

Science Rendezvous 2016 Impact Survey Report

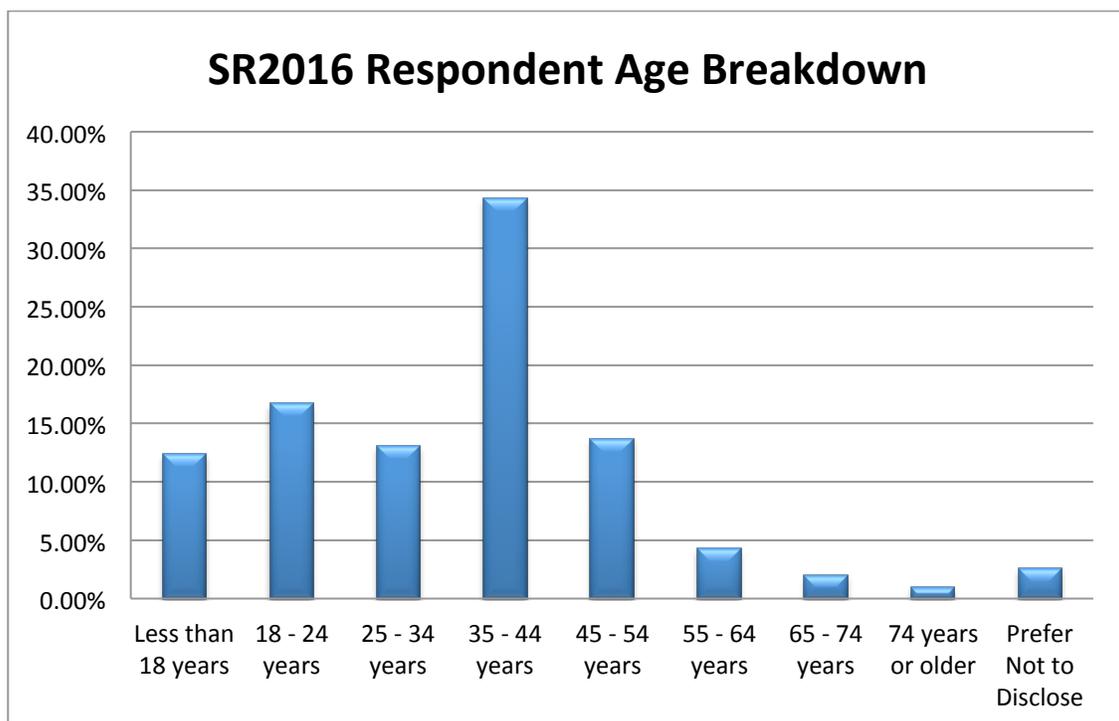
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In order to evaluate the impact of the national Science Rendezvous festival, an electronic survey was released to attendees and feedback on Science Rendezvous 2016 was received from all across Canada. In total, 1340 people responded to the survey, the majority of respondents were adults attending with two or more children. Therefore, the survey pool represents 3426 attendees of 300,000 national attendees.

