



THE PITTSBURGH REGIONAL
DIVERSITY
SURVEY

REGIONAL
WORKFORCE
DIVERSITY
INDICATORS
INITIATIVE

2016

R E G I O N A L
W O R K F O R C E
D I V E R S I T Y
I N D I C A T O R S
I N I T I A T I V E

The Regional Workforce Diversity Indicators Initiative is a coalition of Pittsburgh area organizations convened by the nonprofit Vibrant Pittsburgh to gather and publish data and other information related to workforce diversity and building a more diverse regional workforce. The initiative, which arose from discussions among members of the Pittsburgh Today economy committee, includes the following organizations:

- Vibrant Pittsburgh
- Pittsburgh Today
- University of Pittsburgh University Center for Social and Urban Research
- Three Rivers Workforce Investment Board
- Pittsburgh Regional Alliance
- University of Pittsburgh Center on Race and Social Problems

The Initiative's earlier report on workforce diversity, *Behind the Times: The Limited Role of Minorities in the Pittsburgh Workforce*, examined workforce participation, job sector employment and worker incomes across race and ethnicity.

All of the Initiative's reports and data related to regional workforce diversity can be found online at: WWW.PITTSBURGHTODAY.ORG/DIVERSITY.HTML

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CONTENTS

4	KEY FINDINGS IN BRIEF
8	SURVEY METHODS
10	INTRODUCTION
12	WORKPLACE
15	JOB SECTORS
17	COMMUNITY/REGION
20	PERSPECTIVES AMONG MINORITIES
22	FOREIGN BORN
24	EDUCATION
26	INCOME
28	AGE
29	GENDER
30	SEXUAL ORIENTATION
	DATA & CHARTS
13	Perceptions of minority hiring practices / Creation of diverse workplaces
16	Creation of diverse workplaces
18	Pittsburgh is welcoming / I would recommend Pittsburgh as a place to live
21	How diverse is your workplace? / There is value in a diverse workplace
23	Job satisfaction / Sense of belonging in the workplace
25	Diversity training / Diversity info fatigue / Move due to lack of advancement
27	Promotion advantages / Socializing with other races & ethnicities
30	Socializing with other races & ethnicities / Ease of socializing / How welcome do you feel in Pittsburgh?

KEY FINDINGS IN BRIEF

The Pittsburgh Regional Diversity Survey asked southwestern Pennsylvania residents for their **VIEWS ON DIVERSITY** in the workplace, region and their neighborhood.

Of the 3,553 people who took the online survey, 78 percent are white, 13.2 percent are African American, 3.9 percent are Hispanic, 2.9 percent are Asian and 2.1 percent are of mixed race. Here are the key findings:

||| WORKPLACE

- Overall, 68 percent of all residents surveyed “strongly agree” there is value in a diverse workplace. But an opinion gap exists along racial lines: 80 percent of minorities strongly agree a diverse workplace has value compared with fewer than 64 percent of white workers.
- Fewer than 30 percent of workers describe their workplace as “very diverse.” White workers are almost twice as likely as minorities to describe workplaces as “very diverse.”
- Only half of workers overall describe their employer as being very committed to hiring minority workers. And only 42 percent see their employers as being very committed to advancing and promoting minority workers.
- Minorities are much less likely to hold their employer’s commitment to diversity in high regard. For example, 55 percent of white workers feel their employer is very committed to hiring minorities while 34 percent of minority workers say the same about their employer.



- 73 percent of white workers say their race isn’t a factor in getting a promotion while only 51 percent of minorities agree. And 31 percent of minorities see their race and ethnicity as a disadvantage in such decisions; only 13 percent of whites feel the same way.
- More than 86 percent of workers overall are satisfied to some degree with their job. But while 52 percent of white workers are very satisfied with their job, only 34 percent of minority workers feel the same way about theirs.

||| JOB SECTORS

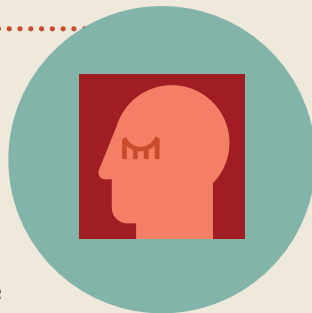
- Workers in local industry sectors with high minority representation are more likely than those employed in low-minority sectors to feel their employer is very committed to hiring minorities and recruiting a diverse workforce, regardless of their race and ethnicity.



- White workers in sectors where minority representation is high are the most likely of all employees surveyed to give their employers high marks for hiring minorities, recruiting a diverse workforce and promoting and advancing minorities.
- Minorities in sectors where minority representation is high are the most likely to see their race or ethnicity as a disadvantage.
- The highest rate of job satisfaction is found among white workers in industry sectors where minority representation is low. More than 53 percent say they are very satisfied with their job.
- The lowest job satisfaction is found among racial and ethnic minorities in sectors where minority representation is high. Only 32 percent are very satisfied with their job and more than 20 percent are dissatisfied.

||| COMMUNITY

- Only 26 percent of all residents surveyed describe the region as “very diverse.” Race and ethnicity tend to influence their views. Only 11 percent of minority residents feel the region is very diverse while 31 percent of white resident see it as such.
- 75 percent of white residents say they feel very welcome in southwestern Pennsylvania, compared to 36 percent of minorities.
- More than 70 percent of white residents say southwestern Pennsylvania is more welcoming than other places they’ve lived. Fewer than 40 percent of minorities agree.



- 79 percent of whites feel the region embraces racial and ethnic minorities. But only 41 percent of minorities feel southwestern Pennsylvania is a place that embraces them.
- Only 31 percent of all residents say it’s “very easy” to find people to socialize with. White residents are nearly twice as likely than minorities to say that’s the case.
- The strength of their social network and how connected they feel to their community are among the least important reasons why residents say they would leave the region. The reasons they most often mention are lack of advancement at work and wages.
- One of the more striking differences in perspective is seen in whether residents would recommend the region to others. Some 70 percent of white residents say they definitely would. But only 28 percent of minorities surveyed would definitely endorse it.

||| RACE/ETHNICITY

- Nearly 85 percent of African American workers surveyed strongly agree there is value in having a very diverse workplace. But they are the least likely of all workers to describe their workplace as such.
- African Americans are also the least likely of minority workers to say their employers are very committed to hiring minorities, recruiting a generally diverse workforce, and promoting and advancing racial and ethnic minorities.



KEY FINDINGS IN BRIEF

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- Asian workers are the most likely of minorities to feel their employers are very committed to recruiting a generally diverse workforce and to feel their employers are very committed to promoting racial and ethnic minorities at work.
- Residents of mixed race are the most likely of minorities surveyed to see the region as “very diverse,” but less than 21 percent describe it that way.
- The most likely of minority residents to say they feel welcome in the region are Asians. Yet, only 50 percent feel that way.
- Most minorities would likely recommend southwestern Pennsylvania to others. 86 percent of Asian and 85 percent of Hispanic residents say they definitely or probably would. But only 42 percent of African Americans would likely endorse the region.

||| FOREIGN BORN



- Compared with U.S.-born workers, foreign-born workers are more likely to strongly believe there is value in a diverse workplace. More than 75 percent feel that way.
- They are also less likely than U.S.-born workers to see their employer as very committed to recruiting and hiring minorities and promoting and advancing them.
- Foreign-born residents most often mention lack of advancement in their career and wages as the most important reasons they would leave southwestern Pennsylvania.
- 67 percent of U.S.-born residents see southwestern Pennsylvania as a “very welcoming” place. Only 46 percent of foreign-born residents agree.

