

VOICE of the Region Survey G-20 Pittsburgh Summit Report

The United States will host the upcoming G-20 Summit, recently re-named the Pittsburgh Summit according to the Pittsburgh G-20 Partnership, on September 24-25, 2009. This will be the second Summit of 2009 – the first was held in London on April 2, 2009. At the Pittsburgh Summit, President Obama will meet with leaders representing eighty-five percent of the world's economy to take stock of progress made since the Washington (2008) and London (2009) Summits and discuss further actions to assure a sound and sustainable recovery from the global economic and financial crisis. The 20 members of the G-20 include financial ministers and central bank governors of 19 countries (Australia, Brazil, Canada, China, Colombia, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, and the United States) as well as one representative of the European Union.

We conducted a regional survey among members of the Campos Inc **Voice of the Region** to gauge the awareness and perceptions of the upcoming Summit in the Greater Pittsburgh area. In total, 1,250 respondents participated in this study, which took place between July 13 and July 24, 2009. The survey consisted of thirteen questions that specifically targeted information about respondents' awareness of the upcoming Summit. Additionally, we asked respondents for their opinion of how the city will benefit from the Summit, and for their concerns about problems that may arise during the Summit.

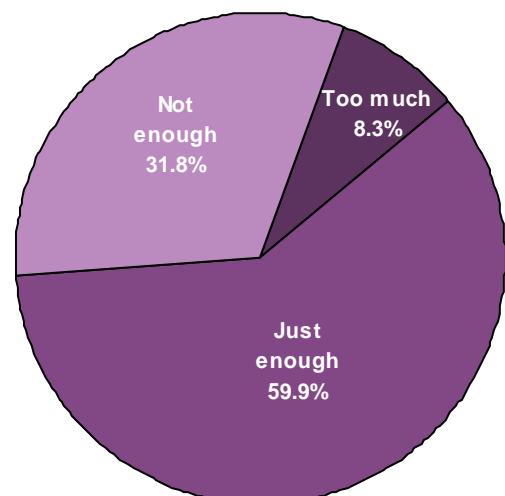
A vast majority of respondents are aware of the Summit, the G-20 membership and its purpose

At least three-fourths of respondents were aware of each of the following characteristics about the G-20 Summit: that Pittsburgh is scheduled to play host to the Summit this coming September (95.3%); that the G-20 is a group of finance ministers and central banking governors from 20 of the largest economies around the world (83.5%), and that the G-20 meets annually to discuss matters pertaining to the international finance system (79.2%).

Respondents think the local media coverage is just about right

When asked their opinion about how often the local media covers news and events surrounding the upcoming G-20 Summit, six in ten (59.9%) identified *just enough*, followed by just over three in ten (31.8%) who cited *not enough*, and one in ten (8.3%) with *too much*.

Do you think the local media currently covers the upcoming G-20 Summit...?



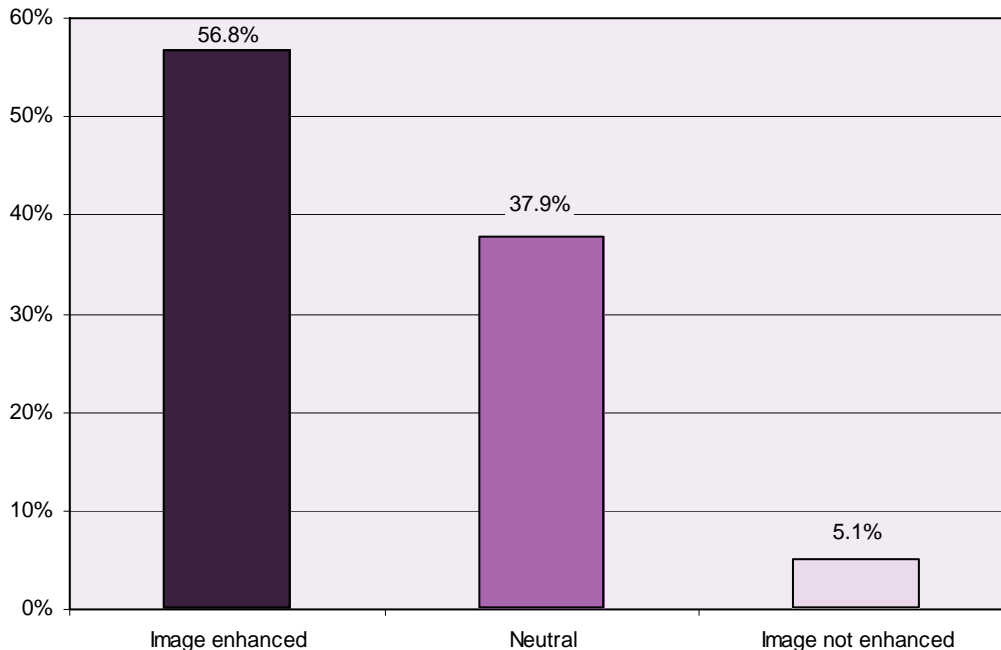
Pittsburgh’s popularity comes from its ability to reinvent itself

