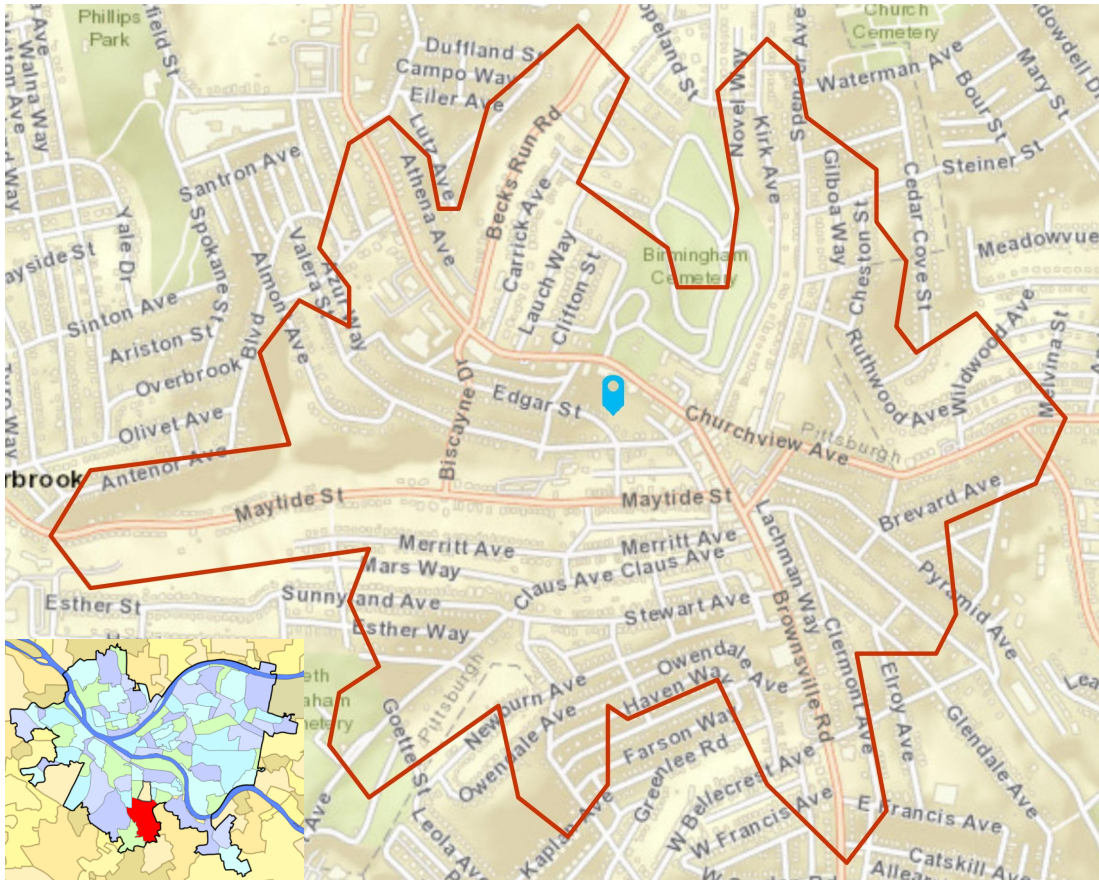


MARKET PROFILE

Brownsville Rd & Sankey Ave Commercial District

Carrick



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
118

Number of Employees:
675

Employees/Residential
Population Ratio*:
0.15:1

Major Industries:
Eating & Drinking Places,
Automotive Services,
Health Services

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	\$11,928,695	\$2,428,447	\$9,500,248	66.2	1
Furniture & Home Furnishing Stores	\$1,949,821	\$0	\$1,949,821	100.0	0
Electronics and Appliance Stores	\$1,805,984	\$0	\$1,805,984	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$3,493,457	\$527,499	\$2,965,958	73.8	2
Food and Beverage Stores	\$10,459,876	\$3,511,390	\$6,948,486	49.7	4
Health and Personal Care Stores	\$3,474,972	\$1,919,002	\$1,555,970	28.8	1
Gasoline Stations	\$5,668,901	\$5,475,764	\$193,137	1.7	1
Clothing & Clothing Accessories Stores	\$3,026,999	\$214,791	\$2,812,208	86.7	1
Sporting Goods / Hobby / Music / Book Stores	\$1,594,180	\$404,354	\$1,189,826	59.5	1
General Merchandise Stores	\$8,360,751	\$0	\$8,360,751	100.0	0
Nonstore Retailers	\$1,160,871	\$164,608	\$996,263	75.2	1
Food Services & Drinking Places	\$5,642,167	\$4,102,731	\$1,539,436	15.8	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.

