

VOICE of the Region Survey Pittsburgh Region Environmental Study

The state of the environment has always been a hot topic of discussion in the United States. Many people throughout the country are taking drastic measures to ensure the protection and stability of our environment, from purchasing eco-friendly products to decreasing electricity usage. Campos Inc has set out to determine which measures we, the residents of the Greater Pittsburgh area, are taking in order to preserve our beautiful region.

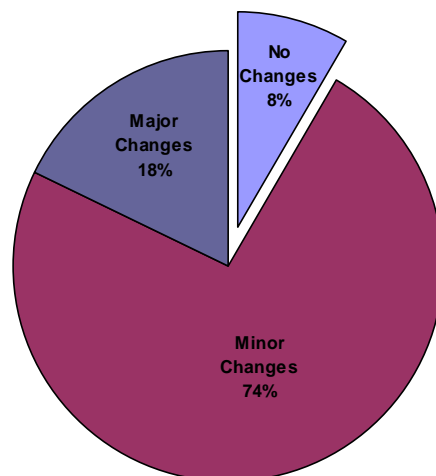
We conducted a regional survey among members of the Campos Inc **Voice of the Region** to gauge the local impact of the environmental movement. The survey consisted of twelve questions pertaining to each respondent's personal views on the current state of the environment, as well as the future of the environment. We also asked respondents to determine if they have implemented any lifestyle changes in order to protect the environment, as well as which factors have influenced their decision to live a more environmentally-friendly lifestyle. We sent the survey to our **Voice of the Region** members across the region and received 950 responses.

Pittsburghers are Somewhat Involved in the Environmental Movement

According to our results, 61% of respondents reported being a *very active* or a *somewhat active* participant in the environmental movement. Conversely, 39% of respondents identify as being a *neutral participant* or *not an active participant* in the environmental movement.

This active participation may seem surprisingly low considering that 92% of respondents identified that they have made either *major changes* (18%) or *minor changes* (74%) in their shopping and living habits over the last five years to help protect the environment. Respondents' income levels had no obvious correlation with whether or not they have made any changes.

Thinking about your own shopping and living habits over the past five years, would you say you have made major, minor, or no changes to help protect the environment?



Taking Action

Respondents have implemented a variety of changes in their shopping and living habits in order to help protect the environment. By far, the most frequently selected changes were both *recycle/recycle more* and *drive less/consolidate trips/carpool/use public transportation*, which collectively accounted for an overwhelming 48% of the total responses (28% and 20%, respectively). These two changes are most frequently cited as means to protect the environment for our region.

The next highest group of responses ranged from 8% down to 5%. These responses include: *use energy saving light bulbs, make home more energy efficient, using less electricity/conserving energy*, and *drive more fuel efficient car/more frequent car maintenance*. The least frequent responses, ranging from 4% to less than 1%, include: *become paperless, eat more organic/locally grown foods, buy/use more environmentally friendly products, not littering, upgrade to energy saving appliances, conserve water, and buy biodegradable/organic products*. Some responses entered into the *other* section included using canvas grocery bags, composting, and ceasing to drink bottled water.

Considering the small amount of effort and the low cost incurred by implementing some of these strategies (such as *using less electricity/conserving energy, becoming paperless, not littering, and conserving water*), it is surprising that only a small percentage of respondents identified these as specific changes in their shopping and living habits. However, it is not surprising that the strategies which require more effort and have a higher cost (such as *making home more energy efficient, driving more fuel efficient car/more frequent car maintenance, and upgrading to energy saving appliances*) were identified the least. Taking this information into consideration, one must wonder if the above mentioned shopping/living habit changes are being implemented solely to protect the environment, or if other influences, such as the need to spend less, have taken precedence over protecting the environment.

Top Reasons for Leading an Environmentally Friendly Lifestyle

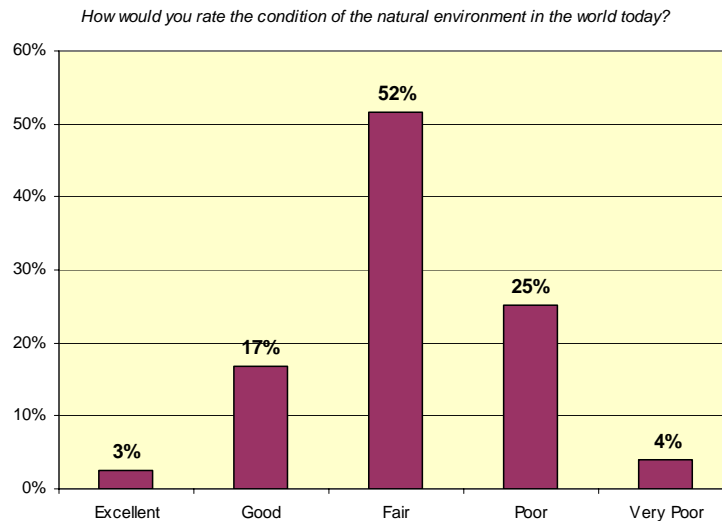
Respondents were asked to choose which factors have influenced their decision to lead a more environmentally-friendly (“green”) lifestyle. They had the option of choosing as many or as little factors as appropriate. Not surprisingly, respondents chose *the economy/rising gas prices* as the top influence for leading a more environmentally-friendly lifestyle. The following list identifies the top ten influences for leading a more environmentally-friendly lifestyle in Southwestern Pennsylvania:

