



# PITTSBURGH ECONOMIC QUARTERLY

University Center for Social and Urban Research



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## Older People in the Pittsburgh Region: Impacts and Opportunities

■ *By Richard Schulz and Christopher Briem*

**T**he oldest members of the Baby Boom generation will turn 65 next year. As the boomers continue to age, many communities in the U.S. will experience a rapid growth in the number of older individuals. For the Pittsburgh area, however, this will not be a noteworthy change--we've been there and done that.

For more than two decades, Allegheny County has had one of the highest concentrations of elderly in the nation. This has led many to conclude that the old 19<sup>th</sup> century phrase, "demography is destiny," was true for the Pittsburgh region. Clearly, the high concentration of elderly individuals has had profound impact on the region and its economic development, political climate, and quality of life. We have lived the future (of other places in the country) and it has been good.

The restructuring of the Pittsburgh regional economy deeply affected the demographic structure of the region's population in the 1980s. In the early 1980s, the region's job

losses precipitated a large exodus of the region's population. Annual net out-migration figures for the region peaked at over 50,000 people per year. Out-migration was age selective, with younger workers at that time far more likely to leave than older individuals. By the end of the 1980s, Pittsburgh had become one of the oldest large metropolitan regions in the nation. The aging of the population continued in the 1990s and into the 2000s, as low rates of in-migration to the region exacerbated the trend, and the region far exceeded the nation in the concentration of elderly.

The concentration of older people in the Pittsburgh region is estimated to have peaked at 18.5 percent of total population in the mid 1990s. Census projections show that the U.S. is not expected to reach a similar concentration of elderly until 2025-2030, then climb to 20 percent after 2030. Even through 2050, the national concentration of the elderly is not expected to peak above 20.2 percent (see table 1).

Aging, however, is a global phenomenon and the figures

■ ■ ■ *continued on page 2*

## The Pittsburgh Regional Business Coalition for Homeland Security (PRBCHS)

■ *By Kelly Barcic, Loren Roth, MD, MPH, Michael Comiskey, and Chief Robert Full*

**T**he U.S. Department of Homeland Security (DHS) has been a strong and consistent supporter of regional public-private partnerships focused on improving the business community's disaster preparedness. The Pittsburgh Regional Business Coalition for Homeland Security (Coalition) is the public-private partnership, in the Pittsburgh region, dedicated to establishing and maintaining emergency response procedures and business continuity in disaster situations.

Lack of planning, supplies, manpower, and communication problems can make a natural disaster even more complex and devastating for affected communities. Examples abound. During Hurricane Katrina and its aftermath, multiple emergency response failures created a world of chaos for New Orleans.

The warning to be "better prepared" came loudly to Pittsburgh in 2004, with the devastating blow of Hurricane Ivan. One thousand businesses were shut down. Many businesses did not know where to go for assistance since there was no central location listing available resources. In

addition, the business community had not positioned itself to provide critical resources to emergency responders. Hurricane Ivan's message was clear: Citizens and the business community needed to be better prepared to respond to and recover from natural and man-made disasters.

Events, such as Hurricane Katrina, 9/11, and Hurricane Ivan, show that coping with an overwhelming crisis requires considerably more planning and support than the government alone can provide.

In response to Ivan, the leaders from seven of Pittsburgh's business, university, civic, and public organizations spent nearly a year developing the concept of the Coalition. The Coalition, in partnership with the Pennsylvania Region 13 Emergency Task Force and DHS, has established a communication system and database of privately pledged assets. They have brought together the private and public sectors to build networks and relationships and share resources that are vital in the event of an emergency or disaster.

