



Report of Results

Submitted to:

**PA State Historic Preservation Office
Pennsylvania Historical and Museum Commission**

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PennState
Harrisburg

Center for Survey Research

INTRODUCTION

The Lion Poll is an omnibus survey conducted by the Center for Survey Research (CSR) at Penn State Harrisburg. A total of 1,045 self-administered web surveys were completed by adult Pennsylvanians between March 6 and April 2, 2023. The Lion Poll used a quota-based invitation system to produce a final dataset that is representative of Pennsylvania's population by region and, separately, by age/sex combined categories. Project activity was directed by Tim Servinsky, Project Manager at the Center for Survey Research at Penn State Harrisburg.

The purpose of the Lion Poll is to provide timely and accurate data to agencies, organizations, and researchers with statewide interests and responsibilities. Sponsors of CSR's omnibus polls have used their results to track public policy issues; measure general attitudes, awareness, and knowledge of their organizations; and measure satisfaction with organizational services and performance.

Data Analysis Notes

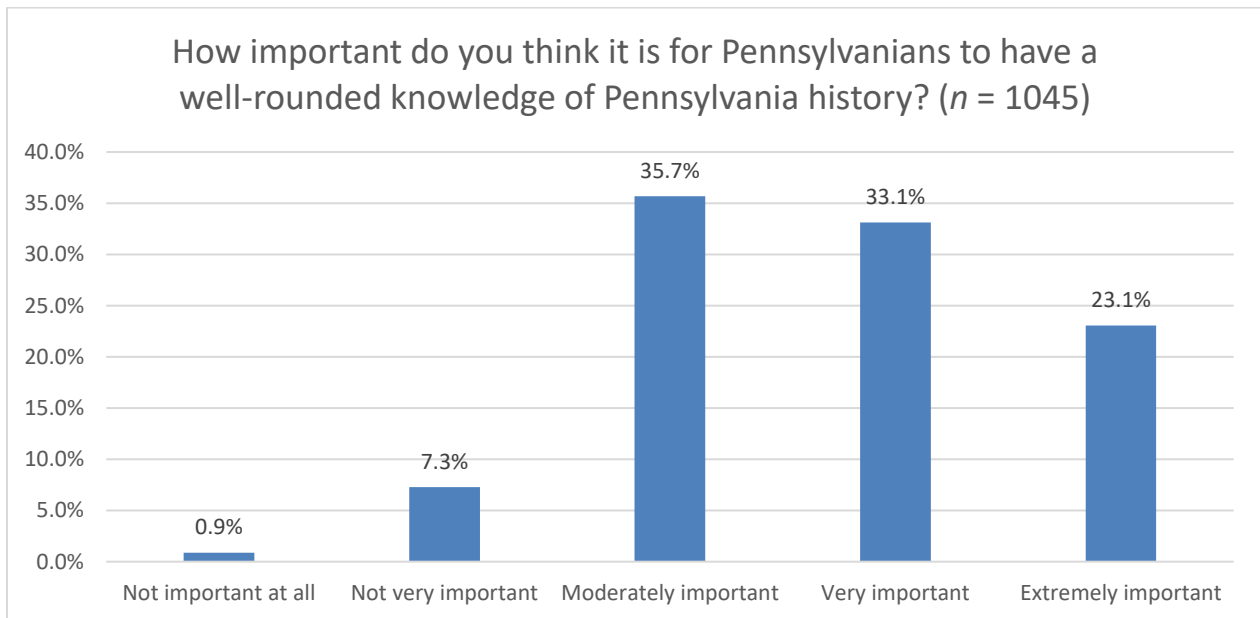
The following notes should be considered when reviewing the final dataset:

1. Results include discussion for relationships that are statistically significant (t-test statistics or regression 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. Data are not weighted; however, the final dataset is representative of Pennsylvania's population by region and by age/gender combined categories.
4. Unless otherwise noted, regression analyses are presented in order of effect, with the most-influential or predictive variables listed first and the least listed last.
5. Percentages may not total to 100% due rounding and the exclusion of 'Don't know' and 'Decline to answer' responses.
6. Cross-tabulations and frequencies may not add up to the sample size reported due to rounding and/or the exclusion of 'Don't know' and 'Decline to answer' responses.
7. See Appendix A of the Report of Methods for a map and list of the Lion Poll regions.
8. See Appendix B of the Report of Methods for the sponsored survey questions and standard demographics that were used in data collection.

SURVEY RESULTS

Importance of Pennsylvanians Having a Well-Rounded Knowledge of Pennsylvania History

Respondents were asked how important they think it is for Pennsylvanians to have a well-rounded knowledge of Pennsylvania (PA) history. Less than 1% ($n = 1,045$) of respondents reported that it is not important at all, while 7.3% of respondents reported that it is not very important, 35.7% reported that it is moderately important, 33.1% reported that it is very important, and 23.1% reported that it is extremely important for Pennsylvanians to have a well-rounded knowledge of PA history, as seen in the following figure. Responses to this question were also found to be predictive of responses to many other questions in the survey.

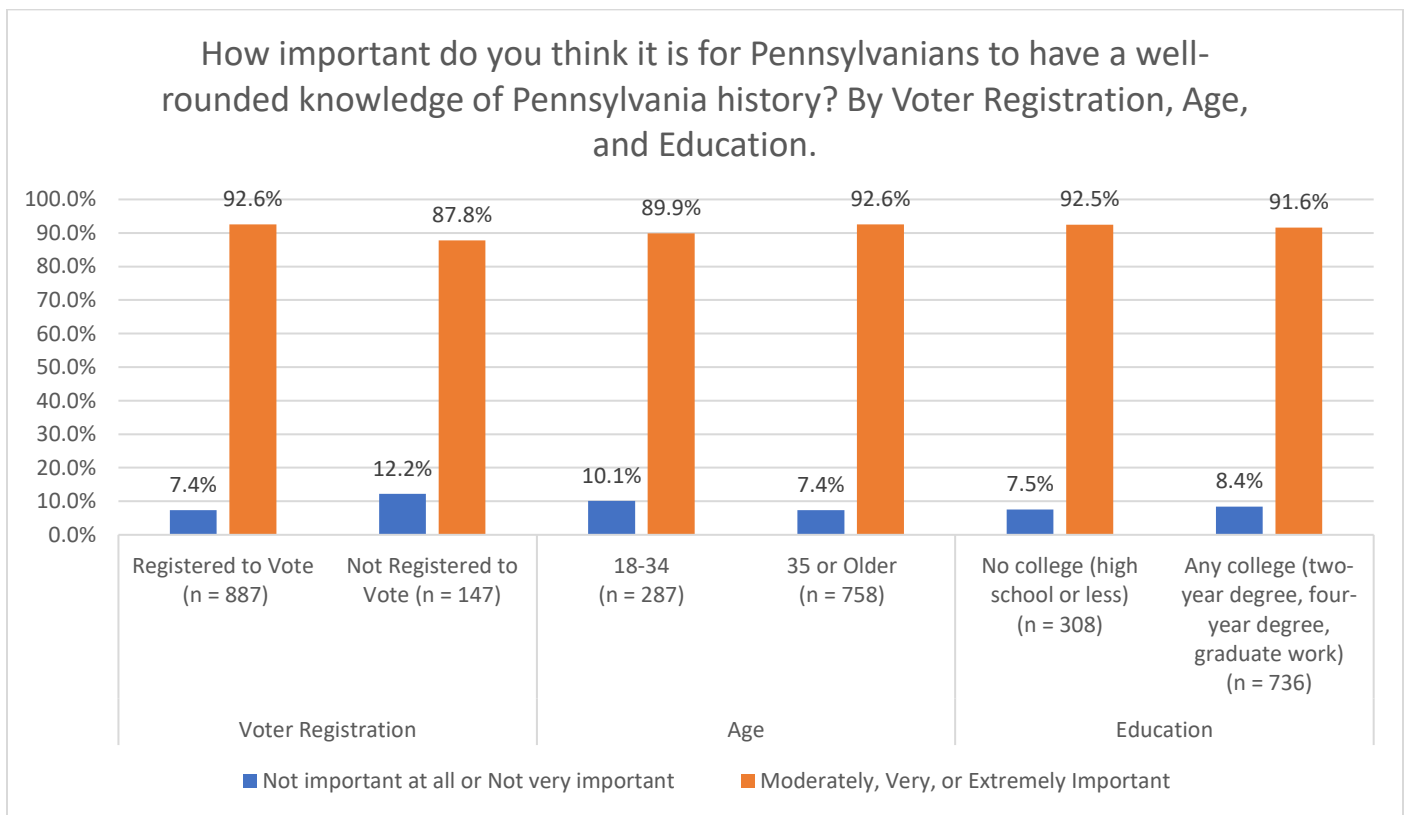


Regression analysis was used to reveal if any statistically significant differences existed by any demographic subgroups. Regression analysis evaluates subgroups simultaneously, determining if statistically significant differences occur by chance or if they are actually explained by the subgroup of interest. Unless otherwise noted, results of regression analyses are presented in order of significance, with the most significant results appearing first. For the question asking respondents how important they think it is for Pennsylvanians to have a well-rounded knowledge of PA history, significant differences were identified by voter registration status, age, and education.

Voter registration status produced statistically significant differences for how important a respondent thought it was for Pennsylvanians to have a well-rounded knowledge of PA history, with 92.6% of individuals who are registered to vote ($n = 887$) reporting that it is extremely, very, or moderately important for Pennsylvanians to have a well-rounded knowledge of PA history, as compared to only 87.8% of those who are not registered to vote ($n = 147$).

Age was also a significant predictor of how important respondents felt it was for Pennsylvanians to have a well-rounded knowledge of PA history. Compared to respondents between the ages of 18 to 34 ($n = 287$), individuals ages 35 or older ($n = 758$) were more likely to indicate that it is extremely, very, or moderately important for Pennsylvanians to have a well-rounded knowledge of PA history (89.9% versus 92.6%).

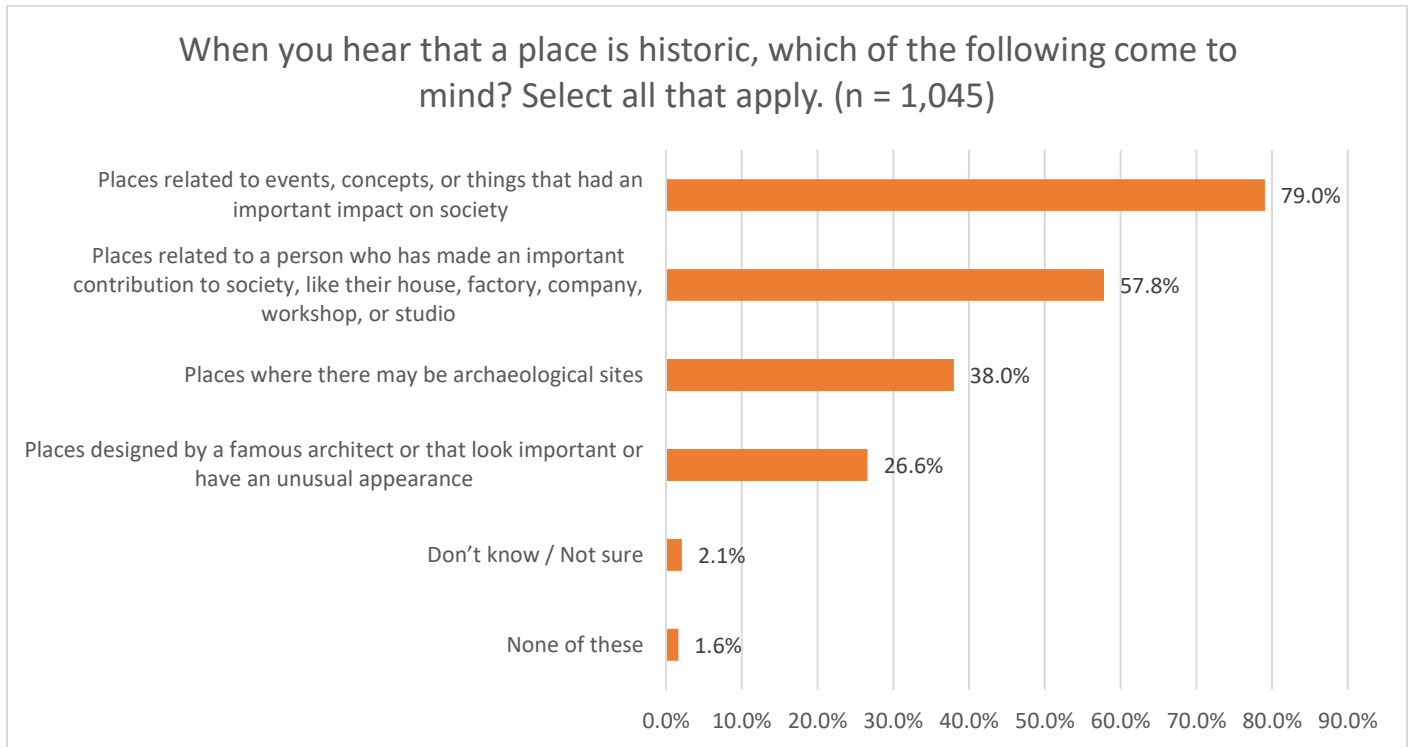
Finally, there was also a statistically significant difference in ratings of importance by education. Compared to respondents who reported completing no college ($n = 308$), respondents who had completed any college ($n = 736$) were *less* likely to indicate that it was moderately, extremely, or very important for Pennsylvanians to have a well-rounded knowledge of PA history. These relationships are visualized in the figure below.



