



PennState
Harrisburg

Center for Survey Research

Marketing Focus Group for the Pennsylvania Anthracite Heritage Museum

Conducted for:

Pennsylvania Historical & Museum Commission

Prepared by:

**Center for Survey Research
Penn State Harrisburg**

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Table of Contents

Key Findings.....	ii
Introduction.....	1
Methodology.....	1
Institutional Review Board.....	1
Site Selection.....	1
Moderator’s Guide	1
Participant Recruiting.....	2
Procedures	2
Demographic Characteristics of Participants	3
Data Analysis	3
Study Limitations	3
Discussion.....	4
Conclusion	9
APPENDIX A: MODERATOR’S GUIDE	10
APPENDIX B: MAIL INVITATION	11
APPENDIX C: EMAIL ANNOUNCEMENT.....	12
APPENDIX D: SOCIAL MEDIA POST	13
APPENDIX E: INFORMED CONSENT FORM	14
APPENDIX F: INTAKE FORM	15
APPENDIX G: DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS.....	17

KEY FINDINGS

1. Searching for Information on Entertainment and Leisure Activities

- Participants used Internet searches to find entertainment, activities, or things to do in the area. Google searches and Google Maps were used most frequently.
- Cost was a major factor in deciding what types of activities to do or attractions to visit. This was especially true for younger focus group participants. Groupon deals or discounts were several things younger participants searched for online.
- Print advertising was another way participants found information, including: *Happenings* magazine, direct mailers, and billboards.
- Word of mouth and recommendations from friends and family were another way to get information on entertainment.

2. Museum and Historical Site Visits

- All participants indicated they had visited a museum or historical site.
- Hearing stories about peoples' lives and learning interesting or obscure facts were things participants enjoyed most about their museum or historical site visit.
- Participants shared that hands-on and interactive exhibits that bring history to life were the most memorable parts of their museum or historical site visits.
- A mix of different types of exhibits was preferred by participants when visiting a museum or historical site.

3. Pennsylvania Anthracite Heritage Museum – Non-Visitors

- All but one focus group participant reported that they had never visited the Pennsylvania Anthracite Heritage Museum.
- Participants were confused by the name of the museum and what they would find there. What is anthracite heritage?
- Non-visitors were generally not interested in learning about coal; however, after learning that the museum included exhibits about the cultural heritage of the people who lived in the area and worked in the coal mining industry, all of the non-visitors were interested in going to the museum.

4. Pennsylvania Anthracite Heritage Museum – Marketing Piece Discussion

- Overall, participants did not like the layout or design of the Pennsylvania Anthracite Heritage Museum brochure.
- Participants were confused over the name of museum and what it meant.
- The front cover of the brochure looked outdated and was unappealing to participants.
- Participants were disappointed with the lack of basic information included in the brochure, especially regarding rates and hours of operation.
- Participants reiterated several times that they felt that the museum should market learning about the history and culture of the people rather than the history of coal.

5. Trails of History – Marketing Piece Discussion

- None of the focus group participants were familiar with the Trails of History.
- The use of the word “trail” on the Trails of History brochure confused several participants.
- Overall, participants liked the layout and design of the Trails of History brochure.
- Participants felt that the amount of time to complete the trails was a major piece missing from the brochure.
- Basic information and better pictures were also mentioned as things participants wanted to see in the brochure.

INTRODUCTION

The Center for Survey Research (CSR) at Penn State Harrisburg conducted a focus group with individuals who had not visited the Pennsylvania Anthracite Heritage Museum at all or who had not visited in more than 10 years. The focus group was conducted on behalf of the Pennsylvania Historical and Museum Commission (PHMC). The goals of the discussion were to explore decision-making and planning of leisure activities and to gather feedback from participants on a marketing brochure for the museum. A total of 8 individuals participated in the focus group discussion. The focus group was held in May 2017 on the campus of Penn State Worthington Scranton in Dunmore, Pennsylvania.

