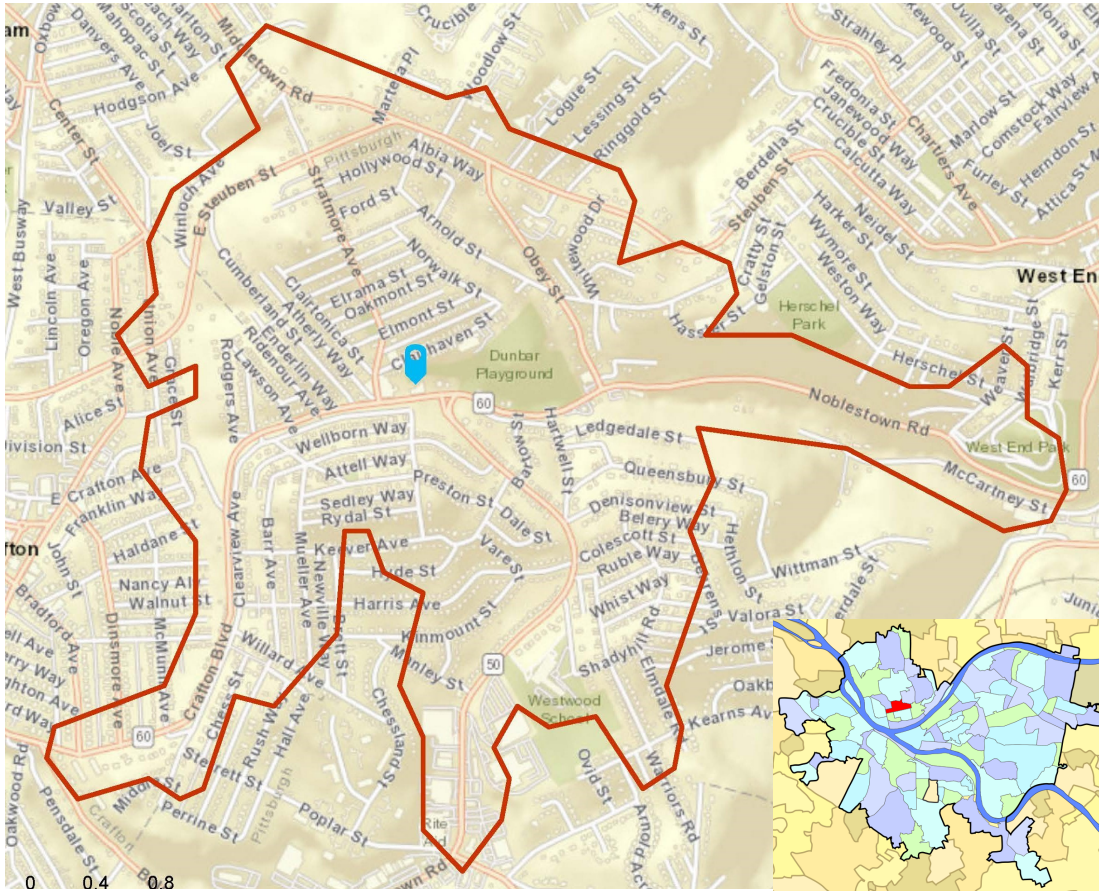


MARKET PROFILE

Crafton Blvd & Stratmore Ave Commercial District

Crafton Heights



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
69

Number of Employees:
360

Employees/Residential
Population Ratio*:
0.09:1

Major Commercial Industries:
Eating & Drinking Places,
Professional, Scientific & Tech
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	\$10,744,056	\$433,850	\$10,310,206	92.2	1
Furniture & Home Furnishing Stores	\$1,839,721	\$0	\$1,839,721	100.0	0
Electronics and Appliance Stores	\$1,685,130	\$0	\$1,685,130	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$3,315,542	\$180,911	\$3,134,631	89.7	1
Food and Beverage Stores	\$9,488,185	\$1,416,892	\$8,071,293	74.0	2
Health and Personal Care Stores	\$3,187,283	\$0	\$3,187,283	100.0	0
Gasoline Stations	\$5,048,521	\$0	\$5,048,521	100.0	0
Clothing & Clothing Accessories Stores	\$2,862,196	\$0	\$2,862,196	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,475,025	\$165,727	\$1,309,298	79.8	1
General Merchandise Stores	\$7,698,420	\$0	\$7,698,420	100.0	0
Nonstore Retailers	\$1,074,108	\$0	\$1,074,108	100.0	0
Food Services & Drinking Places	\$5,287,939	\$1,397,555	\$3,890,384	58.2	3