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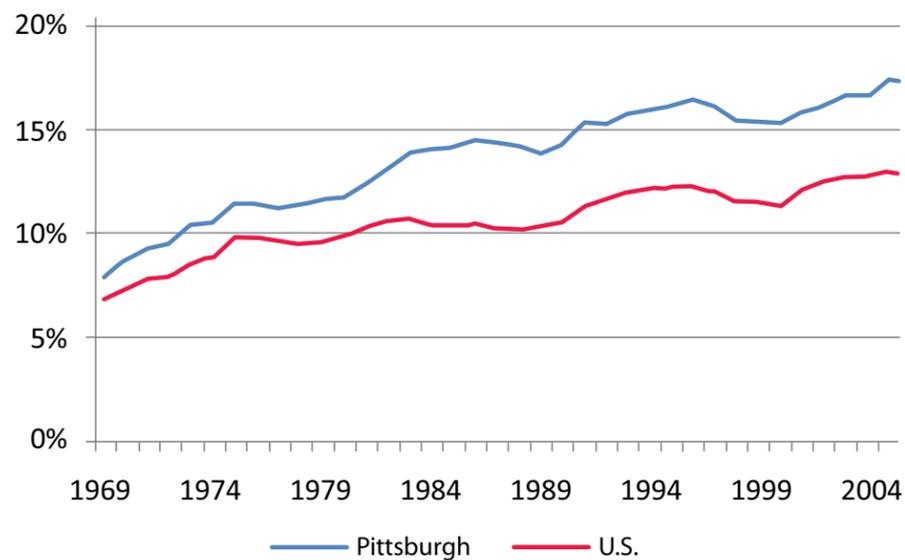
**Table 1: U.S. Population Aged 65 and Over: 2000-2050 (percent and number)**

Population			
Year	Total	Aged 65 and over	Percent aged 65 and over
2000	281,422	34,992	12.4
2010	310,233	40,229	13.0
2015	325,540	46,837	14.4
2020	341,387	54,804	16.1
2025	357,452	63,907	17.9
2030	373,504	72,092	19.3
2035	389,531	77,543	19.9
2040	405,655	81,238	20.0
2045	422,059	84,456	20.0
2050	439,010	88,547	20.2

**Table 2: Southwestern Pennsylvania Municipalities with Highest Percentage of Older People, 2000 (Aged 65 and over)**

Municipality	County	Total Population	Aged 65 and over	Percent aged 65 and over
Glasgow	Beaver	63	26	41.3
Valencia	Butler	328	119	36.3
Saxonburg	Butler	1,629	565	34.7
Vanport	Beaver	1,480	509	34.4
Mars	Butler	1,741	570	32.7
Glen Campbell	Indiana	307	98	31.9
Cadogan	Armstrong	391	124	31.7
Belle Vernon	Fayette	1,191	363	30.5
Ligonier	Westmoreland	1,689	510	30.2
Applewold	Armstrong	356	105	29.5
Monessen	Westmoreland	8,669	2,514	29.0
Fallston	Beaver	307	88	28.7
Speers	Washington	1,178	335	28.4
Markleysburg	Fayette	293	83	28.3
Elco	Washington	392	111	28.3

**Figure 1: U.S. Personal Income Derived from Retirement and Related Sources, 1969-2004 (percent)**



Source: Regional Economic Information System and U.S. Bureau of Economic Analysis data.

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for the U.S. elderly population are much lower compared to many other countries. Japan has become the world's "oldest" nation, with the population age 65 and older constituting 22 percent of the country's total population in 2008. Italy and Germany followed, with 20 percent of their populations aged 65 and older. With the exception of Japan, the world's oldest 25 nations are in Europe.

The aging of Pittsburgh's population has had significant impacts on the regional economy. Income derived from retirement has become an important part of the local economy. In the Pittsburgh region, the proportion of personal income derived from retirement and related sources has increased continuously over the last 40 years, from 7.8 percent of all personal income in the region in 1969 to 17.1 percent in 2007 (see table). Total retirement and disability insurance benefits in the region amounted to over \$6.7 billion in 2007. These income streams have been growing, and they fluctuate little with national business cycles, contributing to the economic stability of the region.

Older populations generate much the same economic activity as younger age groups, even though their income is typically lower than younger households. Research has shown that retired households spend roughly 95 percent

of their income compared to 79 percent for non-retired households. A higher propensity to consume results in greater expenditures into the local economy.

In addition to direct expenditures, medical expenditures by the older population are a significant and growing part of the regional economy. The majority of the U.S. population accounts for a very small percentage of annual aggregate health care expenditures.