METHODOLOGY

Institutional Review Board

The study protocol, recruiting materials, consent form, intake form, and final moderator's guide were covered under study number 00005610 by Penn State University's Office for Research Protections. The study was classified as non-research status.

Site Selection

The focus group was held in a meeting room in the Business Building on the campus of Penn State Worthington Scranton. This location was selected since it was less than 10 miles from the Pennsylvania Anthracite Heritage Museum. The Penn State Worthington Scranton campus offered an easily accessible location, free parking, and convenience for participants.

Moderator's Guide

CSR staff worked in consultation with staff from the Pennsylvania Historical & Museum Commission to develop a moderator's guide of questions for use in the focus group. Discussion topics included: entertainment and leisure activities of the group, museum and historical site visit experiences, decision-making and planning of entertainment, and feedback on a marketing brochure from the Pennsylvania Anthracite Heritage Museum. See Appendix A for a copy of the moderator's guide that was used during the session.

Participant Recruiting

CSR staff utilized a number of strategies to recruit participants for the focus group. First, a listed household and a consumer cell sample were purchased from Marketing Systems Group in Horsham, Pennsylvania. Since the listed household sample is pulled from landline records, an age-targeted consumer cell sample was also pulled in an attempt to reach younger individuals. The sample consisted of zip codes within a 20-mile radius of the Penn State Worthington Scranton campus. An invitation to participate in the focus group was sent to 600 individuals from the sample. See Appendix B for the direct mail invitation.

Due to low response from the mail invitation, CSR reached out to faculty, staff, and students at both the Penn State Worthington Scranton and Penn State Wilkes Barre campuses through an email invitation. Additionally, CSR posted a social media recruiting announcement on both the CSR and the PHMC Trails of History Facebook pages. Snowball recruiting was also used; this recruiting method asks confirmed focus group participants to recruit other individuals who would be eligible to participate in the session. A copy of the email announcement and social media post can be found in Appendices C and D respectively.

For all recruiting methods, interested participants were directed to contact CSR via phone, toll-free voicemail, or email to indicate their interest. CSR then confirmed eligibility and selected participants to ensure a good mix of ages in the focus group session. After this process, participants were given final confirmation of the location of the session via phone, email, or mail. Reminder phone calls/emails were placed/sent the day before each session to confirm attendance.

Procedures

The focus group was conducted by CSR staff members experienced with qualitative methods and facilitation; one researcher moderated the discussion while the other served as assistant moderator and note taker. Prior to the start of each group, participants reviewed a consent form and completed an intake form designed to collect demographic information (Appendices E and F respectively). Refreshments were available prior to and during each session. The discussion was audio and video recorded using Zoom web conferencing software. At the conclusion of the discussions, a \$50 cash incentive was given to each participant as a token of appreciation for their time. The session lasted approximately 90 minutes.

Demographic Characteristics of Participants

The 8 focus group participants ranged in age from 20 to 72, with a mean age of 47.6 years old. More males participated in the focus group than females (62.5% vs. 37.5%). Almost all participants identified as white and non-Hispanic. Half of the participants were from households without minor children. See Appendix G for a full table of participant demographic characteristics.

Data Analysis

A notes-based approach to analysis was used for the focus group, utilizing the detailed notes of the discussion. Key themes were identified from the notes taken by the assistant moderator. Audio and video files were also available to the research team for clarification or review purposes.

Study Limitations

The rigorous qualitative research methods used for this study are useful for exploration and discovery, for context and depth, and for interpretation of the topics discussed during the sessions. It should be noted that although this type of research provides rich, detailed responses, the results are not generalizable to the populations being studied. Rather, one should think of the concept of transferability, in other words, whether or not the findings can transfer to another environment or situation¹.

¹ Krueger, R. A., & Casey, M. (2000). *Focus groups: A practical guide for applied research* (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
Center for Survey Research
Penn State Harrisburg

DISCUSSION

Focus group participants shared their opinions regarding: entertainment and leisure activities, museum and historical site visit experiences, decision-making and planning of entertainment, and feedback on a marketing brochure from the Pennsylvania Anthracite Heritage Museum. This information is incorporated and organized by topic below.

