

## Special Olympics Survey – Honored Guests

### MARKETING SURVEY QUESTIONNAIRE

**PURPOSE.** *This survey is commissioned by Special Olympics Inc. (Washington, DC, USA) as part of its marketing 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					
3.	Clear Communication of Information before arriving in Korea					
4.	Airport Arrival and Information Center	1	2	3	4	5
5.	Welcome Guest Information	1	2	3	4	5
		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					

No.	Satisfaction on Accommodation	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	Ease of booking hotel accommodations					
2.	Availability of accommodation options					
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..)					

No.	Satisfaction on Meals	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
1.	The distance to the venues	1	2	3	4	5
2.	The 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. HONORED GUESTS SPECIFIC QUESTIONS

1. What is your current relationship with Special Olympics?

- Board Member
- Celebrity supporter
- Corporate Sponsor
- Donor
- Government Leader
- Program Leader
- Other supporter ( )

2. Are you registered as an:

- All Star Fan
- MVP Fan
- Other ( )

3. Prior to arriving in Korea, how did you receive information about the “Honored Guest” program?

- E-mail
- Phone
- Mail
- New media (ex, facebook, twitter) could you clarify ( )
- Other ( )

**4. Check the Events you attended:**

- Opening Ceremony
- Competitions
- Global Development Summit
- Healthy Athletes Screenings
- Receptions: Please list: \_\_\_\_\_
- Young Athletes Demonstration
- Motor Ability Training Program
- Youth Rally
- Research Symposium
- Closing Ceremony
- Other ( \_\_\_\_\_ )

**5. Did you present Awards at a competition?**

- a. Which Sport? \_\_\_\_\_
- b. Please describe your experience with the Awards presentations.  
\_\_\_\_\_

**6. If you participated as a panelist or speaker at any event, how satisfactory were the logistics (communications, access, transportation, activities)?**

Very Unsatisfied 1	Unsatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
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**7. Overall, did the Honored Guest experience meet your expectations?**

Requires Reorganization 1	Area of Concern 2	Neutral 3	Met Expectation 4	Exceeded Expectation 5
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**8. Would you attend a World Games in the future?**

- Yes
- No, if not, please explain. \_\_\_\_\_

**9. What transportation service did you see?**

- Shuttle Bus
- Car Service
- Personal Car
- City Bus
- Other \_\_\_\_\_

**10. How satisfied were you with your transportation during these Games?**

Very Unsatisfied 1	Unsatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
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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!