Historic Places

Respondents were also asked what comes to mind when they hear that a place is historic; they were allowed to pick as many responses as they wanted from a list of possible options. Most respondents (79.0%; $n = 1,045$) reported that places related to events, concepts, or things that had an important impact on society came to mind when they hear a place is historic; over half (57.8%) indicated that places related to a person who has made an important contribution to society, like their house, factory, company, workshop, or studio came to mind; a little over one-third (38.0%) of respondents indicated that places where there may be archeological sites came to mind; about one-fourth (26.6%) selected places that were designed by a famous architect or that look important or have an unusual

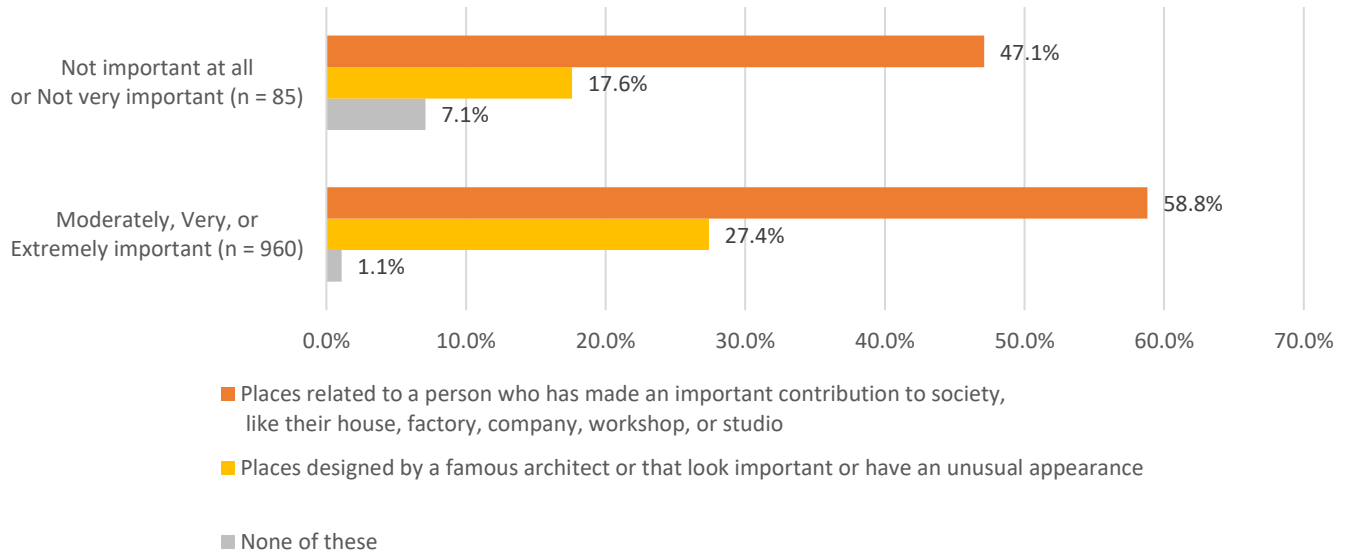
importance; and 2.1% indicated that they don't know or aren't sure what they think when they hear that a place is historic, as seen in the following figure. Only 1.6% of respondents indicated that none of the available responses came to mind when they heard a place was historic.



Logistic regression revealed that there were significant differences based on a respondent's opinion of how important it is for Pennsylvanians to have a well-rounded knowledge of PA history, a respondent's education, and a respondent's age.

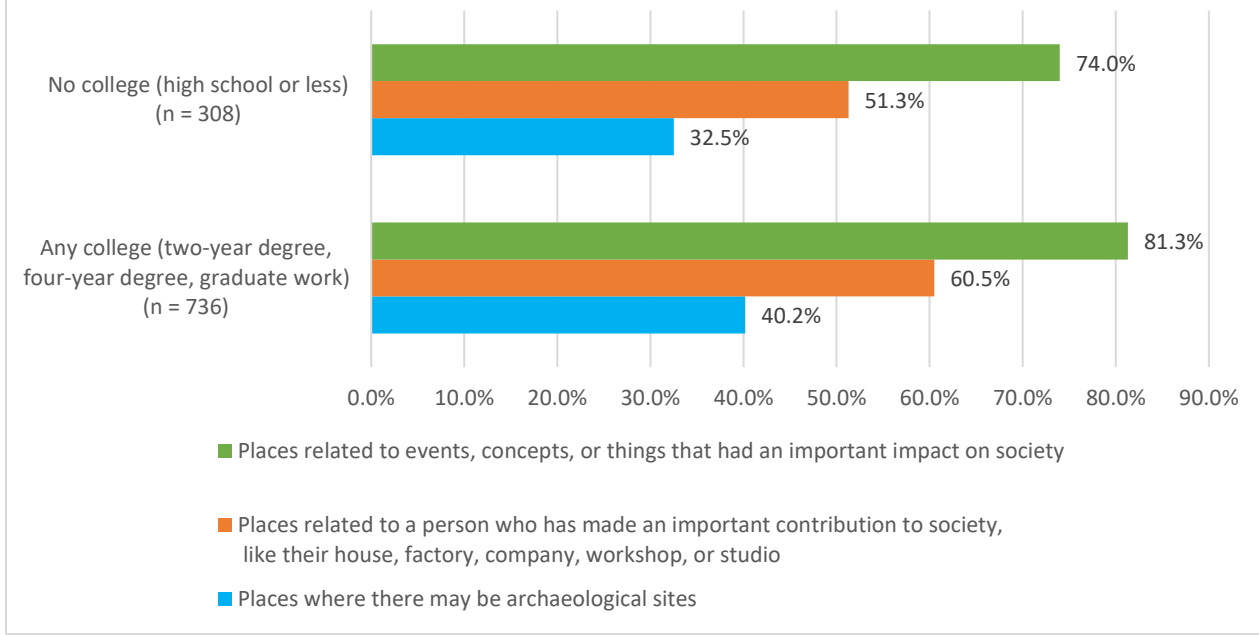
Compared to respondents who felt that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 85$), respondents who indicated that it is moderately, very, or extremely important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 960$) were more likely to indicate that when they hear a place is historic, places related to a person who has made an important contribution to society (47.1% versus 55.8%) or places designed by a famous architect or that look important or have an unusual appearance (17.6% versus 27.4%) came to mind. Respondents who indicated that it was not important at all or not very important were significantly **more** likely to select none of these as compared to those who believed it was moderately, very, or extremely important for Pennsylvanians to have a well-rounded knowledge of PA history (7.1% versus 1.1%), as seen in the next figure.

When you hear that a place is historic, which of the following come to mind? Select all that apply. By opinion of importance of Pennsylvanians having a well-rounded knowledge of Pennsylvania history.



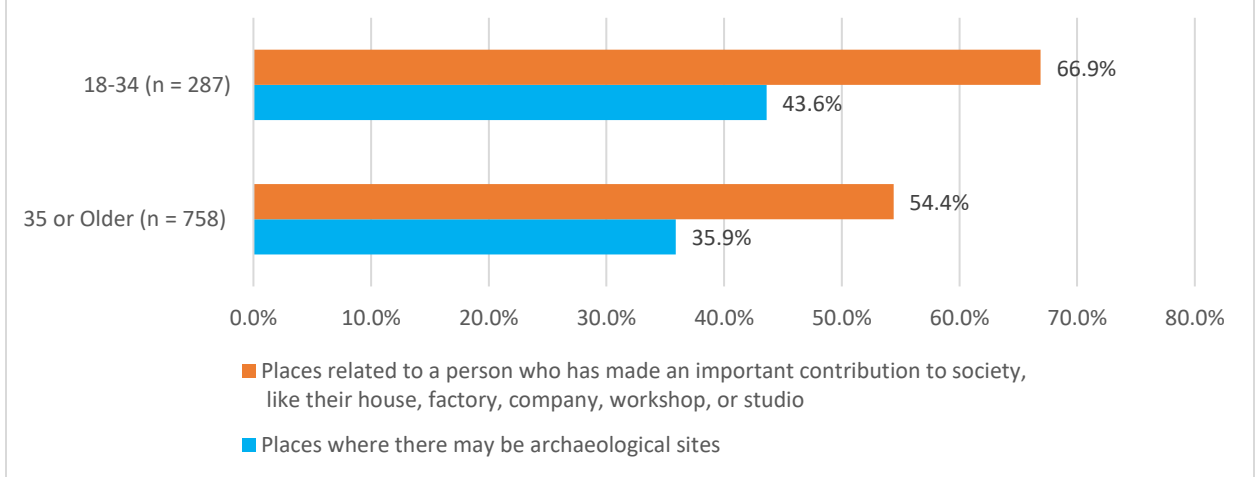
Comparing respondents who have any education beyond a high school diploma or GED ($n = 736$) to those with no college ($n = 308$), those with any education beyond a high school diploma or GED were more likely to indicate that, when they hear a place is historic, places related to events, concepts, or things that had an important impact on society (81.3% versus 74.0%); places related to a person who has made an important contribution to society (60.5% versus 51.3%); and places where there may be archeological sites (40.2% versus 32.5%) came to mind. These relationships can be observed in the next figure.

When you hear that a place is historic, which of the following come to mind? Select all that apply. By Education.



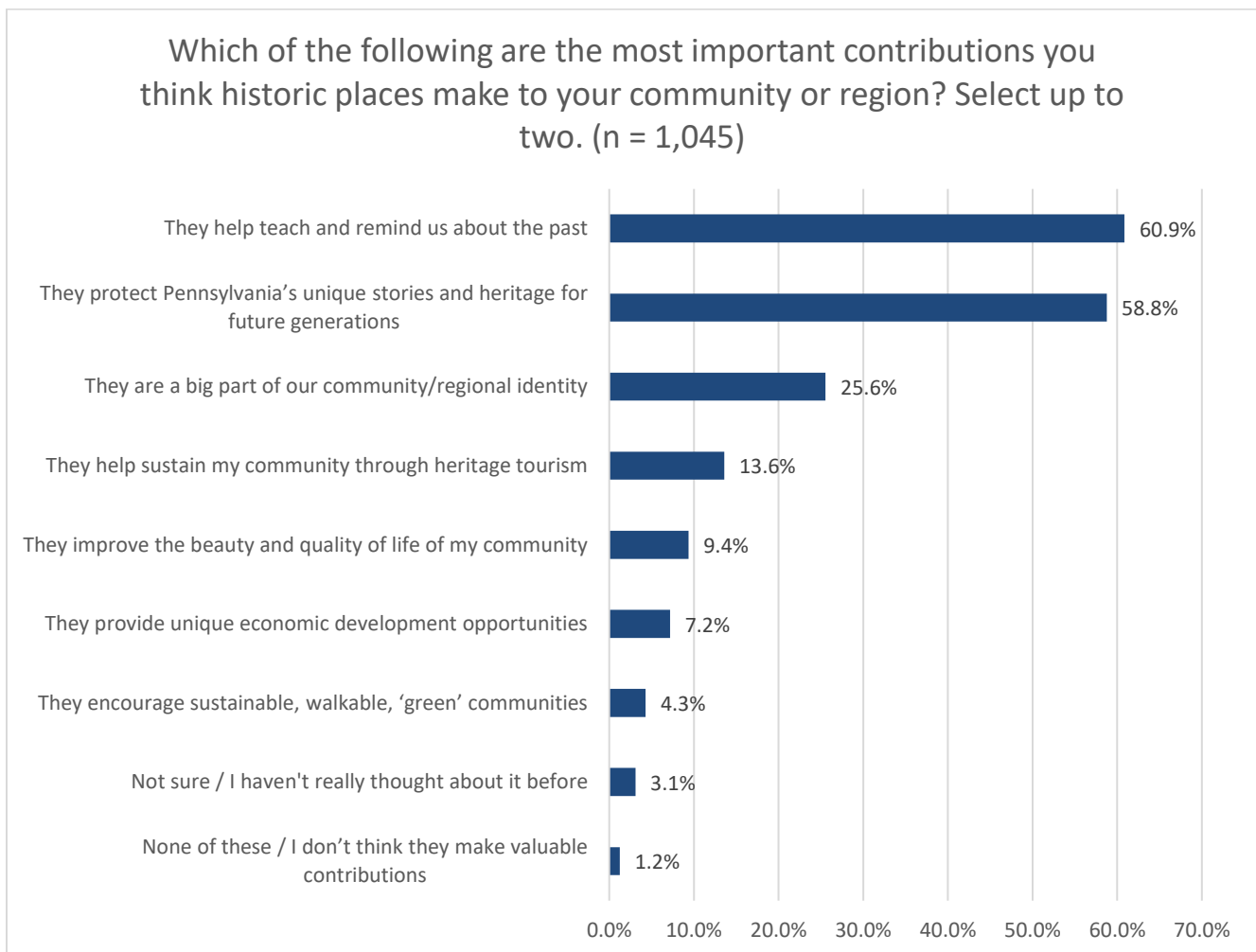
Finally, comparing those ages 18 to 34 ($n = 287$) to individuals ages 35 or older ($n = 758$), younger respondents were more likely to indicate that when they hear a place is historic, places related to a person who has made an important contribution to society, like their house, factory, company, workshop or studio (66.9% versus 54.4%) or places where there may be archaeological sites (43.6% versus 35.9%) come to mind, as observed in the next figure.