Entertainment and Leisure Activities

Focus group participants shared a variety of entertainment and leisure activities that they enjoy. These included:

- Going to the movies
- Fishing and hunting
- Visiting museums and historical sites
- Attending events that involve music, concerts, and plays
- Playing sports (i.e. baseball, golfing, soccer, miniature golf, etc.)
- Going to the mall, pizza places, restaurants
- Walking, biking, hiking, and visiting local parks, walking trails, or state parks

Searching for Information on Entertainment and Leisure Activities

Participants used Internet searches frequently to find entertainment, activities, and things to do in the area. Most participants used a simple Google search of what they were looking for or searched Google Maps to find various attractions in the area. In addition to Google searches, participants also searched Groupon for special deals and discounts on things to do. Several older participants also noted that they searched online after hearing a television or radio ad for a special event or attraction that sounded interesting.

While not a specific way to access information, most of the younger focus group participants shared that cost was a major factor in deciding what types of activities or attractions they would visit.

Researching things to do online in advance of a visit was especially important to this group, since it allowed them to check prices to make sure it was affordable. The younger participants also were more interested in Groupon deals or other discount coupons for entertainment in the area.

Print advertising was another way participants found information on local activities and attractions. Several participants mentioned *Happenings*; this free local magazine shares information on events, attractions, and recreation. The magazine is available at grocery stores, restaurants, and other local businesses in the Scranton area. Additionally, small, postcard- sized direct mailers with enticing pictures were mentioned by a few participants as a way they found out about attractions. Finally, participants shared that billboards on the side of local roadways were another way they got information.

Word of mouth and recommendations from friends and family were also mentioned by participants as a way to get information on local entertainment. Two participants who recently moved to the Scranton area said this was especially useful to them, since it gave them an opportunity to talk to someone about the attraction and get some insider information before deciding to visit. Several college students who participated in the focus group shared that suggestions from friends about new and different things to do in the area were how they got a lot of their information.

Museum and Historical Site Visits

All participants in the focus group reported they had visited a museum or historical site. Specific locations mentioned by participants included:

- Eckley Village
- Everheart Museum
- Freedom Trail
- Gettysburg National Battlefield
- Lackawanna Coal Mine
- Museum of Modern Art
- Philadelphia Museum of Art
- Smithsonian Museums

Hearing stories about peoples' lives and learning interesting or obscure facts were things participants enjoyed most about their museum or historical site visits. Participants noted that having a guided tour where the story of the museum was shared was something they really liked. Additionally, participants mentioned that getting to see things that had an impact on history or items or artifacts that were interesting were also things they enjoyed.

Participants shared that hands-on and interactive exhibits that bring history to life made for the most memorable museum and historical site visits. Participants noted that feeling like they were connected to the content and part of the exhibit made an impact on them. Several examples shared by participants included: seeing the evolution of something; following a personal history or background; and becoming a person from a particular era or time period, and experiencing that life and how they lived. A few participants mentioned the Lackawanna Coal Mine Tour as a wonderful example of a museum that brought history to life. Interestingly, the Lackawanna Coal Mine Tour is right next to the Pennsylvania Anthracite Heritage Museum; however, only one participant had ever visited the museum.

Most participants indicated that they preferred a mix of different types of exhibits when visiting a museum or historic site. While many liked more hands-on and interactive exhibits, participants also said that they liked having a guide or someone who could answer questions and share additional information. Additionally, several participants preferred touring a museum on their own and being able to spend as much time as they wanted learning about a particular topic or exhibit. Finally, participants noted that having exhibits that connected you with the material always made a visit more engaging.