Respondents were asked to identify reasons as to why they think Pittsburgh was chosen as the site of the upcoming G-20 Summit. Nearly one in five respondents (19.7%) thought it was because of the great strides the city has made to reinvent itself after experiencing tough economic times – *Pittsburgh has reinvented itself after the fall of the steel mills*. At least one in ten respondents mentioned *Obama likes Pittsburgh/The city supported him* (9.9%) and/or *Pittsburgh has survived the recession in good shape/Stable economy* (9.3%). The balance of the responses were based on issues such as city pride, environmental benefits and good business.

Pittsburgh will benefit from hosting the Summit

Over half of those surveyed believe the worldwide perception of Pittsburgh will be enhanced by the exposure of being the host of the G-20 Summit. Slightly more than one-third provided a neutral rating, while very few felt Pittsburgh’s image would not be enhanced.

Do you think the city’s image will be enhanced from the exposure of hosting the G-20 Summit?

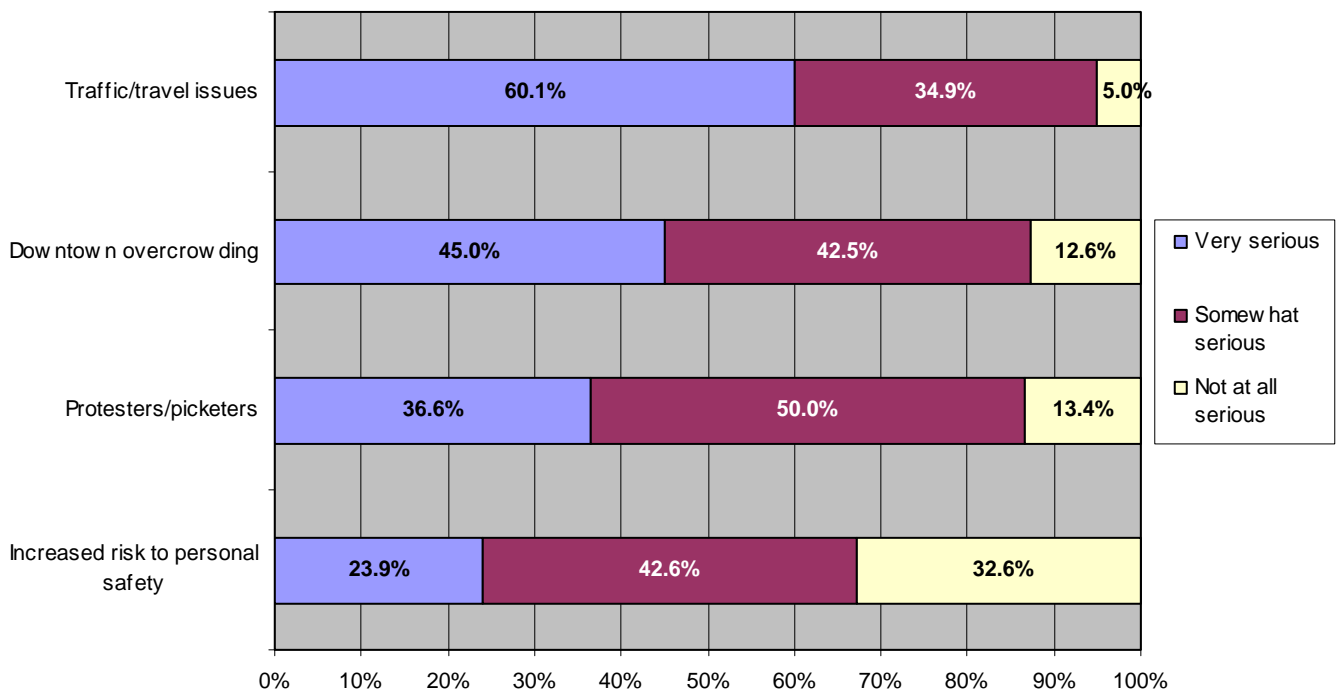


As far as the Summit creating revenue for the city, 90.8% of those we asked stated, yes, the G-20 and its associated events will produce increased revenue; however, 66.1% indicated it would only be for the short-term.