When you hear that a place is historic, which of the following come to mind? Select all that apply. By Age.



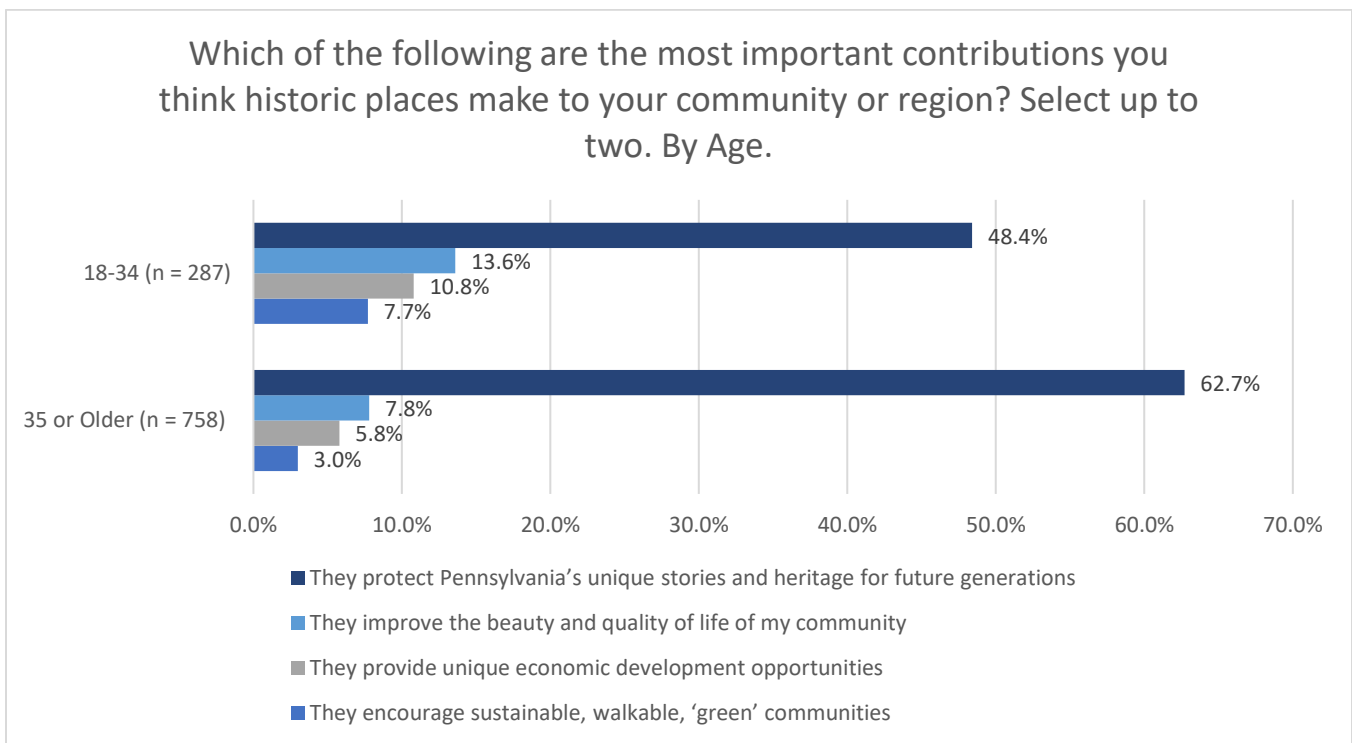
Historic Contributions

Respondents were also asked to select up to two statements that they felt were the most important contributions historic places make to their community or region. More than half of all respondents ($n = 1,045$) indicated that historic places help teach and remind us about the past (60.9%) and that historic places protect Pennsylvania's unique stories for future generations (58.8%); about one-fourth (25.6%) indicated that historic places are a big part of their community/regional identity; 13.6% indicated that historic places help sustain community through heritage tourism; a little less than ten percent (9.4%) indicated that historic places improve the beauty and quality of life in their community; 7.2% indicated that historic places provide unique economic development opportunities; just under five percent (4.3%) indicated that historic places encourage sustainable, walkable, 'green' communities; 3.1% indicated that they were not sure / haven't really thought about it before; and just 1.2% of respondents did not think that any of the listed options made important contributions to their community or region, as seen in the next figure.



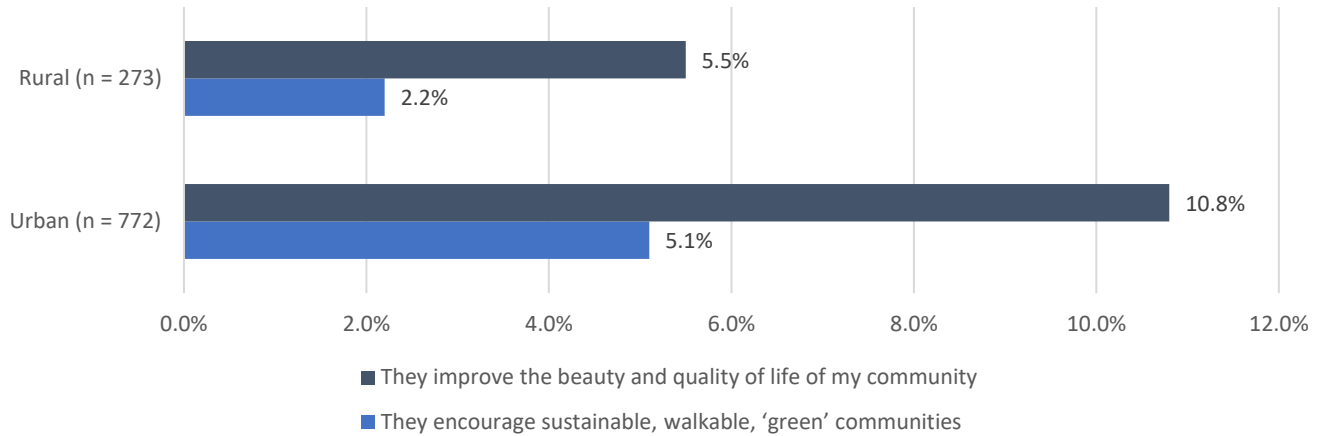
Logistic regression revealed a few significant differences that influenced which of the categories respondents were likely to select, particularly for age and county density.

Compared to individuals ages 18 to 34 ($n = 287$), respondents in the 35 or older age category ($n = 758$) were **more** likely to indicate that protecting Pennsylvania’s unique stories and heritage for future generations was an important contribution historic places make to their communities or regions (48.4% versus 62.7%). In contrast, those over the age of 34 were **less** likely to indicate that historic places improve the beauty and quality of life in their communities (13.6% versus 7.8%); that historic places provide unique economic development opportunities (10.8% versus 5.8%); and that historic places encourage sustainable, walkable, “green” communities (7.7% versus 3.0%). This is summarized in the next figure.



Additionally, there were significant differences between those residing in rural ($n = 273$) and urban ($n = 772$) counties, as defined by the [Center for Rural Pennsylvania](#). Specifically, those living in an urban county were more likely to indicate that historic places improve the beauty and quality of life in their communities (5.5% versus 10.8%) and that historic places encourage sustainable, walkable, “green” communities (2.2% versus 5.1%), as displayed in the next figure.

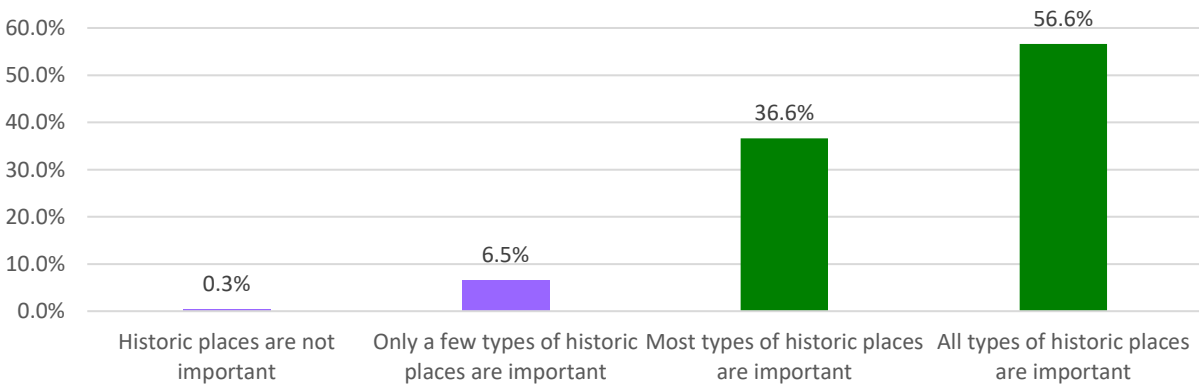
Which of the following are the most important contributions you think historic places make to your community or region? Select up to two. By County Density.



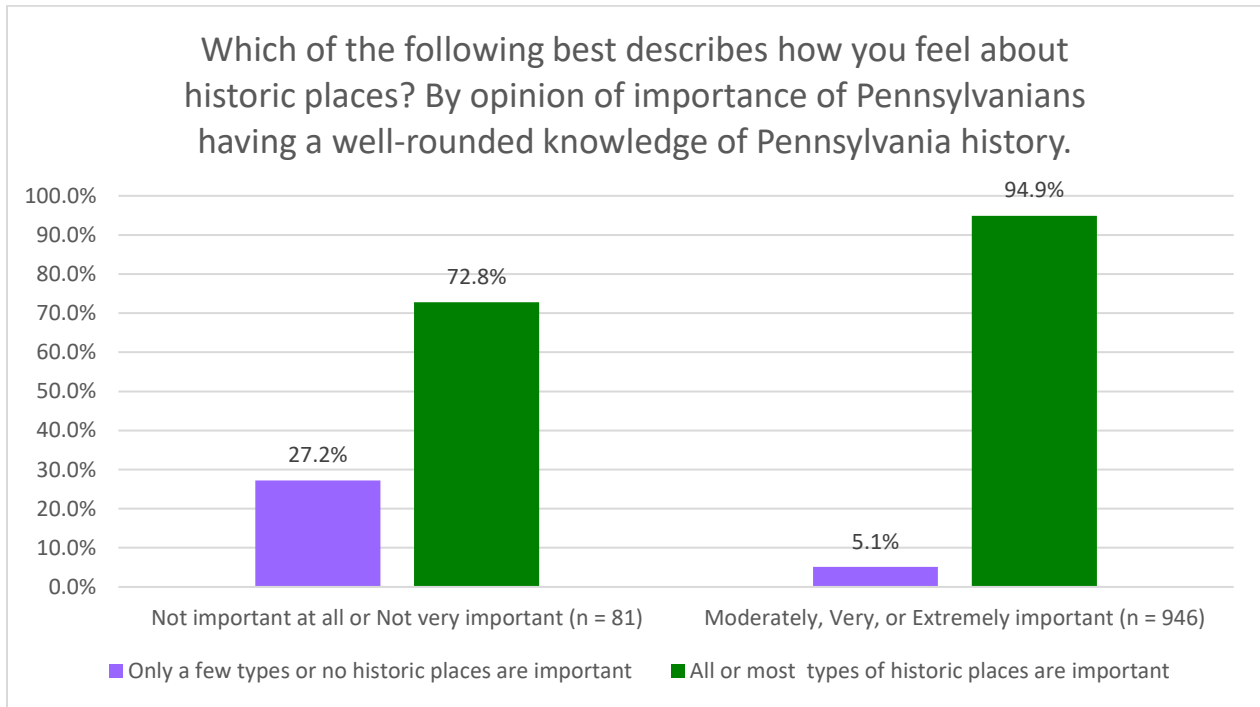
Importance of Historic Places

Additionally, respondents were asked to indicate which statement best described how they feel about historic places. It was clarified that historic places include older buildings, archaeological sites, neighborhoods, bridges, landscapes, cemeteries, etc. Respondents were permitted to choose only one response. Almost no respondents ($n = 1,027$; 0.3%) reported that historic places are not important; very few indicated that only a few types of historic places are important (6.5%); over one-third (36.6%) reported that most types of historic places are important, and the majority (56.6%) indicated that all types of historic places are important, as summarized in the next figure.