Pennsylvania Anthracite Heritage Museum – Non-Visitors

All but one focus group participant reported that they had never visited the Pennsylvania Anthracite Heritage Museum. The one participant who visited had not been to the museum in at least 10 years. First, the non-visitors were asked what they knew about the museum and what they would find when visiting. Following a review and discussion of a marketing brochure on the museum, the non-visitors were asked if they would be interested in visiting.

Participants who had not visited the Pennsylvania Anthracite Heritage Museum were confused by the name of the museum and what they would find there. Several participants asked, “What is anthracite heritage?” Others thought that the museum may show information on the evolution of the coal industry or information on coal miners, but they were still unsure of what would be involved with the “heritage” part of the name.

After reviewing and discussing the marketing brochure and finding out that the Pennsylvania Anthracite Heritage Museum discussed the cultural heritage of the people who lived in the area and

worked in the coal mining industry, all of the non-visitors stated that they would be interested in going to the museum. Participants were also very surprised to learn that the museum was next to the Lackawanna Coal Mine Tour, which several of them had visited in the past. Most of the non-visitors stated they were very interested in returning to McDade Park and visiting both sites.

Pennsylvania Anthracite Heritage Museum – Marketing Piece Discussion

Overall, participants did not like the layout or design of the Pennsylvania Anthracite Heritage Museum brochure. Participants stressed that they wanted the brochure to tell a story, and that it should entice people to visit. Suggestions to improve the brochure included: adding more content to convey the story of the museum; including a teaser to get people interested in visiting; using bullet points to share information; making sure the QR code directed visitors to a working site; and freshening up the look of the brochure, as many felt it was very dated. One participant summed up her feelings on the brochure when she shared that she would probably walk right past it if it was displayed. She went on to say, “I’d like to forget the brochure.”

Participants discussed confusion over the name of the museum. Several participants noted that they did not feel the name conveyed what visitors would see at the museum. A few participants even stated that they would not have been interested in visiting solely on hearing the name. One participant shared that perhaps the name should be changed to Lackawanna Heritage Museum, which might give visitors a better idea of what they would find at the museum. Additionally, participants were confused by the Trails of History information on the back cover and how that was connected to the museum.

The front cover of the brochure looked outdated and was unappealing to participants. They discussed that the image showed a coal miner that looked too clean and happy. After seeing other pictures inside the brochure, a couple of participants thought that the wood panel image might be a better picture for the front cover. Additionally, participants suggested that including a teaser on the front cover could help draw people to the brochure.

Participants were disappointed with the lack of basic information included in the brochure. They noted that there was no information on rates or hours of operation. One participant saw the “hours and rates are subject to change” tag-line and immediately commented that the brochure was clearly not

updated frequently. Participants also felt that the museum should have more of a connection with the Lackawanna Coal Mine Tour, even suggesting a way to get a combo ticket to visit both sites.

Participants reiterated several times that they felt that the museum should market learning about the history and culture of the people, rather than the history of coal. Participants loved certain photos inside the brochure that they felt were more enticing, including the pictures of a saloon, a coal miner's home, and a church. Several participants commented that they had generations of family from the area that worked the coal mines, so it would be very interesting to hear their story.

Trails of History – Marketing Piece Discussion

None of the focus group participants were familiar with the Trails of History. Most liked the Trails of History brochure and found museums and historical sites that they would like to visit. Participants noted that the brochure provided a nice summary of the different museums and sites.

The use of the word “trail” on the Trails of History brochure confused several participants. A few participants thought it was a walking trail that was to be completed on foot. Others wondered how long the “trails” would take to follow and felt that they looked very time-consuming. One participant even expressed concern over whether she would miss something if she skipped a part of a trail or did not follow the trail in the order in which it was presented.

Overall, participants liked the layout and design of the Trails of History brochure. Participants agreed that the brochure was more eye-catching and had better, more enticing photos. Easy-to-read information, short paragraphs, a detailed map, and an interesting cover were other items focus group participants mentioned that they liked about the brochure. Participants also noted that the single sentence summary of the Pennsylvania Anthracite Heritage Museum on the Trails of History brochure was better than the entire museum brochure they were shown.

