

PHMC Visitor Intercept Survey

Report of Methods and Findings: Pennsylvania Anthracite Heritage Museum

Submitted to:

Pennsylvania Historical and Museum Commission

Prepared by:

Center for Survey Research

Penn State Harrisburg

August 2017



PennState
Harrisburg

Center for Survey Research

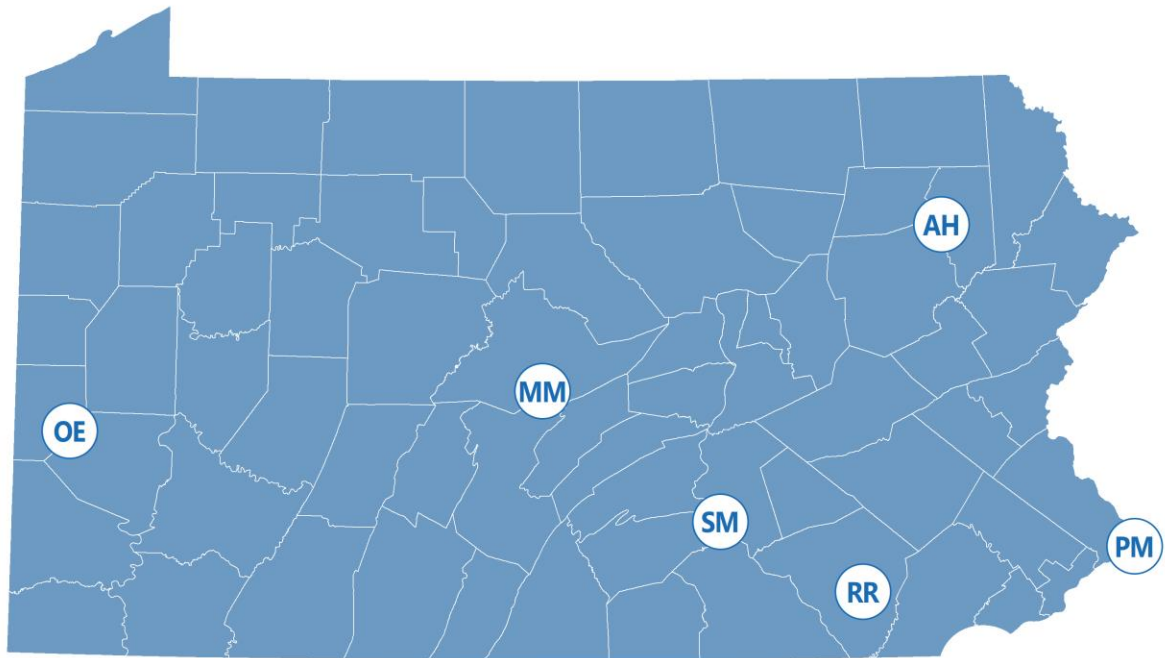
Table of Contents

| | |
|--|-----------|
| INTRODUCTION..... | 1 |
| METHODOLOGY | 2 |
| Institutional Review Board | 2 |
| Site Selection | 2 |
| Instrument Development..... | 2 |
| Intercept Staff Training..... | 2 |
| Respondent Selection and Eligibility..... | 3 |
| Data Collection Procedures..... | 4 |
| Survey Response Rate..... | 4 |
| Margin of Survey Error..... | 4 |
| Study Limitations..... | 5 |
| Data Preparation..... | 5 |
| Data Analysis Notes..... | 6 |
| DEMOGRAPHIC PROFILE OF PENNSYLVANIA ANTHRACITE HERITAGE MUSEUM SURVEY RESPONDENTS | 7 |
| Gender..... | 7 |
| Age..... | 8 |
| Educational Attainment | 8 |
| Marital Status | 9 |
| Child Status..... | 10 |
| PENNSYLVANIA ANTHRACITE HERITAGE MUSEUM SURVEY FINDINGS..... | 12 |
| Museum Visitation..... | 12 |
| Learning about the Site | 14 |
| Reasons for Visiting..... | 15 |
| Learning about Activities and Places to Visit..... | 16 |
| Familiarity with PHMC and the Trails of History | 18 |
| General Comments..... | 18 |
| APPENDIX A: SURVEY INSTRUMENT | 21 |

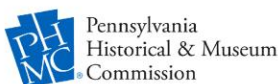
INTRODUCTION

A Visitor Intercept Survey was conducted by the Center for Survey Research (CSR) at Penn State Harrisburg for the Pennsylvania Historical and Museum Commission (PHMC). The goal of the survey was to explore habits and experiences of site visitors to use in developing marketing plans to expand paid visitation. Altogether, 2,591 intercept surveys were collected from adult visitors to six PHMC sites (see the map that follows): Old Economy Village in Ambridge, PA ($n = 124$); Pennsbury Manor in Morrisville, PA ($n = 115$); the Pennsylvania Anthracite Heritage Museum in Scranton, PA ($n = 177$); the Pennsylvania Military Museum in Boalsburg, PA ($n = 153$); the Railroad Museum of Pennsylvania in Strasburg, PA ($n = 807$), and the State Museum of Pennsylvania in Harrisburg, PA ($n = 1,215$). Surveys were administered between March 10 and July 4, 2017. This report contains data from the Pennsylvania Anthracite Heritage Museum site only.

Pennsylvania Historical & Museum Commission Survey Sites



AH=Anthracite Heritage **PM**=Pennsbury Manor
MM=Military Museum **RR**=Railroad Museum
OE=Old Economy **SM**=State Museum



Pennsylvania
State Data Center

METHODOLOGY

Institutional Review Board

The study protocol and survey instrument 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

Surveys were administered to adult visitors of six PHMC sites: Old Economy Village in Ambridge, PA; Pennsbury Manor in Morrisville, PA; the Pennsylvania Anthracite Heritage Museum in Scranton, PA; the Pennsylvania Military Museum in Boalsburg, PA; the Railroad Museum of Pennsylvania in Strasburg, PA, and the State Museum of Pennsylvania in Harrisburg, PA. Sites were selected by PHMC to be representative PHMC sites by type of site and geography.

Instrument Development

From November 2016 through March 2017, CSR worked with PHMC to develop an on-site intercept instrument to gather information from visitors to PHMC sites for use in developing marketing plans. Core questions were developed for use at each of the six sites. In addition, site-specific responses were added in consultation with site directors to allow data to be collected that was specific to each site. The six unique survey instruments were programmed by CSR staff into SurveyMonkey web survey software for use at each site. Paper versions of the instruments were also developed for sites where Internet access might have been unreliable, respondents might be reluctant to use an iPad, or visitation might be too busy to reach all respondents.

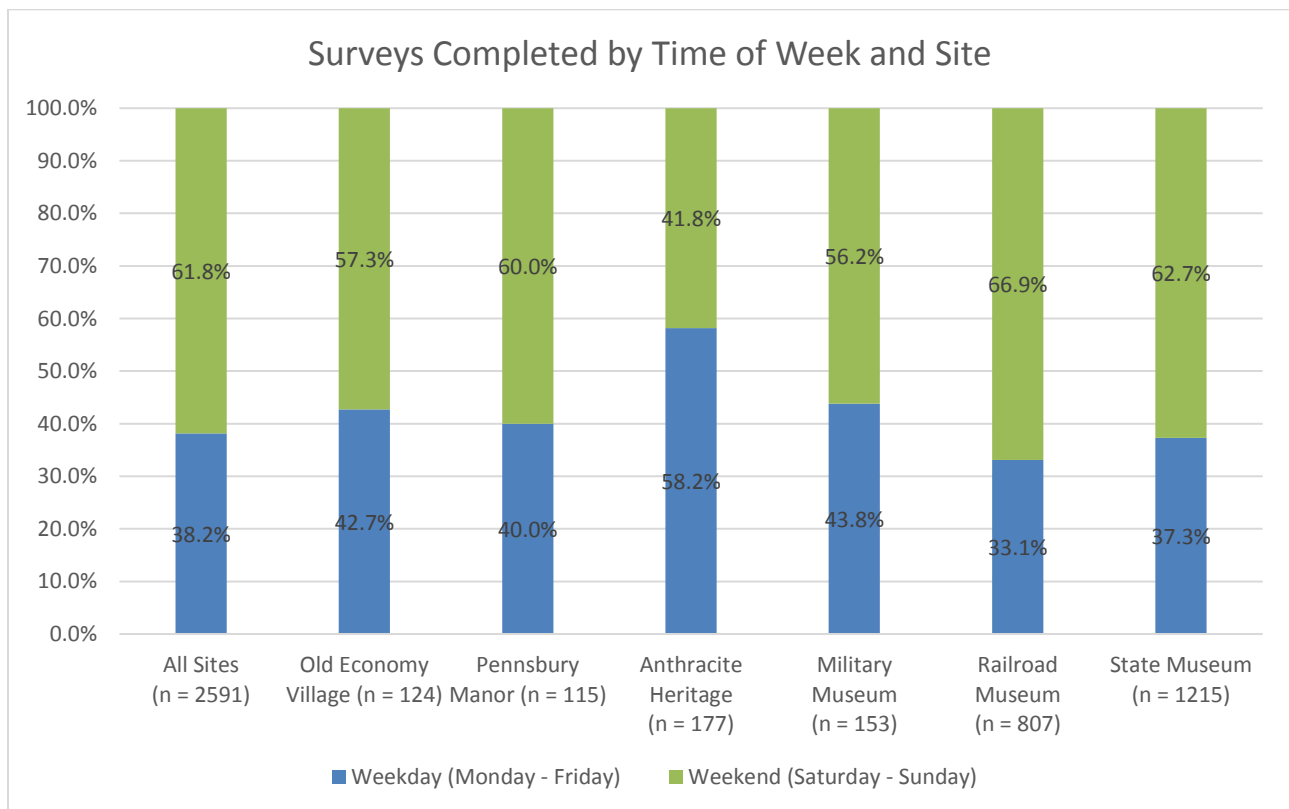
Intercept Staff Training

CSR staff conducted training with intercept team members. Due to technical limitations, in lieu of webinars, three conference calls were held with staff and volunteers from each of the sites. These staff then provided training to other volunteers and staff. CSR's project manager also trained intercept staff to work at the State Museum and the Railroad Museum. The training focused on several key areas: study protocols, confidentiality, technical considerations, selection of respondents, communication skills, introducing and completing the survey, respondents' rights, and the survey instrument. A training manual was developed to provide additional information on procedures. Each team member also signed CSR's standard confidentiality agreement.