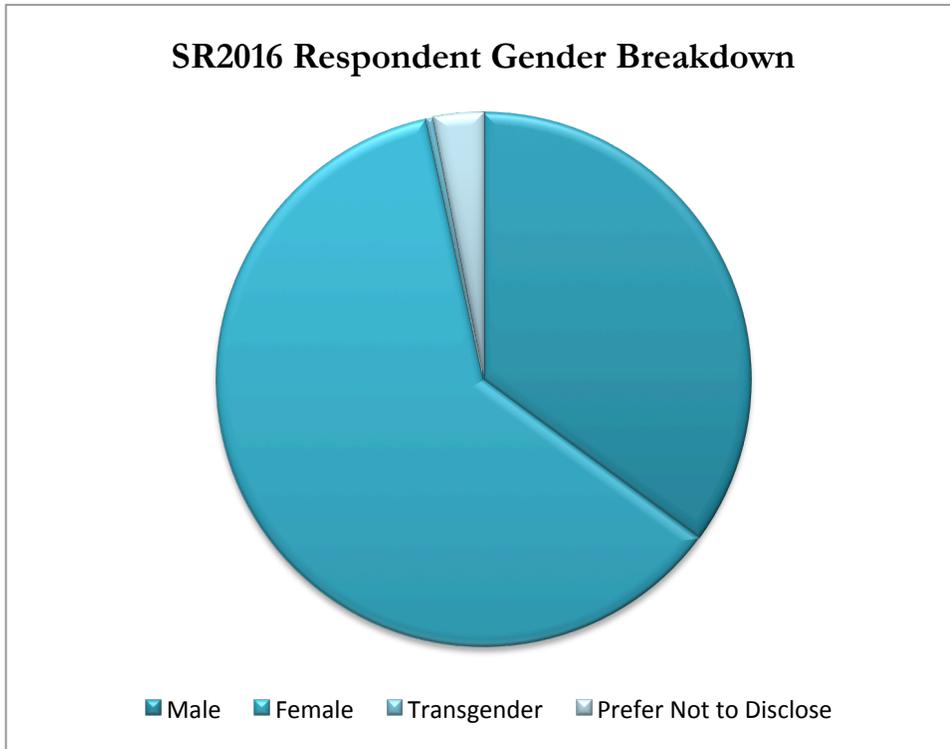
The following report provides a brief summary of the survey results and reveals information about the participating demographic, attendee satisfaction, and the effectiveness of our marketing campaigns.

Survey Respondent Breakdown

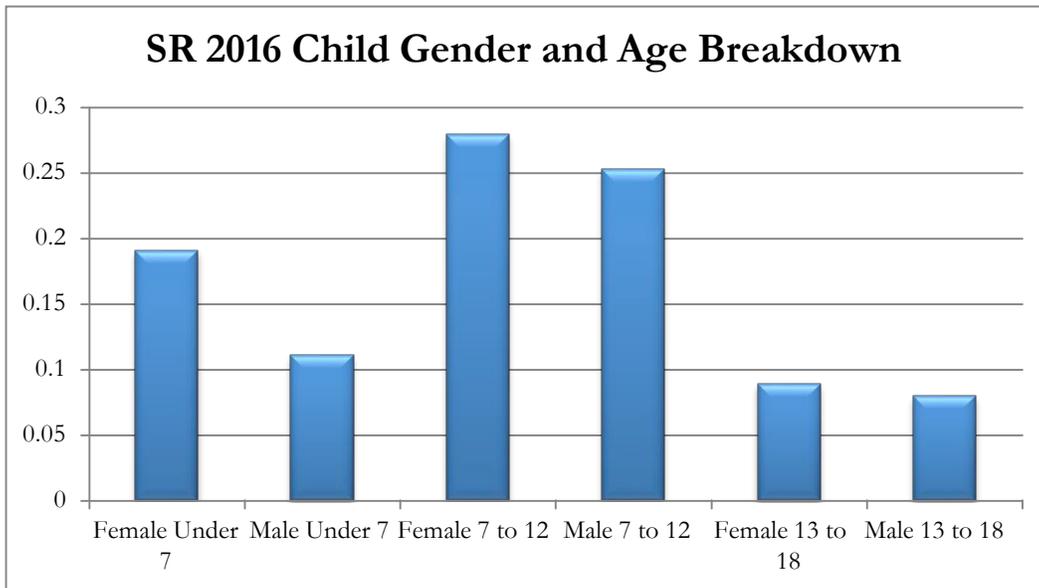
Results obtained regarding the age and gender of survey respondents will be used to determine that of the overall SR attendees; however, it must be noted that the type of people who are willing to participate in this survey may not necessarily reflect the demographic in attendance at the event. Nevertheless, due to the high volume of reports, information gathered from this survey is useful in providing a general, qualitative idea of the audience at SR 2016.



According to the survey, a majority of respondents are in the age range of 35-44 (34.33%) with more participation coming from women (61.44%) over men (35.11%). When asked whether at least one child was brought with them, over 75% of respondents answered positively. This suggests that the majority of adults in attendance were mothers, or guardians, accompanying their children to our event.

