



Evaluation Highlights



895 Visitor surveys were collected
representing **over 2,000** attendees.
Here are just a few of the responses



100% of respondents
would recommend the
Science Festival to others!



Inspiring Action

95%
of returning
visitors recalled
talking with
others about their
experiences

66%
recalled looking
for more
information post
festival

57%
recalled doing a
related activity
after the festival



New Learning, Experiences & Ideas

89%
of respondents
reported learning
something new

84%
interacted with a
STEM Professional

76%
felt inspired by a
STEM activity they
did at the Festival



Improving Awareness & Changing Perceptions

95%
reported having
fun with STEM

69%
more aware of the
variety of careers
in STEM

46%
improved
perception
of STEM
professionals

83%
more aware of
STEM in daily life



Reaching New Audiences

57%
of respondents
were 1st time
visitors

Over 140
Michigan cities
and 11 states
were represented
by survey
respondents!