



Hear the People.

Pittsburgh Opinion Exchange Project
Prepared for the Greater Pittsburgh Arts Council

January 7, 2009



The Pittsburgh Opinion Exchange (POE) is a collaboration between Pittsburgh Today and regional non-profits for the purposes of capturing and measuring the opinions, demographics, and behaviors of local residents.



Civic Science uses web-based polling widgets and data analysis software to generate valuable insights into consumer preference and behavior.



Web-based Polling Widgets

Pittsburgh TODAY

In which of these restaurant venues would you feel most at home?

Vote

Pittsburgh TODAY

E-Mail Address

This information is used to protect against fraudulent voting. Your information is never shared.

Submit

Expandable, JavaScript widget

Weekly 3-question polls maximize participation

Ascertain demographics, affluence, consumer behavior, ideals, attitudes, etc.

Anonymous tracking of users enable 'longitudinal' analysis

← Web 2.0 tools create 'virality'



How It Works

- 'Grab' widget at Pittsburgh Today
- Post poll on your site
- Questions update weekly
- Provide input, have your questions asked
- Capture key demographic info
- Merge poll data with existing customer data sources

PittsburghTODAY

Question 1 of 3

In which of these restaurant venues would you feel most at home?

- Primanti's
- Morton's or Ruth's Chris
- Any Big Burrito Group Restaurant

Vote

Greater Pittsburgh **Arts** COUNCIL
Empowering the people who give us art.

About Us Staff/Board Subscribe

Cultural Policy and Research ProBono Consulting Professional Development Publications Resources Grants Membership Support ProArtsTickets

Upcoming Events - Register Online

- > Intellectual Property: Legal Considerations for the Savvy Artist
Tuesday, January 13, 2009, 5:30 pm Register Now
- > Love (and Know) Thy Audience
Wednesday, January 21, 2009, 9 am Register Now

Announcements

- > 2009 Work of Art Awards nomination forms are now available.
- > Voting for America's top arts destinations is now open. Help Pittsburgh keep the title of America's #1 Mid-sized Arts City by casting your vote at *American Style Magazine* today.
- > Announcing our 2008 Pennsylvania Partners in the Arts Grantees.
- > Announcing our newest grant program: The BNY Mellon Audience Development Fund!
- > The Arts Council has a new Strategic Plan We invite everyone to comment on the plan on the Arts Council Blog.

PittsburghTODAY

In which of these restaurant venues would you feel most at home?

Vote

Learn more about polling widgets and how your organization can help us to tell the story of the Arts in Pittsburgh.

Downloadable Resources
Applications, walking tours and more in PDF and word formats.

PittsburghTODAY

E-Mail Address

This information is used to protect against fraudulent voting. Your information is never shared.