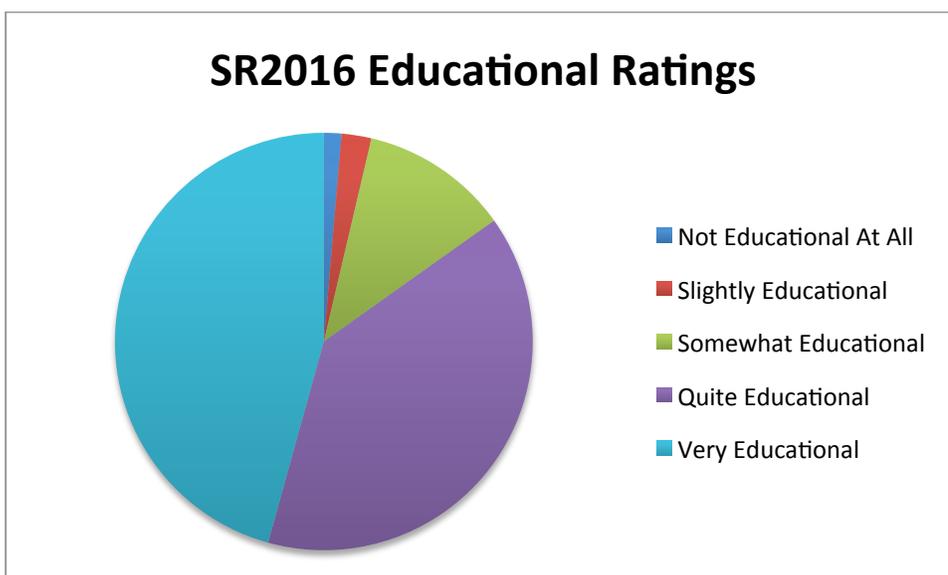


A breakdown based on gender and age was also conducted for the children of the respondents and showed a significant interest in SR from youths between the ages of 7 to 12. Although our event seems to be appealing to most children under the age of 12, attendance from teenagers was fairly low revealing the need to introduce different activities and demonstrations that would engage older youth. Unexpectedly, there was an overall greater attendance by girls over boys in all age ranges showing the success of our initiatives to empower females with connections in STEM.

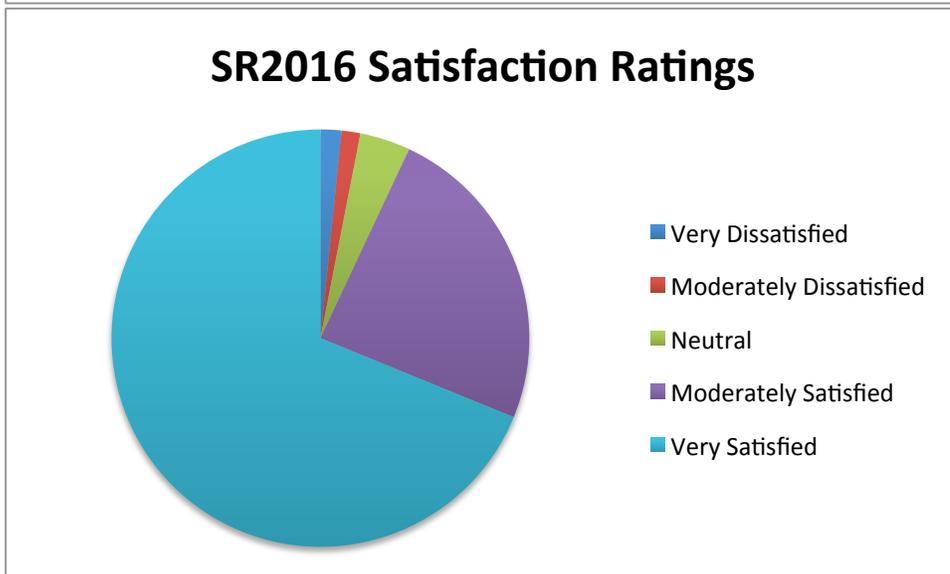
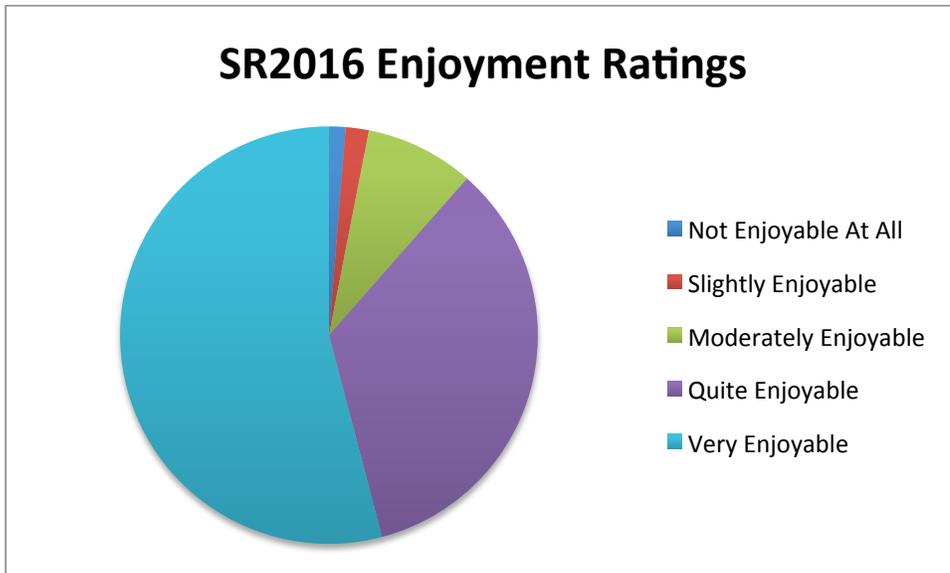


