

Bay Area Science Festival 2012
All Events
 Annotated Attendee Survey

1. Which of the following *best* describes your reason for attending? (Check *ONLY ONE*.)

	Percentage of Respondents
General interest in science	46%
Specific interest related to profession or hobby	15%
To support the experience or learning of children or other	29%
Seemed like an important event to attend	8%
Other; <i>please explain</i> :	17%

N = 1567

Totals may not sum to 100% because some respondents checked more than one.

2. How would you rate today's event overall?

Mean (1-5)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
4.26	<1%	2%	14%	39%	45%

N = 1471

3. To what extent did today's event ...

	Mean (1-5)	Not at All (1)	Only a little (2)	Some (3)	Quite a bit (4)	A great deal (5)
Increase your interest in science, engineering, and/or math	3.73	4%	6%	28%	39%	24%
Make science/engineering/math-learning fun	4.13	2%	4%	15%	40%	40%
Help you learn something new about science, engineering, and/or math	3.97	2%	5%	20%	40%	33%
Help you connect to the science, engineering, or math happening in your city	3.69	5%	9%	27%	32%	28%

N = 1624-1639

Totals may not sum to 100% due to rounding.

4. Did you do any of the following at today's event ...

	Yes	No
Heard a science professional talk about their work	81%	19%
Do an activity with a science professional where you got to handle and manipulate materials	53%	47%
Voice a question or comment in any discussion with a science professional	45%	55%

N = 1600-1609

Totals may not sum to 100% due to rounding.

Just a few questions about you ...

5. Are you attending the festival with one or more children aged 5-16?

Percentage of Respondents	
Yes	44%
No	56%

N = 1649

6. Do you work and/or study in a science, engineering, and/or math field?

Percentage of Respondents	
Yes	53%
No	47%

N = 1618

7. Your age group

Percentage of Respondents	
< 14	7%
15-17	4%
18-24	9%
25-34	25%
35-44	25%
45-54	18%
55-64	7%
65+	5%

N = 1656

Totals may not sum to 100% due to rounding.

8. Your gender

Percentage of Respondents	
Male	45%
Female	55%

N = 1624

9. Race/ethnicity (Check all that apply.)

	Percentage of Respondents
American Indian or Alaska Native	2%
Black or African American	6%
Native Hawaiian or Other Pacific Islander	2%
Asian	27%
Hispanic or Latino	10%
White or Caucasian	56%
Other	4%

N = 1643

Totals may not sum to 100% because respondents could check more than one.

10. What is the highest degree you have earned?

	Percentage of Respondents
Less than High School	6%
High School	8%
Associates/2-year	9%
College/4-year	42%
Master's	23%
Ph.D./Professional	13%

N = 1657

11. What is your zip code?

A list of zip codes for respondents can be provided upon request.