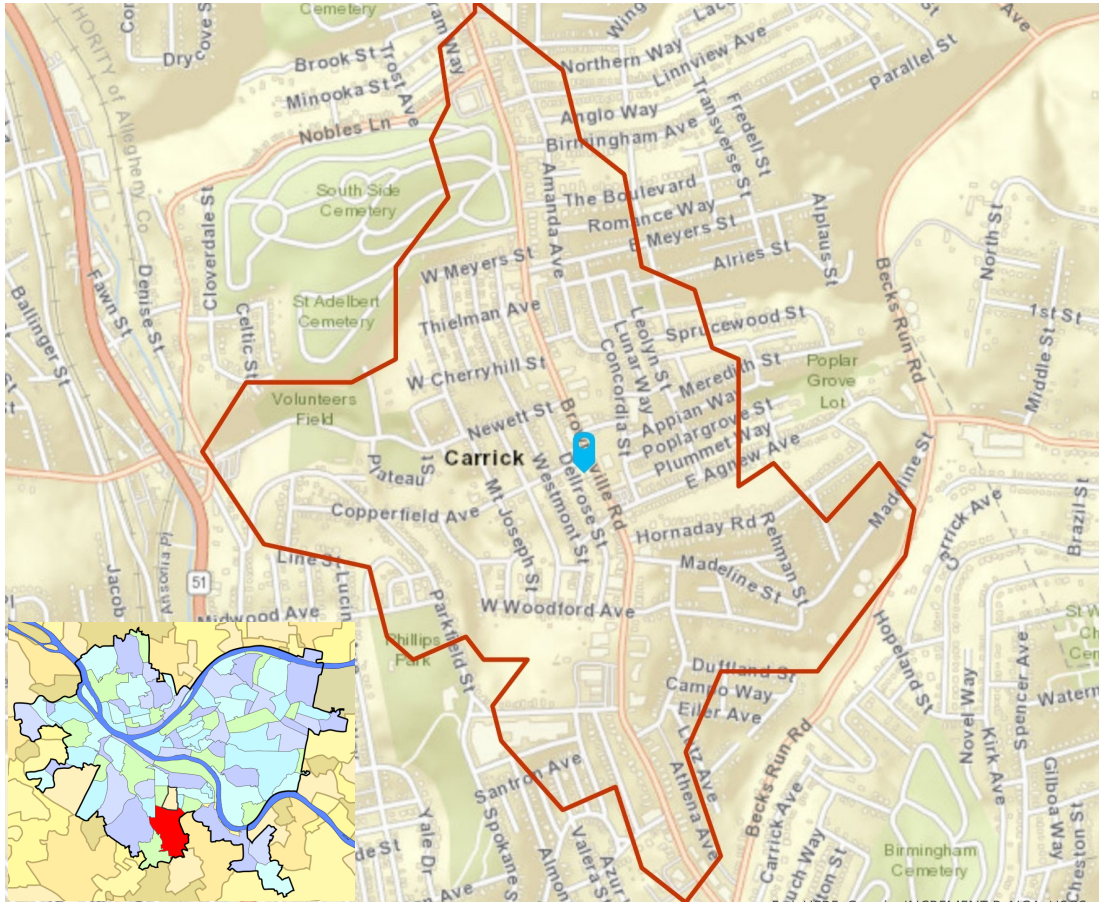


MARKET PROFILE

Dairy Commercial District Carrick

ura

Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
85

Number of Employees:
719

Employees/Residential
Population Ratio*:
0.20:1

Major Industries:
Food & Beverage Stores, Eating
and Drinking Places, Auto Market

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$7,817,976	\$3,395,440	\$4,422,536	39.4	3
Furniture & Home Furnishing Stores	\$1,152,707	\$0	\$1,152,707	100.0	0
Electronics and Appliance Stores	\$1,071,680	\$0	\$1,071,680	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,269,781	\$1,957,807	\$311,974	7.4	1
Food and Beverage Stores	\$6,525,273	\$11,952,760	-\$5,427,487	-29.4	4
Health and Personal Care Stores	\$2,218,826	\$6,529,990	-\$4,311,164	-49.3	2
Gasoline Stations	\$3,669,569	\$4,055,710	-\$386,141	-5.0	1
Clothing & Clothing Accessories Stores	\$1,744,595	\$0	\$1,744,595	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$948,374	\$255,977	\$722,397	61.5	1
General Merchandise Stores	\$5,079,049	\$0	\$5,079,049	100.0	0
Nonstore Retailers	\$740,423	\$0	\$740,423	100.0	0
Food Services & Drinking Places	\$3,318,230	\$4,075,571	-\$757,341	-10.2	11