Participants felt that how much time would be required to complete the Trails of History was a major piece missing from the brochure. Several participants wanted to know which sites might be good for day trips or weekend getaways. While there seemed to be many sites along the Trails near Philadelphia and Harrisburg, participants noted that the rest of the sites were very spread out. This could

make following the trail very time-consuming. Participants stated that they would probably use the brochure to see if there was a site near a place they were already visiting, but may not do the entire trail.

Basic information and better pictures were also mentioned by focus group participants as things they wanted to see on the Trails of History brochure. One participant pointed out the “hours and rates subject to change” tag-line again, and noted that the brochure was probably used over multiple years. Participants agreed that up-to-date costs and hours of operation were important to include. Several participants wanted to see more pictures, even suggesting a photo from each of the various historical sites mentioned in the brochure. Finally, captions for the photos were also an important piece missing from the brochure, as several participants did not know what the pictures were that were included in the brochure.

CONCLUSIONS

Overall, participants were looking to hear and experience a story. Focusing on conveying the story of the Pennsylvania Anthracite Heritage Museum and experiencing the cultural heritage of the people who worked in the local coal mines could help improve interest in the museum, especially for those in the local area. Giving the museum brochure a fresh look with more information on the story of the people, more enticing pictures, and basic information on the cost and hours of operation could help to draw more people to the museum. Additionally, the museum should focus on optimizing Internet searches and offering a Groupon deal to help boost visibility and visitation. Finally, since many of the focus group participants visited the neighboring Lackawanna Coal Mine Tour, exploring possible collaborations could encourage more dual visitation and create a complete experience for Anthracite Heritage Museum and Coal Mine Tour visitors.

APPENDIX A – MODERATOR’S GUIDE

Welcome! Thank you for attending this focus group session sponsored by the Pennsylvania Historical & Museum Commission. My name is Nicole Sturges and I will be leading the discussion. This is Tim Servinsky and he will be assistant moderator and note taker. We are with Penn State Harrisburg’s Center for Survey Research. Tonight’s focus group will discuss how you make decisions about entertainment and leisure activities. We will also be asking you some specific questions about a local museum/historical site.

We want you to feel comfortable sharing your experiences – there are no right or wrong answers. Please be assured that anything you say here today will be kept confidential, and we will not use names or any other identifying information in any of our reports. So, what is going to happen during this session? I will pose a series of questions to you. This is intended to be a discussion so feel free to talk to each other and not just direct your response to me. I am just here to facilitate. Let’s begin by having each person introduce themselves. Please share your first name only and where you are from.

First, I would like to begin by having you think about entertainment or leisure activities.

1. What type of entertainment or leisure activities do you and your family participate in? What kinds of attractions do you visit when you have free time? (If needed probes: amusement parks, museums, galleries, historical sites, parks, etc.)
2. How do you decide what attractions you will visit or what leisure activities you will participate in? Where do you go for information when looking for activities or places to visit? If you use the internet/web – what specific sites? Probe for specifics.

Next, I would like to ask you a few questions about museums and historical sites.

3. Have you ever visited a museum or historical site? (Poll with raise of hands) If so, which ones? (Specific interest in PA museums or historical sites).
4. What did you like about the museums/historical sites you visited? What made the visit memorable for you/your family?
5. What type of exhibits do you prefer when visiting a museum? (Probes: interactive, traditional, hands-on, etc.)

Finally, I would like you to review a few marketing pieces from a local museum or historical site and share your thoughts and feedback.

6. What do you think of the marketing piece? Does it make you interested in visiting? Why or why not?
7. Is there anything missing from the piece? Anything you would like to see that would make you interested in visiting?
8. Is there anything else you would like to share with us that would be beneficial to our project?

Thank you for your time!