Pittsburgh's concentration of elderly is one reason for the region's larger concentration of medical industry employment and earnings. The region's government sourced medical benefits alone accounted for over \$8.9 billion in 2007. Over \$5.7 billion, or over 64 percent, of this was derived from Medicare benefits. All of these regional income streams have been increasing. Medicare benefits in the region grew over 84 percent in nominal terms over the

most recent decade, from \$3 billion in 1997 to \$5.7 billion in 2007.

The region's demographic composition has also spurred our research community. One of the region's great success stories is the growth of externally funded research on aging at the University of Pittsburgh and Carnegie Mellon University. Five years ago, the University of Pittsburgh had more than \$140 million in externally funded research projects, focusing on all aspects of aging, from molecular biology to health policy. More recently, in collaboration with Carnegie Mellon, the portfolio of research has grown to well over \$200 million.

The Pittsburgh region is recognized as a hub for aging research and innovation in the development of technologies to promote health and functioning in late life and is poised to become an incubator of new industries, serving this population throughout the world. None of this

would have been possible without the thousands of Pittsburghers who volunteered to participate in research programs over the last decade, and the visionary academic leadership who recognized that our aging population was an asset, not a liability.

Elderly residents have provided stability to many neighborhoods and communities throughout the Pittsburgh region. Most elderly remain in their homes and continue to live in their neighborhoods. Less than 5 percent of the regional population aged 65 and over is institutionalized and over 56 percent live in their own households.

Some communities have evolved into Naturally Occurring Retirement Communities (NORCs), with a concentration of residents aged 65 and over well above what is typical for Allegheny County or the region (see PEQ,

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**Table 3: Older Population, Aged 65 and Older, 2000-2030**

	Population			% Change		Percentage Aged 65 and over		
	2000	2010	2030	2000-10	2010-30	2000	2010	2030
<b>U.S.</b>	34,991,753	40,229,000	72,092,000	15.0%	79.2%	12.4%	13.0%	19.3%
<b>Pennsylvania</b>	1,919,165	1,956,235	2,890,068	1.9%	47.7%	15.5%	15.6%	22.6%
<b>Pittsburgh Region</b>	417,048	396,319	567,473	-5.0%	43.2%	17.7%	17.7%	24.0%
<b>Allegheny County</b>	227,878	206,657	289,950	-9.3%	40.3%	17.8%	17.6%	23.8%

Source: Census Bureau  
Pittsburgh REMI Model, University Center for Social and Urban Research. Pittsburgh region includes Allegheny, Beaver, Butler, Fayette, Washington and Westmoreland counties.

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December 2007). Some of the oldest municipalities in the region include Glasgow in Beaver County, with over 41 percent of its population aged 65 or older in 2000, and Valencia in Butler County, with over 36 percent of its population aged 65 and over (see table). In the ten-county Southwestern Pennsylvania region, those aged 65 and older represented 20 percent or more of the population in 173 municipalities.

Nine municipalities had concentrations of older residents at 30 percent or higher. In many cases, these older residents have been living in their current homes for many decades. While these residents have provided stability to their neighborhoods, a major challenge

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### The Need for Contingency Planning

In a crisis, there must be an orderly process to return the community to business as usual. The most important goal of a business's disaster recovery plan is to keep business running. This requires careful preparation and planning. Small businesses often don't have sufficient staff or resources to dedicate to emergency preparedness and frequently require the same resources and information as large organizations. The Coalition provides access to resources and information that can help smaller businesses take advantage of emergency planning materials.

"A fire or water disaster can be devastating," said Faith Dickenson, Facilities Consultant and

going forward will be to manage the changes as these residents eventually transition to younger residents.

Long-term projections of population aged 65 and over differ between the region and the nation. While the nation has seen growth in the older population, the share of the age 65 and over population has been declining in the region since the mid 1990s.