Respondent Selection and Eligibility

Respondents were randomly selected by PHMC site staff or volunteers at Old Economy Village, Pennsbury Manor, the Pennsylvania Anthracite Heritage Museum, and the Pennsylvania Military Museum; and by Center for Survey Research (CSR) staff at the Railroad Museum of Pennsylvania and the State Museum of Pennsylvania. Intercept team members were scheduled at various times and days of the week to ensure that data were representative of different types of visitors. When possible, all adult visitors (18 and older) were selected to take the survey. During busier times, participants were randomly selected, with careful consideration taken to ensure representation of a variety of ages, genders, races, ethnicities, etc. One person per family was eligible to participate, and visitors could take the survey multiple times at multiple sites.

The figure below shows the proportions of responses collected on weekdays versus weekends at each site. Please note that this is not indicative of overall site visitation; in addition to the number of visitors per day, the data below depend on when intercept team members were scheduled and the success of different team members in obtaining cooperation from survey respondents.



Data Collection Procedures

CSR provided intercept team members and coordinated intercept efforts for both the Railroad Museum of Pennsylvania and the State Museum of Pennsylvania. CSR staff worked for 200 hours at each of these sites, resulting in 400 total hours of data collection. For the remaining sites, site directors were responsible for training and scheduling intercept team members at various times and days of the week. Some sites integrated the survey into the point-of-sale conversation for ease in gaining cooperation and reducing additional staffing needs.

If the survey requests were not built into the point-of-sale conversation, intercept team members would approach visitors before they entered main exhibit areas, but after they purchased their tickets. Since questions did not relate to specific exhibits or experiences at the site, the survey could be completed either before or after visiting the site, depending on a visitor's preference.

Intercept team members approached potential respondents and explained that they were looking for volunteers to complete a brief survey. If a visitor agreed, they were taken to a place where they could complete the intercept survey on an iPad provided by PHMC. Team members did not ask the survey questions; rather, respondents completed the survey on their own. Team members remained available to answer questions, assist with technical problems, and ensure that the iPad functioned properly and did not leave the area. Survey respondents were offered a small incentive in appreciation of their time. The specific incentive offered was chosen by each participating site. Most often, the incentive offered was a coupon for a nominal discount at the site's store.

Survey Response Rate

Because the survey was conducted as an on-site intercept, the total eligible population is unknown. As a result, it is not possible to calculate a response rate for this survey.

Margin of Survey Error

The margin of sampling error depends on the population being referenced. For all combined survey results, the sample size of 2,591 responses results in a margin of error of approximately 1.8% with the conventional 95% degree of desired confidence. This means that in a sample of 2,591 respondents where the distribution of responses is within the vicinity of 50%, there is a 95% chance that if all eligible respondents are surveyed, the results will not differ from the survey findings by

more than 1.8 percentage points. A more extreme distribution of question responses has a smaller error range. Suppose that 80% of the respondents answer “Yes” and 20% answer “No;” then the sampling error in this case is 1.5 percentage points. That is, each percentage has a sampling error of plus or minus 1.5 percentage points.

It is important to note that margins of errors increase when some respondents do not answer a question or when looking at cross-tabulated data. In addition, each site has a different sampling error, depending on the number of surveys completed:

- Old Economy Village: Sample Size = 124; Margin of Error = 8.2%
- Pennsbury Manor: Sample Size = 115; Margin of Error = 8.6%
- Pennsylvania Anthracite Heritage Museum: Sample Size = 177; Margin of Error = 7.0%
- Pennsylvania Military Museum: Sample Size = 153; Margin of Error = 7.6%
- Railroad Museum of Pennsylvania: Sample Size = 807; Margin of Error = 3.3%
- State Museum of Pennsylvania: Sample Size = 1,215; Margin of Error = 2.7%

Study Limitations

Surveys were not conducted with all eligible respondents; as a result, non-response bias exists. Responses from those who completed the survey might differ from those who did not complete the survey. Certain individuals were also hesitant to utilize technology and may be under-represented in survey results. In addition, the low sample sizes obtained at four of the PHMC sites limit the generalizability of those results; these results should be considered with caution.

Data Preparation

At the conclusion of the data collection period, all completed survey data were extracted from SurveyMonkey web survey software into Statistical Package for the Social Sciences (SPSS) software version 24.0. CSR then prepared the survey data for reporting. Responses were re-coded into additional categories for analysis purposes. Finally, CSR staff prepared frequencies, cross-tabulations, and visualizations for use in analyzing results and preparing marketing plans. All datasets and results were prepared in summary form and for each participating site. Final review of the survey data was conducted by the senior staff of the Center for Survey Research.

Data Analysis Notes

The following notes should be taken into account when reviewing the results:

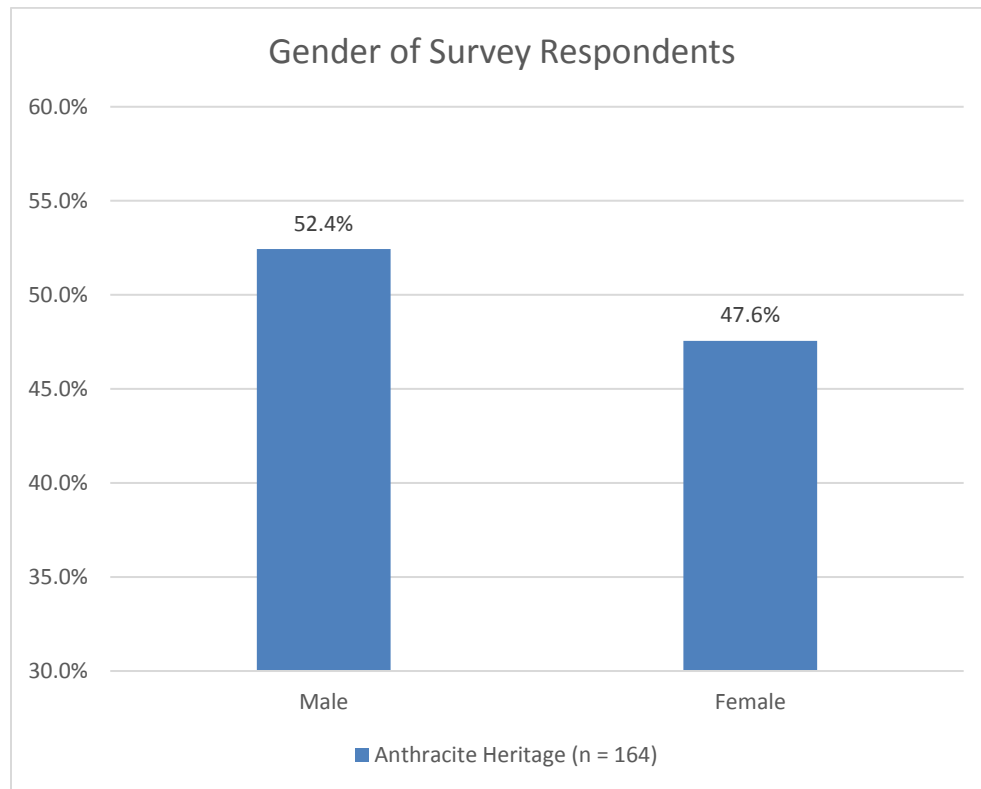
1. Results include discussion for relationships that are statistically significant (chi-square or z-test statistics are significant at the .05 level).
2. When reviewing figures, it is important to review the preceding text to determine which relationships are statistically significant. Figures may include information about relationships that are not statistically significant.
3. Frequencies may not add up to the sample size reported due to the exclusion of “Don’t know” and “Declined to answer” responses.
4. Due to small sample sizes, care should be taken when interpreting results from Old Economy Village, Pennsbury Manor, the Pennsylvania Anthracite Heritage Museum, and the Pennsylvania Military Museum. Cross-tabulation of data was not possible for these sites.
5. Although efforts were made to randomly select respondents across various demographic characteristics, certain individuals are more likely to agree to do surveys. As a result, specific demographic groups might be over- or under-represented in the survey results and might not fully reflect site visitation.
6. See Appendix A for the survey instrument that was used in data collection.

DEMOGRAPHIC PROFILE OF PENNSYLVANIA ANTHRACITE HERITAGE MUSEUM SURVEY RESPONDENTS

It should be noted that, although efforts were made to randomly select respondents across various demographic characteristics, certain individuals, such as women, are more likely to agree to do surveys. As a result, specific demographic groups might be over- or under-represented in the survey results and might not fully reflect site visitation.