- Nearly 87 percent of foreign-born residents believe it is important to live in a diverse neighborhood compared with 66 percent of U.S.-born residents. But nearly 42 percent of foreign-born residents live in neighborhoods they say are not at all diverse.
- Southwestern Pennsylvania can't count on a definite endorsement from its foreign-born residents. Fewer than 50 percent say they would definitely recommend it to others compared to 61 percent of U.S.-born residents who would.

||| EDUCATION



- Survey respondents with higher levels of education are much more likely to see value in a diverse workforce than those with just a high school degree.
- But residents with a bachelor's degree or higher are less likely than others to think highly of the level of diversity they encounter at work or their employer's efforts to improve it.
- 42 percent of residents with a high school degree or less feel strongly that the region welcomes minorities. However, that view is shared by fewer than 22 percent of those with a bachelor's degree, 14.5 percent of those with a master's and 13 percent of residents with a doctorate.
- And the more educated residents are, the less likely they are to see southwestern Pennsylvania as more welcoming than other places they've lived.

||| INCOME



- Workers who earn less than \$50,000 a year are less likely than those earning more to say

their employers are “very committed” to hiring and recruiting racial and ethnic minorities.

- Generally, the higher a person’s income, the more likely they are to feel their employer is very committed to improving diversity. For example, the likelihood of workers saying their employer is very committed to recruiting a diverse workforce rises from 37 percent of those earning less than \$25,000 to 66 percent of those earning \$200,000 or more.
- The highest earners are the least likely to describe their workplace as “very diverse.”
- The highest earners are also the least likely to see the region as being very diverse.

diverse workplace. More than 71 percent of women strongly agree there is value in such a workplace. Fewer than 60 percent of men feel the same way.

- Differences also emerge in their views of how committed employers are to diversity. Nearly 55 percent of men, for example, see their employer as “very committed” to hiring minorities, while 48 percent of women feel the same about their employers.
- More than 28 percent of women describe the region as being very diverse compared with 22 percent of men who describe it that way. Women, however, are less likely than men to say they would definitely recommend the region as a place to live.

||| AGE

- Workers aged 25-34 are the least likely of any age to see employers as being very committed to hiring minorities, promoting and advancing minority workers and recruiting a generally diverse workforce.
- Residents 65 or older are the most likely to say they would definitely recommend the region to others as a place to live. Those under age 25 are the least likely to do so.



||| SEXUAL ORIENTATION

- Gay, lesbian and bisexual workers are less likely than heterosexuals to say their employer is very committed to hiring minorities, advancing minorities and recruiting a diverse workforce.
- Significant differences are found on the question of whether a diverse workforce has value. Some 82 percent of gay, lesbian and bisexual workers strongly agree that it does while only 67 percent of heterosexual workers feel the same way.



||| GENDER

- The differences in how men and women view diversity in the workplace and region tend to be narrow compared with those among white and minority residents and U.S.-born and foreign-born residents.
- One of the biggest differences in the perspectives of men and women is in the value of having a very



- Only 55 percent of gay, lesbian and bisexual residents who’ve lived elsewhere consider the region to be more welcoming. More than 66 percent of heterosexual residents feel southwestern Pennsylvania is more welcoming than other places they’ve lived.
- Similarly, significant differences emerge on the topic of whether southwestern Pennsylvania embraces diversity. Some 70 percent of heterosexual residents strongly feel that it does, but only 57 percent of gay, lesbian and bisexual residents agree. ■



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SURVEY METHODS

The Pittsburgh Regional Diversity Survey was conducted in August and September 2015. Data were collected via a web-based survey by the University Center for Social & Urban Research (UCSUR) at the University of Pittsburgh.

The survey link was forwarded to employees from a variety of large local corporations through the Chief Diversity Officer Forum, the Allegheny Conference on Community Development and other groups. The link also was sent to dozens of local affinity groups representing a variety of diverse populations, and was provided in various media outlets to reach as wide an audience as possible. In addition, the survey was sent to the UCSUR Research Registry, a list of approximately 3,500 local residents willing to be contacted for research participation.

The final sample included 3,553 respondents, about 85 percent of whom live in Allegheny County, 14 percent in the surrounding counties of the Pittsburgh Metropolitan Statistical Area, and 1 percent outside the MSA. About 87 percent of the survey respondents were currently employed.

The survey sample was more likely to be minority, foreign born, female, middle-aged, highly educated and higher income than the general southwestern Pennsylvania population. The table in this section shows the demographic characteristics of the survey sample compared with the demographic characteristics of total population age 18 and older living in the Pittsburgh MSA.

The survey consisted of 54 questions covering workplace and general community diversity issues, along with demographic characteristics. No survey

Demographics of survey sample and Pittsburgh MSA population age 18+

DEMOGRAPHIC	POPULATION %	SAMPLE %	DEMOGRAPHIC	POPULATION %	SAMPLE %
SEX			EDUCATION		
Male	47.9	32.7	High school graduate or less	41.9	3.9
Female	52.1	66.6	Some college	28.1	18.7
Transgender/ not sure/other	— ¹	0.7	Bachelor's degree	19.0	37.9
AGE			Master's degree		30.0
Under 24	10.9	3.2	Doctoral or professional degree	11.0 ²	9.5
25–34	16.1	20.3	INCOME		
35–44	14.2	18.6	Less than \$25,000	24.2	7.6
45–54	17.5	22.8	\$25,000–34,999	10.0	10.5
55–64	18.6	24.3	\$35,000–49,999	13.4	18.1
65 or older	22.7	10.9	\$50,000–74,999	18.2	26.0
RACE/ETHNICITY			\$75,000–99,999	12.6	15.9
Hispanic	1.3	3.9	\$100,000–149,999	12.8	12.4
White (non-Hispanic)	87.8	77.9	\$150,000–199,999	4.5	4.1
Asian/Pac Islander (non-Hispanic)	2.1	2.9	\$200,000+	4.3	5.4
American Indian/ Alaska Native (non-Hispanic)	— ¹	0.1	BORN IN USA		
Black (non-Hispanic)	7.6	13.2	Yes	95.9	93.5
Multi-racial (non-Hispanic)	1.2	2.1	No	4.1	6.5

¹Not available

²Graduate or professional degree

NOTE: Percentages may not add to 100 due to rounding.

weights or adjustments were made to the data. As a result, the findings are not necessarily representative of the larger adult population in the Pittsburgh MSA. Instead, this non-probability survey was designed to provide a snapshot of the views of a large and diverse sample of employees and residents from the region. ■

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INTRODUCTION

Southwestern Pennsylvania is an outlier among U.S. metropolitan regions when racial and ethnic diversity is the measure. Less than 14 percent of the Pittsburgh Metropolitan Statistical Area population is African American, Asian, Hispanic and people of mixed race. In none of the other 14 Pittsburgh Today benchmark regions do minorities claim a smaller slice of the population.

Melanie Harrington, *President and CEO*, **Vibrant Pittsburgh**

Douglas Heuck, *Director*, **Pittsburgh Today**

January 2016



An earlier examination of national employment data by the **Regional Workforce Diversity Indicators Initiative** also reveals a southwestern Pennsylvania workforce struggling to look like the rest of the nation and to enable racial and ethnic minorities to claim a greater share of the jobs, careers and wealth the regional economy has to offer.

Racial and ethnic minorities hold only 11 percent of the jobs in southwestern Pennsylvania—a smaller share than what minorities hold in any of the other benchmark regions, according to 2013 data from the U.S. Census Bureau Longitudinal Employer-Household Dynamics program's Quarterly Workforce Indicators.

To put that in perspective, minority workers claim an average of 25 percent of the jobs across those benchmark regions. In Cleveland, they hold 21 percent of the jobs; in Baltimore, 37 percent; and in Atlanta, 44 percent.

Several employment sectors where minorities in southwestern Pennsylvania tend to cluster, such as food services, are found at the bottom of the average pay scale. At the same time, minority employment is strikingly low among some of the best-paying employers, such as utilities and the gas and oil industry.

And while minority participation in the workforce has risen in recent years, it's grown at a pace slower than in many other regions.

Earlier this fall, more than 3,500 southwestern Pennsylvanians shared their views on racial and ethnic diversity in the workplace, the region and their neighborhoods in an online survey.