Submit

First Name	Last Name	City	State	Zip	Age	Gender	Income	Education	Occupation	Artistic Interest	Artistic Activity	Artistic Frequency	Artistic Budget	Artistic Location	Artistic Type	Artistic Duration	Artistic Frequency	Artistic Budget	Artistic Location	Artistic Type	Artistic Duration
John	Doe	Pittsburgh	PA	15201	35	M	\$45,000	High School	Teacher	Yes	Weekly	1-2 hours	\$100	Local	Visual Arts	1-2 years					
Jane	Smith	Pittsburgh	PA	15202	42	F	\$55,000	College	Manager	Yes	Monthly	3-4 hours	\$200	Local	Performing Arts	3-5 years					
Bob	Johnson	Pittsburgh	PA	15203	28	M	\$35,000	High School	Student	No	Never	0 hours	\$0	None	None	0 years					
Alice	Williams	Pittsburgh	PA	15204	55	F	\$65,000	College	Executive	Yes	Daily	5-6 hours	\$500	Local	Visual Arts	6-10 years					
Charlie	Brown	Pittsburgh	PA	15205	30	M	\$40,000	College	Engineer	Yes	Weekly	1-2 hours	\$150	Local	Performing Arts	1-3 years					
Diana	Green	Pittsburgh	PA	15206	48	F	\$50,000	College	Writer	Yes	Monthly	3-4 hours	\$250	Local	Visual Arts	3-5 years					
Frank	White	Pittsburgh	PA	15207	25	M	\$30,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Grace	Black	Pittsburgh	PA	15208	60	F	\$70,000	College	Retired	Yes	Daily	5-6 hours	\$600	Local	Visual Arts	10+ years					
Henry	Gold	Pittsburgh	PA	15209	38	M	\$48,000	College	Designer	Yes	Weekly	1-2 hours	\$180	Local	Performing Arts	1-3 years					
Ivy	Silver	Pittsburgh	PA	15210	40	F	\$52,000	College	Artist	Yes	Daily	5-6 hours	\$700	Local	Visual Arts	6-10 years					
Jack	Copper	Pittsburgh	PA	15211	22	M	\$25,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Karen	Lead	Pittsburgh	PA	15212	50	F	\$60,000	College	Manager	Yes	Weekly	1-2 hours	\$300	Local	Performing Arts	3-5 years					
Leo	Zinc	Pittsburgh	PA	15213	32	M	\$38,000	College	Engineer	Yes	Monthly	3-4 hours	\$220	Local	Visual Arts	1-3 years					
Mia	Nickel	Pittsburgh	PA	15214	45	F	\$58,000	College	Executive	Yes	Daily	5-6 hours	\$450	Local	Performing Arts	6-10 years					
Noah	Copper	Pittsburgh	PA	15215	27	M	\$32,000	High School	Student	No	Never	0 hours	\$0	None	None	0 years					
Olivia	Gold	Pittsburgh	PA	15216	58	F	\$68,000	College	Retired	Yes	Daily	5-6 hours	\$800	Local	Visual Arts	10+ years					
Peter	Silver	Pittsburgh	PA	15217	33	M	\$42,000	College	Engineer	Yes	Weekly	1-2 hours	\$160	Local	Performing Arts	1-3 years					
Quinn	Nickel	Pittsburgh	PA	15218	43	F	\$54,000	College	Manager	Yes	Monthly	3-4 hours	\$280	Local	Visual Arts	3-5 years					
Rachel	Copper	Pittsburgh	PA	15219	24	F	\$28,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Samuel	Lead	Pittsburgh	PA	15220	52	M	\$62,000	College	Executive	Yes	Daily	5-6 hours	\$550	Local	Performing Arts	6-10 years					
Tina	Zinc	Pittsburgh	PA	15221	36	F	\$46,000	College	Designer	Yes	Weekly	1-2 hours	\$190	Local	Visual Arts	1-3 years					
Uma	Nickel	Pittsburgh	PA	15222	47	F	\$56,000	College	Manager	Yes	Monthly	3-4 hours	\$320	Local	Performing Arts	3-5 years					
Victor	Copper	Pittsburgh	PA	15223	29	M	\$34,000	High School	Student	No	Never	0 hours	\$0	None	None	0 years					
Wendy	Gold	Pittsburgh	PA	15224	59	F	\$69,000	College	Retired	Yes	Daily	5-6 hours	\$850	Local	Visual Arts	10+ years					
Xavier	Silver	Pittsburgh	PA	15225	34	M	\$44,000	College	Engineer	Yes	Weekly	1-2 hours	\$170	Local	Performing Arts	1-3 years					
Yvonne	Nickel	Pittsburgh	PA	15226	44	F	\$54,000	College	Manager	Yes	Monthly	3-4 hours	\$300	Local	Visual Arts	3-5 years					
Zoe	Copper	Pittsburgh	PA	15227	26	F	\$30,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Adam	Lead	Pittsburgh	PA	15228	51	M	\$61,000	College	Executive	Yes	Daily	5-6 hours	\$580	Local	Performing Arts	6-10 years					
Bella	Zinc	Pittsburgh	PA	15229	37	F	\$47,000	College	Designer	Yes	Weekly	1-2 hours	\$200	Local	Visual Arts	1-3 years					