** 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.

Crafton Boulevard and Stratmore Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,938	3,853	3,818
Households	1,746	1,735	1,728
Median Age	39.8	42.0	43.1
% 0-9	11.6%	11.0%	10.8%
% 10-19	10.3%	10.5%	11.2%
% 20-24	6.1%	4.7%	4.6%
% 25-34	15.9%	12.9%	11.8%
% 35-44	12.6%	15.4%	14.7%
% 45-54	14.9%	12.1%	13.3%
% 55-64	13.5%	13.8%	12.4%
% 65+	15.2%	19.7%	21.3%
Median Household Income	***	\$56,467	\$59,780
Average Household Income	***	\$70,820	\$77,883
Per Capita Income	***	\$31,930	\$35,278
Total Housing Units	1,947	1,961	1,954
% Owner Occupied Units	60.0%	56.3%	57.1%
% Renter Occupied Units	29.6%	32.1%	31.3%
% Vacant Housing Units	10.3%	11.5%	11.6%
Median Home Value	***	\$121,552	\$159,167

Traffic Count Profile	Closest Cross-Street	Count
Crafton Blvd	Lawson Ave	6,807
Steuben St	Cumberland St	9,143
Middletown Rd	Stratmore Ave	8,782
Noblestown Rd	Weaver St	4,436
Warriors Rd	Barbara Way	3,002
Steuben St	Middletown Rd	11,560
Winloch Ave	Mount Airy Ave	319
Noblestown Rd	Guyland St	9,500

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

2019 Households by Disposable Income	
<\$15,000	9.4%
\$15,000—\$24,999	11.5%
\$25,000—\$34,999	12.4%
\$35,000—\$49,999	19.7%
\$50,000—\$74,999	24.6%
\$75,000—\$99,999	10.5%
\$100,000—\$149,999	9.7%
\$150,000+	2.3%
Median Disposable Income	\$46,998

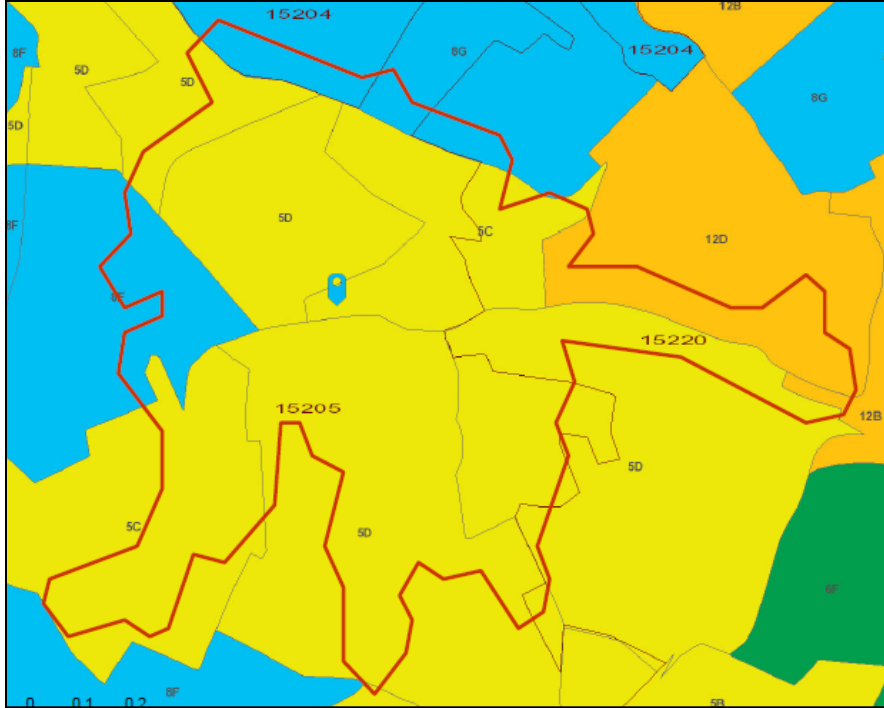
Note: Disposable income is after-tax household income.

2018 Educational Attainment (Ages 25+)	
No High School Diploma	5.7%
High School Diploma or Some College	51.1%
Associates Degree	11.5%
Bachelor's Degree	22.3%
Graduate or Professional Degree	9.4%

Spending Potential Index	
Apparel and Services	77
Computers and Accessories	N/A
Education	74
Entertainment / Recreation	78
Food at Home	76
Food Away from Home	75
Health Care	80
Household Furnishing and Equipment	78
Personal Care Products and Services	78
Shelter	76
Support Payments/Cash Contributions/Gifts in Kind	75
Travel	76
Vehicle Maintenance & Repair	79

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.

Crafton Boulevard and Stratmore Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 40
- Transit Score: 42
- Bike Score: 37

* 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

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Parks and Rec

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

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>.

Crafton Blvd & Stratmore Ave Commercial District

Crafton Heights 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

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