Festival Evaluations

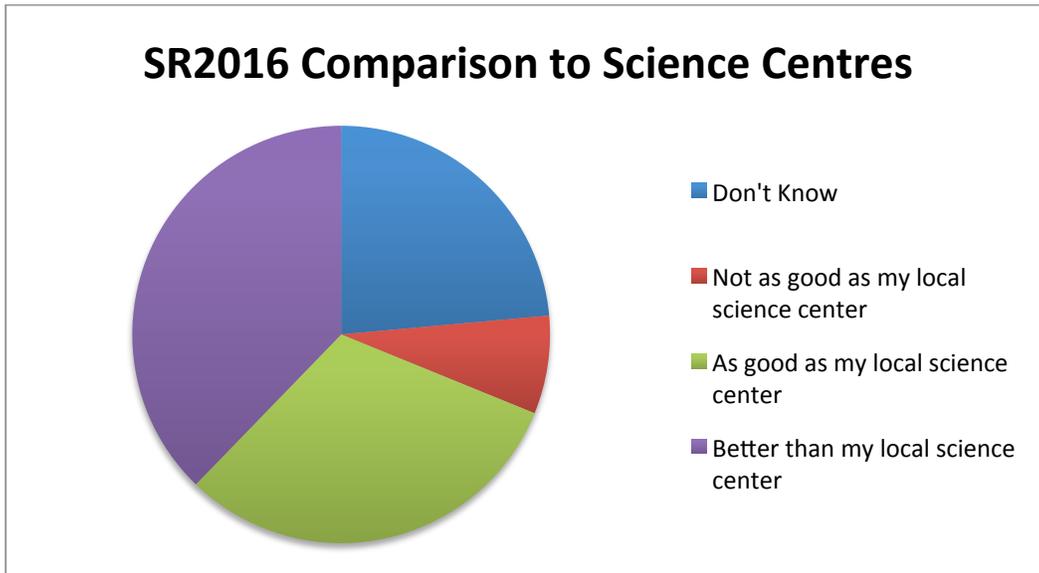
The following survey ratings were created to evaluate the success of Science Rendezvous in making science accessible to the public through fun and educational activities. Results show that a significant majority of our participants found the programming at Science Rendezvous quite (39.13%) or very (45.69%) educational for their children.



An even greater proportion of respondents found their day at Science Rendezvous to be quite enjoyable (34.41%) or very enjoyable (54.09%). Furthermore, the vast majority of respondents were moderately satisfied (24.19%) or very satisfied (68.82%) with their overall experience.