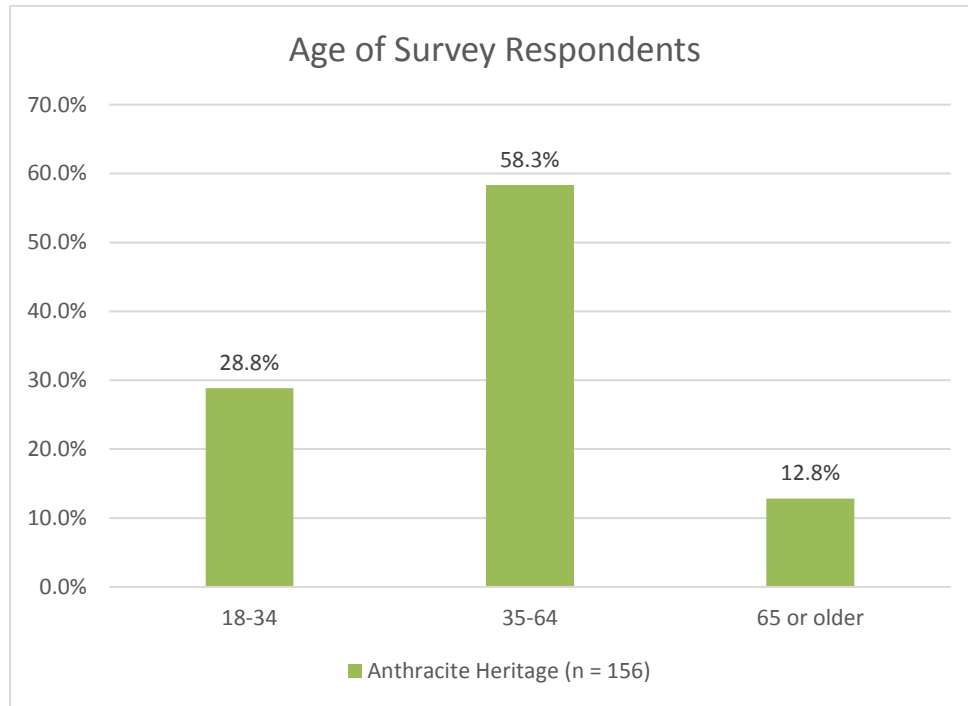
Gender

Responses to the survey were nearly evenly divided by gender, with 52.4% of survey responses ($n = 164$) coming from men.



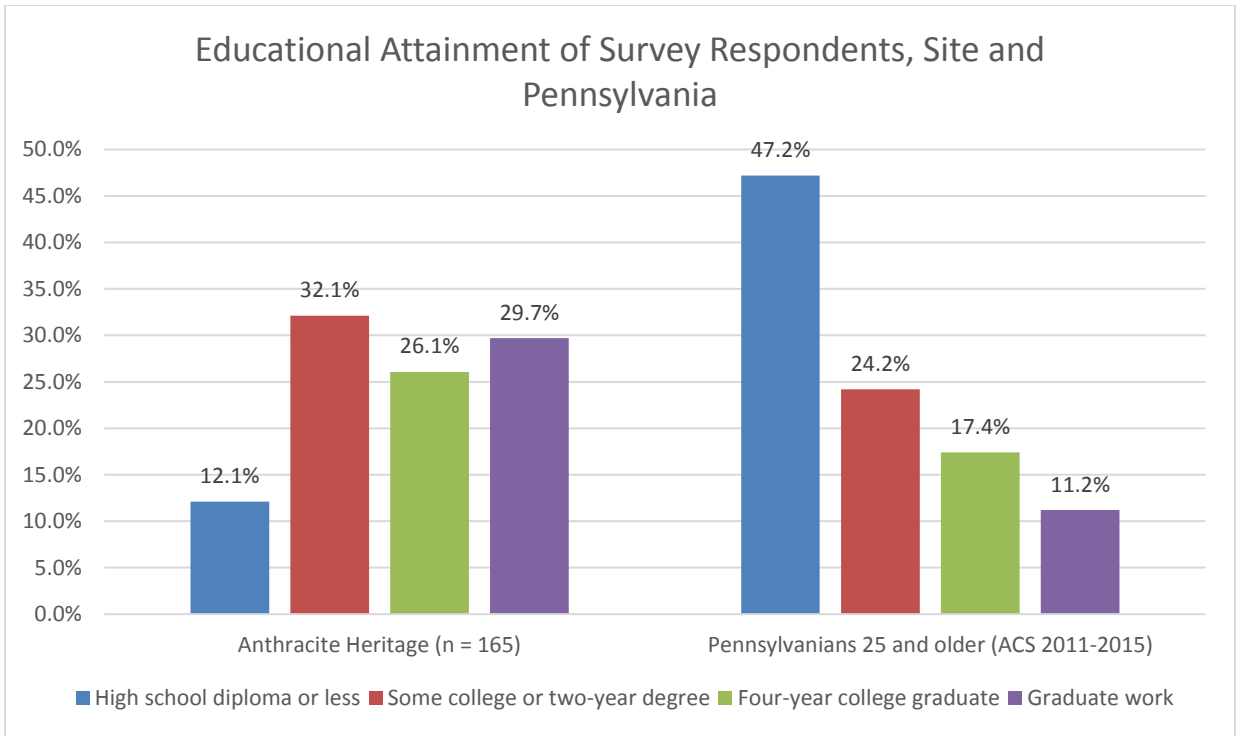
Age

About three-fifths of survey respondents were between the ages of 35 and 64 (58.3%; $n = 156$), one-quarter were 18 to 34 (28.8%) and just 12.8% were 65 or older, as seen in the next figure.



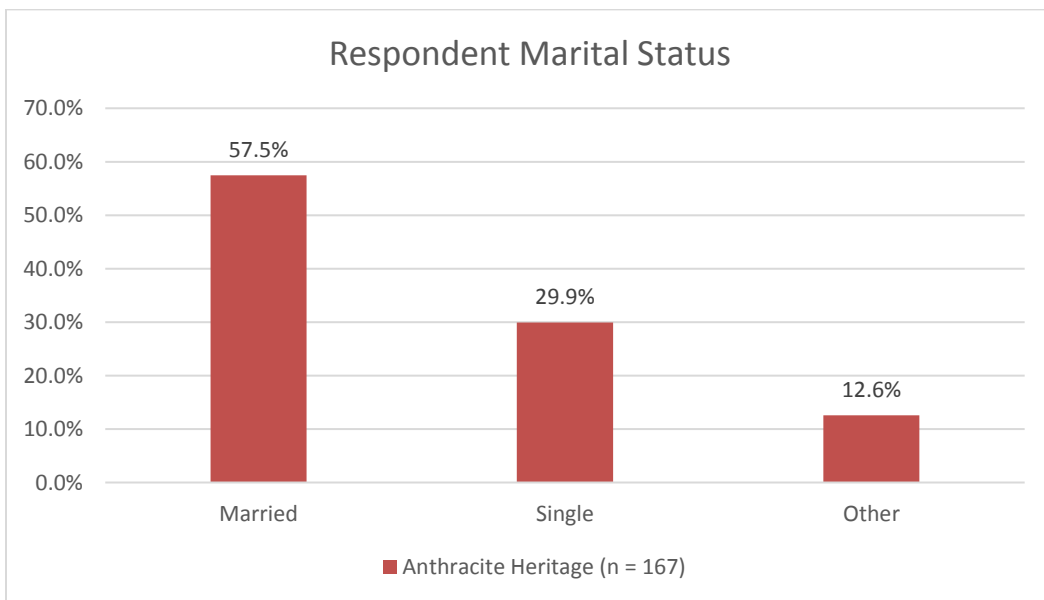
Educational Attainment

While other demographic characteristics were generally reflective of Pennsylvania's population, survey respondents had significantly higher levels of educational attainment as compared to Pennsylvania's population of those 25 and older, according to 2011-2015 American Community Survey (ACS) 5-Year Estimates. For example, while 47.2% of Pennsylvanians ages 25 and older have a high school diploma or less in terms of educational attainment, only 12.1% of all of this site's survey respondents ($n = 165$) fit into this category. In comparison, 29.7% of respondents had completed graduate work, as compared to 11.2% of Pennsylvanians ages 25 and older overall. The next figure shows the educational attainment of survey respondents, as compared to the Pennsylvania population ages 25 and older.



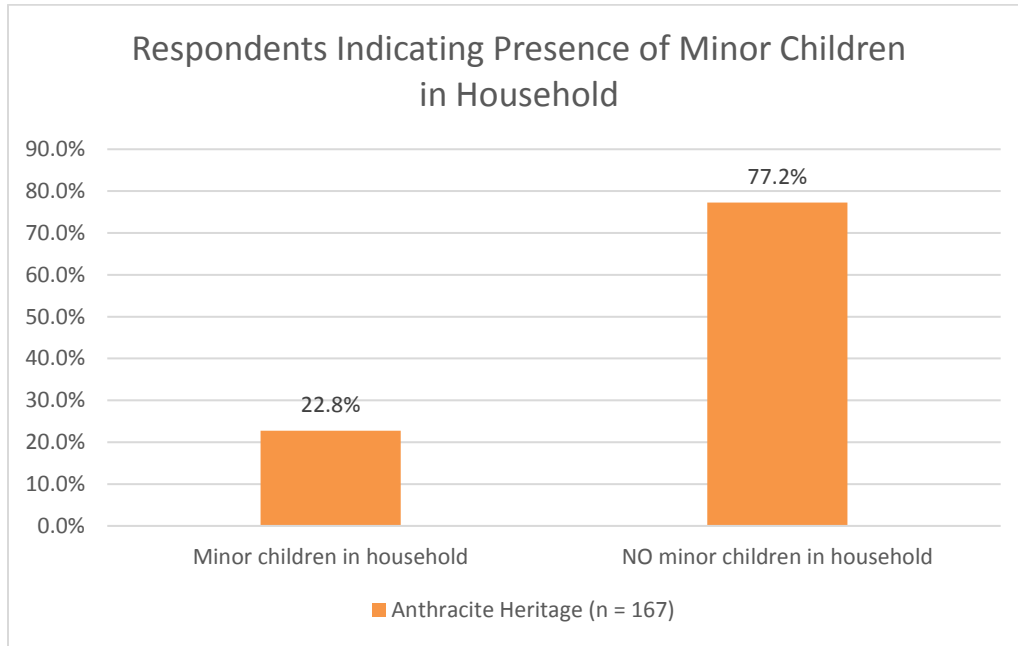
Marital Status

Over half of respondents were married (57.5%; $n = 167$), 29.9% were single, and 12.6% identified another marital status, as seen in the next figure. Respondents from the Pennsylvania Anthracite Heritage Museum were less likely to identify as married than visitors to the Pennsylvania State Museum (70.0%; $n = 1,187$) and the Railroad Museum of Pennsylvania (76.7%; $n = 795$).



