



Throughout the Festival, all researchers will use the same system to invite participation. Specifically, researchers will approach the fifth person/group to walk past them to invite them to share their feedback. If the person/group agrees, survey data will be gathered at that time. Once the survey has been completed, the researcher will start the process again by approaching the fifth person/group to invite their participation. Should a person/group choose not to participate, the researcher will start the counting process again.

Procedure for identifying participants:

* Once you are in your assigned spot, approach the fifth person/group you see to invite them to share their feedback.
* Offer to walk with them so that they don’t have to stop. You can also hand them the tablet if they prefer.
* If you walk with them, return to your assigned spot once the data have been collected, and start the process again.
* If you approach someone who doesn’t want to participate, start the counting process again and then approach the fifth person/group.

**Sample interaction:**

Approach the fifth person/group and say, “Do you mind if I walk with you and ask some questions about the Science Festival?”

If they say No:

Thank them anyway. Say something like, “OK, thanks anyway. Enjoy the rest of your day.”

If they say Yes:

Identify one person in the group to talk to; anyone over the age of 14 is eligible to participate. Try to get a mix of participants – that is, those of different ages, gender, race/ethnicity. You can use comments such as:

“I’m only supposed to talk to one person per group, so how about you [indicating the person you have selected].”

“Great – I haven’t talked to any teenagers yet today, so is it OK if I get your feedback [indicating a teen in the group]?”

“The last few people I talked to have been women, so why don’t I talk to you [indicating a male in the group.]”

Once you have determined who will complete the survey, give them the option of telling you their feedback or stopping to complete the survey themselves. Say something like, “I am happy to walk with you to ask my questions or you can stop and fill it out yourself – do you have a preference?”

Gather feedback from only one person per group (i.e., the person who answered the screener questions). If others start providing feedback, acknowledge them but do not record their responses. If others give their ratings before the person you are trying to gather feedback from, try to re-direct the conversation back to your participant by saying “OK, and what do you think?” or “Do you agree with that rating or would you pick something different?”

If you come across someone who isn’t having a good day/time at the Festival, try to be sympathetic and be a good listener. Say something like, “I’m sorry things haven’t been going that well today, but I’m glad you’re sharing this feedback – it will be really helpful for the Science Festival team to hear.”

At the end of the survey, thank them for their time/effort: “Thanks so much. Enjoy the rest of your day.”

Other options for introductory statements as you approach a person/group:

* Would you like to share feedback on today’s event?
* Hi – can I ask you some questions about the Science Festival?
* How is your day going? [wait for a response] Do you mind if I ask you some questions about the Science Festival?

**Administering the Survey**

There are two versions of the NCSF Attendee Survey. All intercept survey data will be collected electronically, via tablet. Alternate back and forth between Form A and Form B so that each form is used consistently throughout the data collection.

**Survey of North Carolina Science Festival Attendees**

[Suggestions for administering each item in verbal form are provided below, in brackets, directly before each question. The goal is to make the survey as quick and conversational as possible. Feel free to use your own transitions as you move from question to question so that you are comfortable with the flow of the survey.]

[Before beginning the survey, ask the participant how long they have been at the Expo. Please record their responses yourself, even if the participant is going to complete the rest of the survey on his/her own. Record time to the nearest half hour.]

**NCSF Attendee Survey - Form A**

[Feel free to start with something generic like, “OK – here we go” or “Our first question is.” Read the question and the response options. In case someone asks, the Expo is the last event of the NCSF.]

**1. Did you know that today’s event is part of the North Carolina Science Festival?**

❒ Yes ❒ No

**If yes: Have you attended any other Festival events this year?**

❒ Yes ❒ No, but plan to ❒ No

[Read the question and only indicate the responses that people say. You do not need to read the responses options, just check off the answered provided.]

**2. How did you hear about the North Carolina Science Festival?** *(Check all that apply.)*

|  |  |
| --- | --- |
| ❒ Through school  ❒ Through work  ❒ Personal recommendation  ❒ Newspaper  ❒ Flyer/Poster/Banner  ❒ Postcard in the mail  ❒ Other; *please explain:* | ❒ Radio  ❒ TV  ❒ North Carolina Science Festival website/e-mail  ❒ Other websites (e.g., news, local event listings)  ❒ Social network website (e.g., Facebook, Twitter)  ❒ Didn’t know event was part of Festival |

[Feel free to set the stage for these next questions by saying something like “These next questions focus on your feedback about today’s event. Our first question is an overall rating.” Read the question and the response options]

**3. How engaging was today’s event?** ❒ Not at All ❒ A Little ❒ Generally ❒ Very ❒ Extremely

[This next statement is important and should be read to all participants to help them know what we are talking about in the questions that follow.]

