

**SURVEY SECTION 1: TOPICS OF INTEREST & GENERAL SOURCES OF INFORMATION**

**1) What kinds of things interest you?** Please select up to 5 topics from the list below.

[RANDOMIZE RESPONSE OPTIONS]

- a) Travel
- b) Health/nutrition
- c) Fashion
- d) Architecture or building design
- e) Music
- f) The arts
- g) Science
- h) Nature/animals/the outdoors
- i) Books & literature
- j) Technology
- k) Sports/fitness/wellness
- l) Politics
- m) TV and movies
- n) Gaming
- o) Celebrity culture
- p) Spirituality/religion [ANCHOR IN THIS POSITION OF LIST]
- q) None [ANCHOR AT BOTTOM OF LIST]

**2) Let's get more specific. In the past twelve (12) months, have you looked for information on any of the following topics?** Please select all that apply.

[RANDOMIZE RESPONSE OPTIONS]

- a) Local or profession sports (including fantasy sports)
- b) Craft beer brewing
- c) How food is grown or produced
- d) Politics (e.g. local, state, or federal elections and campaigns)
- e) The latest trends in fashion
- f) Artistic hobbies or practice (e.g. fine art, dance, painting, storytelling, singing, etc.)
- g) Ancestry or personal genetics
- h) New technology (e.g. virtual reality, wearables, artificial intelligence)
- i) Environmental sustainability
- j) Gardening
- k) Nature (e.g. group bird-watching trips, nature walks, etc.)
- l) Entertainment (e.g. concerts, movies, live performances)
- m) Faith-based/religious event [ANCHOR AT THIS POSITION OF LIST]
- n) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**3) When you look for information on topics, what are your main reasons for doing so?** Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

**“Generally, I look for information on topics in order to...**

- a) help me make specific decisions in my life
- b) connect with new people
- c) connect with my friends or family
- d) find something new or different that helps get me out of my routine
- e) give me something productive to do with my free time
- f) connect to my work or career
- g) become a better-informed person
- h) feel better physically or emotionally
- i) help make the world a better place
- j) have fun or do something interesting
- k) have a brief break from parenting or kids
- l) learn something fun or new that I can share with my kids
- m) learn something fun or new for myself
- n) learn about someone else’s experience
- o) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**4) When you want to learn more about a specific topic, which of these sources do you turn to first?** Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

- a) Friends or family members
- b) News outlets (e.g. newspapers, online, TV, etc.)
- c) Online sources other than news sites  
(Please share some of your go-to online sources: \_\_\_\_\_)
- d) Podcasts and radio
- e) I try to figure it out myself in a hands-on way, if applicable (e.g., taking something apart, trying something and seeing what happens)
- f) In-person events like classes or panel discussions where I can hear directly from an expert
- g) Books and/or journal articles (paper, e-reader, or audiobook)
- h) Online searches (e.g. google, yahoo, etc.)
- i) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**5) Consider where you currently live; what are the local issues that are most important to you?** Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

- a) Personal safety
- b) Crime or violence
- c) Environmental threats/impacts
- d) Jobs/the economy
- e) Infrastructure (e.g. water supply, electrical grids, bridges, etc.)
- f) Transportation
- g) Education
- h) Use of civic resources and funds (e.g. libraries, schools, parks, etc.)
- i) Natural disasters (e.g. drought, wildfires, flooding, hurricanes, tornadoes, etc.)
- j) Access to, and/or affordability of, health care
- k) Availability of healthy food and safe water
- l) Housing (e.g. issues around availability, affordability, homelessness)
- m) Pollution (e.g. water, air, and/or soil contamination, etc.)
- n) Public health (e.g. flu, common cold, cancer)
- o) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

## SURVEY SECTION 2: ONLINE ACTIVITIES

**Next, we have a few questions about what you do online, and why.**

### **6) Which of the following online activities have you done within the past three (3) months?**

[RANDOMIZE RESPONSE OPTIONS]

- a) Listened to podcasts
- b) Played online games
- c) Taken online learning courses  
(On what topic? : \_\_\_\_\_)
- d) Watched or listened to live-streamed talks
- e) Watched or listened to live-streamed, plays, dance performances, concerts, or other arts events
- f) Posted to a discussion or comment section (e.g., on reddit or other forums)
- g) Watched instructional or how-to videos
- h) Used social media
- i) Used a search engine
- j) Video streaming (e.g. Netflix, Hulu, etc.)
- k) Streaming music (e.g. Pandora, Spotify, etc.)
- l) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