That decline is expected to continue through the end of the decade before increasing again. Overall, the Pittsburgh region's older population is forecasted to decline more than 5 percent between 2000 and 2010, and then increase by 42 percent between 2010 and 2030. (The older population in Allegheny County is forecasted to

Disaster Planning Specialist at ServiceMaster and a member of the Coalition. "Even when material losses are limited, the disaster can be costly and traumatic. It is essential that businesses know where to turn for recovery help. The Coalition provides that connection, knowledge, and resources."

### Why a Business Coalition?

The purpose of the Coalition is to inform business owners on how to better prepare for disasters and support and leverage regional initiatives that benefit regional businesses. Essentially, the Coalition has become a communication link to the business community, as well as a point of contact for information sharing.

The Coalition's vision is to assist the Pittsburgh region in becoming the safest in America. Its mission is to help preserve continuity of business

decline by 9 percent between 2000 and 2010.) The nation is expected to see its population aged 65 and over grow by over 15 percent between 2000 and 2010, followed by additional growth of over 79 percent between 2010 and 2030 (see table).

The Pittsburgh region represents an important case study of aging in the nation. The proportion of older people in its population is more common with other parts of the world, especially in Asia and Europe, than in the rest of the U.S. That will change. Learning about the many challenges that Pittsburgh has faced, and its successes in the health and longevity of its older population, offers opportunities for other regions in the future. ■

operations, provide outstanding private sector support, and assist the Pennsylvania Region 13 Emergency Task Force in enhancing the region's economic climate by assisting in the preparation for, and reaction to, terrorist events and natural or man-made disasters. The coalition acknowledges that neither the public nor the private side can properly prepare for, respond to, and recover alone from disaster.

### How the Coalition Began

A founding group met in Pittsburgh in 2005 to bring the Coalition to life. These founders included representatives from the Pennsylvania Region 13 Emergency Task Force, Westinghouse Electric Company, University of Pittsburgh Medical Center (UPMC), First Energy Corporation, University of Pittsburgh, Rand Corporation, and the Allegheny Conference

on Community Development. Curtiss-Wright Mechanical Systems was also one of the very early members of the organization. Each confirmed that establishing such a business coalition was needed to provide the missing link between private and public organizations in disaster preparedness. Several founding members provided start-up funding, while other companies contributed in-kind assistance, such as office space, legal counsel, and internship opportunities.

Other regions have attempted to establish similar business coalitions, yet few have survived. The Coalition studied how other cities and regions were addressing disaster planning and found three examples of successful ones: New York City Office of Emergency Management, established in 1996; London Resilience, a strategic partnership in the United Kingdom; and Business Executives for National Security, a nationwide, nonpartisan organization through which senior business executives can help enhance U.S. security.

The Pittsburgh Coalition differs from these since the three coalitions have largely been under government sanction, or quasi-government sanction, and influence. While the model is well-received by other governmental agencies, funding is an issue for the Coalition as a nongovernmental organization.

### Business Resources

The Coalition has established two specific tools that address the needs of the business community and the region's emergency responders.

The first initiative, Private Assets for Region Responders (PARR), is a project in which businesses list protected private assets online that they make available for use by Pennsylvania Region 13 commanders and emergency responders and potentially, for each other. These privately listed assets include pumps, trucks, generators, warehouse space, highly skilled personnel, and ground-moving equipment. If the need arises, Region 13 emergency management personnel will call upon PARR partners to supply these assets. This initiative is a demonstrable way for the region's business community to show its support of the region's responders. PARR is integrated with Region 13's knowledge center to create an interactive resource database. The Coalition coordinates the data intake process and inputs the complement of assets into the region's supply list.

Another significant undertaking is the Coalition's work to establish critical emergency communication for rapid information sharing, through the Business Emergency Communication Network (BECON). Emergency

responders send e-mails with emergency information through Region 13's knowledge center to businesses that have signed up online (at no charge) to receive this information.

Examples of BECON messages include information sharing among three counties regarding water pollution damage, as well as weather and flooding advisories to the entire region. Businesses can elect to participate in PARR or BECON or both. Currently, BECON sends urgent messages and warnings to over 1,600 businesses.

