2013 St. Petersburg Science Festival Evaluation Summary

Visitor Feedback:
• 90% of respondents reported that the science festival made STEM learning fun.
• 83% of respondents reported that the event helped them learn something new about STEM.
• 75% of respondents said the festival made them aware of STEM in their daily life.
• 76% of respondents had the opportunity to directly engage with a science professional and participate in a STEM-related activity.
• 90% of respondents plan to attend next year’s festival.

Exhibitor Feedback and Quotes:
• 100% of respondents indicated they met their organization’s goals as a result of participation in the festival, and 100% of respondents plan to participate in the 2013 festival.
• “Impressive planning and number of participants...both exhibitors and public!”
• “This year's festival was AWESOME!”

Visitor Demographics:
• Festival visitors primarily came from the 7-county West Central Florida region. Visitors also came from as far away as New York, Minnesota, Missouri, and Washington.
• 39% male, 61% female visitors.
• Race/ethnicity: W-80%, B-7%, Hispanic-3%, Other-10%.
• 79% of festival visitors have attended some college and/or obtained an Associates or higher degree.