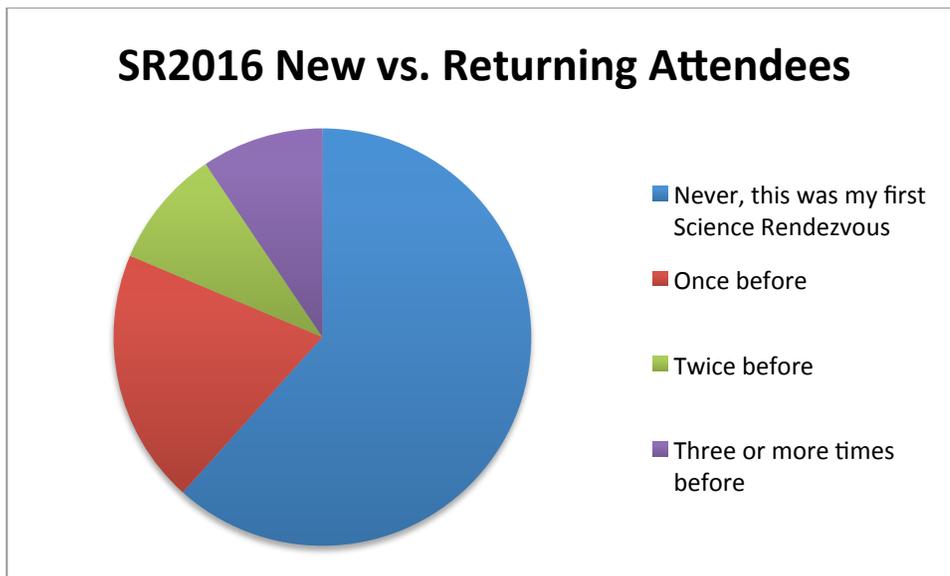
Moreover, a significant majority of our respondents found that Science Rendezvous was at least as good as their local science center, with almost half (37.76%) preferring our event.



The overwhelmingly positive feedback serves as a testament that Science Rendezvous has been successful at engaging the public in an open and animated dialogue about research and STEM disciplines.

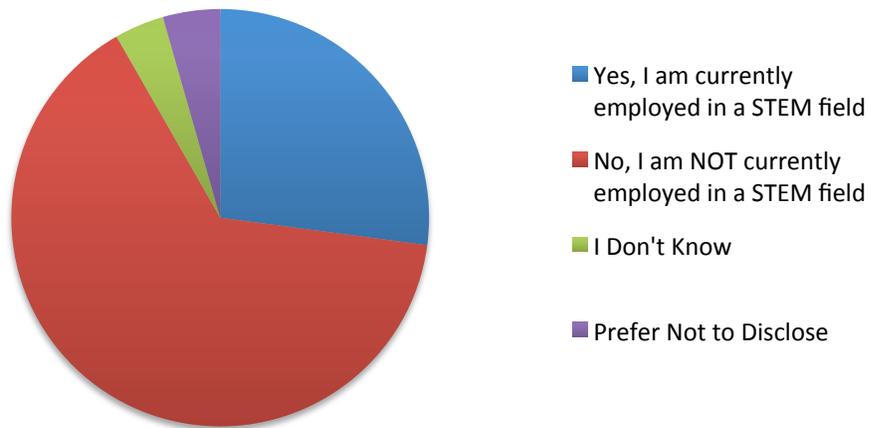
Science Rendezvous Marketing

The final set of questions were aimed to evaluate the effectiveness of our marketing campaign in attracting new attendees to our event. In addition, our aim was to improve scientific literacy in the general public; thus, this survey measured the fraction of attendees employed in fields outside of STEM to assess the reach of our advertising.