Which of the following best describes how you feel about historic places? Historic places include older buildings, archaeological sites, neighborhoods, bridges, landscapes, cemeteries, etc. ($n = 1,027$)

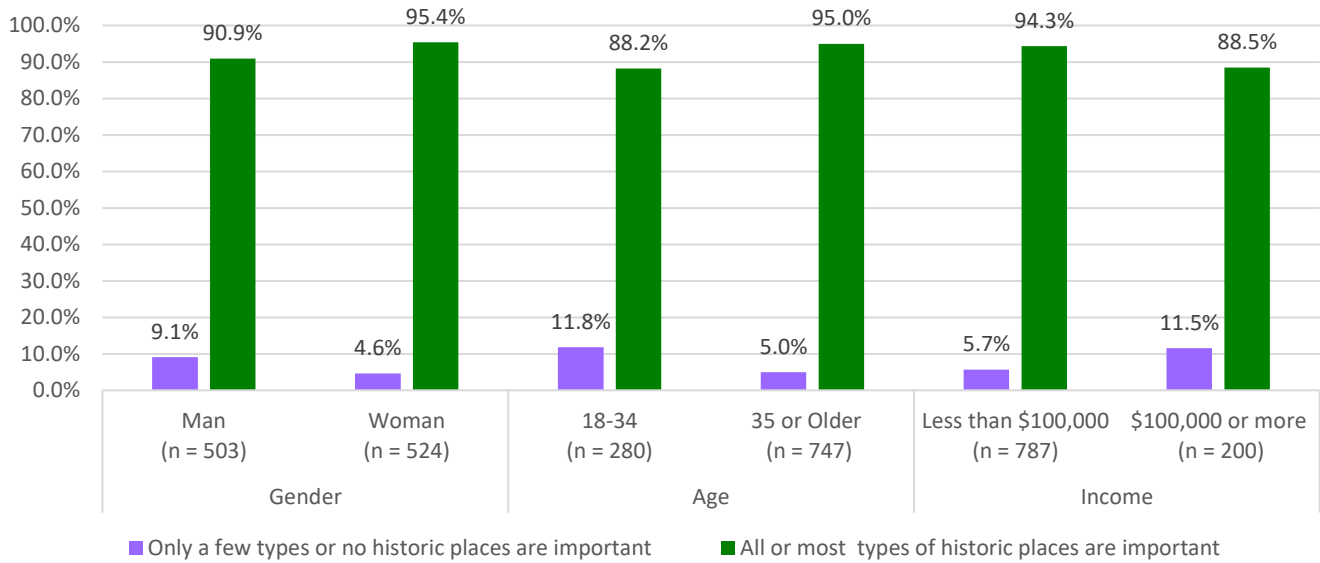


Significant differences were observed based on how important respondents believed it was for Pennsylvanians to have a well-rounded knowledge of PA history. Compared to those who believed that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 81$; 72.8%), respondents who felt that it was moderately, very, or extremely important ($n = 946$; 94.9%) were significantly more likely to indicate that all or most types of historic places are important, as seen in the next figure.



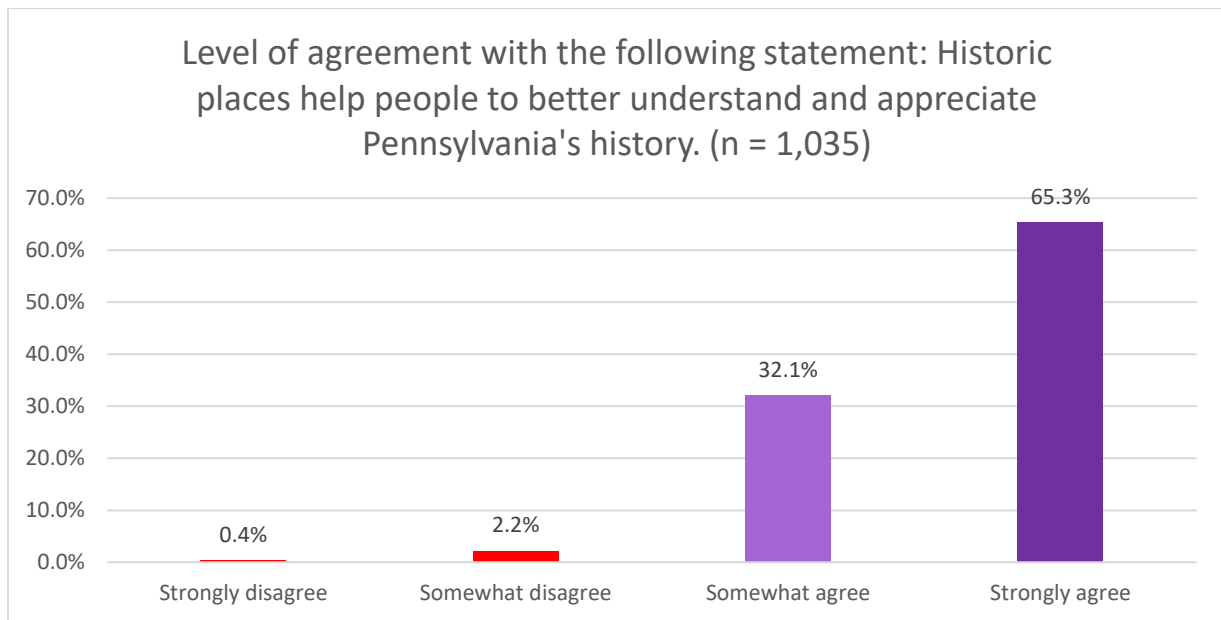
Significant differences were also observed by gender, age, and income. Women ($n = 524$; 95.4%) were more likely than men ($n = 503$; 90.9%) to agree that all or most types of historic places are important. Compared to individuals 18 to 34 ($n = 280$; 88.2%), individuals ages 35 or older ($n = 747$; 95.0%) were significantly more likely to report that all of most types of historic places are important. Finally, respondents who reported an annual household income of less than \$100,000 ($n = 787$; 94.3%) were more likely than respondents who reported an income of \$100,000 or more ($n = 200$; 88.5%) to indicate that all or most types of historic places are important, as seen in the next figure.

Which of the following best describes how you feel about historic places? By Gender, Age, and Income.

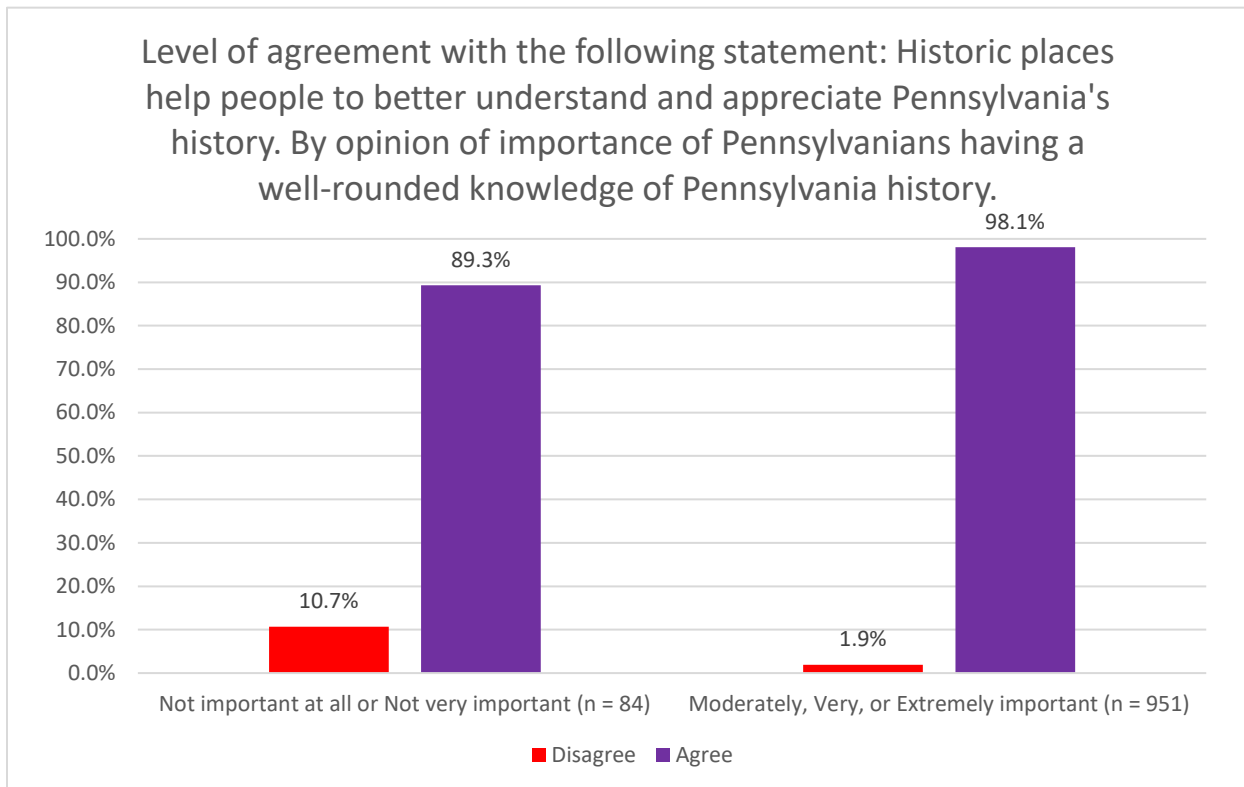


Historic Places Helping to Understand PA History

Respondents were also asked to indicate their level of agreement with the statement: “Historic places help people to better understand and appreciate Pennsylvania’s history.” Most respondents ($n = 1,035$; 65.3%) strongly agreed with this statement, just under one-third (32.1%) somewhat agreed with the statement, 2.2% somewhat disagreed, and less than one percent (0.4%) strongly disagreed with the statement, as seen in the next figure.



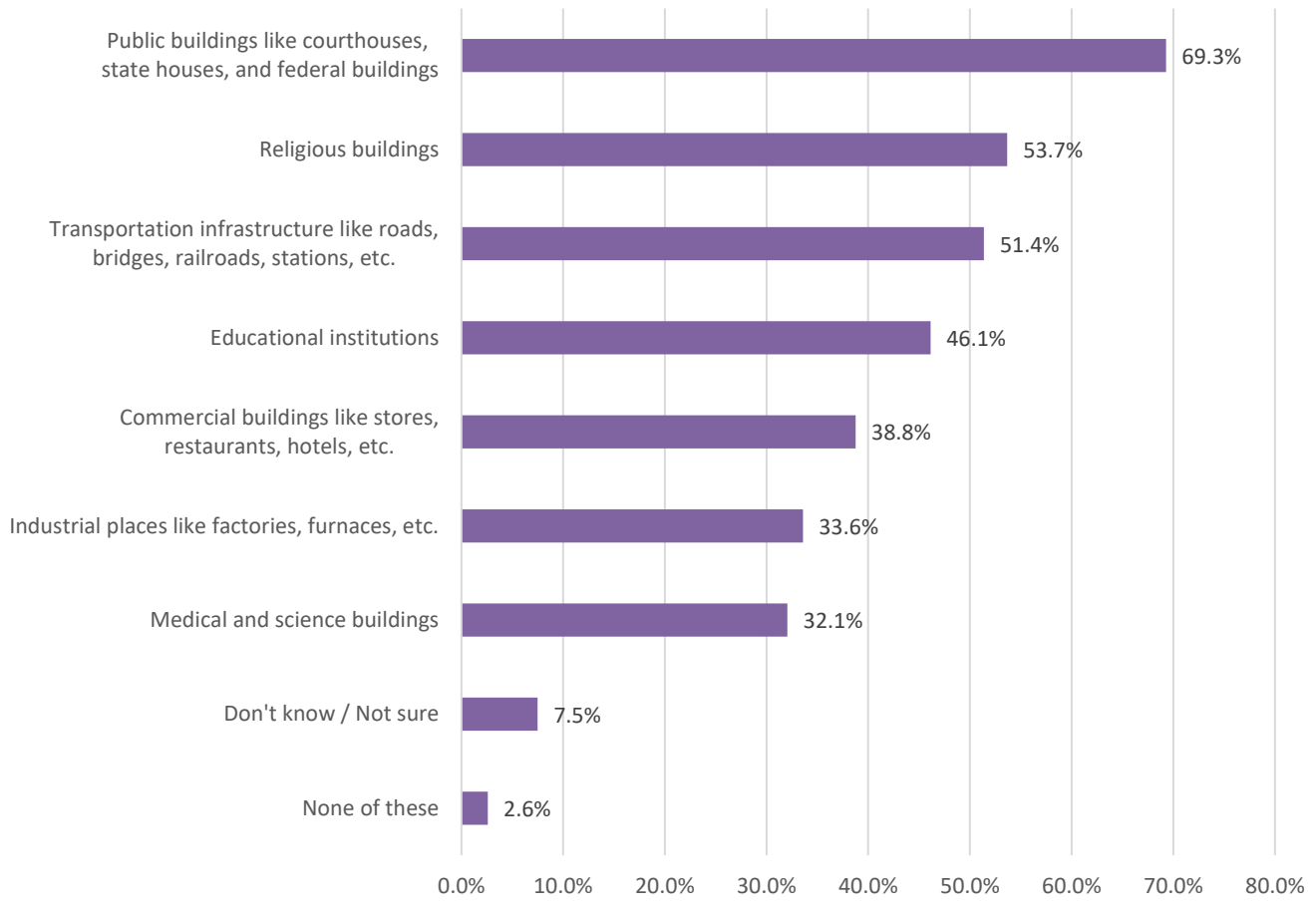
Respondents differed in their levels of agreement that historic places help people to better understand and appreciate PA’s history based on their opinions on whether Pennsylvanians should have a well-rounded knowledge of PA history. Compared to those who felt that it is not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 84$; 89.3%), those who reported that it was moderately, very, or extremely important ($n = 951$; 98.1%) were more likely to agree that historic places help people to better understand and appreciate Pennsylvania’s history, as summarized in the next figure.