### **7) When you look for information online, which of the following do you prefer to use? Please select up to 5 options.**

[RANDOMIZE RESPONSE OPTIONS]

- a) Using a game interface/device
- b) Watching videos made by regular people who are interested in or affected by the topic
- c) Watching videos made by an expert or a well-known institution (e.g., TED Talks, a video from a professor or CEO, etc.)
- d) Taking a free online course (e.g., Coursera)
- e) Listening to a podcast
- f) Using apps with augmented reality (e.g. Pokémon Go)
- g) Reading people's comments and online dialogue (e.g., on Reddit or other forums)
- h) Only to find in-person opportunities to connect with the topic or issue
- i) Reading websites from experts (e.g. blogs, etc.)
- j) I don't look for information online [ANCHOR AT BOTTOM OF LIST AND MAKE ANSWER OPTION EXCLUSIVE]
- k) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**8) When you go online to learn about a topic, what do you typically want to get out of that experience?** Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

**"Generally, I want to have an online experience that...**

- a) Surprises me
- b) Helps me learn something
- c) Puts me in touch with people I didn't already know
- d) Feels exciting
- e) Challenges my assumptions, makes me see things from a new or different perspective
- f) Makes me feel like part of a community
- g) Makes me laugh
- h) Feels relaxed and informal
- i) Offers a choice of activities and ways to participate
- j) Makes an impact on something or someone other than me
- k) Lets me offer up my own thoughts and opinions to others
- l) Is fun
- m) Answers my questions on the topic
- n) Lets me communicate with people who have a different experience than I do
- o) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

### SURVEY SECTION 3: IN-PERSON EXPERIENCES

Now we have a few questions about in-person events and activities.

9) Which of the following types of events have you attended in person over the past twelve (12) months? Select all that apply.

[RANDOMIZE RESPONSE OPTIONS]

- a) Comedy improv shows
- b) Maker fairs or Hackathons
- c) Intellectual competitions (e.g., escape rooms, trivia night)
- d) Group athletics (e.g. fitness classes, yoga, intramural sports)
- e) Museum events
- f) Lectures
- g) Themed meet-ups (e.g., knitting nights, book clubs, parenting groups)
- h) Training classes (e.g., cooking or comedy classes)
- i) Outdoor festivals (e.g., for art, food, or music) and/or parades
- j) Farmer's markets
- k) Amusement parks
- l) Story-telling events (e.g. Story Collider, poetry readings)
- m) County fairs or rodeos
- n) Live podcast shows/tapings
- o) Political event (e.g. voting, march, protest, town hall meeting)
- p) Club or local organization events (e.g. 4H, Knights of Columbus, etc.)
- q) Spectating at sporting events
- r) Entertainment (e.g. concert, movie, performance)
- s) Play groups or classes for children (e.g. kid field trips, recitals, school programs)
- t) Exhibition or trade show (e.g. car show, Blue Angels air show, water and/or boat show, etc.)
- u) Theater
- v) None of the above [ANCHOR AT BOTTOM OF LIST]

10) When you attend in-person events , how do you prefer to participate? Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

- a) Engage in a dialogue or converse with others
- b) Sharing my thoughts or opinions with others
- c) Presenting/contributing my own work or ideas to the event
- d) Getting feedback or input about my opinions or ideas from others
- e) Watching or listening to others

- f) Doing something hands-on (e.g., making, doing, creating)
- g) Hearing from an expert on the topic
- h) Learn quirky or little-known facts about the topic
- i) Learning in a competitive or “gamified” structure (e.g. trivia or jeopardy)
- j) In an exploratory manner where I have to find the answer to a question posed to me
- k) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**11) What do you typically want to get out of an in-person event?** Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

**“Generally, I want to have an in-person experience that...**

- a) Surprises me
- b) Helps me learn something
- c) Puts me in touch with people I didn’t already know
- d) Feels exciting
- e) Challenges my assumptions, makes me see things from a new or different perspective
- f) Makes me feel like part of a community
- g) Makes me laugh
- h) Feels relaxed and informal
- i) Let’s me hang back and just observe
- j) Offers a choice of activities and ways to participate
- k) Makes an impact on something or someone other than me
- l) Let’s me offer up my own thoughts and opinions to others
- m) Is fun
- n) Lets me communicate with people who have a different experience than I do
- o) Answers my questions on the topic
- p) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

**12) In general, when you want to learn more about a topic, which do you prefer—online or in-person experiences?**

- a) I almost always prefer online activities and sources over in-person events
- b) I usually prefer to go online, but sometimes I like to go to an in-person event
- c) I enjoy both online and in-person activities equally
- d) I usually prefer in-person events, but sometimes I like to go online
- e) I almost always prefer in-person events over online activities and sources

## SURVEY SECTION 4: INTEREST IN SCIENCE

Next we'd like to learn more about your general interest in science and technology.