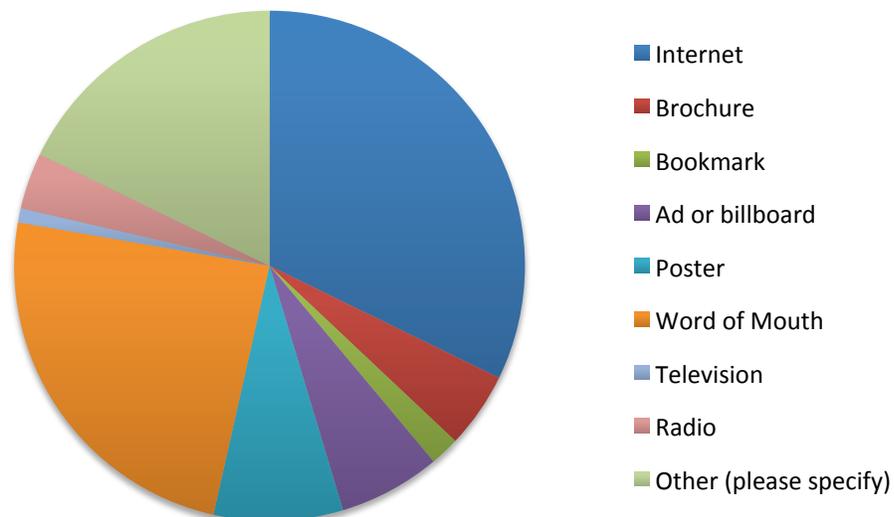
Our survey reveals that a great deal of participants (61.65%) were attending Science Rendezvous for the first time, suggesting that the advertising campaign was effective at piquing the general public's interest in the event. In addition, a significant number of participants were returning attendees who had visited SR in the past (38.35%). This is an important figure as it emphasizes our success in offering an event that is valued and enjoyed by the participants. According to the survey, 10% of respondents have attended Science Rendezvous over 3 times in the past. This suggests that we are successful in keeping the activities fresh and innovative; however, new initiatives will continue to be implemented as recurring participation is important to foster people's interests in science.

SR2016 Respondent STEM Employment



The majority of participants (64.62%) in attendance at Science Rendezvous are NOT working in the fields of science, technology, engineering and mathematics. This strongly suggests that our current marketing campaign was successful in reaching a broad audience and attracting the interest of the general public. However, with 27.10% of attendees employed in STEM-related fields, there may be a slight bias in this survey towards people in STEM.

SR2016 Marketing Breakdown



Numerous marketing avenues were explored to advertise Science Rendezvous 2016. Unfortunately, it is difficult to quantify the effectiveness of each campaign as the costs and money invested varied throughout. However, the results suggest that specifically targeting schools and communities while distributing promotional material is overall successful. Additionally, social media campaigns show promise for attracting participants. This is an avenue that should be further explored in future years and would potentially help increase the number of teenage attendees.

Feedback Overview

Overall, the results of our survey were quite positive suggesting SR's success in providing an educational and enjoyable event for children ages 7-12. However, further development is required to expand this demographic and attract students at a high school level. This can be aided by the increased reliance on social media for advertising. Furthermore, a significant majority of attendees were happy with the event and numerous returning participants were noted.

A cursory look at the feedback comments show participants' satisfaction with the enthusiasm of volunteers and variety of activities. A few comments from our respondents:

It is a wonderful event! I am so impressed that I made a poster for my kids' school. My kids really look forward to it every year.

I am incredibly impressed with the knowledge and enthusiasm of the volunteers. I loved the variety of opportunities provided.

It was great seeing science explained in a fun, creative, and enthusiastic way to children. It would've been nice to see more hands-on, interactive activities geared towards younger children. But we were impressed with the amount of effort that went into all of the exhibits, and we were pleased to see an entire festival dedicated to showcasing how relevant and fun! science can be.

I LOVE science rendezvous! The run-through-the-human-heart demo at the UofT St. George campus was brilliant. Having kids hold red and blue balloons and crawl from chamber to chamber was brilliant.

My daughter loves this event, and looks forward to it every year. Really, it is one of the best days of the year for her. Thank you so much!

The people were all really nice and friendly, good to my kids. There was a great variety of things to do and learn. They especially liked the candy in the chemistry building. They also liked the pharmacy tent, with the spinning wheel, pens and prescription candy. They were disappointed not to see the t-shirt cannon.

We had a really good time. I would like to know how the science we saw translates into real life careers. It was fun to see all the stuff mold, blow up etc. but how does this translate into science on the job. Information about careers in science would be a fascinating aspect. As young as Grade 5 students are being targeted for their future aspirations -- so please consider this point.

There were so many, many wonderful activities, but there just was not enough time to see/do even half of them in the allotted time. Would be great if the time could be extended.

It was awesome! Kids loved being about to meet 'real' scientists and thought it was cool to go experiments and see the labs. The more hands-on, the better. Would be great to have an opportunity for older kids (9 or 10+) to sign up for panel discussion with several scientists who present something fun on their topics (evolution, biology, engineering) and then kids can ask questions and meet them at end.