

Special Olympics Survey - SPONSORS

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 III. SPONSOR SPECIFIC QUESTIONS

1. Why have you sponsored Special Olympics?

Exposure of your brand	To sell a product	Capturing your target audience	Sense of CSR	Other
1	2	3	4	5
Other(please detail) : _____				

2. Please rate the importance of the outcomes of the sponsorship in Special Olympics

a. Exposure of your Brand

Very low	low	average	high	Very high
1	2	3	4	5

b. Capturing your target

Very low	low	average	high	Very high
1	2	3	4	5

c. Sense of CSR

Very low	low	average	high	Very high
1	2	3	4	5

d. Selling products

Very low	low	average	high	Very high
1	2	3	4	5

3. Did your costs to sponsorship meet your expectations?

Very unsatisfied Unsatisfied Neutral Satisfied Very satisfied
 1 2 3 4 5

4. Did your experience during the World Games meet your expectations?:

a. Signage during the event

Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
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b. Recognition during the event

Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
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Please Explain why unsatisfied: _____

5 Check the Events you attended:

a. Opening Ceremony

Competitions

Healthy Athletes

Receptions: Please List: _____

Young Athletes Demonstration

MATP Demonstration

Youth Rally

Closing Ceremony

Other: _____

6. How likely is it that you will participate in the next World Games?

Very unlikely Unlikely Neutral Likely Very likely
 1 2 3 4 5

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!