Carl	Nickel	Pittsburgh	PA	15230	46	M	\$53,000	College	Manager	Yes	Monthly	3-4 hours	\$310	Local	Performing Arts	3-5 years					
Dora	Copper	Pittsburgh	PA	15231	23	F	\$27,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Ethan	Lead	Pittsburgh	PA	15232	53	M	\$63,000	College	Executive	Yes	Daily	5-6 hours	\$620	Local	Performing Arts	6-10 years					
Fiona	Zinc	Pittsburgh	PA	15233	38	F	\$48,000	College	Designer	Yes	Weekly	1-2 hours	\$210	Local	Visual Arts	1-3 years					
George	Nickel	Pittsburgh	PA	15234	48	M	\$55,000	College	Manager	Yes	Monthly	3-4 hours	\$330	Local	Performing Arts	3-5 years					
Helen	Copper	Pittsburgh	PA	15235	25	F	\$29,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Ian	Lead	Pittsburgh	PA	15236	54	M	\$64,000	College	Executive	Yes	Daily	5-6 hours	\$640	Local	Performing Arts	6-10 years					
Jane	Zinc	Pittsburgh	PA	15237	39	F	\$49,000	College	Designer	Yes	Weekly	1-2 hours	\$220	Local	Visual Arts	1-3 years					
Karl	Nickel	Pittsburgh	PA	15238	49	M	\$56,000	College	Manager	Yes	Monthly	3-4 hours	\$340	Local	Performing Arts	3-5 years					
Laura	Copper	Pittsburgh	PA	15239	24	F	\$28,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Mark	Lead	Pittsburgh	PA	15240	55	M	\$65,000	College	Executive	Yes	Daily	5-6 hours	\$660	Local	Performing Arts	6-10 years					
Nancy	Zinc	Pittsburgh	PA	15241	40	F	\$50,000	College	Designer	Yes	Weekly	1-2 hours	\$230	Local	Visual Arts	1-3 years					
Oscar	Nickel	Pittsburgh	PA	15242	50	M	\$57,000	College	Manager	Yes	Monthly	3-4 hours	\$350	Local	Performing Arts	3-5 years					
Peter	Copper	Pittsburgh	PA	15243	26	M	\$31,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Quinn	Lead	Pittsburgh	PA	15244	56	F	\$66,000	College	Executive	Yes	Daily	5-6 hours	\$680	Local	Performing Arts	6-10 years					
Rachel	Zinc	Pittsburgh	PA	15245	41	F	\$51,000	College	Designer	Yes	Weekly	1-2 hours	\$240	Local	Visual Arts	1-3 years					
Samuel	Nickel	Pittsburgh	PA	15246	51	M	\$58,000	College	Manager	Yes	Monthly	3-4 hours	\$360	Local	Performing Arts	3-5 years					
Tina	Copper	Pittsburgh	PA	15247	27	F	\$32,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Uma	Lead	Pittsburgh	PA	15248	57	F	\$67,000	College	Executive	Yes	Daily	5-6 hours	\$700	Local	Performing Arts	6-10 years					
Victor	Zinc	Pittsburgh	PA	15249	42	M	\$52,000	College	Designer	Yes	Weekly	1-2 hours	\$250	Local	Visual Arts	1-3 years					
Wendy	Nickel	Pittsburgh	PA	15250	52	F	\$59,000	College	Manager	Yes	Monthly	3-4 hours	\$370	Local	Performing Arts	3-5 years					
Xavier	Copper	Pittsburgh	PA	15251	28	M	\$33,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Yvonne	Lead	Pittsburgh	PA	15252	58	F	\$68,000	College	Executive	Yes	Daily	5-6 hours	\$720	Local	Performing Arts	6-10 years					
Zoe	Zinc	Pittsburgh	PA	15253	43	F	\$53,000	College	Designer	Yes	Weekly	1-2 hours	\$260	Local	Visual Arts	1-3 years					
Adam	Nickel	Pittsburgh	PA	15254	53	M	\$60,000	College	Manager	Yes	Monthly	3-4 hours	\$380	Local	Performing Arts	3-5 years					
Bella	Copper	Pittsburgh	PA	15255	29	F	\$34,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Carl	Lead	Pittsburgh	PA	15256	59	M	\$69,000	College	Executive	Yes	Daily	5-6 hours	\$740	Local	Performing Arts	6-10 years					
Dora	Zinc	Pittsburgh	PA	15257	44	F	\$54,000	College	Designer	Yes	Weekly	1-2 hours	\$270	Local	Visual Arts	1-3 years					
Ethan	Nickel	Pittsburgh	PA	15258	54	M	\$61,000	College	Manager	Yes	Monthly	3-4 hours	\$390	Local	Performing Arts	3-5 years					
Fiona	Copper	Pittsburgh	PA	15259	30	F	\$35,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
George	Lead	Pittsburgh	PA	15260	60	M	\$70,000	College	Executive	Yes	Daily	5-6 hours	\$760	Local	Performing Arts	6-10 years					