### Information and Educational Activities

The Coalition offers information to the general public by disseminating a variety of media and literature. Two CDs, Disaster Planning and Pandemic Planning, have been created to educate businesses and assist them with data sheets, checklists, resource links, and a synopsis of the best disaster planning practices from five regional businesses.

Every three months, the Coalition produces electronic newsletters highlighting current emergency preparedness issues, legislative updates, profiles of new members, and current initiatives. The general public can join the Coalition, receive newsletters, and request the media CDs through the Coalition's Web portal. There are also links to local, regional, and federal sites, as well as specific threat overviews and planning procedures posted on the Web site.

Semi-annual members' meetings unite the business community and serve as another opportunity to share valuable information and resources. Every meeting includes a keynote speaker from a national or local emergency response organization, or other community leaders who present related products and services.

Meetings have featured speakers, such as: Glenn Cannon, Assistant Administrator, Disaster Operations, Federal Emergency Management Agency (FEMA); Bob Winters, DHS in Pittsburgh; Chief Robert Full, Fire Marshal/EMA Coordinator, Department of Emergency Services for Allegheny County; and Robert French, Director of Pennsylvania Emergency Management Agency (PEMA).

The Coalition puts education at the heart of its mission. Regis Matzie, Senior Vice President of Westinghouse Electric Company said, "The Coalition is an invaluable resource to the Pittsburgh area, not just for its ability to unite the private and public sector, but because it goes above and beyond to connect with each individual business, no matter how big or how small. It continuously recognizes the importance of a united and educated region."

### Regional Initiatives

The Coalition works hand-in-hand with the Pennsylvania Region 13 Emergency Task Force, which encompasses 13 counties in Western Pennsylvania. This collaborative effort has led to the success of uniting and educating the business community, both the private and public sectors. Pennsylvania Region 13 has the biggest land area and the second-largest population of the 10 Pennsylvania regions.

The Business and Infrastructure Committee, formed at the request of local governments in the region, represents individual sectors that fulfill the specific needs and interests of the region's diverse business community. With 10 divisions (Energy and Nuclear, Chemical, Education, Transportation, Agriculture, Banking and Finance, Utilities and Communication, Public Health and Health Care, Commercial Retail, and Information Technology), these sectors share information and discuss critical threats to establish business continuity, security, and emergency preparedness plans directed specifically towards their unique needs.

George Foresman, former DHS Undersecretary for Preparedness, met with members of the Coalition early in its formation and noted, "In many areas of the country, convincing regional leaders from the public and private sector to sit down in the same room to discuss emergency preparedness is difficult—if not impossible. The cooperation within PA Region 13 is two or three years ahead of other areas of the country in regional collaboration."

Having grown from its founding member organizations, the Pittsburgh Regional Business Coalition for Homeland Security now has over 70 members representing large, medium, and small businesses. The Coalition is already becoming a model of regional preparedness for business continuity. ■

*Kelly Barcic, Executive Director, Pittsburgh Regional Business Coalition for Homeland Security; Loren Roth, MD, MPH, Assistant for Special Projects, Office of the President, University of Pittsburgh Medical Center and Associate Senior Vice Chancellor, Health Sciences, University of Pittsburgh; Michael Comiskey, Former Executive Director, Pittsburgh Regional Business Coalition for Homeland Security; and Chief Robert Full, Chairman, Pennsylvania Region 13 Emergency Task Force. For more information, please contact Kelly Barcic at 412-392-2416 or kbarcic@prbchs.org. Visit the Coalition's Web page at www.prbchs.org.*

# Migration Update

By Christopher Briem

UCSUR has updated its report on population migration patterns affecting the Pittsburgh region (see PEQ June 2007). The migration data comes from the Internal Revenue Service (IRS), which uses the reported addresses on federal tax filings to compile measures of population migration for counties within the U.S. Recently released information from the IRS shows county-to-county population movements, including population flows into and out of the Pittsburgh region. The current update provides data through the 2007-2008 tax filing period.

