

# Special Olympics Survey–GLOBAL YOUTH ACTIVATION SUMMIT

## MARKET RESEARCH SURVEY QUESTIONNAIRE

**PURPOSE.** *This survey is commissioned by Special Olympics Inc. (Washington, DC, USA) as part of its market research project at the 2013 World Games. The collected information will be used to improve the procedures and effectiveness of future Games and your name will not be identified. Your participation will be greatly appreciated.*

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### PART I. SATISFACTION QUESTIONS

No.	Satisfaction on Registration & Arrival Process	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of Registration	1	2	3	4	5
2.	Timeliness of registration processing & confirmation	1	2	3	4	5
3.	Clear Communication of Information before arriving in Korea	1	2	3	4	5
4.	Airport Arrival and Information Center	1	2	3	4	5
5.	Welcome Guest Information	1	2	3	4	5

No.	Satisfaction on Accessibility & Facility	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of entrance to venues	1	2	3	4	5
2.	Credentialing process	1	2	3	4	5
3.	Pre-Games Information	1	2	3	4	5
4.	Restroom availability	1	2	3	4	5
5.	Language service	1	2	3	4	5
6.	Internet network service	1	2	3	4	5
7.	Food/drink concessions	1	2	3	4	5
8.	Venue cleanliness	1	2	3	4	5

No.	Satisfaction on Event & Venue Staff	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Venue staff courtesy	1	2	3	4	5
2.	Staff Knowledge of Special Olympics	1	2	3	4	5
3.	Enforcement of credential access	1	2	3	4	5
4.	Staff Knowledge of the event info	1	2	3	4	5

No.	Satisfaction on Transportation	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Amount of information (Timetables, Bus stops, etc.)	1	2	3	4	5
2.	Shuttle bus service	1	2	3	4	5
3.	Safety while on the bus	1	2	3	4	5
4.	Shuttle Schedule was timely	1	2	3	4	5

No.	Satisfaction on Accommodation	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of booking hotel accommodations	1	2	3	4	5
2.	Availability of accommodation options	1	2	3	4	5
3.	The distance to the venues	1	2	3	4	5
4.	The cleanliness	1	2	3	4	5
5.	Comfort	1	2	3	4	5
6.	Courtesy of the staff	1	2	3	4	5
7.	Service	1	2	3	4	5
8.	Pyeongchang as host city (climate, affordability scenery..)	1	2	3	4	5

No.	Satisfaction on Meals	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Distance to the venues	1	2	3	4	5
2.	Cleanliness of cafeteria	1	2	3	4	5
3.	Food/drink quality	1	2	3	4	5
4.	Availability of healthy food options	1	2	3	4	5
5.	Service	1	2	3	4	5

No.	Satisfaction on Communications	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Pre-Games Communications	1	2	3	4	5
2.	Language Services	1	2	3	4	5
3.	Interaction with Games Volunteers	1	2	3	4	5
4.	Clear Signage	1	2	3	4	5

## PART II.GLOBAL YOUTH ACTIVATION SUMMITSPECIFIC QUESTIONS

1.How far in advance the invitation arrived to plan and accept your invitation?

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2.Did you receive any registration or pre-event orientation prior to your participation at the 2013 World Winter Games?

Yes

No

3.How likely is it that you would recommend GYAS to a friend?

Very unlikely  
1

Unlikely  
2

Neutral  
3

Likely  
4

Very likely  
5

4.Why did you apply for the GYAS?

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5. How did you learn about the GYAS event?

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### PART III. DEMOGRAPHIC INFORMATION

1. Gender:  Male  Female

2. Constituent Group (check one):

Athletes  Coaches  Head of Delegation  Torch Run Participant  Honored Guests (ASF or MVP)  Officials  Youth Summit Group  Sponsors  Family  Volunteers  
 Media  Healthy Athlete Professionals  Other (Specify): \_\_\_\_\_

3. Age: \_\_\_\_\_ (years old)

4. Education (check highest education attained):

In high school now  High school graduate  In college now  College graduate  
 Advanced degree  Other (Specify): \_\_\_\_\_

5. Ethnicity (check one):

Caucasian  Black  Asian  Hispanic  Other (Specify): \_\_\_\_\_

6. Profession (check appropriate category):

Management  Technical  Professional  Sales  Clerical  
 Education  Student  Other (Specify): \_\_\_\_\_

7. Current residence: City \_\_\_\_\_ Country \_\_\_\_\_

8. Have you participated in Special Olympics prior to these Games? (Check all that apply).

Local Games  Regional Games  Other World Games  Unified Sport  
 Other \_\_\_\_\_

9. Are you a social media user (Ex. Facebook, Twitter, YouTube...etc.)?  Yes  No  
 (If "Yes" – please respond to Q10 – Q11. If "No" – please go to Q12.)

10. Please check social media services that you use at least once a week (Check all that apply).

Facebook  Twitter  YouTube  Others (Specify) \_\_\_\_\_

11. Via which social media services would you like to receive future Special Olympics information?

Facebook  Twitter  YouTube  Others (Specify) \_\_\_\_\_  
 Do not want to

12. What was the most memorable moment at these Games? \_\_\_\_\_

13. If you would like to receive future info about Special Olympics or the results of this survey, please provide your email info. \_\_\_\_\_

Thank you for your participation!