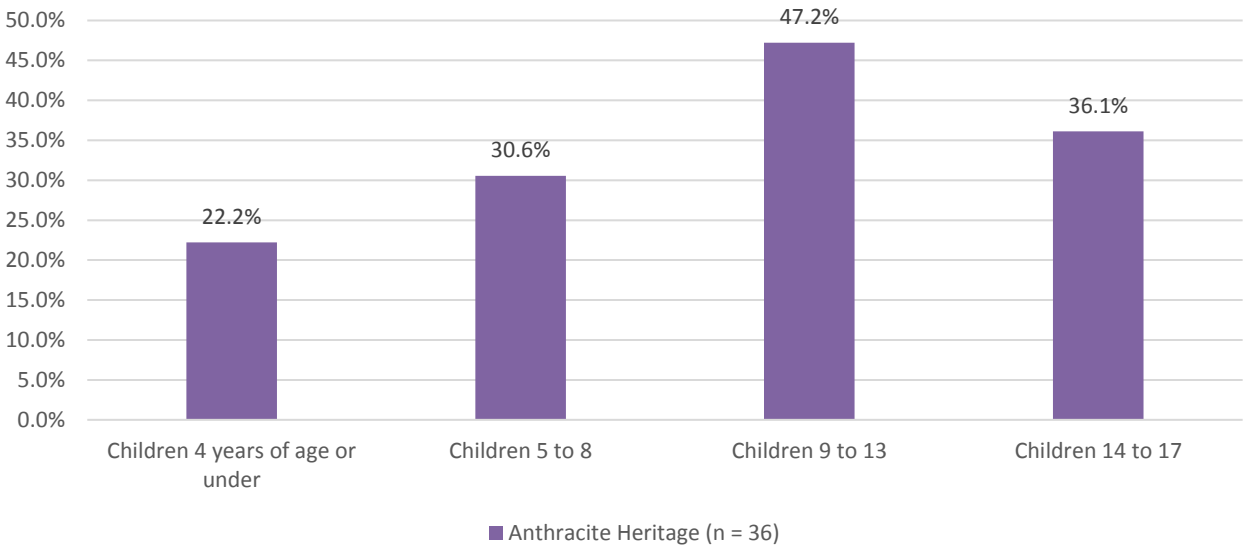
Child Status

About one-fifth of survey respondents (22.8%; $n = 167$) reported that they had minor children living in their household, regardless of whether or not any children were with them at the time of their visit, as seen in the next figure.

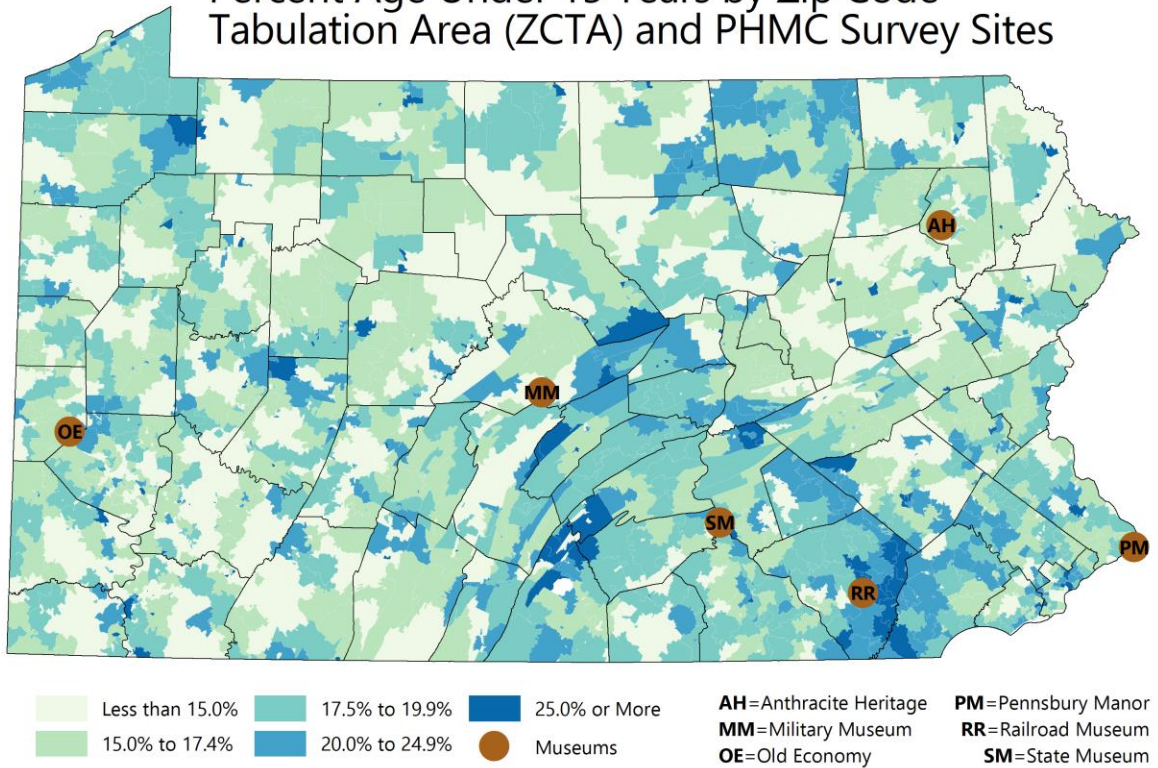


Respondents who had minor children living in their household were asked to indicate the ages of the children. The ages were then coded into categories for analysis purposes. Nearly half of respondents who had minor children living in their household indicated that they had at least one child in the household who between the ages of 9 and 13 (47.2%; $n = 36$). Generally, respondents reported having older children, with only 22.2% of these respondents reporting that they had children in the household who are 4 years of age or younger and 30.6% having children between the ages of 5 and 8, as seen in the next figure. The map that follows shows the percent of population under the age of 15 by zip code tabulation area. Given that a plurality of visitors' children were between the ages of 9 and 13, the map shows where marketing efforts might be best placed to reach this population. It is important to note only 36 respondents answered this question, so the margin of sampling error is very high and caution should be taken in interpretation of the results.

Presence of Children in Specific Age Categories, of Respondents with Minor Children in Household



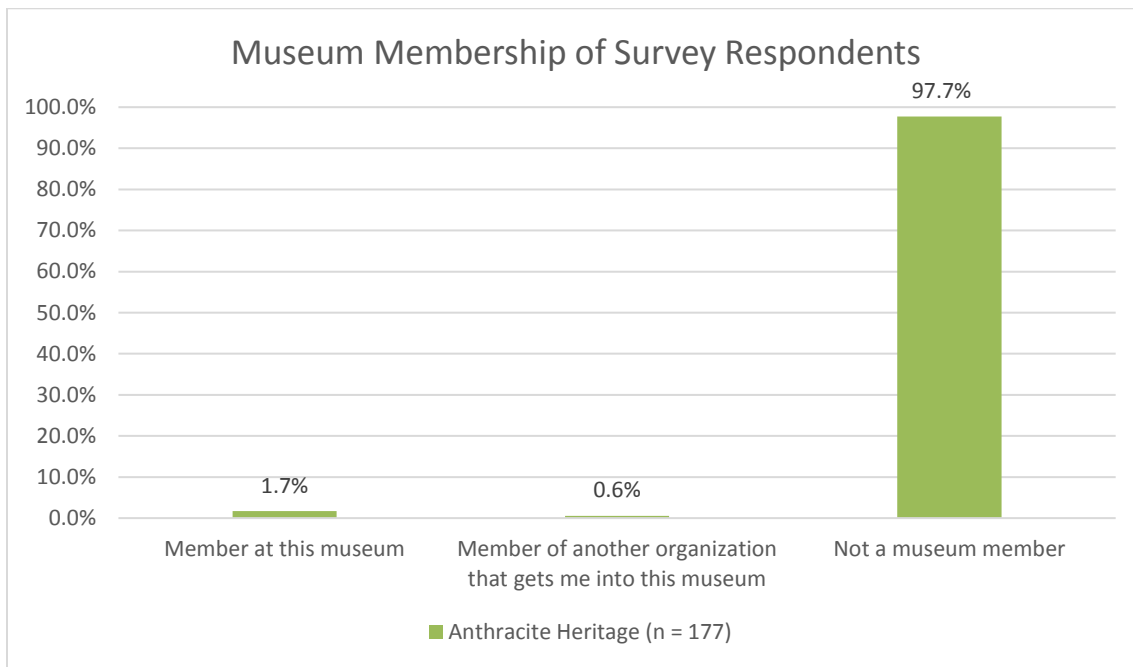
Percent Age Under 15 Years by Zip Code Tabulation Area (ZCTA) and PHMC Survey Sites



