In June 2016 we conducted our first reader survey to coincide with Discover the Burgh’s first anniversary.

Over 300 readers responded—just under 1% of traffic received on Discover the Burgh during the survey period.
Discover the Burgh attracts a steady distribution of readers of all ages. Site readers are rather evenly split amongst all ages between 18 and 54, with a slightly smaller 55+ audience. Discover the Burgh’s Facebook page (40k+ fans), has a nearly identical distribution to our website audience. Respondents to our reader survey, however, had a significantly higher percent in the 53+ age categories.
Approximately 40%-45% of Discover the Burgh’s visitors and survey respondents live within the city limits. An additional 30%-40% live within Pennsylvania and approximately 6% live within the bordering states.
Over 60% of survey respondents visit Discover the Burgh weekly, and over 25% visit periodically. Google Analytics calculates approximately 37% returning visitors consistently over 30, 60, and 90 days, suggesting respondents are amongst our most engaged readers. Survey respondents find the information on Discover the Burgh honest and accurate.
### Acting on Our Advice

**Positive Responses**

- 14 reported visiting one (1) restaurant seen on Discover the Burgh.
- 12 reported visiting one (1) neighborhood seen on Discover the Burgh.
- 6 reported visiting one (1) park / natural environment seen on Discover the Burgh.
- 2 reported visiting one (1) bar seen on Discover the Burgh.
- 40 reported visiting multiple recommendations seen on Discover the Burgh.
- 15 reported visiting a recommended spot, but could not remember where it was.

**Neutral or Negative Responses**

- 40 have not visited any recommendations, but plan to in the future.
- 29 did not visit any recommendations seen on Discover the Burgh.
- 3 reported visiting attractions not been featured on the website.
- 140 survey respondents did not respond to this question.

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**How often do you visit/explore Pittsburgh?**

- 25.5% Daily
- 24.2% Multiple times per week
- 15.9% Once a week
- 15.7% Once a month
- 10.2% Once a quarter
- 6.1% Once a year
- 2.0% I haven’t visited Pittsburgh in a long time but watch from a distance

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85% of survey respondents visit/explore Pittsburgh at least once per month.

30% of survey respondents have acted on recommendations from Discover the Burgh.

13% of survey respondents have not acted on recommendations, but plan to in the future.

10% of survey respondents declared they have not, and did not indicate intent for the future.
Become a Part of Discover the Burgh

*Discover the Burgh* is building an engaged community of locals and visitors who love the great city of Pittsburgh, Pennsylvania.

Won’t you join us?

Email [Jeremy@discovertheburgh.com](mailto:Jeremy@discovertheburgh.com) today for feature requests and advertising rates!

For current site statistics, please check our [advertising page](mailto:Jeremy@discovertheburgh.com).