Key findings include:

- Between 2006 and 2007, 738 more people moved out of the Pittsburgh region than moved into the region. This figure represents the lowest rate of net migration in any period since 1993 (see Figure 1). Annual net migration affecting the Pittsburgh region has been decreasing over the past three years, from a recent high of 9,047 net migration loss between 2004 and 2005.
- IRS migration data shows that between 2000 and 2008, a total of 292,865 people moved into the Pittsburgh region, while 331,519 moved

out of the region, resulting in a net population loss of 38,654 people.

- The Pittsburgh region's largest flows of in-migrants and out-migrants continue to be with the Washington, D.C., Philadelphia, and New York metropolitan regions, as previously reported in PEQ. For those leaving the region, the largest numbers went to the Washington, D.C. region (12,049 out-migrants), followed by the Philadelphia and New York regions. The largest number of in-migrants to the Pittsburgh region came from the Philadelphia region (8,556 in-migrants). Regions of the largest origins and destinations are shown in Table 1.
- Between 2000 and 2008, the Pittsburgh region gained positive net migration flows from mainly smaller Pennsylvania metropolitan areas and regions nearby in West Virginia or Ohio. The largest positive net migration flows were registered with the Johnstown (521), Erie (322), Scranton-Wilkes Barre (278), Wheeling (278), and Altoona (265) statistical areas.
- In addition to the flows mentioned above, there is a consistent exchange of population between the counties within the larger Southwestern Pennsylvania area. Between 2000 and 2008, a total of 92,199 people moved from Allegheny County to one of the other nine counties (defined here as part of

Southwestern Pennsylvania) while 65,814 moved into Allegheny County.

- Within Southwestern Pennsylvania, the largest migration flows continue to be to and from Allegheny County. The net loss of population from Allegheny County to any of the other nine counties in Southwestern Pennsylvania measured 2,400 between 2007 and 2008.
- The largest migration flow within Southwestern Pennsylvania was between Allegheny County and Westmoreland County: 3,612 migrants moved from Allegheny County to Westmoreland County between 2007 and 2008, while 2,850 moved from Westmoreland County to Allegheny County over the same period.

The IRS does not release any data on individual taxpayers, but aggregates the total number of people who move between each pair of counties. The IRS migration data is not a complete picture of migration patterns since a significant number of migrants come from international destinations and were not previous U.S. residents, in addition to migrants who do not file a tax return. The IRS migration data is estimated to measure approximately 80 percent of U.S. population movements within a given year. ■

The full report is available online at [www.ucsur.pitt.edu](http://www.ucsur.pitt.edu) under publications.

Figure 1: Annual Migration Flows from IRS Data for the Pittsburgh Region: 1995-2008