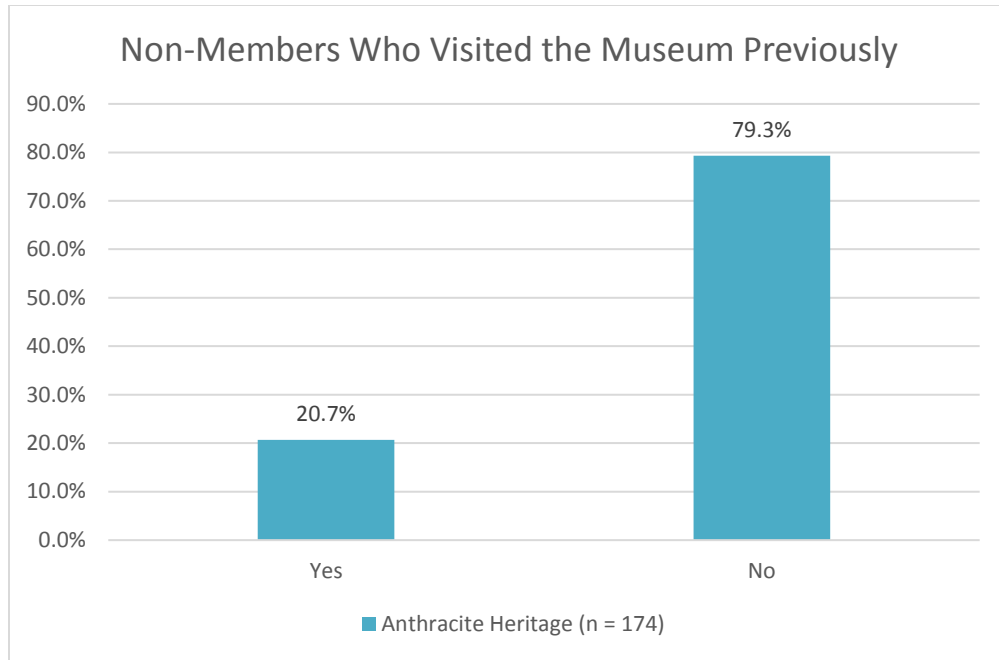
PENNSYLVANIA ANTHRACITE HERITAGE MUSEUM SURVEY FINDINGS

Museum Visitation

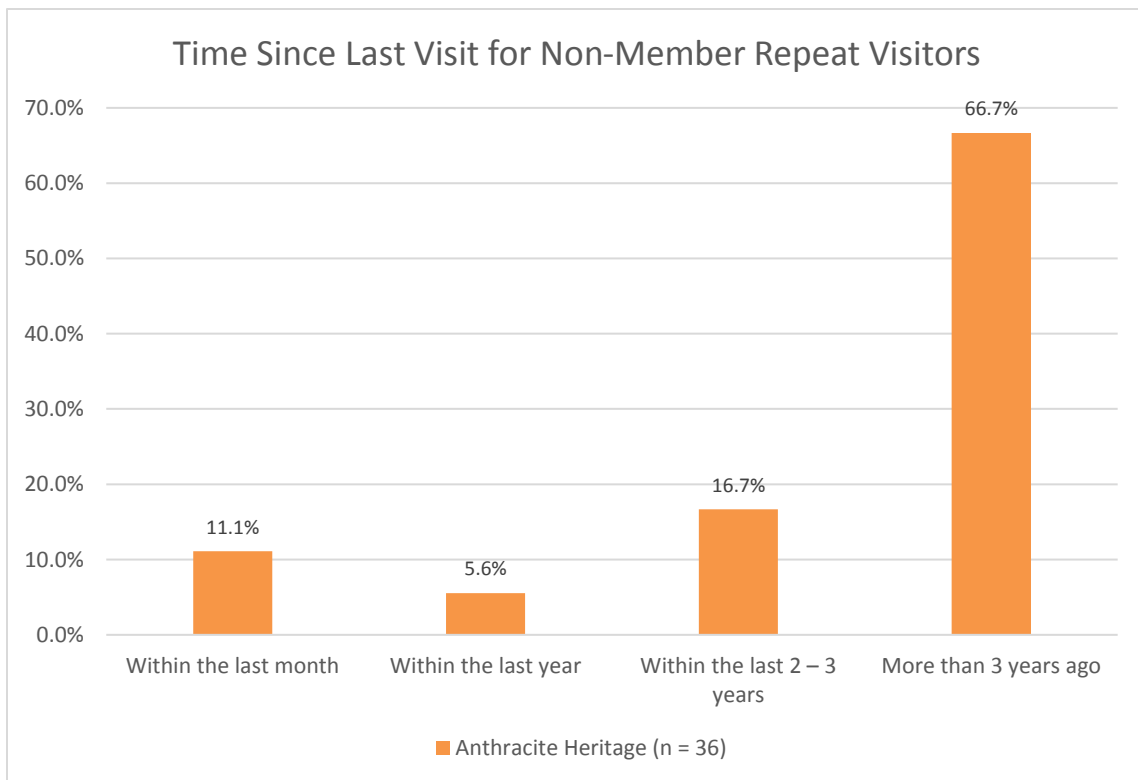
Very few survey respondents (1.7%; $n = 177$) indicated that they were a member at the Pennsylvania Anthracite Heritage Museum. In fact, membership ranged from 1.7% at the Pennsylvania Anthracite Heritage Museum to 12.2% at the State Museum of Pennsylvania. An even smaller proportion of respondents (0.6%) said that they were a member at another organization that got them into the museum, as seen in the next figure. For all sites, museum members were more likely to have more formal education (four-year college graduate or higher), be married, and have minor children in the household.



Respondents who were not members at the museum were asked whether they had visited the site in the past. About four-fifths of these respondents (79.3%; $n = 174$) had never visited the museum. This represented 78.0% of all respondents, including those who were museum members ($n = 177$). There were no significant differences in previous visitation by day of the week (weekday versus weekend). Results varied significantly by site, with more than half of non-member visitors to the State Museum indicating that they had visited previously (53.0%; $n = 1,058$), as compared to just 20.7% of non-member visitors to the Pennsylvania Anthracite Heritage Museum ($n = 174$). The next figure shows the proportions of non-members that had visited previously.

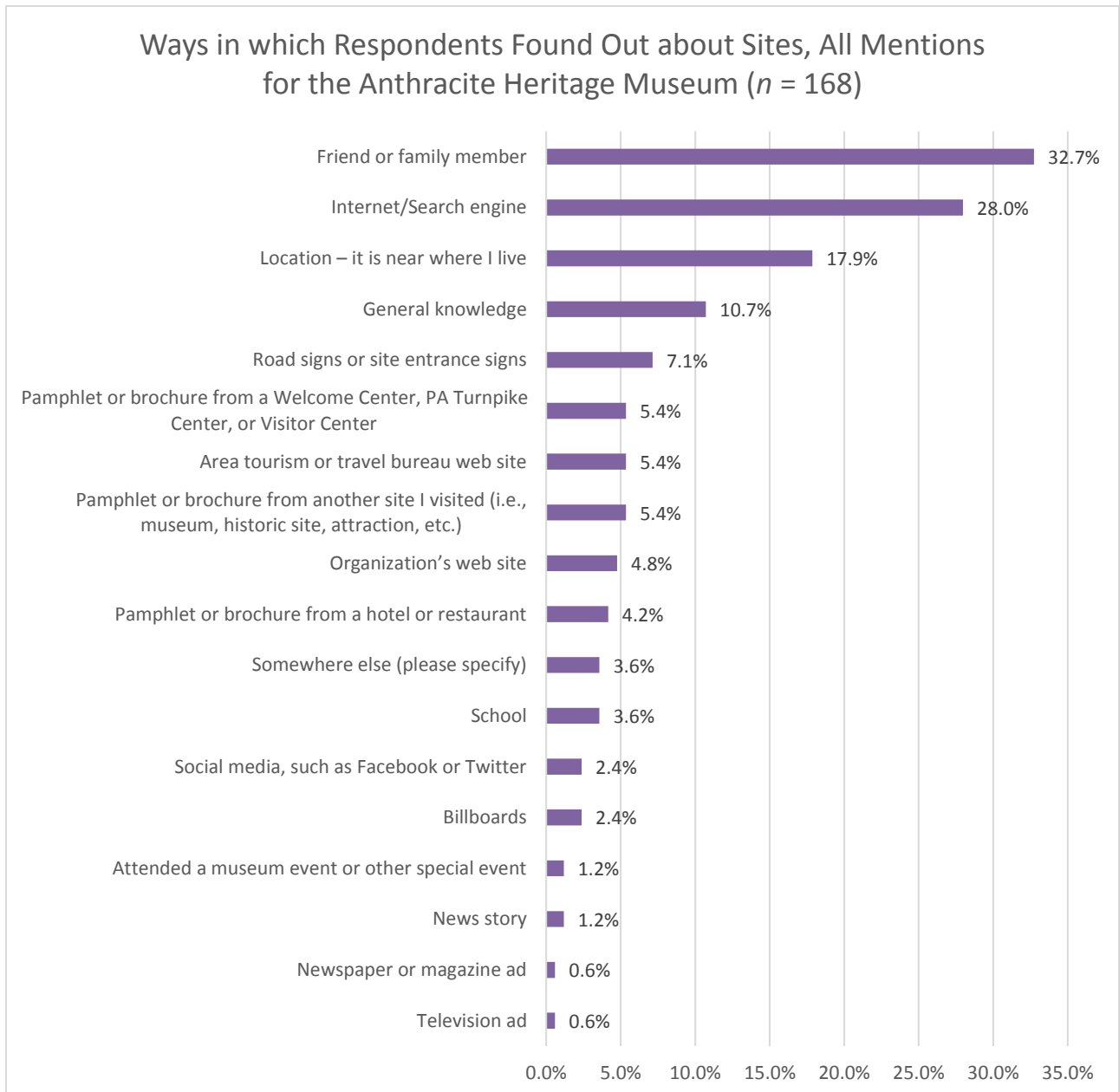


Only one-third of non-member repeat visitors (33.3%; $n = 36$) had visited at some point within the last three years. About one-sixth (16.7%) visited in the last two to three years, 5.6% visited within the last year, and 11.1% had visited within the last month, as seen in the next figure.