What emerges from the Pittsburgh Regional Diversity Survey is a complex portrait of a region where white workers, who hold 89 percent of the jobs, are less likely than minorities to strongly feel a diverse workplace is very important. And they tend to see the region as more a more diverse place and their employers as much more committed to diversity than what minorities have come to believe from their experiences living in southwestern Pennsylvania.

It's a region where views within the minority population often differ, sometimes dramatically; a place where African Americans are the most likely of southwestern Pennsylvanians surveyed to place a high value on diversity, but are the least likely to feel the region and their workplace are very diverse and to feel welcome in the community.

It's also a place where more than 77 percent of workers surveyed say their employers have adopted policies and goals that address diversity.

Ultimately, southwestern Pennsylvania is a region that more than 89 percent of residents overall say they'd definitely or probably recommend to others, despite its shortcomings—although those numbers, like many others, are dramatically different when viewed through the lens of race and ethnicity. ■



||| WORKPLACE |||

A GROWING NUMBER OF PITTSBURGH-area employers see value in increasing the diversity of the region's workforce to draw on more of the talents and ideas of minority populations long underrepresented in the workplace.

.....
And in an increasingly diverse world, the more diverse the region, the more appeal it holds for companies looking to relocate or expand and the easier it becomes to attract new talent of all races and ethnicities.

Whether the workers themselves see value in a diverse workforce is another question. Overall, 68 percent of those who participated in the Pittsburgh Regional Diversity Survey "strongly agree" there is value in a diverse workplace.

But an opinion gap exists along racial lines. More than 80 percent of African American, Asian, Hispanic and workers of mixed race strongly agree a diverse workplace has value, while fewer than 64 percent of white workers feel the same way.

Regardless of how much they value diversity, relatively few employees work in a place where diversity has blossomed.

Fewer than 30 percent of workers overall describe their workplace as "very diverse." And there are significant differences when race and ethnicity is considered: 33 percent of white workers feel their workplace is very diverse, while only 18 percent of minorities describe their workplace as such.

||| EMPLOYER COMMITMENT

More than 77 percent of workers overall say their employers have policies, practices and goals that address diversity. And more than 82 percent say they have had training on diversity issues.

But that's not enough to warrant high praise from many of those surveyed.

Only half of workers overall describe their employer as being "very committed" to hiring minority workers. Fewer than 49 percent see their employer as very committed to recruiting a generally diverse workforce. And only 42 percent of all workers surveyed see their employers as being very committed to advancing and promoting minority workers, although another 30 percent describe their employer as "moderately" committed to doing so.

In each case, minorities are much less likely than whites to hold their employer's commitment in high regard. For example, 55 percent of white workers feel their employer is very committed to hiring racial and ethnic minorities, while 34 percent of minority workers see their employer as having the same level of commitment.

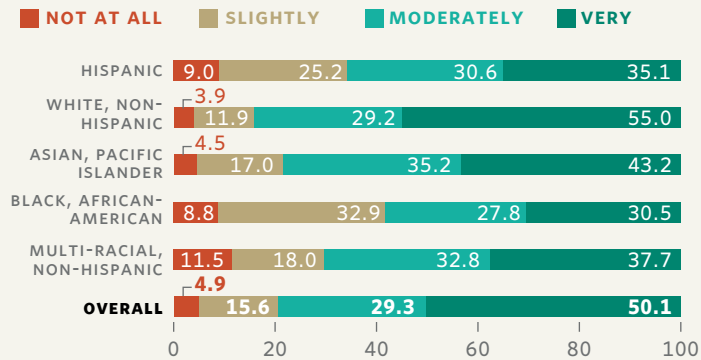
And while 46 percent of white workers say their employer is very committed to advancing and promoting minority

SELECT SURVEY DATA:

Throughout this report are data charts showing select survey questions and answers, as categorized by the race of respondents.



How committed do you think your employer is to recruiting and hiring employees from racial and ethnic minority groups?



DATA SOURCE: Pittsburgh Regional Diversity Survey

workers, fewer than 25 percent of minority workers feel that is the case where they work.

Workers in the Pittsburgh Metropolitan Statistical Area who live in the six counties surrounding Allegheny County are more likely than those living in Allegheny County to see their employers as very committed to hiring minority workers and recruiting a generally diverse workplace. They are also more likely to say the same thing about their employer’s commitment to promoting and advancing minority workers.

||| WORKPLACE PRACTICES

White and minority workers tend to hold widely divergent views on whether race and ethnicity influence promotions where they work.

A full 73 percent of white workers don’t believe their race makes a difference compared with 51 percent of minority workers who feel their race or ethnicity isn’t a factor in such decisions. But more than 31 percent of minorities see their race and ethnicity as a disadvantage when it comes to getting promoted, something only 13 percent of whites feel is the case.

A similar pattern in responses is seen when workers are asked whether their race or ethnicity influences their ability to get a pay raise. Overall, 73 percent don’t think it matters—a view held by 78 percent of white workers but only by 55 percent of minority workers.

Affinity or resource groups for people of similar backgrounds do not appear to be a widely used practice to help address diversity issues in workplaces throughout southwestern Pennsylvania. Only 46 percent of all workers surveyed say such groups are available where they work. But while there is little difference among white and minority workers in the availability of affinity groups, white workers are much less likely than minorities to participate in them.

Diversity in the workforce is an issue that has gotten increasing attention in recent years. And more than two-thirds of workers overall say they’re not tired of hearing, reading or learning about it. However, 33 percent of white workers say they are, compared with only 13 percent of the African Americans, Asians, Hispanics and workers of mixed race.

||| JOB SATISFACTION

Workers across the region seem fairly content with their jobs. More than 86 percent overall are satisfied to some degree with their work. But there is a fairly large gap between the white and minority workers who say they are “very satisfied” with the job they hold.

Nearly 52 percent of white workers are very satisfied with their job compared with only 34 percent of minority workers. And nearly 20 percent of minority workers say they are dissatisfied with their job while only 12 percent of white workers feel the same. ■



A CLOSER LOOK

Workplace Diversity: Perceived Value and Commitment

African-Americans and residents surveyed who are younger, more educated and female are the most likely to see greater value in having a diverse workforce, but at the same time they see less of a commitment among employers to diversify the workforce, detailed analyses of the Pittsburgh Regional Diversity Survey data show.

Looking at variables such as age or race one at a time doesn't provide a complete picture and can obscure factors that influence views held by people surveyed. For example, a racial difference on an attitude may be accounted for by the fact that the racial groups differ on another variable, such as education or income.

A more fine-grained picture can be obtained by looking at several variables at once to determine the factors that best predict a certain perspective on an issue.

That method was used to analyze two key outcomes from the survey: The perceived value of having a diverse workforce and the commitment of employers to diversity.

The first was based on responses to the question, "There is value in having a workforce that is very diverse," in which respondents were asked whether they agreed or not and to what degree.

The analysis found that when statistically accounting for all other factors, African-Americans, younger workers, those who are more educated, female workers and gay/lesbian workers are the most likely to think there is greater value in a diverse workforce.

The same method was used to examine employer commitment to diversity based on responses to survey questions that asked workers for their views on how committed their employers are to hiring minorities, recruiting a generally diverse workforce, promoting and advancing minorities, and promoting and advancing a generally diverse workforce.

The analysis found that when statistically accounting for all other factors, minorities in general and younger workers, those who are more educated, lower-income workers, females, gay/lesbian workers, and those who work in an industry with low minority participation are the most likely to hold low opinions of their employer's commitment to diversity. ■



||| JOB SECTORS |||

HOW WORKERS VIEW DIVERSITY IN the workplace and region can vary significantly depending on the industry sector in which they work.

..... African American, Asian and Hispanic and residents of mixed race hold 11 percent of the jobs across those sectors in the Pittsburgh Metropolitan Statistical Area, according to 2013 U.S. Census Longitudinal Employer-Household Dynamics (LEHD) program data.