APPENDIX B – MAIL INVITATION

The Penn State Harrisburg Center for Survey Research (CSR) is conducting a research study on behalf of the Pennsylvania Historical and Museum Commission about decision-making and planning of leisure activities. A focus group discussion will be held at **Penn State Worthington Scranton in Dunmore, PA. The discussion is scheduled for Thursday, May 25, 2017 from 5:30 to 7:30 pm.**

Participants will receive **\$50** and light refreshments as a token of our appreciation for their time and effort. Please review the focus group requirements below to see if you are eligible to participate. If you are eligible, please contact the research team and provide your information. The team will then review and select eligible individuals to participate in the focus groups. Individuals selected to participate will receive a confirmation with additional information including the exact location of the discussion on campus. **Only individuals confirmed by the research team that arrive on time and stay for the entire focus group session will be eligible to receive the \$50 incentive.**

We will be video recording the focus groups to document the conversation, and a few members of the research team will be viewing a live stream of the session. Your name will not be attached to any comments you share with us. Also, I want to emphasize that once at the session, anything you do there will be completely voluntary, and you will be free to leave at any time for any reason.

FOCUS GROUP REQUIREMENTS

In order to be considered, you must meet the following requirements:

1. You must be an adult age 18 years of age or older, and
2. You have **NOT** visited the Pennsylvania Anthracite Heritage Museum in Scranton, PA **OR** have not visited in a long time (i.e. you visited the museum as a child with a school group or have not visited in 10+ years).

If you meet the above requirements, please contact the Center for Survey Research and answer the questions below to indicate your interest in participating in the focus group discussion. You can email us at focusgroups@psu.edu or call our toll-free voicemail to leave a message: 1-888-988-2572. A member of the research team will get back to you within 3-5 business days. You must provide **all** of the following information in order to be considered.

1. Your name (first and last)
2. The date of the focus group session (May 25)
3. Your zip code
4. An email address and phone number to reach you
5. Your age (we are trying to get a good mix of individuals in the focus group)

I hope you will be able to join us and be a part of this important research.

Sincerely,
Nicole L. Sturges
Assistant Director, Center for Survey Research

APPENDIX C– EMAIL ANNOUNCEMENT

TO: Penn State Worthington Scranton and Penn State Wilkes Barre Faculty, Staff, & Students
FROM: The Center for Survey Research at Penn State Harrisburg
RE: Research Focus Group at Penn State Worthington Scranton

Good Morning fellow Penn Staters,

My name is Nicole Sturges and I am with the Penn State Harrisburg Center for Survey Research. We are currently conducting a research study on behalf of the Pennsylvania Historical and Museum Commission about decision-making and planning of leisure activities. **Next week, we will be on your campus to conduct a focus group** and we are searching for additional participants. The focus group is scheduled for **Thursday, May 25th from 5:30 pm to 7:30 pm.**

Focus group participants will receive **\$50 cash** and light refreshments as a token of our appreciation for their time and effort. Eligibility requirements to participate in the focus group are below. **If you, your family members, or friends meet the requirements and would be interested in participating, please contact me.**

Focus Group Requirements:

In order to be considered, you must meet the following:

- You must be an adult age 18 years of age or older, and
- You have **NOT** visited the Pennsylvania Anthracite Heritage Museum in Scranton, PA **OR** have not visited in a long time (i.e. you have not visited in 10+ years)

Interested individuals who meet the eligibility requirements can contact me by responding to this email, emailing me at focusgroups@psu.edu, or leaving a voicemail on our toll-free number 1-888-988-2572. We do have several spots available in the focus group! Please note, only individuals confirmed by the research team to participate will receive notification of the exact location on campus where the focus group will be held.

Thank you for your consideration.

APPENDIX D – SOCIAL MEDIA POST



Center for Survey Research

Earn \$50 for sharing your opinion with us!