Brownsville Rd and Sankey Ave Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	4,733	4,612	4,557
Households	2,185	2,147	2,132
Median Age	40.3	41.6	42.5
% 0-9	11.1%	10.1%	10.3%
% 10-14	5.2%	5.1%	5.2%
% 15-24	12.6%	10.6%	10.7%
% 25-34	14.7%	14.5%	12.8%
% 35-44	12.5%	14.0%	14.8%
% 45-54	15.8%	12.1%	11.9%
% 55-64	13.0%	14.5%	12.8%
% 65+	15.0%	19.1%	21.5%
Median Household Income	***	\$46,780	\$53,182
Average Household Income	***	\$58,317	\$65,878
Per Capita Income	***	\$26,448	\$30,034
Total Housing Units	2,459	2,458	2,461
% Owner Occupied Units	54.5%	50.7%	51.5%
% Renter Occupied Units	34.4%	36.6%	35.1%
% Vacant Housing Units	11.1%	12.7%	13.4%
Median Home Value	***	\$91,590	\$104,068

Traffic Count Profile	Closest Cross-Street	Count
Churchview Ave	Sankey Ct	5,713
Willett Rd	Churchview Ave	6,056
Becks Run Rd	Brownsville Rd	10,064
Brownsville Rd	Becks Run Rd	17,311
Churchview Ave	Sankey Ave	5,577
Maytide St	Antenor Ave	9,509

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income	
<\$15,000	18.4%
\$15,000—\$24,999	14.6%
\$25,000—\$34,999	12.4%
\$35,000—\$49,999	14.5%
\$50,000—\$74,999	20.9%
\$75,000—\$99,999	10.6%
\$100,000—\$149,999	8.1%
\$150,000+	0.6%
Median Disposable Income	\$38,831

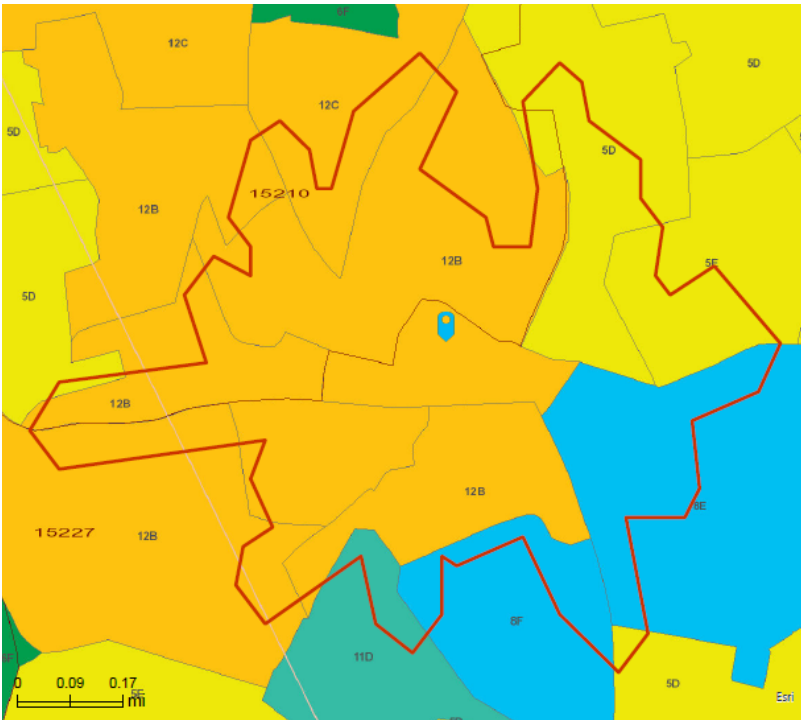
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	12.6%
High School Diploma or Some College	53.3%
Associate's Degree	12.7%
Bachelor's Degree	16.7%
Graduate or Professional Degree	4.7%

Spending Potential Index	
Apparel and Services	65
Computers and Accessories	N/A
Education	58
Entertainment / Recreation	66
Food at Home	65
Food Away from Home	63
Health Care	67
Household Furnishing and Equipment	63
Personal Care Products and Services	65
Shelter	62
Support Payments/Cash Contributions/Gifts in Kind	61
Travel	61
Vehicle Maintenance & Repairs	67

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.

Brownsville Rd and Sankey Ave Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 70
- Transit Score: 42
- Bike Score: 44

* 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.

Front Porches

Front Porches are a blend of household types, with more young families with children or single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

Old and Newcomers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

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>.

Brownsville Rd & Sankey Ave 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. ¹Data 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