The Pittsburgh Regional Diversity Survey includes the responses of workers across 20 industry sectors as defined by the North American Industry Classification System. Survey data from eight of those sectors were examined to compare the perspectives of white and minority workers in sectors within the MSA where minorities hold at least 11 percent of the jobs (high-minority representation) and job sectors where minority workers hold less than 11 percent of the jobs (low-minority representation).

The four high-minority representation sectors examined were: health care and social assistance; finance and insurance; public administration; and information, which includes publishing, broadcasting, telecommunications and data processing.

The four low-minority representation sectors examined were: education; professional, scientific and technical services; utilities; and other services, which includes repair and maintenance, personal service and private household work.

||| EMPLOYER COMMITMENT

Workers in job sectors with high minority representation are more likely than those employed in low-minority sectors to feel their employer is very committed to hiring minorities and recruiting a diverse workforce, regardless of their race and ethnicity.

And white workers in sectors where minorities hold at least 11 percent of the jobs are the most likely of all employees surveyed to give their employers high marks for hiring minorities, recruiting a diverse workforce and promoting and advancing minorities.

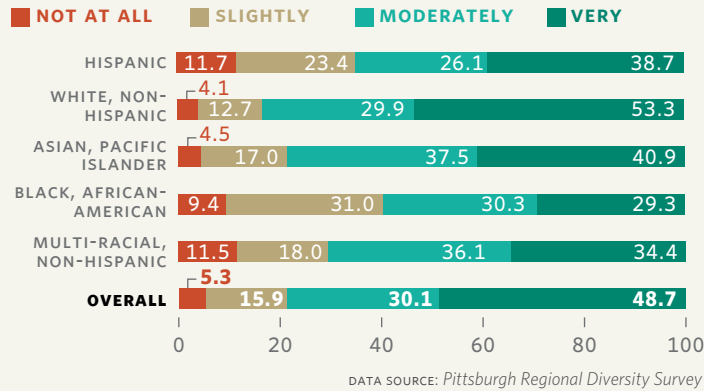
There are, however, significant differences in views. For example, 61 percent of whites in the high-minority industry sectors say their employer is very committed to recruiting and hiring minorities, while only 32 percent of minorities in the same sectors describe their employer's commitment that

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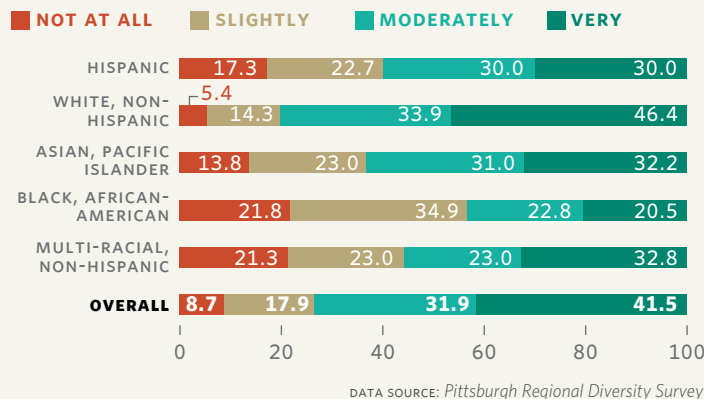
SELECT SURVEY DATA:



How committed do you think your employer is to **recruiting and hiring a generally diverse workforce?**



How committed do you think your employer is to the **promotion and advancement of employees from racial and ethnic minority groups?**



way. In sectors where minority representation is low, only 48 percent of white workers and 35 percent of minority workers believe their employer is very committed to hiring minorities.

||| WORK ENVIRONMENT

Regardless of whether they work in industry sectors where minority representation is high or low, minorities are much more likely than whites to strongly agree there is value in a very diverse workplace.

Racial and ethnic minorities in sectors where they make up at least 11 percent of the workforce are the most likely to feel that way. Nearly 83 percent strongly believe that to be true. The least likely of workers to agree are whites with jobs in industry sectors where minority representation is low. Only 62 percent of those workers feel strongly that a diverse workforce has value.

But it is white workers who are the most likely to find their workplace to be “very diverse.” The largest gap in perceptions is seen in industry sectors with high minority representation, where more than 38 percent of white workers say their workplace is very diverse while fewer than 18 percent of minorities agree.

The majority of workers across industry sectors don’t feel race and ethnicity is a factor that influences promotions where they work. Among those who do, however, minorities in sectors where minority representation is high are the most likely to see their race or ethnicity as a disadvantage. Some 36 percent feel that way, compared with 15 percent of white workers in the same sector, and 25 percent of minorities and 11 percent of whites employed in industry sectors where minority representation is low.

||| JOB SATISFACTION

The highest rate of job satisfaction is found among white workers in industry sectors where minority representation is low. More than 53 percent say they are very satisfied with their job.

Minorities in general are less likely than whites to be satisfied with their job. But the lowest job satisfaction is found among racial and ethnic minorities in sectors where they have 11 percent of the jobs or more. Only 32 percent are very satisfied with their job and more than 20 percent are dissatisfied with what they do for a living. ■



||| COMMUNITY/REGION |||

THE MAJORITY OF SOUTHWESTERN Pennsylvanians surveyed see many aspects of the region in a positive light, including its embrace of diversity, how welcoming it is and how it compares to other places where they've lived.

Those perspectives are largely driven by the region's white residents, who make up about 86 percent of the region's population and 78 percent of the people who took the Pittsburgh Regional Diversity Survey. And that tends to mask some starkly different views held by minorities.

||| IMPRESSIONS OF THE REGION

Residents' responses suggest they are under no illusions that southwestern Pennsylvania is anything but what population data suggest it is. Only 26 percent of all residents who participated in the survey describe the region as "very diverse." Race and ethnicity tend to influence their views.

Only 11 percent of minority residents feel the region is very diverse while 31 percent of white residents see it as such. And 35 percent of minority residents see it as "not at all diverse," a perspective shared by only 11 percent of white residents.

How welcome do residents feel in southwestern Pennsylvania? Ask white residents, and 75 percent say they feel very welcome. But only 36 percent of minorities feel the same way.

Nearly 63 percent of white residents and 70 percent of mi-

norities have lived outside of southwestern Pennsylvania. When asked how welcoming the region is compared with the other places they've lived, 71 percent of whites say it's more welcoming, but fewer than 40 percent of minorities agree.

And 49 percent of minorities see the region as being less welcoming than where they previously lived—a sentiment shared by fewer than 15 percent of white residents who have lived elsewhere.

Does the region embrace racial and ethnic minorities? For 79 percent of whites, the answer is yes, at least to some degree. But only 41 percent of minorities say southwestern Pennsylvania is a place that embraces them.

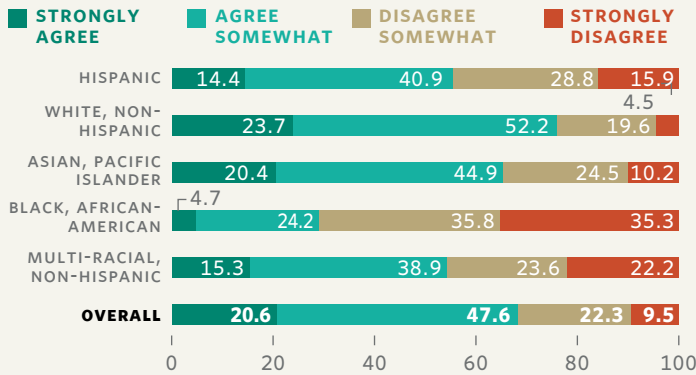
Where residents live is also a factor. Allegheny County residents, for example, are much less likely to see the region as very diverse than those who live in the six other Pittsburgh Metropolitan Statistical Area counties: Armstrong, Beaver, Butler, Fayette, Washington and Westmoreland. Allegheny County residents are also less likely to feel the region embraces racial and ethnic minorities and diversity in general than those who live elsewhere in the MSA. Minorities claim a larger share of the population in Allegheny than in any other county in the MSA.