### 13) To what extent do you agree or disagree with the following statements?

[Response options: strongly disagree (1) to strongly agree (7)]

[RANDOMIZE RESPONSE OPTIONS]

- a) I look out for news on emerging technologies (e.g. new gadgets, software, advances in artificial intelligence, etc.)
- b) I enjoy radio shows/movies/tv programs/podcasts that are science- or technology-focused
- c) I'm intrigued by how things work
- d) I base my understanding of the world on what I can tell from scientific evidence
- e) I believe that scientific advancements make my life better (e.g. healthier, easier, or more comfortable)
- f) I personally find scientific topics to be dry or boring
- g) I don't think about science very much [IF RESPONDENT SELECTS A 6 OR 7 ON THIS ITEM, SKIP THE FOLLOWING TWO QUESTIONS]

### 14) What usually causes science-related topics to come up in your thoughts or interactions?

Please select up to 5 options.

[RANDOMIZE RESPONSE OPTIONS]

- a) My job or career
- b) I seek them out, out of personal curiosity or interest
- c) Needing to solve a practical problem or get something done (e.g. understanding how to deal with extreme weather, building things, baking, fixing my bike or car, etc.)
- d) Other people (friends/family) sharing current events or their interests with me
- e) Classes or courses I'm taking
- f) Stories or topics in the news
- g) Helping my kids with homework or science-related projects
- h) Other \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

### 15) Let's return to some of the topics you said you were interested in earlier. What's your personal view on how connected each topic is to science?

[Response options: (1) not at all connected to science to (7) strongly connected to science]

- a) [PIPE IN THE FIRST OF THE TOPICS SELECTED IN Q2]
- b) [PIPE IN THE SECOND OF THE TOPICS SELECTED IN Q2]
- c) [PIPE IN THE THIRD OF THE TOPICS SELECTED IN Q2]
- d) [PIPE IN THE FORTH OF THE TOPICS SELECTED IN Q2]
- e) [PIPE IN THE FIFTH OF THE TOPICS SELECTED IN Q2]

**16) Let's return to some of the issues facing your city or community that you shared were important earlier. To what degree do you feel that each issue could be made better through a scientific approach?** [Response options: (1) Not at all (7) A great deal]

- a) [PIPE IN THE FIRST OF THE TOPICS SELECTED IN Q5]
- b) [PIPE IN THE SECOND OF THE TOPICS SELECTED IN Q5]
- c) [PIPE IN THE THIRD OF THE TOPICS SELECTED IN Q5]
- d) [PIPE IN THE FOURTH OF THE TOPICS SELECTED IN Q5]
- e) [PIPE IN THE FIFTH OF THE TOPICS SELECTED IN Q5]

**17) Overall, how likely would you be to attend an in-person event or activity that is connected to a science-related topic?**

[Response options: (1) No likelihood (I definitely wouldn't go), (4) somewhat likely to (7) Very likely (I'd definitely go)]

**18) If you heard about an upcoming science-related event or activity, what would make you most likely to check it out?** Please select up to 5 options.

*[RANDOMIZE RESPONSE OPTIONS]*

- a) If I can meet new people there
- b) If it helps me network in my job or career
- c) If it's designed for people who already have some knowledge on the topic—not too basic
- d) If it's focused on changing the world or making the world a better place
- e) If it had something to do with my daily life—something practical I could apply
- f) If it were designed for people who aren't "science people"
- g) If those who go are around the same age as I am (e.g., not for kids and families too)
- h) If it's for all ages (e.g., including kids and families)
- i) If it sounds interesting
- j) If it looks fun
- k) If my friends are going
- l) Other: \_\_\_\_\_ [ANCHOR AT BOTTOM OF LIST]

## SURVEY SECTION 5: DEMOGRAPHICS

**19) Are you currently a degree-seeking full or part-time student at a higher-education institution?**

- a) Yes
- b) No



**20) Are you currently employed in (or studying to work in) a science or science-related field?**

- a) Yes
- b) No
- c) I don't know
- d) Does not apply to my current situation