Eva\textsuperscript{L} Fest

Outgroup Survey

Survey Purpose: This instrument is designed to gather information on people who did \textbf{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?
   - □ 5-9
   - □ 10-14
   - □ 15-17
   - □ 18-24
   - □ 25-34
   - □ 35-44
   - □ 45-54
   - □ 55-64
   - □ 65+

2. How did you hear about today’s event? (Check all that apply)
   - □ Work
   - □ Personal recommendation
   - □ Newspaper
   - □ Flyer/poster/banner
   - □ Radio
   - □ TV
   - □ Social media site

3. Why did you come to today’s event? (Check all that apply)
   - □ It sounded like fun
   - □ To spend time together with my family
   - □ To interact with scientists
   - □ It seemed interesting
   - □ To do something at the venue
   - □ It’s free
   - □ I was passing by
   - □ With someone who wanted to come

4. What is the top reason you decided to come to today’s event?
   - □ It sounded like fun
   - □ To spend time together with my family
   - □ To interact with scientists
   - □ It seemed interesting
   - □ To do something at the venue
   - □ It’s free
   - □ I was passing by
   - □ 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)
   - □ Work
   - □ Personal recommendation
   - □ Newspaper
   - □ Flyer/poster/banner
   - □ Radio
   - □ TV
   - □ 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
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
- [ ] 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?** ________________