Issues and concerns

Traffic/travel problems topped the list of potential G-20 Summit-related issues to which respondents reacted, with 60.1% rating it as *very serious*, and 34.9% rating it as *somewhat serious*. Downtown overcrowding came next, with 45.0% rating it as possibly *very serious*, and 42.5% as *somewhat serious*. Protesters and picketers may burden the city *somewhat*, said 50.0% of participants, while about one-third rated this issue as very serious (36.6%). The final matter respondents considered, that of an increased risk to personal safety, will have the least bearing on city residents, with 42.6% rating it as somewhat serious, 23.9% rating it very serious, and 32.6% rating it as not at all serious.

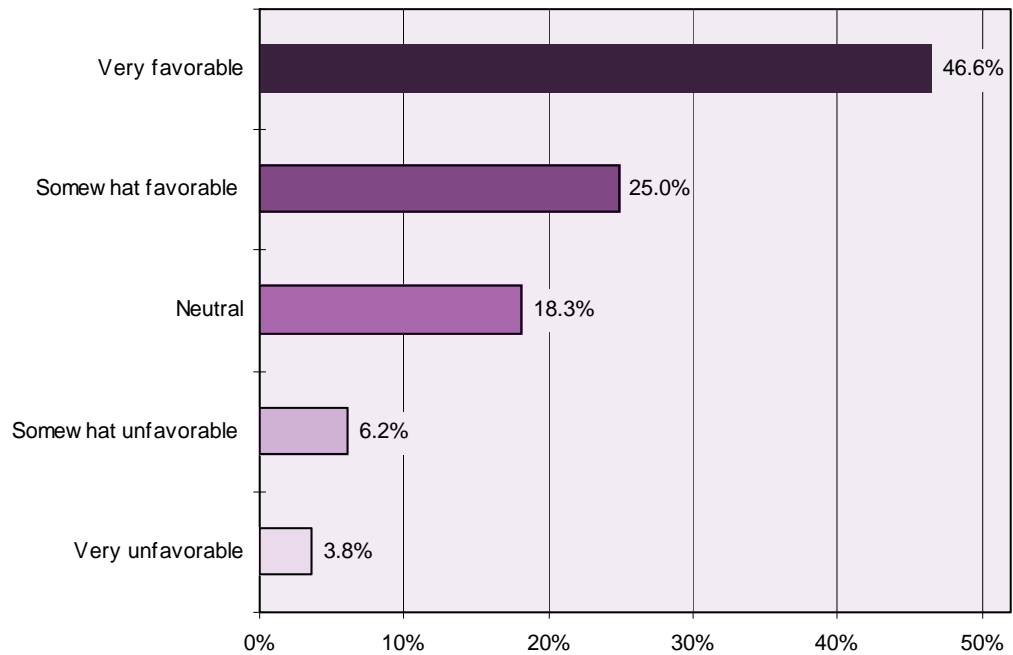
How serious do you think the following issues are that may arise in Pittsburgh on the days before, during and after the G-20 Summit?



Respondents feeling positive about Pittsburgh’s hosting of the Summit

The majority of respondents indicated their feeling about Pittsburgh hosting the G-20 Summit was favorable, with the largest proportion selecting a very favorable rating.

What is your feeling about Pittsburgh hosting the G-20 Summit?



Share Your Views – Join the Voice of the Region Panel

If you are interested in sharing your viewpoints on topics of regional interest, join the Voice of the Region (VOR) Panel by visiting www.voiceoftheregion.com or www.campos.com and clicking on the Voice of the Region Icon.

The VOR Panel consists of more than 20,000 consumers and professionals from Southwestern Pennsylvania. This self-elected community has agreed to share opinions and insights on innovative products and services of local, national, and international corporations, businesses, and organizations. Additionally, VOR panelists have the opportunity to participate in quarterly surveys dealing with subjects that are important to the future of our region – such as the arts, economic development, health, education, and recreation.

About Campos Inc

Campos Inc. is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research, and regional opinion panel services. We offer full service quantitative and qualitative research incorporating design, recruitment, project management, moderating, analysis, and recommendations. We are certified as a minority business enterprise by the WPMSDC, as a minority and woman business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC. We specialize in conducting consumer, B2B and employee research. Our downtown facility features two focus group suites with full amenities.