Helen	Zinc	Pittsburgh	PA	15261	45	F	\$55,000	College	Designer	Yes	Weekly	1-2 hours	\$280	Local	Visual Arts	1-3 years					
Ian	Nickel	Pittsburgh	PA	15262	55	M	\$62,000	College	Manager	Yes	Monthly	3-4 hours	\$400	Local	Performing Arts	3-5 years					
Jane	Copper	Pittsburgh	PA	15263	31	F	\$36,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Karl	Lead	Pittsburgh	PA	15264	61	M	\$71,000	College	Executive	Yes	Daily	5-6 hours	\$780	Local	Performing Arts	6-10 years					
Laura	Zinc	Pittsburgh	PA	15265	46	F	\$56,000	College	Designer	Yes	Weekly	1-2 hours	\$290	Local	Visual Arts	1-3 years					
Mark	Nickel	Pittsburgh	PA	15266	56	M	\$63,000	College	Manager	Yes	Monthly	3-4 hours	\$410	Local	Performing Arts	3-5 years					
Nancy	Copper	Pittsburgh	PA	15267	32	F	\$37,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Oscar	Lead	Pittsburgh	PA	15268	62	M	\$72,000	College	Executive	Yes	Daily	5-6 hours	\$800	Local	Performing Arts	6-10 years					
Peter	Zinc	Pittsburgh	PA	15269	47	M	\$57,000	College	Designer	Yes	Weekly	1-2 hours	\$300	Local	Visual Arts	1-3 years					
Quinn	Nickel	Pittsburgh	PA	15270	57	F	\$64,000	College	Manager	Yes	Monthly	3-4 hours	\$420	Local	Performing Arts	3-5 years					
Rachel	Copper	Pittsburgh	PA	15271	33	F	\$38,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Samuel	Lead	Pittsburgh	PA	15272	63	M	\$73,000	College	Executive	Yes	Daily	5-6 hours	\$820	Local	Performing Arts	6-10 years					
Tina	Zinc	Pittsburgh	PA	15273	48	F	\$58,000	College	Designer	Yes	Weekly	1-2 hours	\$310	Local	Visual Arts	1-3 years					
Uma	Nickel	Pittsburgh	PA	15274	58	F	\$65,000	College	Manager	Yes	Monthly	3-4 hours	\$430	Local	Performing Arts	3-5 years					
Victor	Copper	Pittsburgh	PA	15275	34	M	\$39,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Wendy	Lead	Pittsburgh	PA	15276	64	F	\$74,000	College	Executive	Yes	Daily	5-6 hours	\$840	Local	Performing Arts	6-10 years					
Xavier	Zinc	Pittsburgh	PA	15277	49	M	\$59,000	College	Designer	Yes	Weekly	1-2 hours	\$320	Local	Visual Arts	1-3 years					
Yvonne	Nickel	Pittsburgh	PA	15278	59	F	\$66,000	College	Manager	Yes	Monthly	3-4 hours	\$440	Local	Performing Arts	3-5 years					
Zoe	Copper	Pittsburgh	PA	15279	35	F	\$40,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Adam	Lead	Pittsburgh	PA	15280	65	M	\$75,000	College	Executive	Yes	Daily	5-6 hours	\$860	Local	Performing Arts	6-10 years					
Bella	Zinc	Pittsburgh	PA	15281	50	F	\$60,000	College	Designer	Yes	Weekly	1-2 hours	\$330	Local	Visual Arts	1-3 years					
Carl	Nickel	Pittsburgh	PA	15282	60	M	\$67,000	College	Manager	Yes	Monthly	3-4 hours	\$450	Local	Performing Arts	3-5 years					
Dora	Copper	Pittsburgh	PA	15283	36	F	\$41,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Ethan	Lead	Pittsburgh	PA	15284	66	M	\$76,000	College	Executive	Yes	Daily	5-6 hours	\$880	Local	Performing Arts	6-10 years					
Fiona	Zinc	Pittsburgh	PA	15285	51	F	\$61,000	College	Designer	Yes	Weekly	1-2 hours	\$340	Local	Visual Arts	1-3 years					
George	Nickel	Pittsburgh	PA	15286	61	M	\$68,000	College	Manager	Yes	Monthly	3-4 hours	\$460	Local	Performing Arts	3-5 years					
Helen	Copper	Pittsburgh	PA	15287	37	F	\$42,000	High School	Unemployed	No	Never	0 hours	\$0	None	None	0 years					
Ian	Lead	Pittsburgh	PA	15288	67	M	\$77,000	College	Executive	Yes	Daily	5-6 hours	\$900	Local	Performing Arts	6-10 years					
Jane	Zinc	Pittsburgh	PA	15289	52	F	\$62,000	College	Designer	Yes	Weekly	1-2 hours	\$350	Local	Visual Arts	1-3 years					
Karl	Nickel	Pittsburgh	PA	15290	62	M	\$69,000	College	Manager	Yes	Monthly	3-4 hours	\$470	Local	Performing Arts	3-5 years					
Laura	Copper	Pittsburgh	PA	15291	38	F	\$43,000	High School	Unemployed	No											