**The next items ask you about STEM,**

**which stands for Science, Technology, Engineering, and Math.**

[Set the stage before you begin this one. Say something like, “For the next several questions, I’m going to ask you to use the same five-point scale to rate the success of today’s event in different areas. Your options are: Not at All, Only a Little, Some, Quite a Bit, and A Great Deal.” Then read the prompt (i.e., “To what extent did today’s event”) and the first item. Don’t feel that you need to repeat the prompt for each question. You can say things like “What about ‘making science/engineering/math learning fun?” or “How about ‘helping you learn something new about science, engineering, and/or math’ – how would you rate that?” Repeat the scale, as needed, as you move from item to item.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4. To what extent did today’s event …** | **Not at all** | **Only a little** | **Some** | **Quite a bit** | **A great deal** |
| Make STEM learning fun | ❒ | ❒ | ❒ | ❒ | ❒ |
| Help you learn something new about STEM | ❒ | ❒ | ❒ | ❒ | ❒ |
| Make you aware of the STEM in your daily life | ❒ | ❒ | ❒ | ❒ | ❒ |
| Teach you about STEM careers in NC | ❒ | ❒ | ❒ | ❒ | ❒ |

[To transition, say something like: “Now I have some questions about things you might have done as part of today’s event.” Read the questions.]

**5. Some Festival events feature science professionals who work in a job focused on STEM and/or teach one of these subjects. As part of today’s event did you…**

Hear a science professional talk about his/her work? ❒ Yes ❒ No ❒ Not Sure

Do an activity with a science professional? ❒ Yes ❒ No ❒ Not Sure

[To transition, say something like, “And now I have a few questions about things you might do after you leave the Festival today.” Read the question.]

|  |  |  |
| --- | --- | --- |
| **6. Has today’s event inspired you to…** | **Yes** | **Not Really** |
| Talk about the Festival with others | ❒ | ❒ |
| Look for information on something you learned about at the Festival | ❒ | ❒ |
| Take part in activities related to what you learned about at the Festival | ❒ | ❒ |
| Attend next year’s Festival | ❒ | ❒ |

[Since we are nearing the end, you might say something like, “Okay – we’re in the home stretch.” Read the question and the response options.]

**7. How would you rate today’s event overall?** ❒ Poor ❒ Fair ❒ Good ❒ Very Good ❒ Excellent

**Why did you pick that rating?** [Type their response verbatim, if possible]

[People typically prefer to answer demographic questions on their own, so at this point, say something like, “The last few questions are about you, so I’m going to let you answer these yourself.” Hand over the tablet if your participant seems willing to take it. If not, read them each question and the answer options.]

***The North Carolina Science Festival has a goal to serve all members of our population across the entire state. Please answer the following questions to help us track our progress.***

**8. Are you attending the festival with one or more children age 18 or younger?**

❒ Yes ❒ No

**9. Are you:** ❒ Male ❒ Female

**10. How old are you?** ❒<14 ❒15-17 ❒18-24 ❒25-34 ❒35-44 ❒45-54 ❒55-64 ❒65+

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

❒ Less than High School ❒ Associates/2-year ❒ Master’s

❒ High School ❒ College/4-year ❒ Ph.D./Professional

**12. What is your race/ethnicity?**

❒ American Indian or Alaska Native ❒ Hispanic or Latino/a

❒ Asian ❒ Native Hawaiian or Other Pacific Islander

❒ Black or African American ❒ White or Caucasian

❒ Other; *please describe:*

**13. What is your ZIP code?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**14. Was today the first time you had visited…**

The city/town hosting this event ❒ Yes ❒ No

The specific venue hosting this event ❒ Yes ❒ No

**15. Did you/are you planning to eat out or do any shopping before or after attending the event today?**

❒ Yes ❒ No

**15a. If you answered yes, how much will your party spend in total on food/drink and shopping?**

❒ Less than $10 ❒ $21-$30 ❒ $41-$50 ❒ $61-$70 ❒ $81-$90 ❒ More than $100

❒ $11-$20 ❒ $31-$40 ❒ $51-$60 ❒ $71-$80 ❒ $91-$100

**NCSF Survey – Form B**

The vast majority of questions on Form B are identical to those from Form A. The questions that are unique to this version of the survey are presented below.

[Read the question and each option. Make sure people choose only one response. If they try to give more than one, say something like “If you had to pick the top reason for attending, which of your answers would you pick.” Then mark only that option.]

**6. What is the *primary reason* that you attended today’s event?** *(Check ONLY ONE.)*

|  |  |
| --- | --- |
| ❒ General interest in science  ❒ Specific interest related to profession or hobby  ❒ Wanted to bring my family or friends | ❒ Seemed like an important event to attend  ❒ Entertainment/recreation  ❒ Other; *please explain:* |

**#7 on this survey is the overall rating question presented above (item #7 in Form A)**

[To transition, say something like, “Okay, I just have a few questions about other activities that you might do that are similar to the Festival. Read question and response options.]

**8. Which of the following things do you do:** *(Check all that apply.)*

❒ Go to science museums, aquariums, zoos, etc. at least once a year

❒ Watch science TV programs, read science books, or visit science Web sites at least once a month

❒ Work in a science, technology, engineering, or math field

❒ Study a science, technology, engineering, or math field

❒ Participate in hobbies that involve science (e.g. astronomy, chess, geocaching, building models)