Preserving Historic Structures and Places

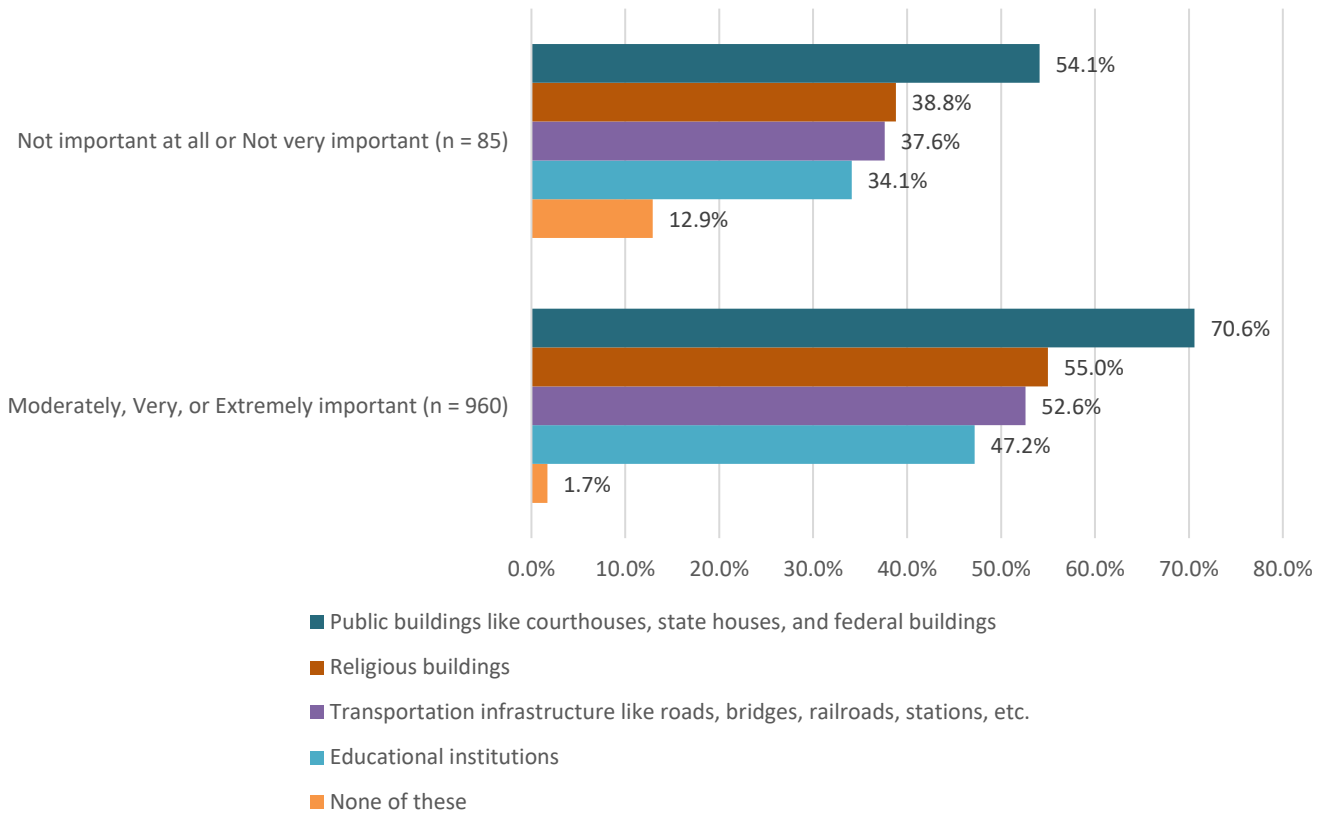
Respondents were then asked to select all of the types of historic structures they thought should be preserved in Pennsylvania. Most respondents ($n = 1,045$; 69.3%) indicated that public buildings like courthouses, state houses, and federal buildings should be preserved. Over half of respondents indicated that religious buildings (53.7%) and transportation infrastructure like roads, bridges, railroads, stations, etc. (51.4%) should be preserved. Additionally, 46.1% of respondents felt that educational institutions should be preserved. About one-third of respondents indicated that commercial buildings like stores, restaurants, hotels, etc. (38.8%); industrial places like factories, furnaces, etc. (33.6%); and medical and science buildings (32.1%) should be preserved. Finally, 7.5% of respondents indicated that they didn’t know / were not sure which of the structures should be preserved in Pennsylvania, and only 2.6% of respondents felt that none of the structures in the response categories should be preserved, as seen in the next figure.

Which of the following types of historic structures do you think should be preserved in PA? Select all that apply. (n = 1,045)

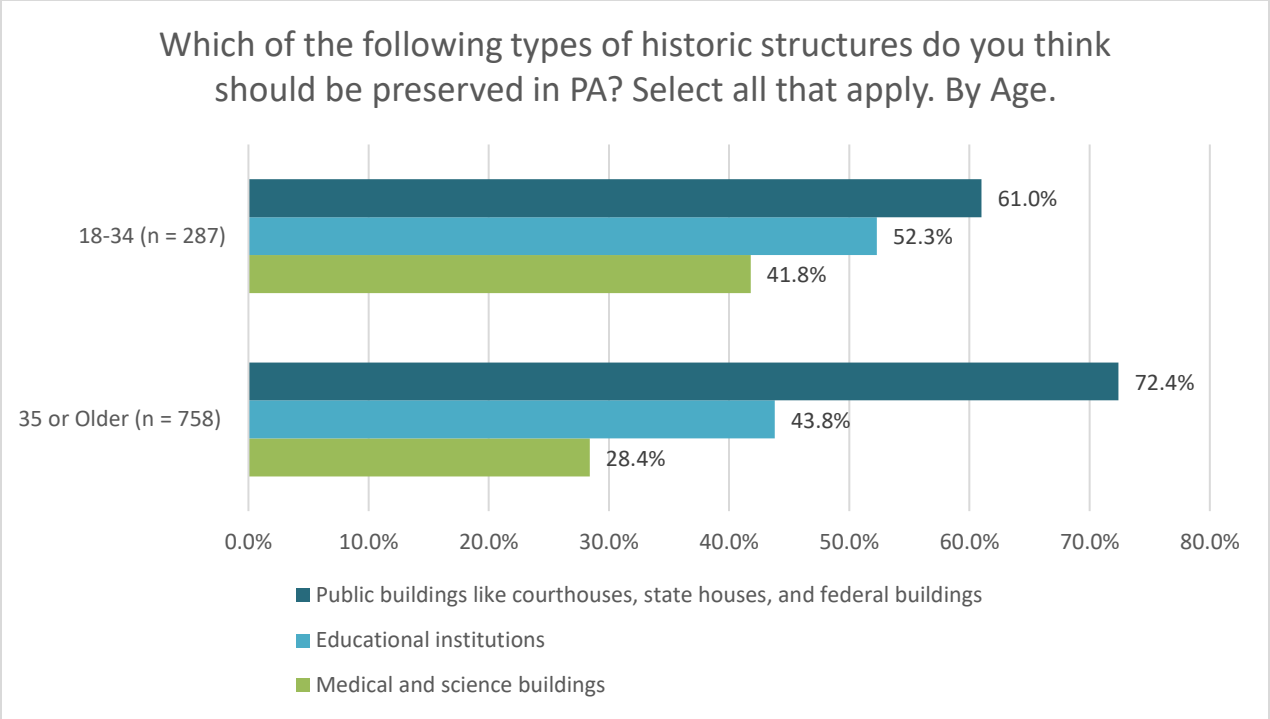


Logistic regression revealed several demographic differences in which historic structures respondents thought should be preserved in Pennsylvania. Compared to those who felt that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 85$) individuals who felt that it was moderately, very, or extremely important for individuals to have a well-rounded knowledge of PA history ($n = 960$) were more likely to think that public buildings like courthouses, state houses, and federal buildings (54.1% versus 70.6%); religious buildings (38.8% versus 55.0%); transportation infrastructure (37.6% versus 52.6%); and educational institutions (34.1% versus 47.2%) should be preserved in Pennsylvania. Conversely, compared to those who indicated that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history, individuals who felt that it was moderately, very, or extremely important for Pennsylvanians to have a well-rounded knowledge of PA history were significantly **less** likely to indicate that none of the structures should be preserved in Pennsylvania (1.7% versus 12.9%, respectively), as seen in the next figure.

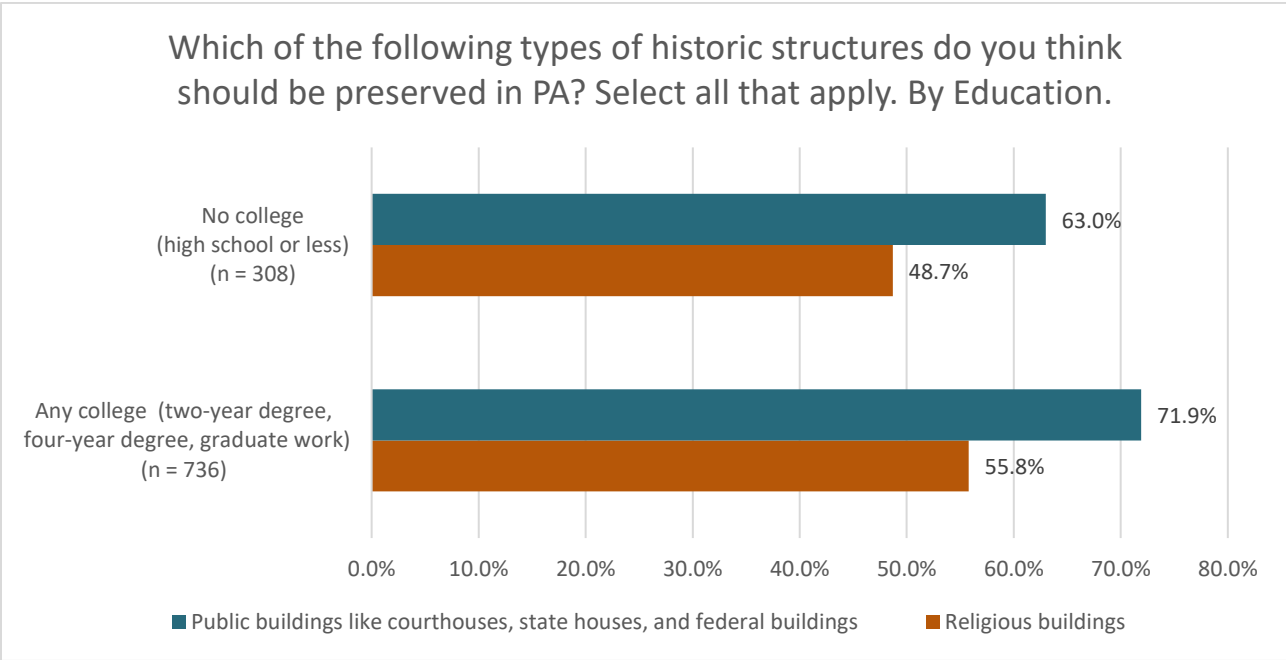
Which of the following types of historic structures do you think should be preserved in PA? Select all that apply. By opinion of importance of Pennsylvanians having a well-rounded knowledge of Pennsylvania history.



Additionally, compared to those ages 18 to 34 ($n = 287$), individuals ages 35 or older ($n = 758$) were **more** likely to believe that public buildings (61.0% versus 72.4%) should be preserved, but **less** likely to believe that educational institutions (52.3% versus 43.8%) and medical and science buildings (41.8% versus 28.4%) should be preserved, indicating that younger individuals placed a higher emphasis on educational, medical, and science structures, as shown in the next figure.

