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## USFSP Science Festival Summary 2017

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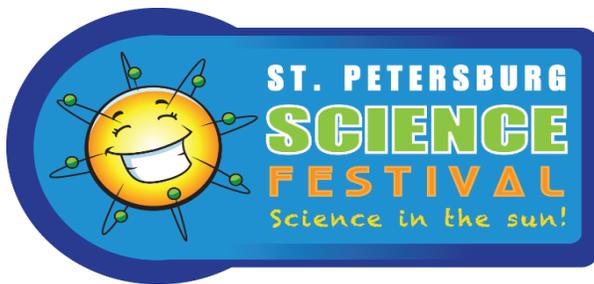
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A free festival to have fun learning science!  
[www.stpetescifest.org](http://www.stpetescifest.org)

## 2017 St. Petersburg Science Festival Executive Summary

### Who and What: By the Numbers

The St. Petersburg Science Festival (SPSF) on Saturday, October 21<sup>st</sup>, offered 110 activities to more than 15,000 parents and children on the waterfront campus of the University of South Florida St. Petersburg.

The attendee survey was answered by 484 individuals over the age of 10 years old. All of the respondents had been at the science festival for over 30 minutes.

### Important Information for Our Vendors

73% of adult attendees were planning on eating or shopping at SPSF.

57% of these attendees were planning on spending over \$25, with 20% planning on spending over \$50.

68% of adult attendees were accompanied by young children.

### Key Findings

51% of the respondents had been to SPSF in a prior year. 94% of respondents had talked about the festival with others; 64% had done an activity related to a festival topic; and 60% had looked for more information about a festival topic.

84% of the respondents learned something new; 85% became more aware of STEM in their daily lives; 78% felt inspired by the activities they performed while at the SPSF; 93% had fun with STEM; and 83% became more aware of the types of jobs related to STEM.

62% of the respondents rated SPSF as excellent, and another 29% as very good.

99.7% would recommend SPSF to others.



### Important Information for Our Sponsors and Exhibitors

1. SPSF continues to be an effective way to provide unique learning opportunities to families.
2. SPSF makes individuals more aware of STEM in their daily lives and educates about STEM careers.
3. SPSF has experienced a tremendous growth in attendee numbers in its seven year history and can serve as an exemplar for the larger informal science learning and/or festival community.
4. SPSF has become a recognized and popular annual family event.
5. SPSF is entirely volunteer-driven and this year's event was made possible by nearly 300 volunteers, of whom 232 were USFSP students. An additional 22 of the volunteers were USFSP faculty and staff.

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