Learning about the Site

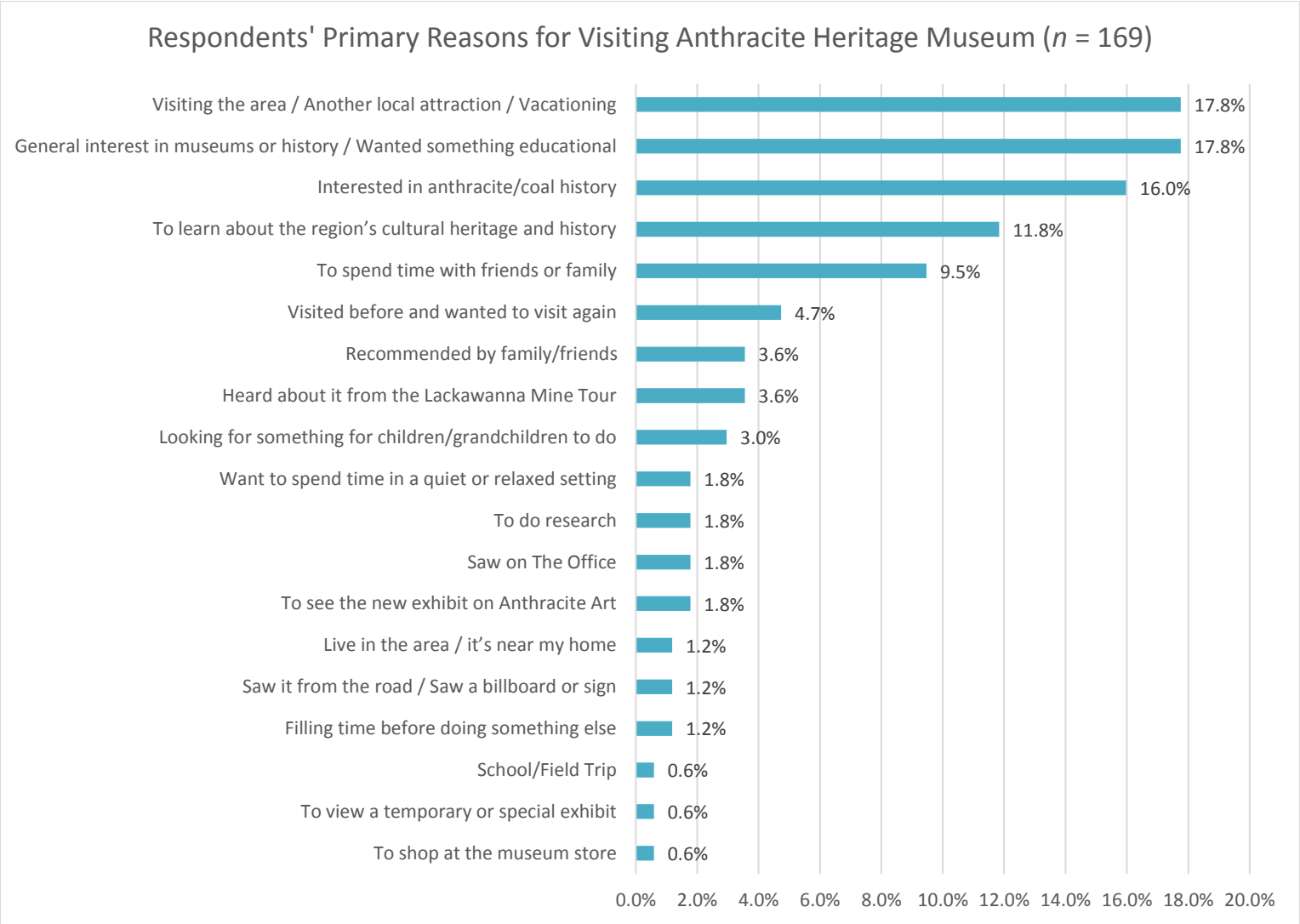
All respondents were asked how they had first found out about the site they were visiting, regardless of whether they were museum members. A plurality of respondents at the museum (32.7%; $n = 168$) indicated that they heard about the site from a friend or family member and just over one-fourth (28.0%) indicated that they found out about the site from the Internet or a search engine. In addition, 17.9% said that the site is near where they live and about one in ten (10.7%) said that it is general knowledge. The next figure shows how respondents found out about the Anthracite Heritage Museum. Respondents were able to select all ways that applied.



Six respondents (3.6%) said that they found out about the site they were visiting from another place not included in the list. Five of these respondents indicated that they heard about the museum from the television show *The Office* and one respondent mentioned AAA.

Reasons for Visiting

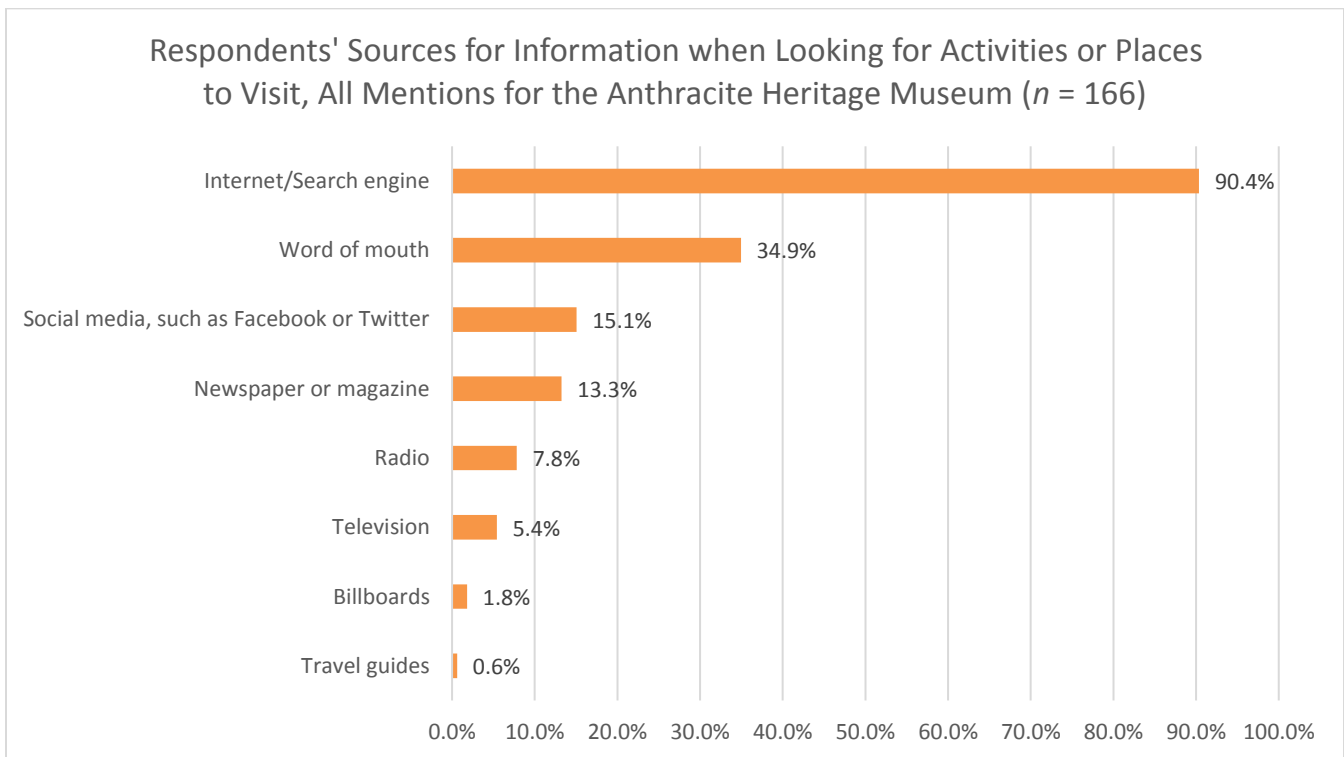
All respondents were asked to indicate their primary reason for visiting the site on that particular day. Respondents most often mentioned visiting the area, another local attraction, or vacationing (17.8%; *n* = 169); a general interest in museums or history or wanting something educational (17.8%); a specific interest in anthracite or coal history (16.0%); learning about the region’s cultural heritage and history (11.8%); and spending time with friends or family (9.5%). The next figure shows respondents’ primary reasons for visiting the Anthracite Heritage museum.