One of the most striking differences between white and minority residents is in whether they would recommend the region to others. The good news for southwestern Pennsylvania is that more than 89 percent of residents overall say they would "definitely" or "probably" recommend it to others as a place to live. >>

SELECT SURVEY DATA:



“The Pittsburgh region is a place that welcomes and embraces racially and ethnically diverse people.”



hoods. Only 19 percent of white and 17 percent of minority residents describe their neighborhood as “very diverse.” Minorities are more likely than whites to say they live in a neighborhood that is not at all diverse.

||| PERSONAL LIFE

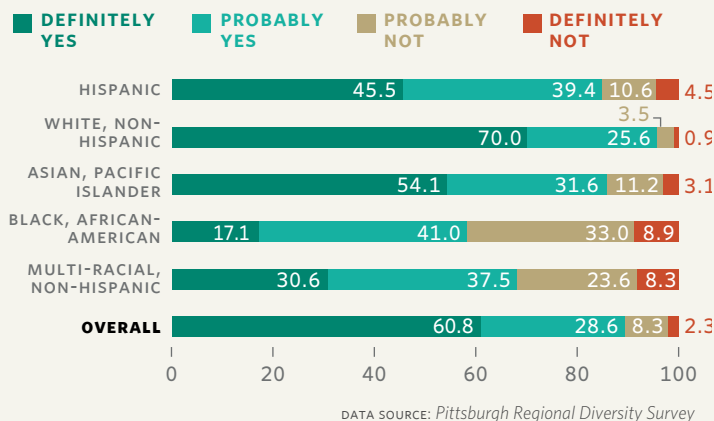
The survey suggests that southwestern Pennsylvania is not the easiest place to find new friends. Fewer than one-third of residents overall feel it’s “very easy” to find people to socialize with. But minority residents find it more difficult to find people they are comfortable socializing with. Only 19 percent say it’s very easy to make friends, compared with 35 percent of white residents. And racial and ethnic minorities are four times more likely than whites to find socializing very difficult.

Minority residents are more likely than whites to mingle with people of another race or ethnicity, the survey suggests. More than 60 percent of minorities say they invite someone of another race or ethnicity to their home at least several times a year, compared with 50 percent of the white residents who do the same. Minorities are also twice as likely to visit the home of someone of another race or ethnicity.

However, the strength of social networks and how connected they feel



Would you recommend the Pittsburgh region as a place to live?



to their community are among the least important reasons why residents say they would leave the region.

Only two percent of whites and two percent of minorities identify “feeling disconnected from the community” as the most important factor in deciding whether to stay or leave. And only two percent of whites and four percent of minorities say the same about the lack of a social network.

Workplace and family are mentioned much more often. More than 39 percent of minorities and 27 percent of white residents say the most important reasons that would cause them to leave are lack of advancement at work and wages. Being closer to family and joining a partner who has been relocated also are among the most often mentioned reasons why both white and minority residents would leave southwestern Pennsylvania. ■

<<

But whether they’d definitely recommend the region to others depends a great deal on their race and ethnicity. Some 70 percent of white residents say they definitely would, but only 28 percent of minorities would definitely give the region their endorsement.

||| NEIGHBORHOOD

Race and ethnicity also divides opinions on how important it is to live in a diverse neighborhood. It’s very important to more than 47 percent of minorities. But fewer than 25 percent of whites feel the same.

Few residents feel they live in highly diverse neighbor-



A CLOSER LOOK

Diversity in the Community: Perceived Value and Acceptance

Minorities, residents with higher levels of education and gay/lesbian residents are more likely than others surveyed to see greater value in living in a diverse neighborhood, but less likely to view the southwestern Pennsylvania as a place that welcomes racially and ethnically diverse people, according to detailed analyses of the Pittsburgh Regional Diversity Survey.

The analyses simultaneously examined perceptions of diversity in neighborhoods and the region across a wide range of variables, including race and ethnicity, income, gender, education and age. Such methods offer a deeper look at the views captured in the survey than is possible from looking at one variable alone.

Two key community-related outcomes from the survey were examined: The perceived value of living in a diverse neighborhood and perceptions of how welcoming the region is to minorities.

One analysis looked at responses to the question, “How important is it for you to live in a racially and ethnically diverse neighborhood?”

The analysis found that, when statistically accounting for all other factors, minorities in general, women, gays and lesbians, respondents with children under the age of 18, residents with a higher education levels, and lower-income residents are more likely to see greater value of living in a diverse neighborhood.

The method was also applied to the question that asks residents whether they agree or disagree with the statement: “The Pittsburgh region is a place that welcomes and embraces racially and ethnically diverse people.”

The analysis found that when statistically accounting for all other factors, minorities in general, U.S.-born residents, gays and lesbians, younger respondents and residents with higher levels of education are the least likely to view the region as being accepting of racial and ethnic minorities. ■



||| PERSPECTIVES AMONG RACIAL AND ETHNIC MINORITIES |||

SOUTHWESTERN PENNSYLVANIA'S minority community might have a different take on diversity than white residents, but differences in perspectives also exist among Asian, African American, Hispanic and multi-racial residents. And the differences among minorities can be significant.

||| IN THE WORKPLACE

The survey strongly suggests that a diverse workplace is something dear to minorities, much more so than white residents. And none of those surveyed value a diverse workforce more than African Americans. Nearly 85 percent strongly believe it is important.

But African Americans are the least likely to be impressed with what they find in the workplace. Only 31 percent see their employers as “very committed” to hiring minorities compared with 55 percent of white workers who feel that way about their employer’s commitment.

Other minorities are also less willing than white workers to give employers high marks for recruiting and hiring mi-

norities: 35 percent of Hispanic workers, 38 percent of workers of mixed race and 43 percent of Asian workers feel their employers are very committed to doing so.

African Americans surveyed also are the least likely of minority workers to say their employers are very committed to recruiting a generally diverse workforce, promoting a generally diverse workforce, advancing racial and ethnic minorities on the job and—along with workers of mixed race—to describe where they work as being “very diverse.”

They also have the lowest job satisfaction rate among minorities. Only 31 percent of African Americans are “very satisfied” with their job. By comparison, half of the Asian workers say they are very satisfied with their job.

Asian workers are also the most likely of minorities to feel their employers are very committed to recruiting a generally diverse workforce and to promoting a generally diverse workforce. And Asian and multi-racial employees are the most likely to feel their employers are very committed to promoting racial and ethnic minorities at work.

The majority of minority workers feel their race or ethnicity would either be an advantage in seeking a promotion or wouldn't be a factor in the decision. However, 38 percent of African American workers feel their race would be a dis-

advantage, compared to 28 percent of Asian workers, 21 percent of Hispanic workers and 16 percent of mixed-race workers who feel the same way.

||| IN THE COMMUNITY

The survey suggests that a significant number of racial and ethnic minorities would like southwestern Pennsylvania to become more diverse and accepting.

Residents of mixed race are the most likely to see the region as “very diverse,” but fewer than 21 percent describe it that way. And only 15 percent of Hispanics, 9 percent of Asians and fewer than 9 percent of African Americans agree with that description.

A sizable majority of African American, Asian, Hispanic and mixed-race residents say living in a diverse neighborhood is important to them. However, no more than 20 percent of the people in any minority group live in neighborhoods they describe as “very diverse.”

Minorities feel much less welcome in southwestern Pennsylvania than whites. The most likely minority to say they feel “very welcome” are Asian residents, yet fewer than 50 percent feel that way. Fewer than 46 percent of Hispanics and 42 percent of mixed-race residents also say they feel very welcome. And only 26 percent of African American residents feel very welcome in the region.