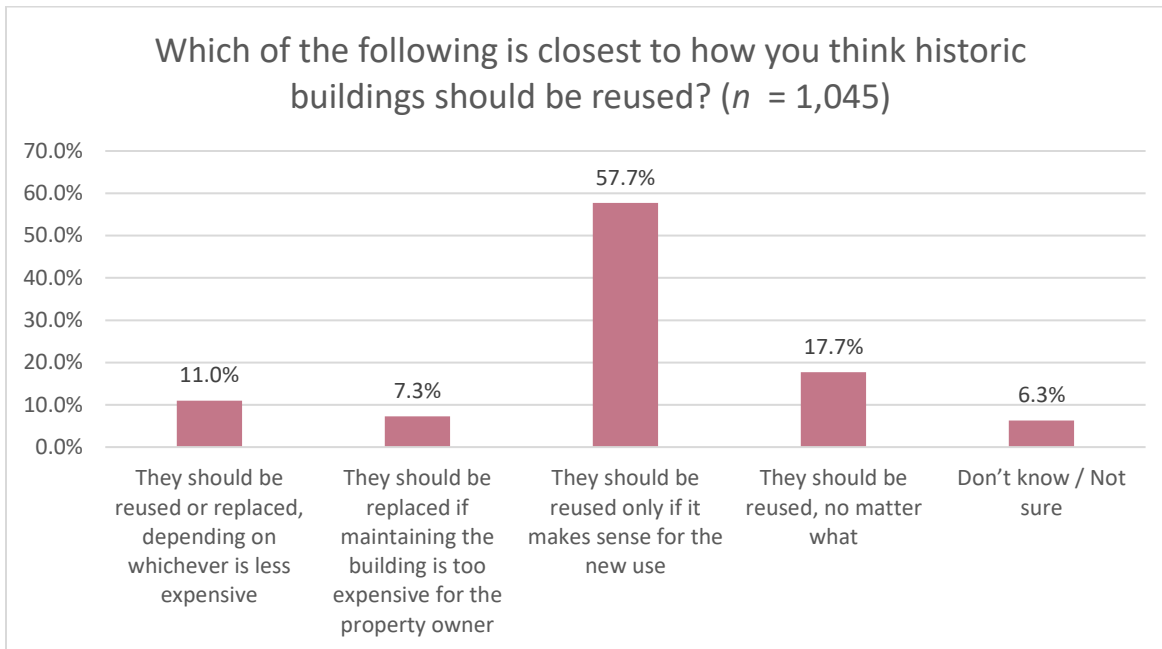


Finally, compared to individuals who had completed high school or less in terms of education ($n = 308$), individuals who had completed any college ($n = 736$) were more likely to believe that public buildings (63.0% versus 71.9%) and/or religious buildings (48.7% versus 55.8%) should be preserved in Pennsylvania, as seen in the next figure.



Reusing Historic Buildings

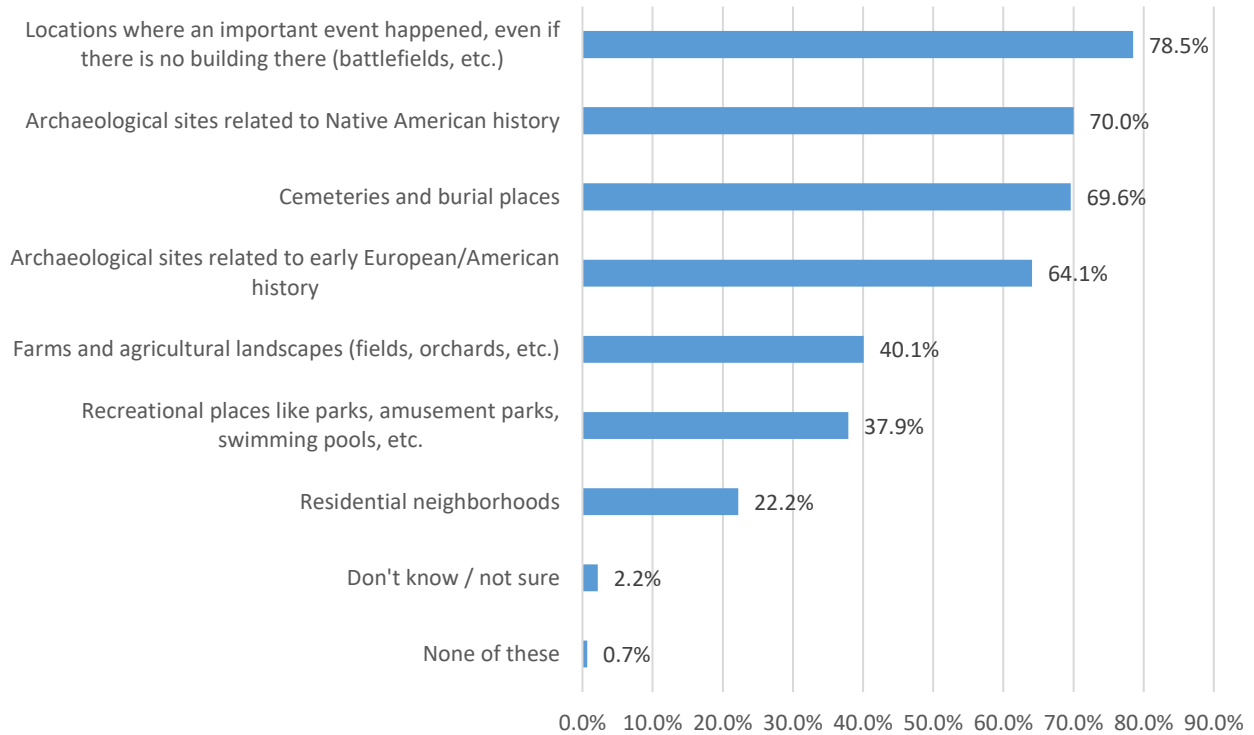
Respondents were then asked to indicate how they thought historic buildings should be reused. Just 11.0% ($n = 1,045$) indicated that they should be reused or replaced, depending on whichever is less expensive; 7.3% indicated that they should be replaced if maintaining the building is too expensive for the property owner; over half (57.7%) felt that they should be reused only if it makes sense for the new use; 17.7% thought that they should be reused, no matter what; and 6.3% were not sure, as seen in the next figure. There were no significant differences in demographic characteristics for how respondents answered this question.



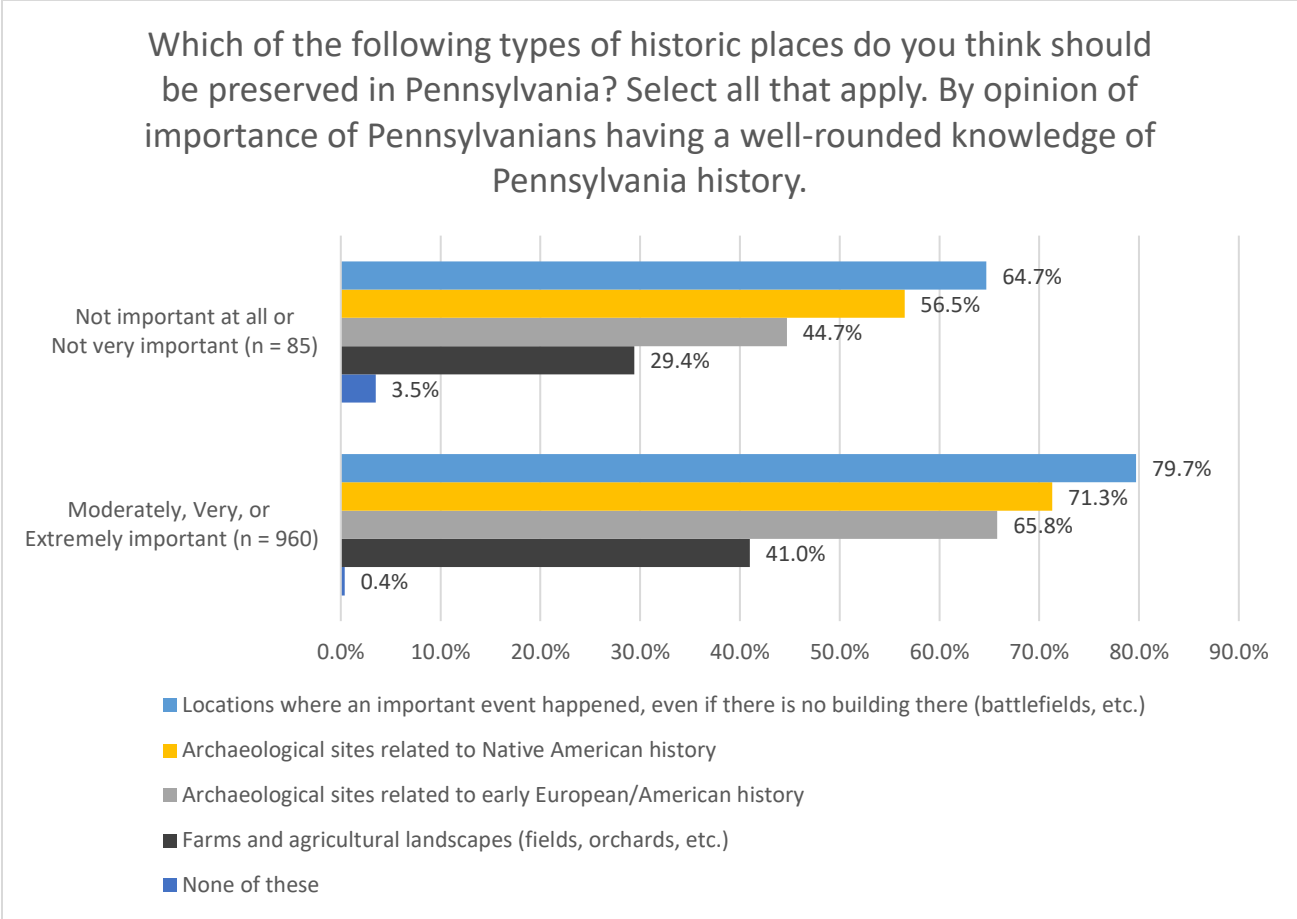
Preserving Historic Places

Additionally, respondents were asked to indicate which types of historic places should be preserved in Pennsylvania. Respondents were permitted to select as many options as they wanted. Over three-quarters of respondents ($n = 1,045$; 78.5%) indicated that locations where an important event happened, even if there is no building there (battlefields, etc.), should be preserved; 70.0% indicated that archeological sites related to Native American history should be preserved; 69.6% indicated that cemeteries and burial places should be preserved; 64.1% indicated that archeological sites related to early European/American history should be preserved; 40.1% felt that farms and agricultural landscapes (fields, orchards, etc.) should be preserved; 37.9% indicated that recreational places like parks, amusement parks, swimming pools, etc. should be preserved; 22.2% felt that residential neighborhoods should be preserved; 2.2% were not sure, and only 0.7% of respondents did not feel that any of the listed historical places should be preserved, as seen in the next figure.

Which of the following types of historic places do you think should be preserved in Pennsylvania? Select all that apply. (n = 1,045)

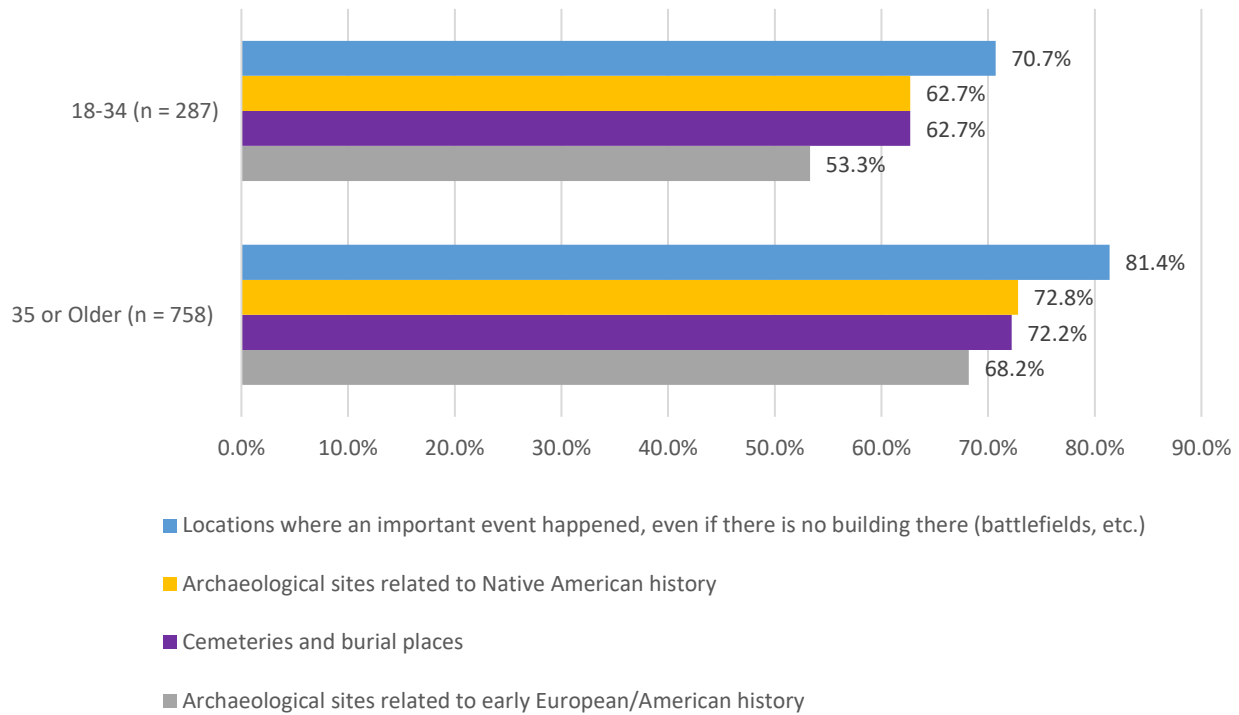


Logistic regression revealed several significant differences for how likely a respondent was to select each type of historic place by perceived importance of Pennsylvanians having a well-rounded knowledge of PA history, age, political ideology, and gender. Compared to individuals who felt that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 85$), those who felt that it was moderately, very, or extremely important ($n = 960$) were more likely to think that locations where an important event happened, even if there is no building there (64.7% versus 79.7%); archaeological sites related to Native American history (56.5% versus 71.3%); archaeological sites related to early European/American history (44.7% versus 65.8%); and farms and agricultural landscapes (29.4% versus 41.0%) should be preserved in Pennsylvania. Conversely, those who thought that it was not important at all or not very important were more likely to indicate that none of the listed historic places should be preserved in Pennsylvania (3.5% versus 0.4%). These relationships are shown in the next figure.