Dashboard and Data Viewer

- View real-time results (local & global data)
- Access archived polls
- Download raw data for your site



The screenshot shows the Civic Science Dashboard. At the top, there is a navigation bar with links for Home, My Account, My Voting History, and Feedback. Below this is a header with the Civic Science logo and the tagline "Be counted. Be connected. Be heard." The main content area is titled "Dashboard" and features a "Hot Button Issue" section with a poll question: "What is your favorite Major Pro Sports League?". Below this is a "Snapshot" section with statistics: Surveys: 21, Questions Answered: 951, Avg. Survey Num Answers: 45, Lowest Survey Num Answers: 2, Highest Survey Num Answers: 119, and Unique Respondents: 210. The "My Account" sidebar includes links for Logout, Edit Profile, Change Password, My Voting History, Recent Polls, and Data Visualizer. The "Data Visualizer" section is highlighted with an arrow from the text box on the left. The main content area also includes a "Lifestyle Survey 12/28/2008" section with a pie chart and a table of results.

Answer	Response (%)
Any Big Burrito Group Restaurant	63.16%
Primanti's	36.84%
Total Respondents	19

- Query and cross-tabulate
- Filter by demographic, etc.
- Generate reports/charts
- Integrate other data*



The screenshot shows the Civic Science Data Viewer. At the top, there is a navigation bar with links for Home, My Account, My Voting History, and Feedback. Below this is a header with the Civic Science logo and the tagline "Be counted. Be connected. Be heard." The main content area is titled "data viewer." and features a "Hot Button Issue" section with a poll question: "What is your favorite Major Pro Sports League?". Below this is a "Return to Dashboard" link and a "be heard." button. The main content area is divided into two sections: "Q1: Please indicate your gender" and "Q2: Of these, which do you believe is Western PA's most famous tourist destination?". The "Q1" section shows a list of answers: Male (selected), Female, and Turn filters off. The "Q2" section shows a pie chart and a table of results.

#	Answer	Response	(%)
1	Nemacolin Woodlands	1	0.00%
2	Falling Water	10	90.91%
3	Seven Springs	0	0.00%

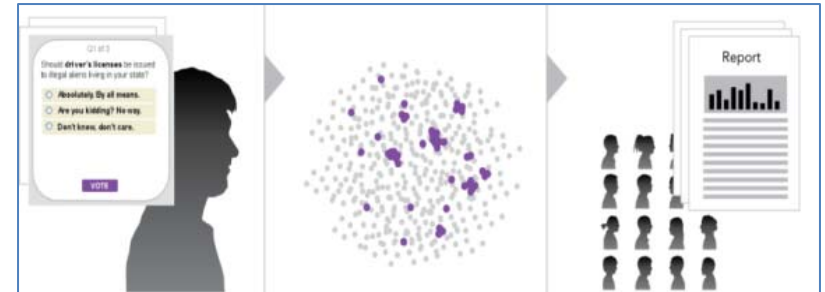


What is the Goal?

#1 Engage and profile your donors, customers, and members to support marketing and programming



#3 Create a powerful community asset and research tool



#2 Compare your stakeholders to the broader community as a whole





Survey Strategy

- Weekly 3-question polls
- Demographics generated ‘intelligently’
- Participants propose questions for future polls
- Promotion is **critical**: Poll should be “above the fold” on your website and mentioned in any email communications with stakeholders.