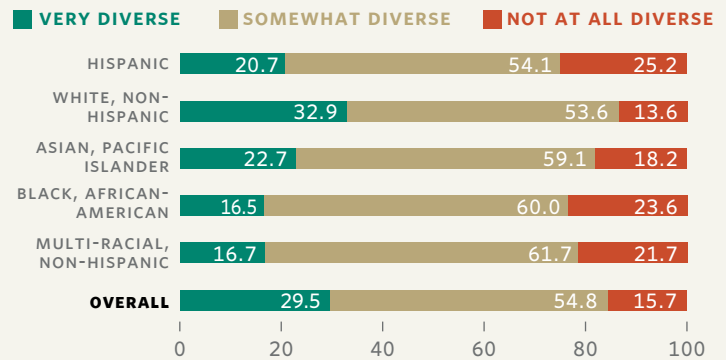
Asian residents are the most likely of minority residents to have lived someplace other than southwestern Pennsylvania. More than 87 percent have done so. And they are the most likely to say the region compares favorably to other places they’ve lived – 61 percent describe the Pittsburgh area as “much more” or “somewhat more” welcoming. Among Hispanic residents, 55 percent feel the region is a more welcoming place than where they have previously lived.

African Americans, the least likely of minority residents to have lived elsewhere, are the least likely to feel the same way. Only 28 percent feel southwestern Pennsylvania is

SELECT SURVEY DATA:



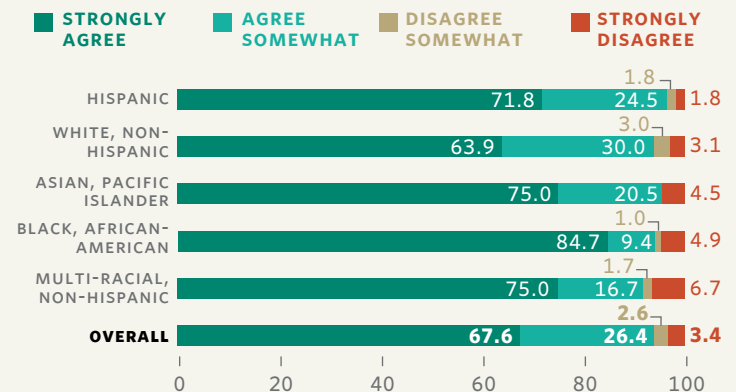
How racially and ethnically diverse would you say your workplace is? Is it ...



DATA SOURCE: Pittsburgh Regional Diversity Survey



“There is value in having a workforce that is very diverse.”



DATA SOURCE: Pittsburgh Regional Diversity Survey

more welcoming and 61 percent feel it is less welcoming than other places they’ve lived.

Yet most minorities would definitely or probably recommend southwestern Pennsylvania to others. That’s the sentiment of 86 percent of Asian and 85 percent of Hispanic residents. But an endorsement from African American residents is much less of a sure thing: only 58 percent say they probably or definitely would recommend the region. ■



||| FOREIGN-BORN |||

IMPROVING CONDITIONS NECESSARY TO draw foreign-born workers to the region and convince them to stay is an idea gaining momentum among companies, government and others looking to diversify and strengthen the workforce and improve southwestern Pennsylvania's economic outlook.

The foreign-born population has ample room to grow. Residents who were born outside of the United States claim only 4.1 percent of the Pittsburgh Metropolitan Statistical Area adult population, which is the smallest rate among the Pittsburgh Today benchmark regions.

Their perspectives of the region, their neighborhoods, social life and workplace shed light on what the efforts to attract and retain them face.

||| IN THE WORKPLACE

Nearly 84 percent of the foreign-born residents surveyed are currently working, only slightly less than the 87 percent of U.S.-born residents who took the survey.

Compared to U.S.-born workers, foreign-born workers are more likely to strongly believe there is value in a very diverse workplace. More than 75 percent feel that way. They're also more likely than others to participate in diversity-related affinity groups at work. And they're much less likely than

U.S.-born workers to say they've grown tired of hearing, reading and learning about diversity.

Regardless of where they were born, few workers are impressed by the diversity they find in their workplace, although foreign-born workers are the least likely to be. Only 21 percent see their workplace as "very diverse" compared with 30 percent of U.S.-born workers.

Foreign-born workers also tend to be less impressed with their employer's commitment to hiring and promoting minorities, recruiting a generally diverse workforce and promoting and advancing a diverse workforce in general.

For example, 51 percent of U.S.-born workers describe their employer as "very committed" to recruiting and hiring minorities compared with 44 percent of foreign-born workers. More than 42 percent of U.S.-born workers describe their employers as very committed to promoting and advancing minorities. But only 33 percent of foreign-born workers share that feeling. And nearly 14 percent say employers are not at all committed to promoting minorities compared with 8 percent of U.S.-born workers who feel the same.

Significant differences also exist in how foreign- and U.S.-born workers perceive the influence of race and ethnicity on pay raises and promotions at work.

Some 39 percent of foreign-born workers feel their race and ethnicity is an advantage when seeking a promotion compared with 27 percent of U.S.-born workers. And 42 percent

of foreign-born workers believe race and ethnicity influences their ability to get a pay raise. Only 21 percent of U.S.-born workers believe race and ethnicity is a factor in pay-raise decisions.

Foreign-born residents most often mention lack of advancement in their career and wages as the most important reasons that would cause them to leave the region.

||| IN THE COMMUNITY

Most of the foreign-born residents surveyed are not newcomers to southwestern Pennsylvania. More than 73 percent have lived in the region for at least five years and 28 percent have called it home for longer than 20 years.

Not surprisingly, U.S.-born residents are much more likely to have been long-term residents of the region. More than 73 percent of them, for example, have spent more than 20 years of their lives in the region.

The differences between how U.S.-born and foreign-born residents view the region, their neighborhoods and certain aspects of social life are often significant.

Nearly 87 percent of foreign-born residents believe that it is important to live in a diverse neighborhood compared with 66 percent of U.S.-born residents. Yet, a significant number of foreign-born residents haven't found such neighborhoods. Nearly 42 percent of foreign-born residents surveyed live in neighborhoods they see as "not at all diverse."

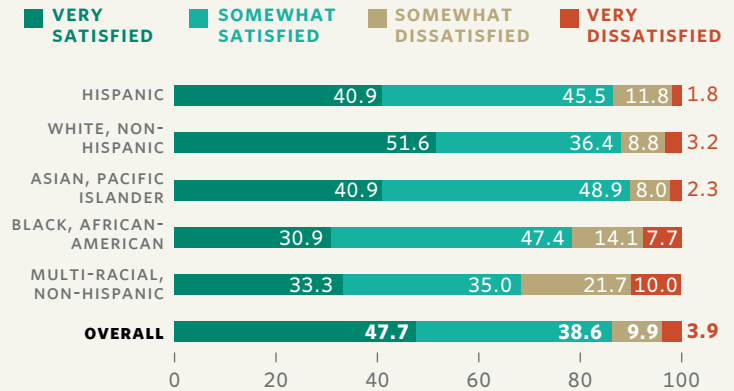
Regardless of place of birth, few residents see the region as a very diverse place. Only 26 percent of residents overall believe it is. But fewer than nine percent of foreign-born residents surveyed describe the region as very diverse and more than one-third see it as not at all diverse.

Finding people to socialize with is something that less than 15 percent of foreign-born residents say is "very easy." By comparison, more than 31 percent of U.S.-born residents feel it is very easy to find new friends. However, foreign-born residents are much more likely to socialize with people of other races or ethnic background, the survey suggests. They are, for example, twice as likely as U.S.-born residents to invite someone of another race or ethnicity

SELECT SURVEY DATA:



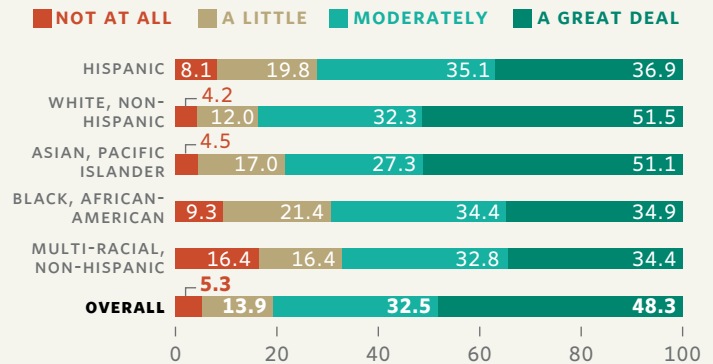
Overall, how satisfied are you with your current job?



