

Voice of the Region Survey Pittsburgh 250

The Pittsburgh region celebrates its 250th anniversary this year with a host of activities designed to put the spotlight on the region's accomplishments and opportunities. As the city celebrates this milestone, local leaders hope not only to honor how far the city has come but to showcase what it has to offer that might attract new people to the area.

The Pittsburgh 250 Commission has worked hard to plan events and activities that interest and engage residents and garner support from businesses from all over the Pittsburgh region. The mix of activities is designed to appeal to the diverse interests of a diverse population.

Campos Inc designed the Pittsburgh 250 survey to assess whether respondents were 1) aware of this milestone anniversary, 2) supported the anniversary activities, 3) were getting involved in the activities that make up the yearlong celebration, 4) thought it would have a positive impact on the region, and 5) could tell us how likely they were to promote the activities.

Overall, the results of the survey indicate that many of the respondents were aware of the milestone celebration and had heard about some of the activities the city is sponsoring. Most respondents supported the project, thought it was good for the region, and said they would promote it to friends and family near and far.

Awareness

When asked if they were aware that Pittsburgh was celebrating a milestone this year, 76% of respondents said they were aware of it. 75% had *heard* about Pittsburgh 250.

Participation

The top three activities related to Pittsburgh 250 that respondents indicated they would participate in were the Three Rivers Arts Festival (51%), the Three Rivers Regatta (32%), and the reopening of Point State Park (30%).

Image Building

When asked how they thought the celebration would benefit Pittsburgh, 67% of respondents felt that it would build Pittsburghers' pride. Also, 63% felt the celebration would give people a better understanding of the history of the region, and 58% felt it would increase outsiders' awareness of Pittsburgh and what it has to offer. That's good news since attracting newcomers is one of several goals of the project. Further 27% felt that it would attract new people to the region, while 9% believed the celebration will not make a difference.

More than half (51%) of the respondents strongly agreed that the city's support of this project is good for the region.

Methodology

Campos Inc conducted the Pittsburgh 250 survey among members of the Campos Inc Voice of the Region panel. The survey consisted of 11 questions and was sent to Voice of the Region panelists across the 10-county, southwestern Pennsylvania area. Overall, 1,429 Voice of the Region panelists completed the survey, which ran from February 26, 2008 through March 3, 2008. Survey respondents represented a diverse mix of ages, ethnicities, household incomes, genders, and educational levels.