

# Eval Fest

## Outgroup Survey

Survey Purpose: This instrument is designed to gather information on people who did **not** attend your STEM-oriented event.

If you are with a group, please respond to these questions based on your own personal experience with today's event. If you are a parent, please respond with your own personal experience, not the child(ren)'s experience.

Name of event: \_\_\_\_\_

1. **How old are you?**

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 5-9   | <input type="checkbox"/> 10-14 | <input type="checkbox"/> 15-17 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 25-34 | <input type="checkbox"/> 35-44 |
| <input type="checkbox"/> 45-54 | <input type="checkbox"/> 55-64 | <input type="checkbox"/> 65+   |

2. **How did you hear about today's event? (Check all that apply)**

- |  |  |                                    |
|--|--|------------------------------------|
| <input type="checkbox"/> Work                | <input type="checkbox"/> Personal recommendation | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Flyer/poster/banner | <input type="checkbox"/> Radio                   | <input type="checkbox"/> TV        |
| <input type="checkbox"/> Social media site   |  |                                    |

3. **Why did you come to today's event? (Check all that apply)**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> It sounded like fun   | <input type="checkbox"/> To spend time together with my family | <input type="checkbox"/> To interact with scientists |
| <input type="checkbox"/> It seemed interesting | <input type="checkbox"/> To do something at the venue          | <input type="checkbox"/> It's free                   |
| <input type="checkbox"/> I was passing by      | <input type="checkbox"/> With someone who wanted to come       |  |

4. **What is the top reason you decided to come to today's event?**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> It sounded like fun   | <input type="checkbox"/> To spend time together with my family | <input type="checkbox"/> To interact with scientists |
| <input type="checkbox"/> It seemed interesting | <input type="checkbox"/> To do something at the venue          | <input type="checkbox"/> It's free                   |
| <input type="checkbox"/> I was passing by      | <input type="checkbox"/> With someone who wanted to come       |  |

5. **Have you ever heard about the <insert event name here>?  Yes  No**

If yes, 5a: **Have you ever attended any <insert event name here>'s events?  Yes  No**

If yes, 5b: **Would you recommend <insert event name here> to others?  Yes  No**

If no, 5c: **Where do you normally go to get information about things to do? (Check all that apply)**

- |  |  |                                    |
|--|--|------------------------------------|
| <input type="checkbox"/> Work                | <input type="checkbox"/> Personal recommendation | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Flyer/poster/banner | <input type="checkbox"/> Radio                   | <input type="checkbox"/> TV        |
| <input type="checkbox"/> Social media site   |  |                                    |

6. **Excluding today's event, have you attended science events or visited science centers, museums, aquariums, or zoos in the past year?  Yes  No**



UNC  
MOREHEAD PLANETARIUM  
AND SCIENCE CENTER

UCSF  
Science and Health  
Education Partnership

  
karen peterman  
CONSULTING

# Eval Fest

If yes, 6a: **What prompted your visit to a science center, science museum, aquarium, or zoo during the past year?**  
(Check all that apply)

- It was a vacation activity       To spend time together with my family       It sounded like fun  
 It seemed interesting       I was passing by

7. **What festivals/events have you attended during the past year?** (Check all that apply)

- Science Festival       Maker Faire       Music Festival/Concert  
 Art Show/Art Museum Event       Craft Beer Festival       Cultural/Heritage Festival  
 Food Festival       Film/Theater Festival       Flower Show/Festival  
 Holiday Festival       Sports Event       Other: \_\_\_\_\_

8. **Your gender:** \_\_\_\_\_

9. **What is the highest degree you have earned?**

- Less than high school       High School/GED       Associate's/2-year  
 Bachelor's/4-year       Master's       Ph.D./Professional

10. **With which one of these groups do you identify?** (Check all that apply)

- American Indian or Alaska Native       Hispanic/Latino/a       Black or African American  
 Asian       White or Caucasian       Prefer not to answer  
 Other

11. **What is your zip code?** \_\_\_\_\_



UNC  
MOREHEAD PLANETARIUM  
AND SCIENCE CENTER

UCSF Science and Health  
Education Partnership

  
karen peterman  
CONSULTING