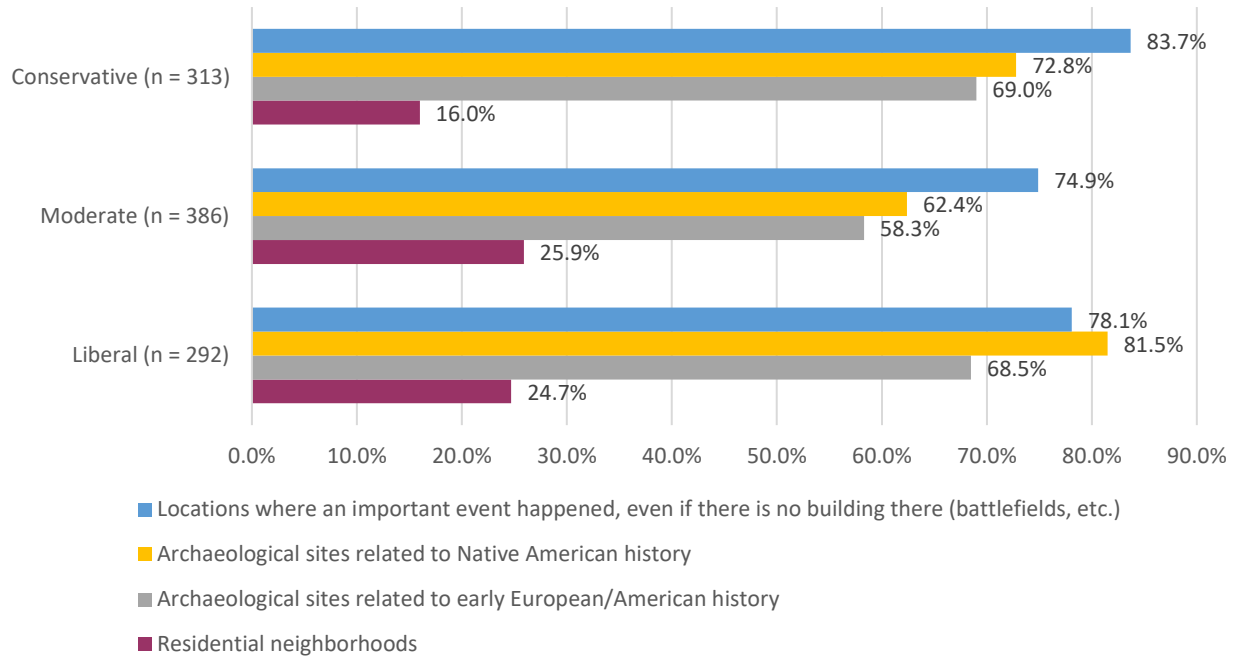
Looking at age, respondents ages 18 to 34 ($n = 287$) were **less** likely than respondents ages 35 or older ($n = 758$) to indicate that locations where an important event happened, even if there is no building there (70.7% versus 81.4%); archaeological sites related to Native American history (62.7% versus 72.8%); cemeteries and burial places (62.7% versus 72.2%); and archaeological sites related to early European / American history (53.3% versus 68.2%) should be preserved in Pennsylvania, as seen in the next figure.

Which of the following types of historic places do you think should be preserved in Pennsylvania? Select all that apply. By Age.



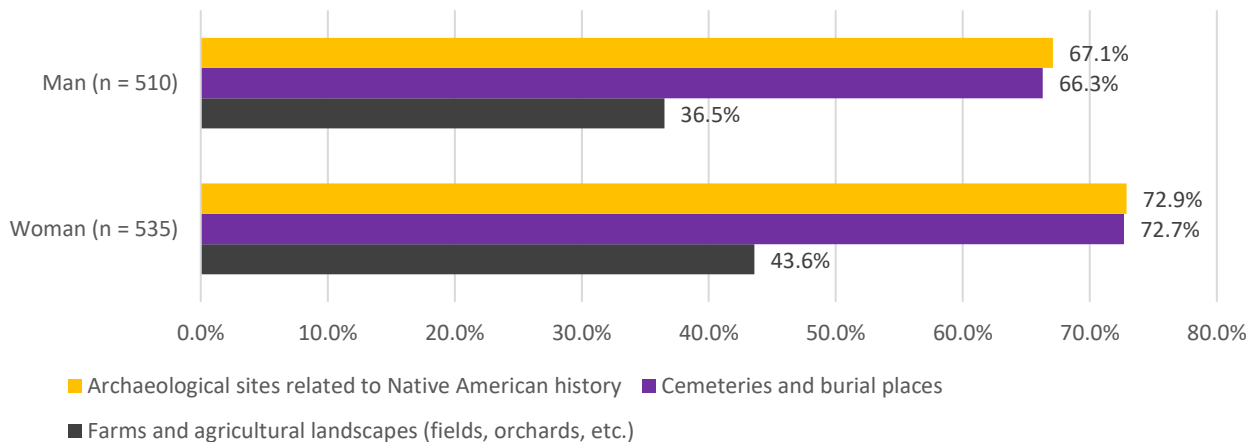
There were also significant differences by political ideology. Those who identified as conservative ($n = 313$) were more likely than those who identified as moderate ($n = 386$) to indicate that locations where an important event happened, even if there is no building there (83.7% versus 74.9%), and archaeological sites related to early European / American history (69.0% versus 58.3%) should be preserved. Additionally, liberals were more likely to indicate that archeological sites related to Native American history should be preserved than conservatives (81.5% versus 72.8%), who were, in turn, more likely to say so than moderates (62.4%). Finally, moderates (25.9%) and liberals (24.7%) were both more likely to indicate that residential neighborhoods should be preserved than conservatives (16.0%). These relationships are visualized in the next figure.

Which of the following types of historic places do you think should be preserved in Pennsylvania? Select all that apply. By Political Ideology.



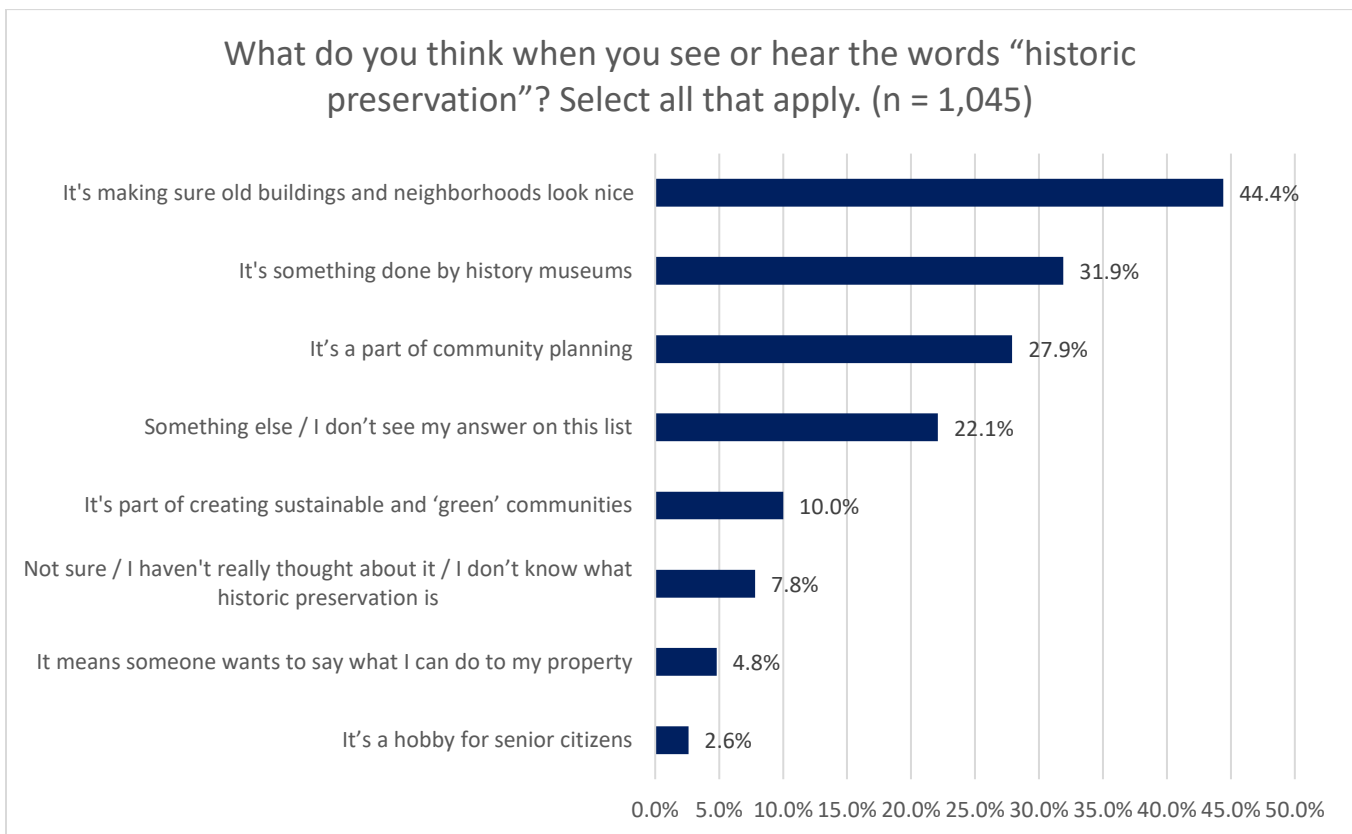
Finally, there were also significant differences observed by gender. Women ($n = 535$) were more likely than men ($n = 510$) to select archaeological sites related to Native American History (72.9% versus 67.1%), cemeteries and burial places (72.7% versus 66.3%), and farms and agricultural landscapes (43.6% versus 36.5%) as observed in the next figure.

Which of the following types of historic places do you think should be preserved in Pennsylvania? Select all that apply. By Gender.



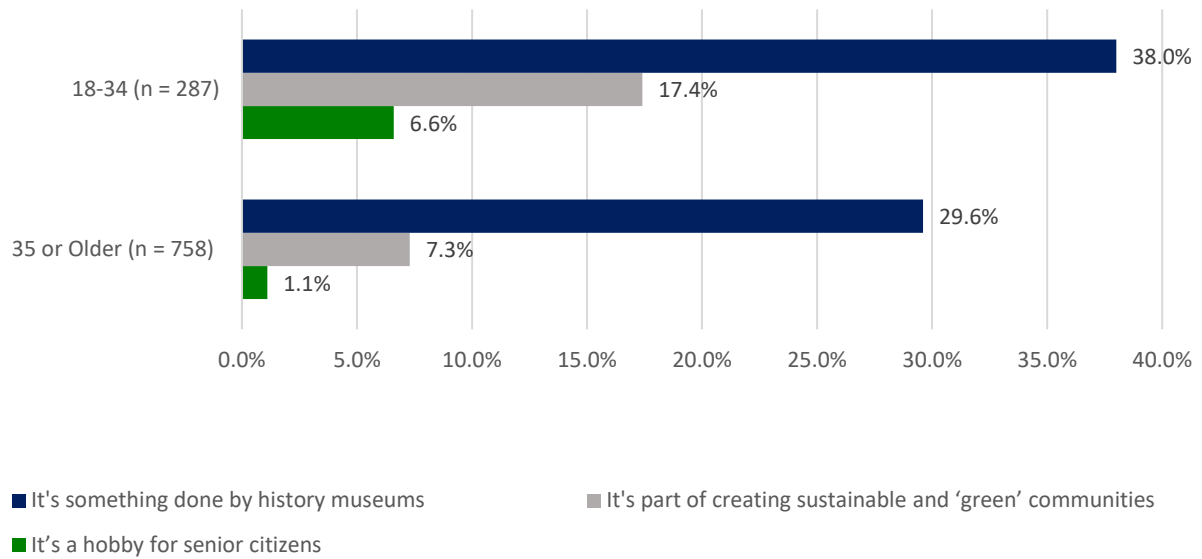
Thoughts Upon Hearing “Historic Preservation”

Respondents were then asked to answer the question: “What do you think when you see or hear the words ‘historic preservation?’” They were permitted to select as many answers as they wanted. Almost half ($n = 1,045$; 44.4%) of the respondents thought that historic preservation is making sure old buildings and neighborhoods look nice; nearly one-third (31.9%) felt that it’s something done by history museums; over one-fourth (27.9%) indicated that it’s part of community planning; one-tenth (10.0%) felt that it’s part of creating sustainable and “green” communities; and fewer weren’t sure/haven’t thought about it/didn’t know what historic preservation is (7.8%), thought that historic preservation means that someone wants to say what they can do to their property (4.8%), and/or thought it was a hobby for senior citizens (2.6%), as seen in the next figure. It should also be noted that 22.1% indicated that they think about something else when they hear the words “historic preservation.”