	% Mentioning*
1. The Economy/Rising Gas Prices	45.8
2. News/Newspapers	26.6
3. Books/Articles	25.7
4. Product Advertisements (i.e., television, radio, print, etc.)	20.6
5. Family/Friends (including concern for future generations)	17.7
6. Community programs	14.7
7. Community laws/Restrictions	11.3
8. Product promotions/Coupons	6.7
9. Concern for the Environment/Future of our Planet (including global warming, pollution, etc.)	3.2
10. Celebrity Influences	2.6

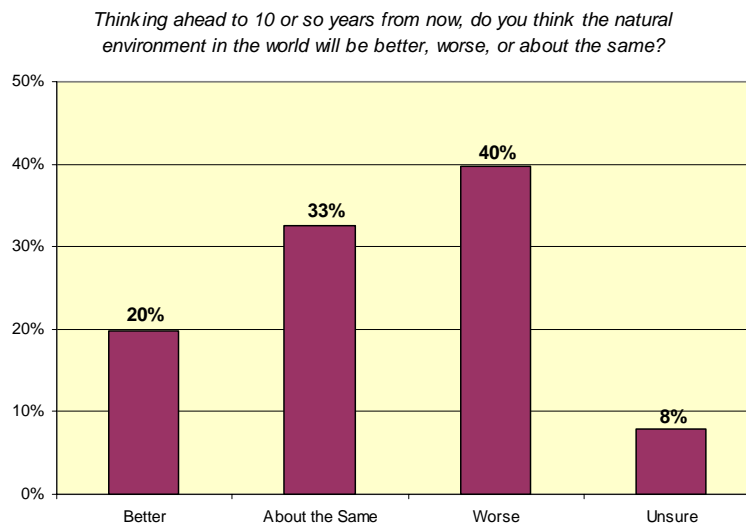
*Responses total more than 100% due to multiple responses

The Future

The decision to live a more environmentally-friendly lifestyle is an ongoing commitment. In order to understand where Pittsburghers rate the state of the environment, we asked respondents to give their opinion on both where we are and where we are going. When asked to rate the current condition of the natural environment, over 50% of respondents identified the condition as *fair*. Unfortunately, slightly more rated the current condition as *poor* compared to *good* or *excellent*.

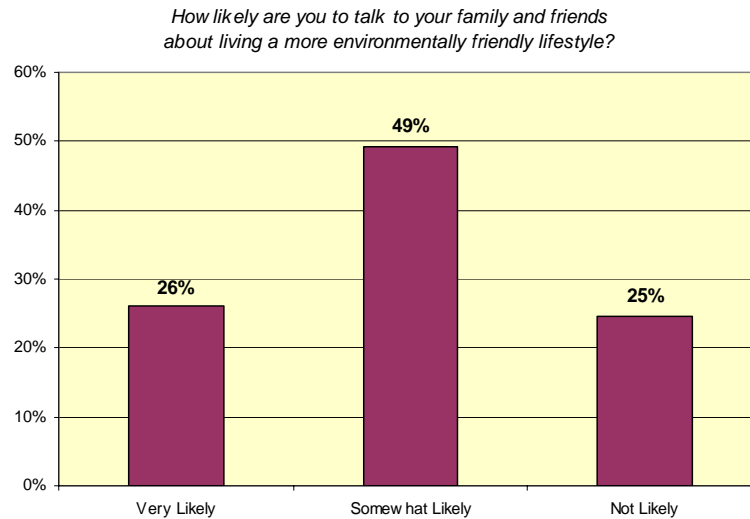


Perhaps even more pessimistic, when asked to think ahead to the future of the natural environment, 40% of respondents felt the environment will be *worse* than its current state. Approximately 33% felt the environment will be *about the same*, and only 20% feel it will be *better*.



Spreading the Word

According to our results, the majority (75%) of Pittsburghers were at least *somewhat likely* to talk to friends and family about living a more environmentally-friendly lifestyle. Approximately half of the respondents stated being *somewhat likely* to spread the word about living a green lifestyle. The percentage of respondents who replied positively (*very likely*) and negatively (*not likely*) to spreading the word about the environmental movement were about the same (25% and 26%, respectively). These statistics indicate that there is hope for the environmental future of our region.



The Bigger Picture

Overall, the Pittsburgh region seems moderately concerned about the environment. Some respondents feel very strongly about implementing the environmental movement in their everyday lives, while others take more of a passive approach. In order to gain perspective of how Pittsburgh compares to the nation as a whole, Campos Inc has compared our data with the data from a nationwide Gallup study conducted in April 2008. The Gallup study indicates that 28% of Americans have made *major changes* in their lifestyles to protect the environment, and 55% have made *minor changes*. As a whole, 83% of Americans identify themselves as having made some type of change in their lifestyles to protect the environment. We at Campos Inc found that 92% have made some type of change. This statistic is very promising for the future of the environment in our region.

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 <http://www.voiceoftheregion.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 research-based market strategy firm located in Pittsburgh, PA, offering traditional and online quantitative and qualitative research methodologies. For more than 20 years, Campos Inc has helped businesses launch new products and services, acquire new customers, track advertising and brand awareness, measure the impact of communications, and understand their clients' satisfaction and loyalty. Campos Inc also offers consulting, strategic planning, and meeting facilitation services.