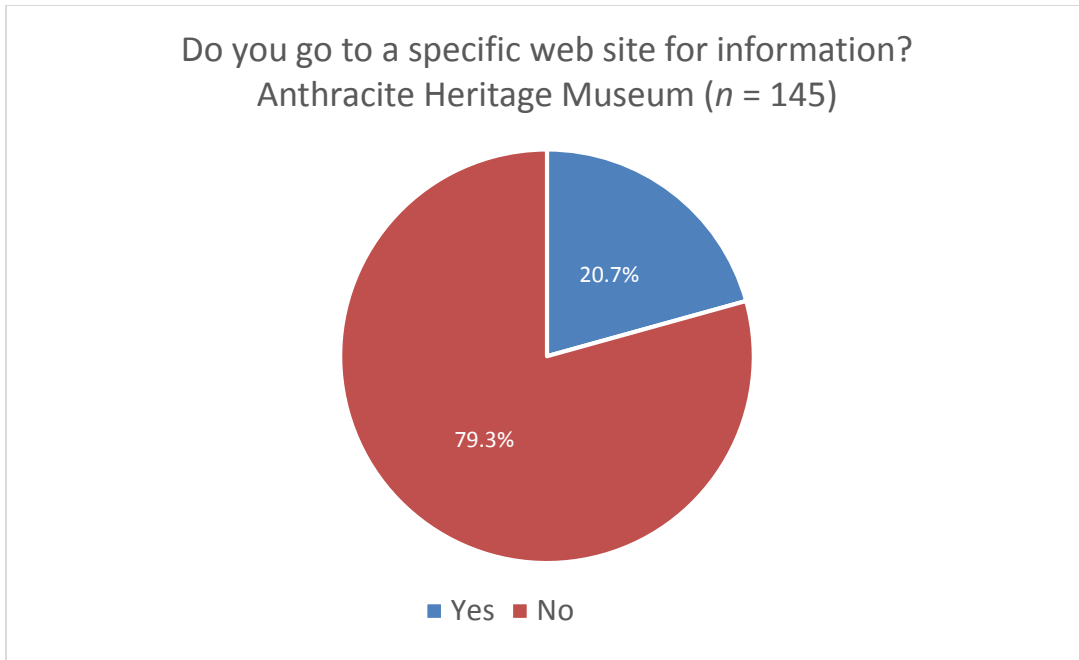
No respondents mentioned attending a special event or function as the primary reason as to why they visited the site.

Learning about Activities and Places to Visit

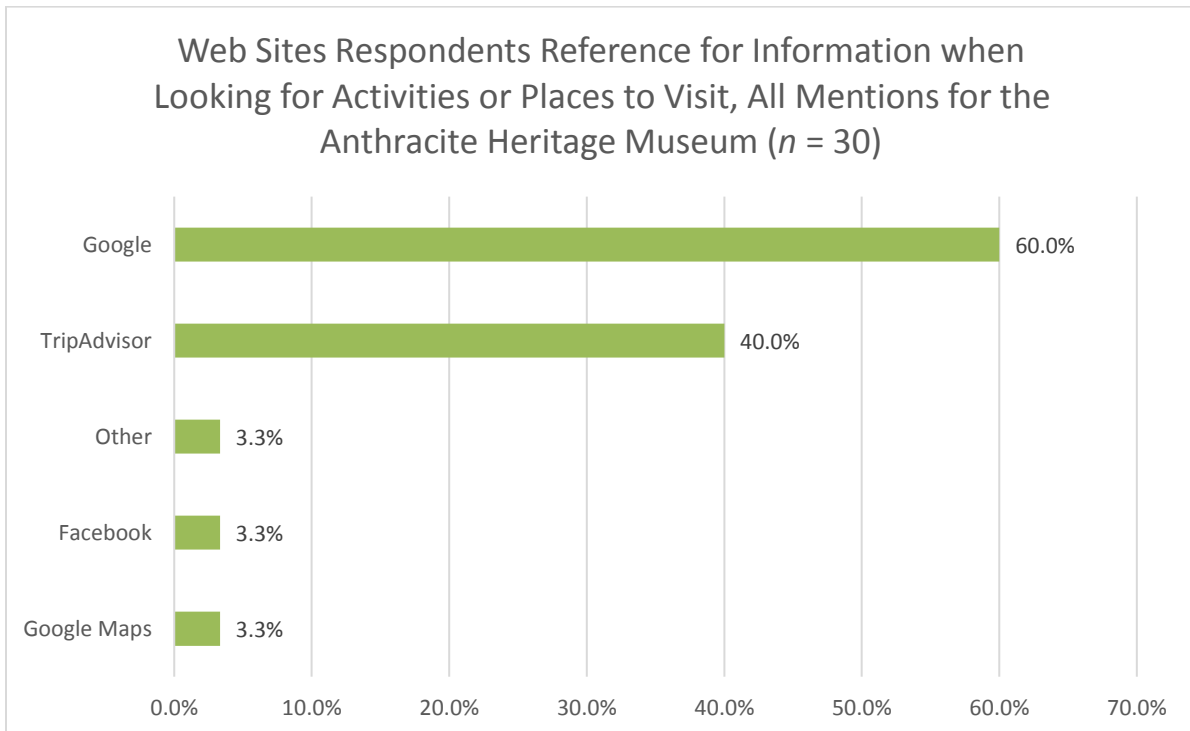
Respondents were asked where they typically go for information when looking for activities or places to visit. Overwhelmingly, respondents indicated that they look to the Internet or a search engine for information (90.4%; $n = 166$). One-third of respondents (34.9%) also said that word of mouth was important, and about one-sixth (15.1%) said that social media was a regular source of information. In addition, more than one in ten respondents (13.3%) at this site indicated that they turn to newspapers and magazines for information. The next figure shows all sources mentioned by respondents for where they look for activities or places to visit.



All respondents were then asked whether they went to a specific web site for information when looking for activities or places to visit. Overwhelmingly, respondents reported that they did not utilize a specific web site, with 79.3% ($n = 145$) saying so, as seen in the next figure.

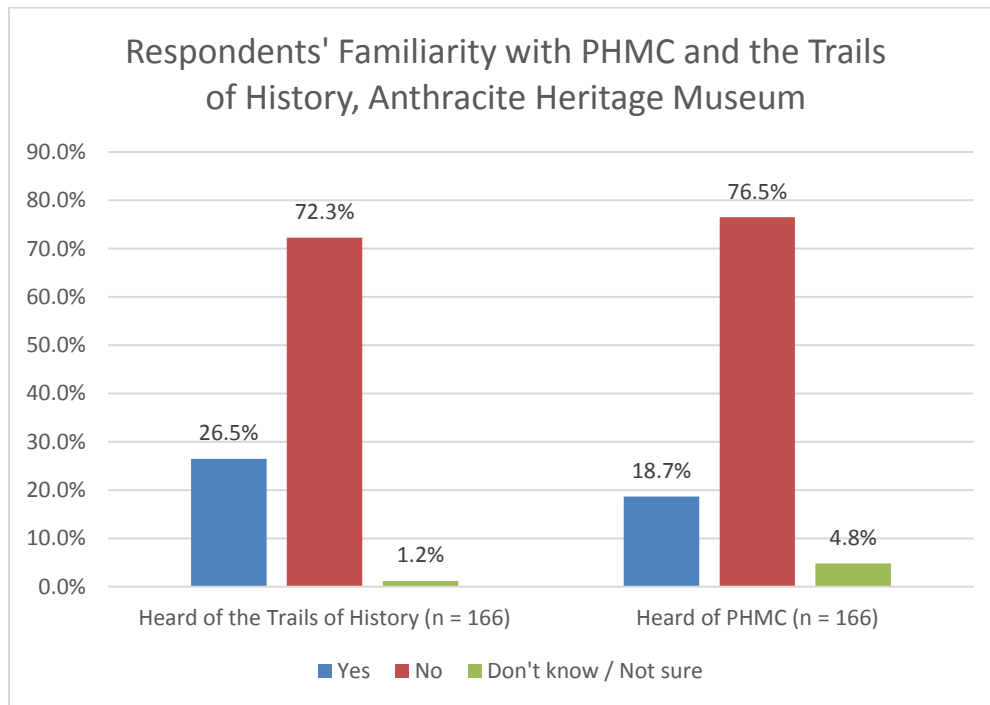


Those who said that they went to a specific web site for information about activities or places to visit (n = 30) were asked to specify the sites they utilized. More than half of respondents (60.0%) said that they used Google and almost two-fifths (40.0%) went to TripAdvisor. The next figure shows all responses provided. The one “Other” response provided was AtlasObscura.com



