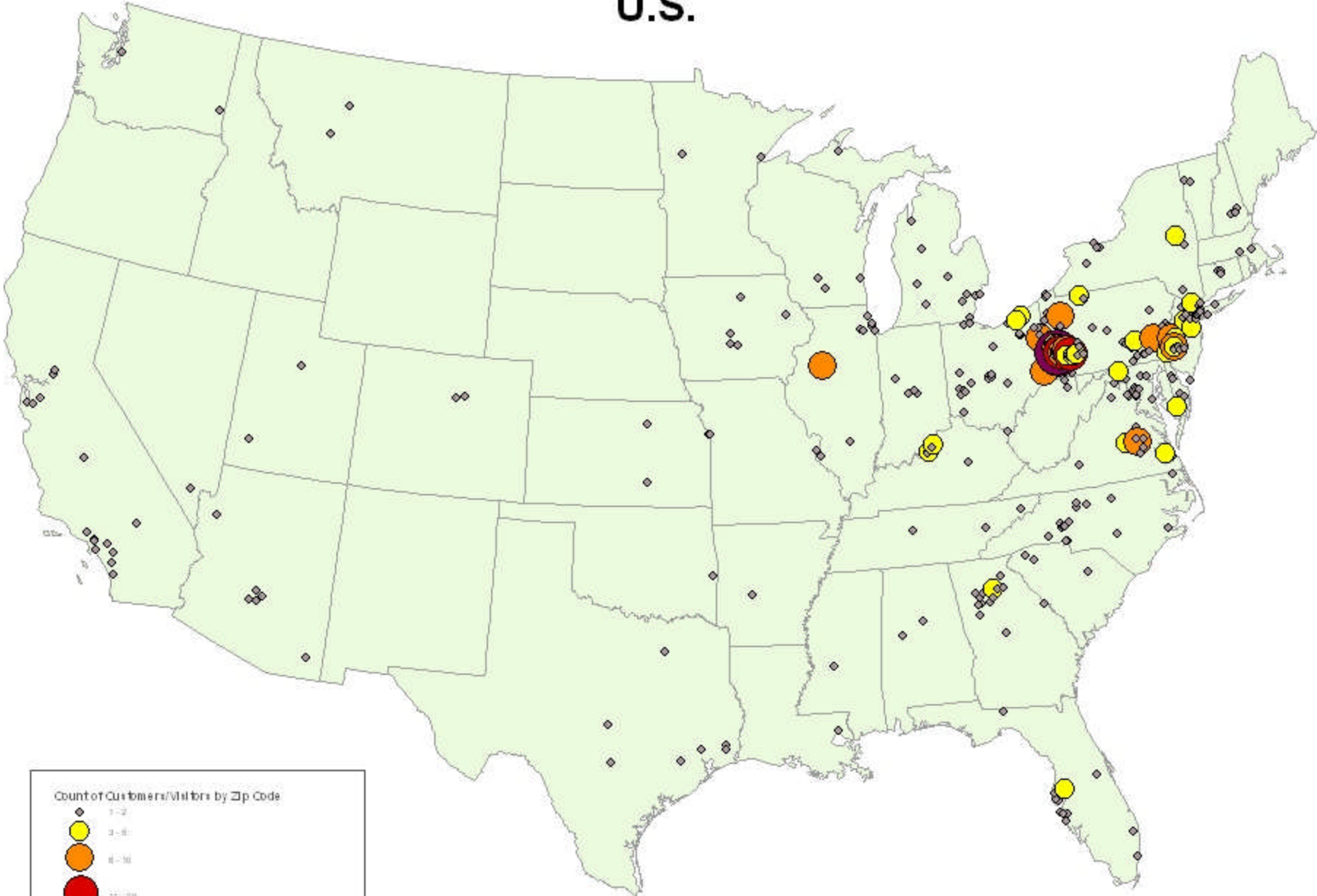
NOTE - Customer sample represents data collected from participating Mt. Washington neighborhood businesses; by survey staff at participating neighborhood businesses; and by survey staff at both Inclines. Subtotals are for all records for which a valid Zip code was obtained. Staff surveys were conducted over 6 days in Summer, 2007, including 4 weekend days and 2 weekdays.
 Median Household Income is calculated based on the census data for zip codes for participants in the survey.

Mount Washington Customer and Visitor Sample, PA



Map designed by A. Nissenon

Mount Washington Customer and Visitor Sample, U.S.



Map designed by A. Nissenson