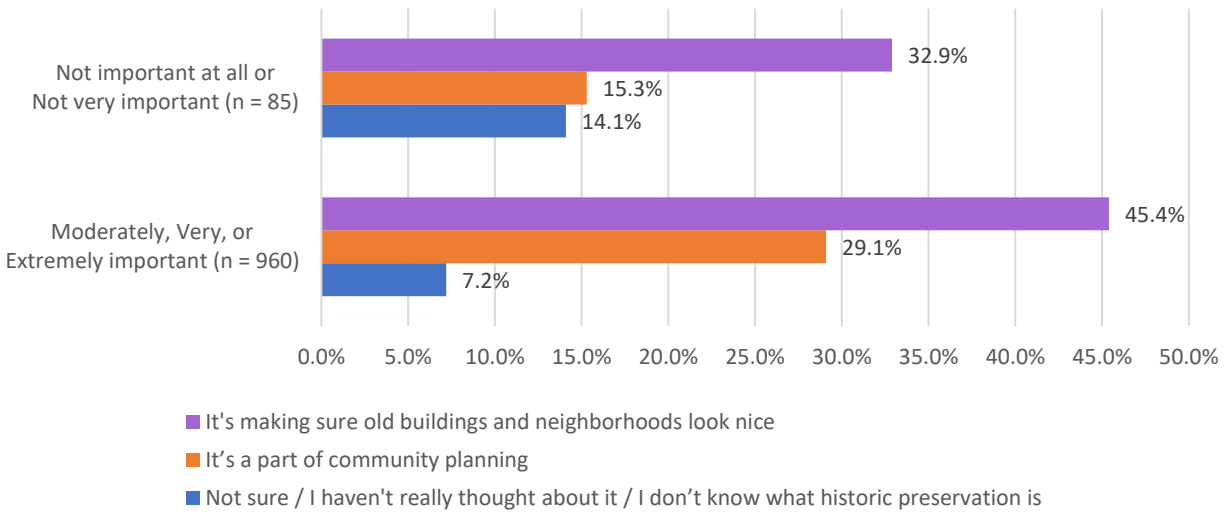
Logistic regression revealed significant differences in how respondents answered this question depending on their age. Respondents ages 18 to 34 ($n = 287$) were significantly more likely than respondents ages 35 or older ($n = 758$) to indicate that when they hear the words “historic preservation,” they think that it’s something done by history museums (38.0% versus 29.6%), it’s part of creating sustainable and “green” communities (17.4% versus 7.3%), and/or that it’s a hobby for senior citizens (6.6% versus 1.1%), as seen in the next figure.

What do you think when you see or hear the words “historic preservation”? Select all that apply. By Age.



Further analysis also revealed differences in responses by opinions of importance for Pennsylvanians to have a well-rounded knowledge of PA history. Individuals who felt that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 85$) were **less** likely than those who felt that it was moderately, very, or extremely important for Pennsylvanians to have a well-rounded knowledge of PA history ($n = 960$) to indicate that the words “historic preservation” made them think that it’s making sure old buildings and neighborhoods look nice (32.9% versus 45.4%) or that it’s part of community planning (15.3 versus 29.1%). Additionally, those who felt that it was not important at all or not very important for Pennsylvanians to have a well-rounded knowledge of PA history were **more** likely to indicate that they weren’t sure / haven’t really thought about it / didn’t know what historic preservation is than those who thought it was moderately, very, or extremely important (14.1% versus 7.2%). These relationships are displayed in the next figure.

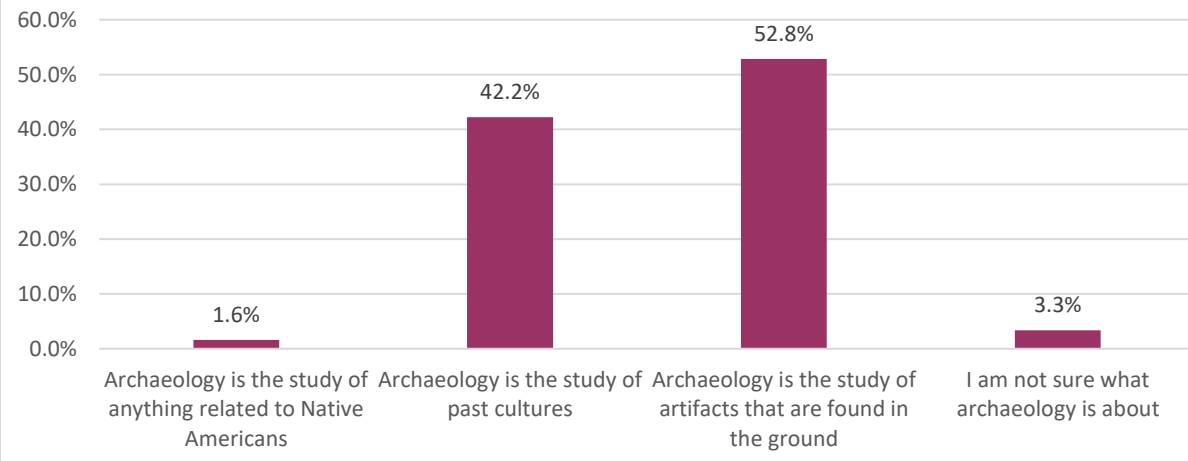
What do you think when you see or hear the words “historic preservation”? Select all that apply. By opinion of importance of Pennsylvanians having a well-rounded knowledge of Pennsylvania history



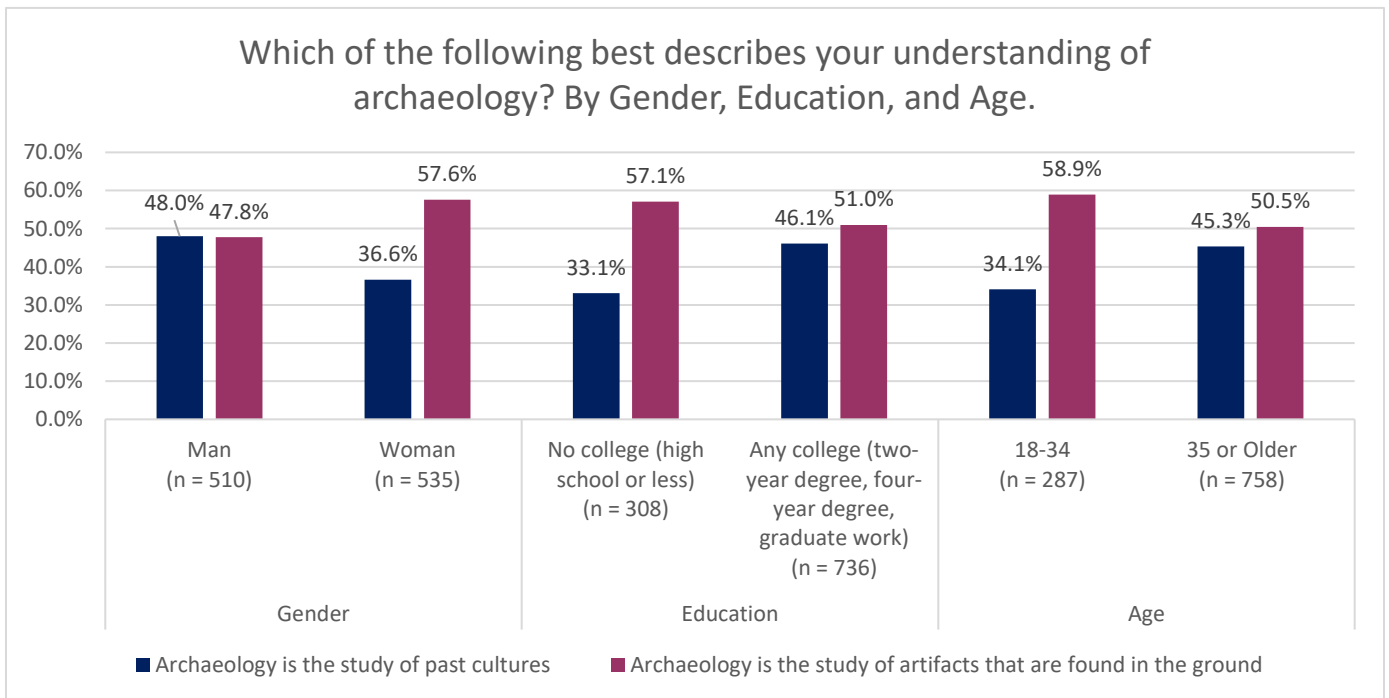
Understanding Archeology

Respondents were also asked to choose a response that best described their understanding of archaeology. Responses were somewhat divided, with a majority (n = 1,045; 52.8%) indicating that archaeology is the study of artifacts that are found in the ground and 42.2% believing that archaeology is the study of past cultures. Few respondents thought that archaeology is the study of anything related to Native Americans (1.6%), and 3.3% indicated that they were unsure what archaeology is about, as seen in the next figure.

Which of the following best describes your understanding of archaeology? (n = 1,045)

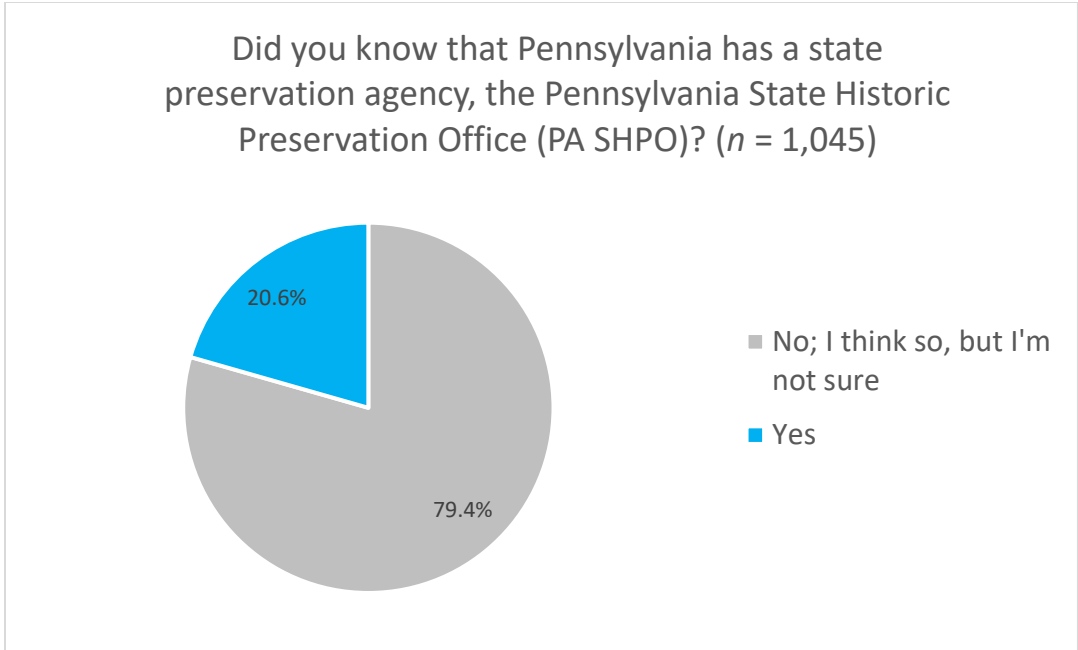


There were some demographic differences between those who understood archaeology as the study of past cultures and those who understood archaeology as the study of artifacts that are found in the ground. Logistic regression revealed that men ($n = 510$) were less likely than women ($n = 535$) to identify archaeology as the study of artifacts that are found in the ground (47.8% versus 57.6%). Additionally, those who had not completed any college education ($n = 308$) were less likely to indicate that archaeology is the study of past cultures than those who had completed any college ($n = 736$; 33.1% versus 46.1%). Finally, respondents ages 18 to 34 ($n = 287$) were less likely to indicate that archaeology is the study of past cultures than those 35 or older ($n = 758$; 34.1% versus 45.3%). These differences are visualized in the next figure.



Knowledge of Pennsylvania State Historic Preservation Office

Finally, respondents were asked if they knew that Pennsylvania has a state preservation agency, the Pennsylvania State Historic Preservation Office (PA SHPO). Most respondents answered either “no” or “I think so, but I’m not sure” ($n = 1,045$; 79.4%), and only one-fifth of respondents (20.6%) answered “yes,” as seen in the next figure.



There were significant differences between men (n = 510) and women (n = 535) in answer selection, such that men were significantly more likely than women to indicate that they knew Pennsylvania had a state preservation agency (23.7% versus 17.6%). Additionally, those who indicated that it is moderately, very, or extremely important for Pennsylvanians to have a well-rounded knowledge of PA history (n = 960) were significantly more likely than those who felt that it was not important at all or not very important (n = 85) to indicate that they were aware that Pennsylvania had a state preservation agency (21.7% versus 8.2%). These relationships are visualized in the next figure.