Familiarity with PHMC and the Trails of History

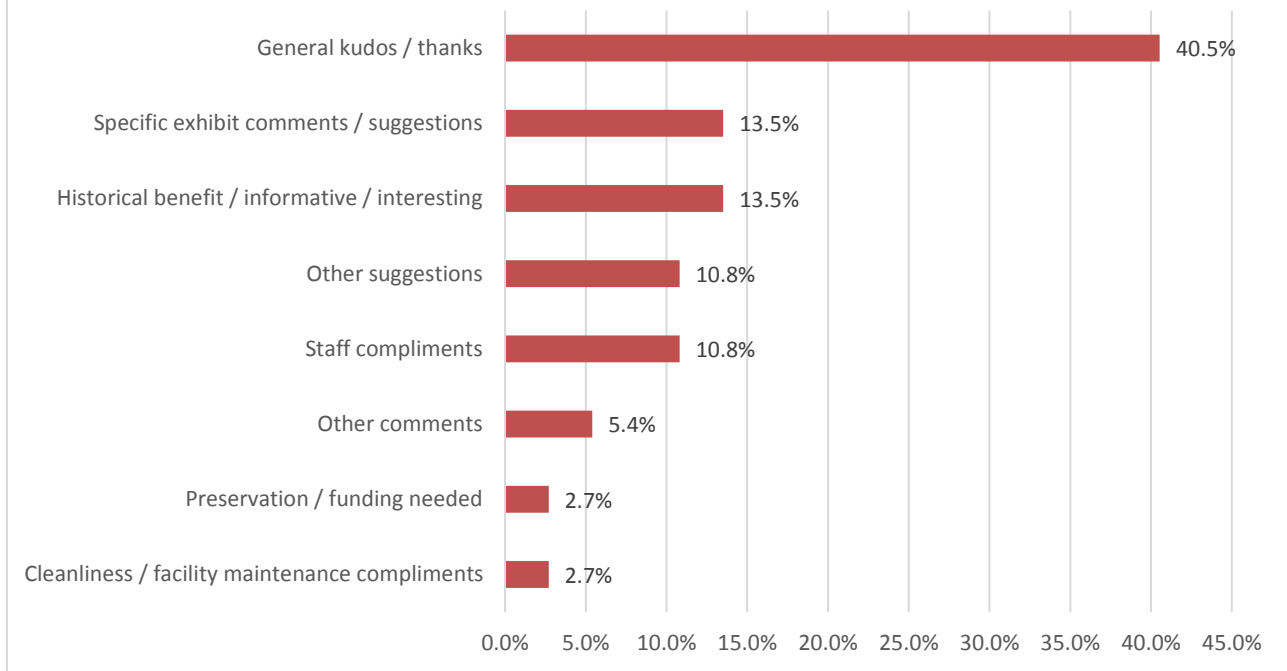
Respondents were asked to indicate whether they had heard of the Pennsylvania Trails of History and the Pennsylvania Historical and Museum Commission. These questions were asked in random order to ensure that the order in which they were asked did not influence the respondents' answers. Overall, about one-fourth of respondents at the Anthracite Heritage Museum indicated that they had heard of the Pennsylvania Trails of History (26.5%; $n = 166$) and one-fifth had heard of the PHMC (18.7%; $n = 166$), as shown in the next figure.



General Comments

Finally, respondents were given the opportunity to offer comments for the operators of the sites or the Pennsylvania Historical and Museum Commission. Generally, comments were overwhelmingly positive. The next figure shows proportions of responses by general comment category and the following table includes all open-ended comments.

Categories of Respondents' General Comments, Anthracite Heritage Museum (n = 37)



| Comments | Number |
|--|--------|
| Great museum! | 2 |
| Very informative | 2 |
| Beautiful place to visit | 1 |
| Change lighting. | 1 |
| Cool coal, bro. | 1 |
| Everyone was so welcoming, enthusiastic, and helpful. | 1 |
| Excellent experience and knowledgeable staff. | 1 |
| Fabulous! | 1 |
| Fantastic displays! | 1 |
| Friendly staff and fun way to spend your day! | 1 |
| Google Maps sent us to the wrong location when we clicked on the address listed on the website - about 30 minutes down the road near Wilkes-Barre, where there is another Bald Mountain Road. This should be fixed with Google so visitors don't get lost. | 1 |
| Great museum, but TV for museum video should be updated. | 1 |
| I enjoyed the museum very much. | 1 |
| I like the information about the Catholic Church at the Anthracite Museum. | 1 |
| It is so important to preserve this history for the next generation and to highlight the immigrant community, the industrial revolution, and the occasional greed and consequences of unrestrained capitalism. | 1 |

| | |
|--|---|
| It's a great museum with fantastic exhibits. | 1 |
| Love the history. | 1 |
| More chairs in museums for those who want to read everything; tired feet! | 1 |
| Needs to be more family friendly. | 1 |
| Nice displays and information | 1 |
| Nice exhibition | 1 |
| Pretty freaking awesome. | 1 |
| Thank you for having such great exhibits available! I have enjoyed my vacation visit to northeastern Pennsylvania. | 1 |
| Thank you for such a great museum. My grandfather and great-grandfather were miners, so I have a special connection. | 1 |
| Thank you so much. It was excellent. | 1 |
| Very nice educational displays. | 1 |
| Very nice museum. Thank you! | 1 |
| Very nice museum. Would be nice to get an audiotour. | 1 |
| Very nice! | 1 |
| Very sweet staff and I loved to see my great-grandfather's exhibit (L.C. Druffner) guided by my grandfather, also a doctor, especially because I'm hoping to be a family physician myself. | 1 |
| We enjoyed it even though we couldn't stay long. | 1 |
| We love this place. | 1 |
| Wonderful museum; very interesting! | 1 |
| Wonderful place | 1 |
| You should get a new video. | 1 |

APPENDIX A: SURVEY INSTRUMENT

1. Are you a museum member?
 - Yes, I am a member at this museum. – *Go to Q4, Page 4.*
 - Yes, I am a member of another organization that gets me into this museum (such as ASTC Travel Passport or Pennsylvania Heritage Foundation). – *Go to Q2, Page 2.*
 - No, I am not a museum member. – *Go to Q2, Page 2.*
 - Don't know / Not sure – *Go to Q2, Page 2.*

Ask Q2 if respondent does not select “Yes, I am a member at this museum” in Q1. Otherwise, go to Q4.

2. Have you visited this museum/historic site before?
 - Yes – *Go to Q3, Page 3.*
 - No – *Go to Q4, Page 4.*
 - Don't know / Not sure – *Go to Q4, Page 4.*

3. How long ago was your last visit to this museum?
 - Within the last month
 - Within the last year
 - Within the last 2 – 3 years
 - More than 3 years ago
 - Don't know / Not sure

4. How did you find out about this museum/historic site? Select all that apply.
 - Friend or family member
 - Location – it is near where I live
 - Pamphlet or brochure from a Welcome Center, PA Turnpike Center, or Visitor
 - Pamphlet or brochure from a hotel or restaurant
 - Pamphlet or brochure from another site I visited (i.e., museum, historic site, attraction, etc.)
 - Radio ad
 - Television ad
 - Newspaper or magazine ad
 - News story
 - Social media, such as Facebook or Twitter
 - Internet/Search engine
 - Organization's web site
 - Area tourism or travel bureau web site
 - Billboards
 - Road signs or site entrance signs
 - General knowledge

- School
- Attended a museum event or other special event
- Somewhere else: please specify _____
- Don't know / Not sure

5. What is your primary reason for visiting today? (Note: Rotate Responses)

Options for all sites:

- General interest in museums or history / Wanted something educational
- Visiting the area / Another local attraction / Vacationing
- To spend time with friends or family
- Recommended by family/friends
- Live in the area / it's near my home
- Visited before and wanted to visit again
- To view a temporary or special exhibit
- Saw it from the road / Saw a billboard or sign
- To do research
- Want to spend time in a quiet or relaxed setting
- Looking for something for children/grandchildren to do
- Filling time before doing something else
- To shop at the museum store
- To attend a special event or function – please specify: **Q6.** _____
- Other – please specify: _____

6. Please specify the special event or function you attended: _____

Site-Specific Options

State Museum of Pennsylvania:

- To see specific exhibits (i.e., PA History, PA Natural History/Science, Art)
- Planetarium
- Curiosity Connection

If “Specific exhibit” selected (State Museum only), ask:

7. Which exhibit(s) interested you in visiting? Please select all that apply. (NOTE: Rotate Responses)

- Pennsylvania Icons
- Pennsylvania Turnpike
- Anthropology and Archaeology
- Transportation and Industry
- Objects of Valor: Commemorating the Civil War in Pennsylvania
- Mammal Hall
- Life through Time: Paleontology
- Art
- Other, please specify: _____

Railroad Museum of PA:

- Specific interest in railroads
- Family member works or worked for a railroad

PA Military Museum:

- I am, or a member of my family is in the military or is a veteran
- Came to see the Monuments, Shrine and Tanks
- Interest in military history

Pennsylvania Anthracite Heritage Museum:

- To learn about the region’s cultural heritage and history
- Interested in anthracite/coal history
- Heard about it from the Lackawanna Mine Tour
- To see the new exhibit on Anthracite Art

Old Economy Village:

- Enjoy visiting historic villages
- Interest in religious history/religious studies
- Interest in German heritage/history
- Interest in communal societies

Pennsbury Manor:

- Enjoy visiting historic estates
- Interest in Pennsylvania history/William Penn

8. Where do you go for information when looking for activities or places to visit?
- Internet/Search engine
 - Word of mouth
 - Radio
 - Television
 - Newspaper or magazine
 - Social media, such as Facebook or Twitter
 - Billboards
 - Somewhere else, please specify: _____
 - Don't know / Not sure
9. Do you go to a specific web site for information when looking for activities or places to visit?
- No- I do not go to a specify web site
 - Yes, please specify the site here: _____

Programming Note: Rotate Questions 9 and 10.

10. Have you ever heard of Pennsylvania Trails of History?

- Yes
- No
- Don't know / Not sure

11. Have you ever heard of the Pennsylvania Historical and Museum Commission, also known as the PHMC?

- Yes
- No
- Don't know / Not sure

Demographics

12. What is your age? [open-ended]

13. Are you . . . ?

- Male
- Female
- Something else: Please specify _____

14. What is your zip code? [open-ended]

15. 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

16. 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)

17. [If minor children in household] How old are your children?

18. [question not mandatory] Please share your email address.

19. COMMENT. If you have any other comments for the operators of the site or the Pennsylvania Historical and Museum Commission, please enter them below.

[open-ended box]

Thank you for your participation. Enjoy your visit!