DATA SOURCE: Pittsburgh Regional Diversity Survey



To what degree do you feel a "sense of belonging" at your workplace?



DATA SOURCE: Pittsburgh Regional Diversity Survey

to their home and to visit the home of someone of another race or ethnicity.

Southwestern Pennsylvania can't count on a definite endorsement from its foreign-born residents. Fewer than 50 percent say they would definitely recommend it to others as a place to live, while 61 percent of U.S.-born residents would. However, another 34 percent of foreign-born residents would "probably" end up endorsing it. ■



||| EDUCATION |||

E DUCATION EMERGES AS AN influential factor in how southwestern Pennsylvania residents who took the Pittsburgh Regional Diversity Survey view matters related to diversity in the region and their place of employment.

||| IN THE WORKPLACE

Survey respondents with higher levels of education are much more likely than those with no more than a high school degree to see value in a diverse workforce. Some 68 percent of those with a bachelor's degree believe it has value, as do 72 percent of those with a master's and 72 percent of those with a Ph.D. Only 55 percent of those with a high school degree or less agree.

But residents with a bachelor's or higher degree are less likely to think highly of the level of diversity they encounter at work or their employer's efforts to improve it.

For example, 66 percent of workers with a high school education or less see their employers as "very committed" to hiring racial and ethnic minorities. Fewer than 52 percent of workers with a bachelor's degree, 45 percent of workers with a master's and 44 percent of those with a

Ph.D. share that view.

Similar patterns are seen when workers rate their employer's commitment to promoting and advancing the careers of minorities and to promoting a generally diverse workforce, as well as their supervisor's commitment to increasing racial and ethnic diversity.

And the greater their education, the less likely workers are to see their place of employment as "very diverse." Those who describe it as such range from 50 percent of workers with a high school degree or less to only 22 percent of workers with doctorates.

Workers with a high school education or less are the least likely to receive diversity training, and to know whether their employer has diversity policies and practices or offers diversity-related affinity groups. They also have the highest job satisfaction rate across all education levels.

||| IN THE COMMUNITY

The divide of education is just as dramatic in how residents view diversity in the region and their neighborhoods.

More than 42 percent of those with a high school degree or less feel strongly that southwestern Pennsylvania is a place that welcomes and embraces racial and ethnic mi-



||| INCOME |||

INCOME IS ANOTHER FACTOR THAT tends to influence perceptions about diversity in the workplace and region. In a few instances, the differences in views are significant.

The average annual income in the Pittsburgh Metropolitan Statistical Area is \$50,963, according to 2014 U.S. Bureau of Labor Statistics data. The incomes of a large share of the residents who participated in the Pittsburgh Regional Diversity Survey are at least that high. Nearly 64 percent, for example, earn \$50,000 or more, and 38 percent of them have incomes of \$75,000 or higher.

||| IN THE WORKPLACE

Workers surveyed who earn less than \$50,000 a year are less likely than those earning more to work for employers they feel are “very committed” to hiring and recruiting racial and ethnic minorities. For example, 40 percent of workers earning less than \$25,000 give their employer high marks for hiring minorities compared with 66 percent of those earning \$200,000 or more.

In fact, perceptions of employers as being very committed to improving diversity tend to rise with the incomes of

those who are asked. For example, the likelihood of workers saying their employer is very committed to recruiting a diverse workforce jumps from 37 percent of those who earn less than \$25,000 to more than 66 percent of those with incomes of \$200,000 or higher.

Workers with incomes under \$50,000 also are less likely than those earning more to feel their employers are very committed to promoting and advancing minorities and to promoting and advancing a generally diverse workplace.

More than 94 percent of workers overall agree there is value in a diverse workplace. But those views tend to vary by income. The least likely to describe their workplace as “very diverse” are workers earning less than \$25,000 a year and those whose with incomes of \$200,000 or higher. Workers with incomes between \$25,000 and \$75,000 a year tend to be more likely to work at a place they consider to be very diverse.

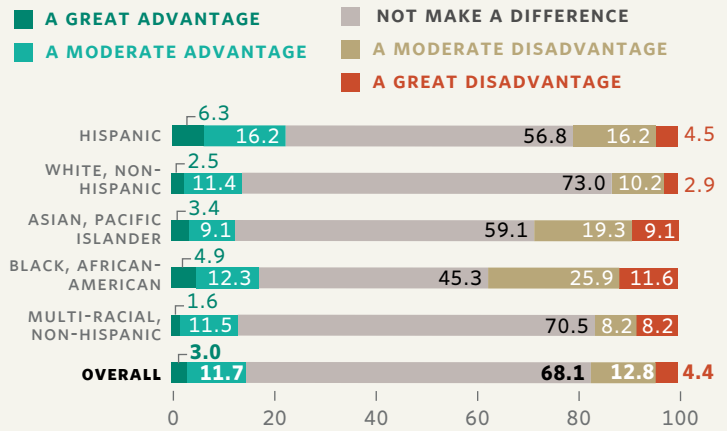
||| IN THE COMMUNITY

The highest earners are also the least likely to see the region as being very diverse. Those earning \$200,000 a year are three times less likely to describe it as such than workers with incomes under \$25,000.

SELECT SURVEY DATA:



If you were to **seek a promotion at your current job**, do you feel your race/ethnicity would be...



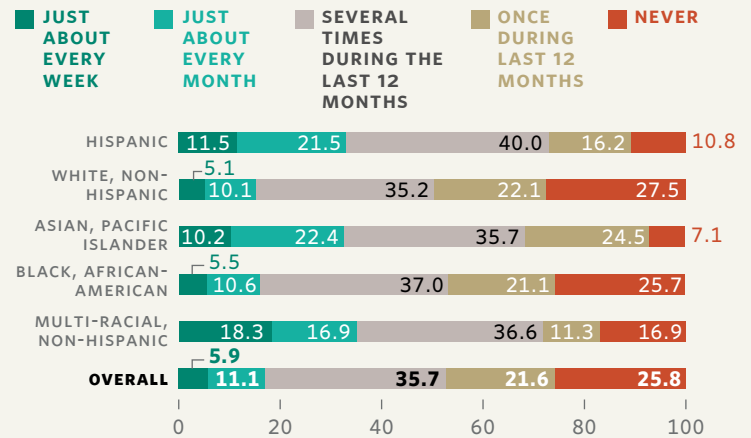
DATA SOURCE: Pittsburgh Regional Diversity Survey

Living in a diverse neighborhood is something that residents with incomes under \$50,000 are much more likely to feel is very important than those who earn more. Those with incomes under \$50,000 are also much more likely to live in neighborhoods they describe as being very diverse.

And the higher their income, the more likely residents are to definitely endorse the region as a place to live. For example, 73 percent of residents earning at least \$200,000 would definitely recommend the region, as would 67 percent of those with incomes between \$100,000 and \$200,000. Only 52 percent of residents with incomes between \$25,000 and \$35,000 and 52 percent of those earning between \$35,000 and \$50,000 would definitely endorse it. ■



Over the last 12 months, about **how often have you invited someone of another racial or ethnic background to your home** for a social gathering? Would you say...



DATA SOURCE: Pittsburgh Regional Diversity Survey



||| AGE |||

THE ANSWERS TO QUESTIONS ranging from how committed employers are to hiring minorities to how welcoming southwestern Pennsylvania is to racial and ethnic minorities often differ depending on the age of those who are asked.

||| IN THE WORKPLACE

The youngest workers surveyed are the least likely to be impressed by employers' diversity practices and commitment.