SCRANTON AREA FOCUS GROUP

Thursday, May 25

HARRISBURG AREA FOCUS GROUP

Wednesday, June 14

PITTSBURGH AREA FOCUS GROUP

Thursday, June 8

FOR MORE INFORMATION VISIT: [HTTP://BIT.LY/PHMCFG3](http://bit.ly/PHMCFG3)

APPENDIX E – INFORMED CONSENT FORM

Informed Consent Form The Pennsylvania State University

Title of Project: Pennsylvania Historical and Museum Commission (PHMC) Visitor and Marketing Project

Project Team Lead: Center for Survey Research at Penn State Harrisburg

Telephone Number: 717-948-6117; email – csr@psu.edu

You are being invited to volunteer to participate in a research study. This summary explains information about this research.

- This research will explore opinions on decision-making and planning of leisure activities. You will also be asked your opinion on marketing pieces for local PHMC museums and historical sites.
- You will be led by an experienced moderator in a guided discussion for about 2 hours, which will be audio and video recorded. Penn State University research team members will take notes during the discussion, and several members of the research team will be viewing a live stream of the video. Prior to the discussion, you will complete an intake form of questions about yourself. Notes and recordings will be used by the research team during analysis.
- All responses will be kept completely confidential. Your name and any other personally identifiable information will not be attached to comments or quotations used in reporting.

If you have questions or concerns, you should contact the Center for Survey Research at csr@psu.edu or 717-948-6117.

Your participation is voluntary and you may decide to stop at any time. You do not have to answer any questions that you do not want to answer.

Your participation implies your voluntary consent to participate in the research.

APPENDIX F – INTAKE FORM

Please complete this brief focus group intake form. Responses are confidential and cannot be linked back to you because your personal information is **NOT** connected to the data. Completion of this Focus Group Intake Form implies your consent to use this demographic information during qualitative analysis. Thank you!

1. **What is your age?** _____ years

2. **What is your zip code?** _____

3. **Are you . . . ?**
 - Male
 - Female
 - Something else: Please specify: _____

4. **Do you consider yourself to be Hispanic or Latino?**
 - Yes
 - No

5. **What is your race? Select all that apply.**
 - White
 - Black/African American
 - Asian/Pacific Islander
 - American Indian/Native Alaskan
 - Other, please specify: _____

6. **What category best describes your educational level?**
 - Less than high school
 - High school diploma or GED
 - Some college
 - Two-year degree
 - Four-year college graduate
 - Graduate work

7. What is your marital status?

- Single/never married
- Married or living with a partner
- Separated
- Divorced
- Widowed
- Other

8. Which of the following best describes your family composition?

- Married without minor children
- Married with minor children
- Single person household
- Single parent/guardian with minor children
- Other, without minor children (includes multiple non-married adults without children)
- Other, with minor children (includes multiple non-married adults with children)

9. [Only answer if you have MINOR children] How old are your children? _____

10. With respect to employment, are you...? (Select all that apply)

- Currently working full-time
- Currently working part-time
- Currently not working, but looking for work
- Retired – not working and not looking for work
- Disabled – not working and not looking for work
- Not working and not looking for work
- Student (either full-time or part-time)

11. What is your total annual household income, before taxes?

- Under \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

APPENDIX G – DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

		Mean	
Average Age		47.6 years	
		Number	Percent
Gender			
Female	3	37.5%	
Male	5	62.5%	
Ethnicity – Hispanic/Latino			
Yes	0	0.0%	
No	8	100.0%	
Race			
White	7	87.5%	
Black/African-American	1	12.5%	
Education			
Some college	4	50.0%	
Four-year college graduate	4	50.0%	
Marital Status			
Single/never married	2	25.0%	
Married/living with a partner	4	50.0%	
Separated	1	12.5%	
Widowed	1	12.5%	
Family Composition			
Married without minor children	3	37.5%	
Married with minor children	1	12.5%	
Single person household	2	25.0%	
Other, without minor children	1	12.5%	
Other, with minor children	1	12.5%	
		Mean	
Average Age of Minor Children		17 years	
Employment Status			
Currently working full-time	4	50.0%	
Retired – not working and not looking for work	2	25.0%	
Student (either full or part-time)	2	25.0%	