



**PITTSBURGH TRIBUNE-REVIEW**

# Daily Courier

## **Be a Voice of the Region: Area residents sought to participate in online panel**

By **Judy Kroeger**

DAILY COURIER

Tuesday, January 18, 2005

Your opinion matters.

According to Yvonne Campos, who founded Campos Inc., a market research firm, nearly 20 years ago, businesses, nonprofit organizations and local governments want very much to know what local residents think about issues that impact their lives.

Campos wants area residents to sign up for Voice of the Region, an online opinion panel that will provide a representative picture of western Pennsylvania and its residents' concerns.

Participants remain anonymous and will be contacted via the Internet about four times a year after registering at [www.voiceoftheregion.com](http://www.voiceoftheregion.com).

Local participants are key to Voice of the Region's success.

"For the last number of years, a number of businesses have been building global or national panels," says Campos. "We wanted a regional panel, for our clients and for our region.

"Most of our panel is from Allegheny County, but what we wanted is a broader, more representative regional sample," she adds.

Approximately 23,000 people currently take part in the quarterly surveys, but only .3 percent are from Fayette County. More than 75 percent are from Allegheny County.

Campos says that the more people from this area who participate, the more the surveys will reflect all of western Pennsylvania, not just the largely urban Allegheny County.

And the surveys do make a difference. Campos says that a recent meeting on the arts in Pittsburgh not only revealed that arts generate more money for Pittsburgh than sports, but the Voice of the Region's survey showed how much local residents appreciate fine and performing arts.

"The arts councils got some additional grants because of our survey," she says.

Other surveys have dealt with the health of the region, technology, public education and the current and future economic situation.

Campos says that the surveys "help clients understand the voice of the customer in order to make better business decisions. The whole thing is to get a panel representative of the region. For business purposes, an employer or potential employer would be interested in workplace attitudes. The real issue is who has the relationship with that end customer and who is going to participate in the surveys"

Each survey consists of 10 to 12 questions and takes less than five minutes to complete. Campos Inc. does not make its list of survey participants' identities or e-mail addresses available to anyone, nor does it ask for participants' names, just an e-mail address.

"We guarantee complete confidentiality," Campos says.

Once the data has been collated, each participant receives a copy of the survey results by e-mail.

Whether through personal computers or computers at libraries, "about 65 percent of the region has computer access," says Campos. "The over 55 age group is the fastest-growing segment of computer users across the nation."

Sign up online at [www.voiceoftheregion.com](http://www.voiceoftheregion.com) or call 412-471-8484, ext. 409 for more information.

"We're taking the temperature and the pulse of the region," says Campos.

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