** 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.

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

Dairy Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,718	3,633	3,597
Households	1,657	1,630	1,619
Median Age	39.9	41.4	42.5
% 0-9	11.8%	10.3%	10.3%
% 10-14	5.9%	5.4%	5.4%
% 15-24	12.9%	10.9%	10.8%
% 25-34	14.2%	15.1%	13.0%
% 35-44	11.5%	12.8%	13.9%
% 45-54	15.8%	11.8%	12.1%
% 55-64	12.2%	14.3%	12.3%
% 65+	15.7%	19.5%	22.1%
Median Household Income	***	\$44,795	\$50,993
Average Household Income	***	\$56,864	\$65,529
Per Capita Income	***	\$24,870	\$26,742
Total Housing Units	1,891	1,901	1,905
% Owner Occupied Units	52.2%	48.5%	49.1%
% Renter Occupied Units	35.4%	37.2%	35.9%
% Vacant Housing Units	12.4%	14.3%	15.0%
Median Home Value	***	\$80,830	\$91,592

Traffic Count Profile	Closest Cross -Street	Count
Mt Joseph St	Copperfield Ave	528

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.

2021 Households by Disposable Income	
<\$15,000	16.45%
\$15,000—\$24,999	16.5%
\$25,000—\$34,999	16.4%
\$35,000—\$49,999	13.4%
\$50,000—\$74,999	18.3%
\$75,000—\$99,999	21.3%
\$100,000—\$149,999	6.1%
\$150,000+	1.4%
Median Disposable Income	\$37,127

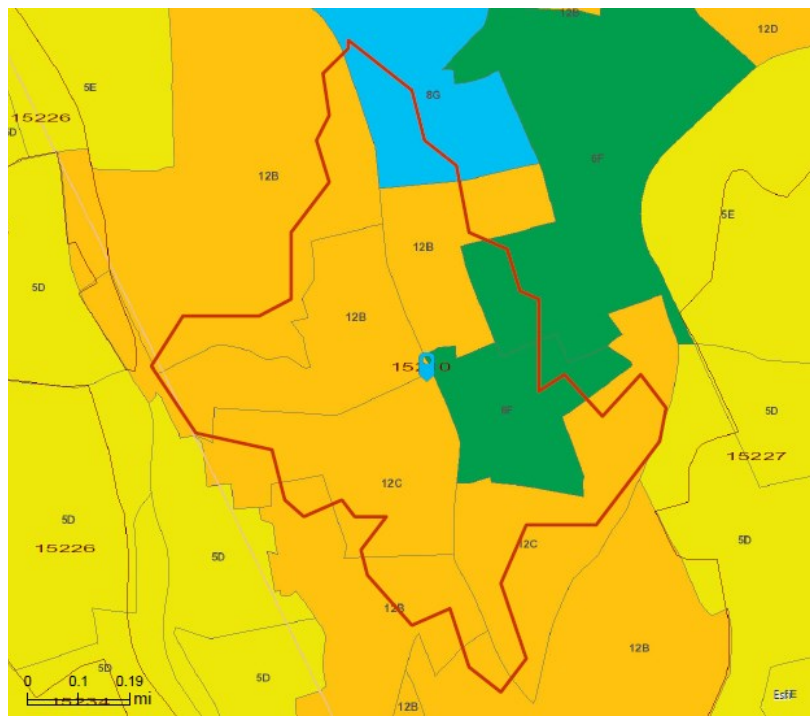
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	13.2%
High School Diploma or Some College	55.0%
Associates Degree	11.1%
Bachelor’s Degree	10.4%
Graduate or Professional Degree	10.3%

Spending Potential Index	
Apparel and Services	63
Computers and Accessories	N/A
Education	51
Entertainment / Recreation	68
Food at Home	67
Food Away from Home	62
Health Care	70
Household Furnishing and Equipment	62
Personal Care Products and Services	63
Shelter	58
Support Payments/Cash Contributions/Gifts in Kind	62
Travel	57
Vehicle Maintenance & Repairs	69

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.

Dairy Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 75
- Transit Score: 53
- Bike Score: 28

* 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

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Heartland Communities

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and may have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

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:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

Dairy Avenue Commercial District

Carrick Neighborhood

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

Economic Development South:
www.economicdevelopmentsouth.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 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.
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.

Urban Redevelopment Authority
of Pittsburgh

Last Updated August 2021