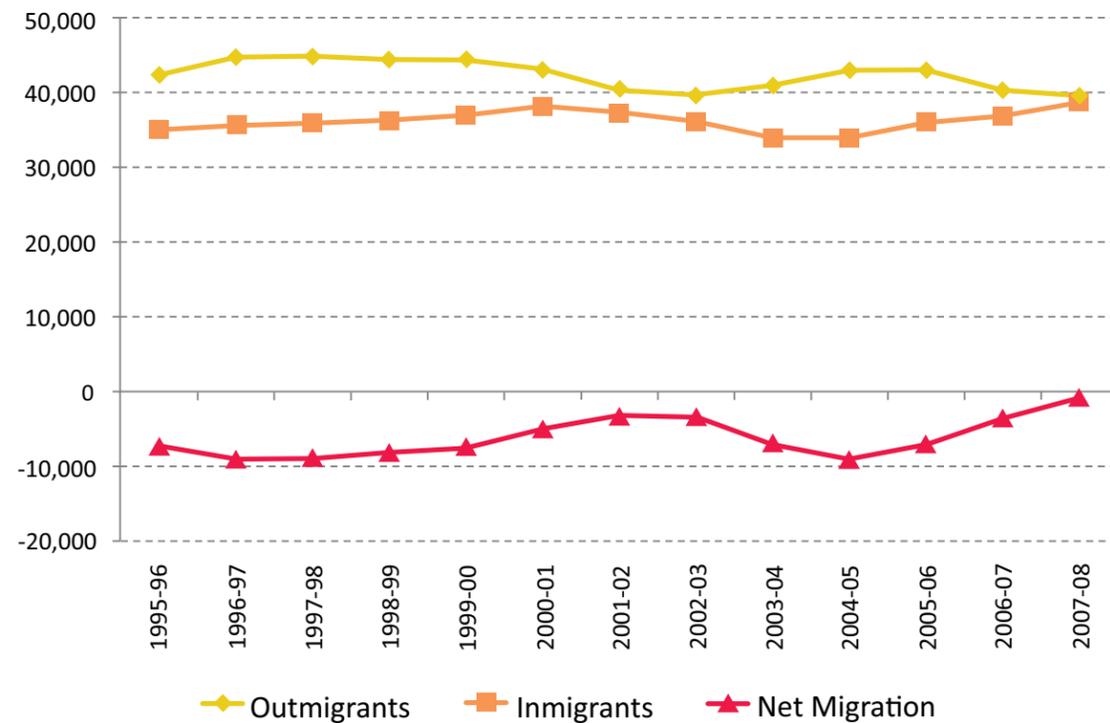


Table 1: Migration Flows To and From the Pittsburgh Metropolitan Statistical Area, 2000-2008

Ranked by Largest Inflows by Core Based Statistical Area (CBSA)	Migration		
	Into Pittsburgh	Out of Pittsburgh	Net
Philadelphia-Camden-Wilmington	8,556	10,268	-1,712
Washington-Arlington-Alexandria	7,947	12,049	-4,102
New York-Northern New Jersey-Long Island	7,087	8,804	-1,717
Indiana (PA)*	6,498	6,267	231
Youngstown-Warren-Boardman	5,960	6,936	-976
New Castle (Lawrence County)*	5,099	6,334	-1,235
Erie	4,243	3,921	322
Cleveland-Elyria-Mentor	4,020	4,379	-359
Columbus	3,752	4,283	-531
Miami-Fort Lauderdale-Pompano Beach	3,615	4,769	-1,154
Chicago-Naperville-Joliet	3,311	4,071	-760
Baltimore-Towson	3,223	4,276	-1,053
Los Angeles-Long Beach-Santa Ana	2,944	3,817	-873
Johnstown	2,789	2,268	521
Tampa-St. Petersburg-Clearwater	2,755	5,303	-2,548
Weirton-Steubenville	2,721	3,023	-302
Harrisburg-Carlisle	2,643	3,121	-478
Boston-Cambridge-Quincy	2,526	2,884	-358
Atlanta-Sandy Springs-Marietta	2,402	3,924	-1,522
Phoenix-Mesa-Scottsdale	2,325	4,499	-2,174
Ranked by Largest Outflows by CBSA	Into Pittsburgh	Out of Pittsburgh	Net
Washington-Arlington-Alexandria	7,947	12,049	-4,102
Philadelphia-Camden-Wilmington	8,556	10,268	-1,712
New York-Northern New Jersey-Long Island	7,087	8,804	-1,717
Youngstown-Warren-Boardman	5,960	6,936	-976
New Castle (Lawrence County)*	5,099	6,334	-1,235
Indiana (PA)*	6,498	6,267	231
Tampa-St. Petersburg-Clearwater	2,755	5,303	-2,548
Miami-Fort Lauderdale-Pompano Beach	3,615	4,769	-1,154
Phoenix-Mesa-Scottsdale	2,325	4,499	-2,174
Cleveland-Elyria-Mentor	4,020	4,379	-359
Columbus	3,752	4,283	-531
Baltimore-Towson	3,223	4,276	-1,053
Chicago-Naperville-Joliet	3,311	4,071	-760
Atlanta-Sandy Springs-Marietta	2,402	3,924	-1,522
Erie	4,243	3,921	322
Charlotte-Gastonia-Concord	1,976	3,848	-1,872
Los Angeles-Long Beach-Santa Ana	2,944	3,817	-873
Harrisburg-Carlisle	2,643	3,121	-478
Weirton-Steubenville	2,721	3,023	-302
Orlando-Kissimmee	1,874	2,977	-1,103

\* Micropolitan Statistical Area. All other regions are Metropolitan Statistical Areas.



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