For example, 42.7 percent of those 24 years of age or younger and 42.5 percent of workers aged 25-34 see their employers as "very committed" to recruiting and hiring racial and ethnic minorities. By comparison, 56 percent of workers aged 55-64 and 60 percent of those aged 65 or older give their employer's commitment to hiring minorities similarly high marks.

Workers aged 25-34 also are the least likely to see employers as very committed to promoting and advancing minority workers and to recruiting a generally diverse workforce. They are also the least likely to report they are "very satisfied" with their jobs.

Most workers feel diversity in the workplace is important, regardless of their age. For example, while those 24 or younger

are the least likely to strongly agree that there is value in a diverse workplace, 69 percent of them believe there is value.

Lack of advancement at work and wages are the most-often mentioned reasons why younger residents would leave the region, followed by the relocation of a partner. Not surprisingly, work-related issues become less important as residents age. By the time they reach 55, the chief reason why they would leave the region is to move closer to family.

||| IN THE COMMUNITY

Older residents, on the other hand, feel most strongly that southwestern Pennsylvania is worth recommending. That's particularly true of those aged 65 and older, 72 percent of whom say they'd definitely endorse it, compared with 53 percent of residents who are under 25.

The youngest and oldest residents are the most likely residents to feel the region embraces racial and ethnic minorities and diversity in general.

But it is the youngest residents who are the most likely to invite someone of another race to their home and to have been to the home of someone of another race or ethnicity. For instance, only about 9 percent of those 24 or younger have never visited the home of someone of another race while more than 38 percent of residents 65 and older say they have never done so. ■



||| GENDER |||

THE DIFFERENCES IN HOW MEN AND women surveyed view issues related to diversity at work and in the region and their neighborhoods tend to be narrow compared to those found among white and minority residents and U.S.-born and foreign-born residents.

||| IN THE WORKPLACE

One of the biggest differences in the perspectives of men and women surveyed is seen in the value having a very diverse workplace. More than 71 women strongly agree there is value in such a workplace. Fewer than 60 percent of men feel the same way.

Differences also emerge in their views of how committed employers are to diversity. Nearly 55 percent of men, for example, see their employer as “very committed” to hiring minorities, while 48 percent of women feel the same. Men also are more likely to say their employer is very committed to promoting and advancing minorities.

There is little difference in the percentages of men and women who recently received a pay raise or a promotion. The gap in job satisfaction is larger. Nearly 52 percent of men surveyed are very satisfied with their job compared with 46 percent of women.

||| IN THE COMMUNITY

Living in a diverse neighborhood is something that women are more likely to say is important. Some 71 percent of women say it is “very” or “somewhat” important, a view shared by 60 percent of men. Women, however, are less likely than men to live in neighborhoods they describe as being very diverse.

More than 28 percent of women see the region as being very diverse compared with 22 percent of men who describe it that way. Women, however, are less likely than men to say they would definitely recommend the region as a place to live. ■



||| SEXUAL ORIENTATION |||

SEXUAL ORIENTATION TENDS TO BE less of an influence on how people view diversity in the workplace than it is on how they perceive diversity in the region and in their communities..

||| IN THE WORKPLACE

Gay, lesbian and bisexual workers surveyed are less likely than heterosexuals to feel their employer is very committed to hiring minorities, advancing minorities and recruiting a diverse workforce. The differences, however, are not as dramatic as those that separate those of white and minority workers.

For example, 51 percent of heterosexuals rate their employers as “very committed” to hiring minorities compared with 44 percent of gays, lesbians and bisexuals. Nearly 42 percent of heterosexual workers say their employers are very committed to promoting minorities, a view held by 36 percent of gay, lesbian and bisexual workers.

And the job satisfaction rates of heterosexual, homosexual and bisexual workers in the region are similar.

More significant differences are found on the question of whether a diverse workforce has value. Some 82 percent of

gay, lesbian and bisexual workers strongly agree that it does while only 67 percent of heterosexual workers feel the same way.

Heterosexual residents are also more than twice as likely as gays, lesbians and bisexuals to say they are tired of hearing and learning about diversity.

||| IN THE COMMUNITY

Gay, lesbian and bisexual residents are more likely than heterosexuals to have lived outside of southwestern Pennsylvania. But only 55 percent consider the region to be more welcoming while more than 66 percent of heterosexual residents feel southwestern Pennsylvania is more welcoming than other places they’ve called home.

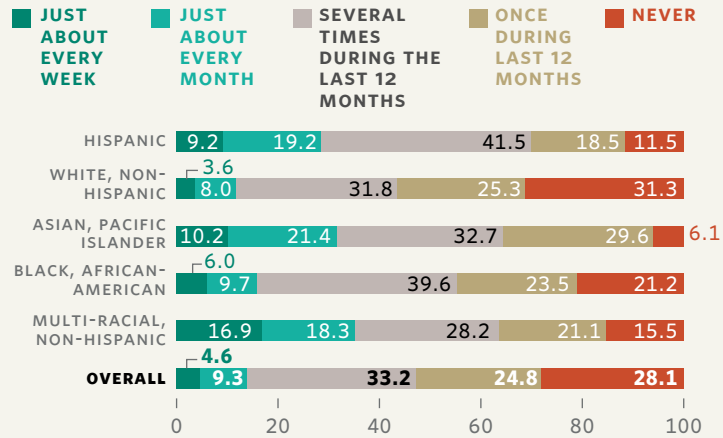
Similarly significant differences emerge on the topic of whether southwestern Pennsylvania embraces diversity. Some 70 percent of heterosexual residents strongly feel that it does, but only 57 percent of gay, lesbian and bisexual residents agree.

Heterosexual residents also are more likely to recommend the region as a place to live. Some 61 percent say they definitely would. Fewer than 51 percent of gay, lesbian and bisexual residents say they would definitely endorse it, although another 40 percent say they probably would. ■

SELECT SURVEY DATA:



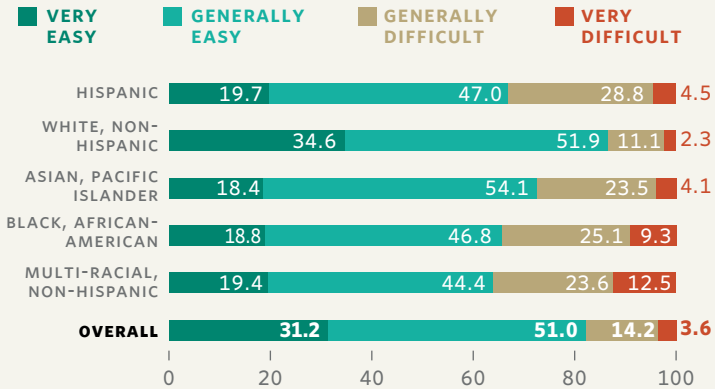
Over the last 12 months, about **how often have you been to the home of someone of another racial or ethnic background** for a social gathering? Would you say...



DATA SOURCE: Pittsburgh Regional Diversity Survey



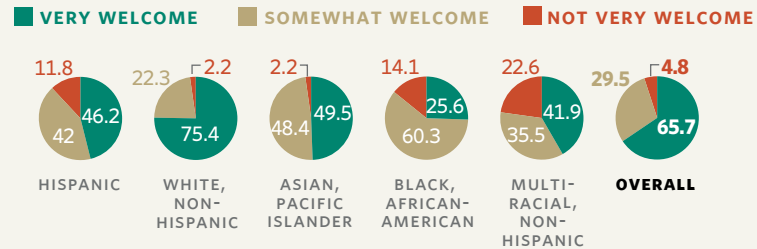
How easy or difficult is it for you to find people you're happy socializing with?



DATA SOURCE: Pittsburgh Regional Diversity Survey



In general, how welcome do you feel in the Pittsburgh region?



DATA SOURCE: Pittsburgh Regional Diversity Survey

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