**VISITORS’ SURVEY**

**EXAMPLE**

**Q1. Today, who did you attend the Olympic Festival with?**

1. With the whole family
2. Only with my child / children
3. With my partner
4. With my friends
5. With my parents
6. Alone
7. Others
8. *No answer*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1.  Only once | 2.  2 - 3 times | 3.  4 - 5 times | 4.  6 and more times | *99.*  *No answer* |
| **Q2. How many times, including this visit, have youyou visited the Olympic Festival this year?** |  |  |  |  |  |
| **Q3. Do you plan to do it again? If so, how many times?** |  |  |  |  |  |

*Please fill the answers to the following questions to the table below*

**Q4. What reasons did you have to visit the Olympic Festival?**

**Q5. And what was the main reason?**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | He/she mentioned (Q4) | Main reason (Q5) |
| A | The possibility of doing sport |  |  |
| B | Because of the children ‒ (ex. : to show them Olympic sports, to entertain them) |  |  |
| C | Out of curiosity |  |  |
| D | To be able to follow Olympic Games together with friends, family… etc. |  |  |
| E | An interesting side programme |  |  |
| F | Spontaneous decision |  |  |
| G | Other |  |  |
| H | No answer |  |  |

**Q6. What comes spontaneously to your mind when you hear the words ’Olympic Festival - Pyeongchang’?**

……………………………………………………………………………………………………………………………………………………

*Please fill in the answers to the following questions (Q 7-13) in the table below.*

**Q7. What sports and activities offered during the Olympic Festival drew your attention?**

**Q8. If you are here with your children, what interested them the most?**

**Q9. What sports and activities did you try?**

**Q10. Which activities did you try for the first time in your life?**

**Q11. What sports and activities would you still like to try?**

**Q12. Which sport or activity from those you have tried would you like to do also in the future?**

**Q13. Which sport or activity from those on offer do you normally do?**

*If the person answers, go to question 14, otherwise directly 15.*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | This drew my attention (Q7) | This drew the attention of the children (Q8) | He/she tried (Q9) | For the first time  (Q10) | He/she would still like to try (Q11) | Sport the person normally does  (Q12) |
| A |  |  |  |  |  |  |  |
| B |  |  |  |  |  |  |  |
| C |  |  |  |  |  |  |  |
| D |  |  |  |  |  |  |  |
| E |  |  |  |  |  |  |  |
| F |  |  |  |  |  |  |  |
| G |  |  |  |  |  |  |  |
| H |  |  |  |  |  |  |  |
| I |  |  |  |  |  |  |  |
| J |  |  |  |  |  |  |  |
| K |  |  |  |  |  |  |  |
| L |  |  |  |  |  |  |  |

**Q14. How often do you do this sport/activity?**

1. Daily
2. Several times per week
3. Several times per month
4. Seldom
5. *Does not know*

*99. No answer*

**Q15. Were you interested in any of the information offered by the participating sport clubs? If yes, the information received was:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Totally satisfactory | Quite satisfactory | Rather insufficient | Absolutely insufficient | *Was not interested* | *No answer* |
| 1 | 2 | 3 | 4 | *0* | *99* |

**Q16. Which sponsors or partners do you remember linked to the Olympic Festival?**

…………………………………………………………………………………………………………………………………………………………..

**Q17. Please read carefully the list of partners of the Olympic Festival and the activities proposed and remember what you experienced during the Olympic Festival. If you tried any of the activities on offer, were you satisfied with them?**

*Prepare a cart with all the logos of sponsors and partners which you will show to the visitors.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Partner | Activity | Absolutely dissatisfied  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Absolutely satisfied  10 | No answer | Does not know |
| A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| D |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| F |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| G |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| H |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| I |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| J |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| K |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| L |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Q18. How did you find out about the Olympic Festival?**

1. TV, radio
2. Press
3. Out of Home publicity (billboards etc.)
4. Internet pages of the National Olympic Committee
5. Internet pages of other organisations (e.g. partners of the Olympic Festival)
6. Social media (Facebook, Twitter etc.)
7. Family, friends
8. Others
9. *He/she does not know*
10. *No answer*

**Q19.** **How would you evaluate the level of communication about the Olympic** **Festival?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Totally satisfied | Quite satisfied | Rather dissatisfied | Absolutely dissatisfied | *I do not know* | *No answer* |
| 1 | 2 | 3 | 4 | *0* | *99* |

*In the following questions, express your satisfaction/dissatisfaction on a scale from 1 (very dissatisfied) to 10 (totally satisfied).*

**Q20. Regarding your visit at the Olympic Festival, how are you satisfied with the following points:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Very dissatisfied |  |  |  |  |  |  |  |  | Totally satisfied |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | *He/she does not know (88)* | *No answer (99)* |
| A | Conviviality of volunteers |  |  |  |  |  |  |  |  |  |  |  |  |
| B | Availability of tickets |  |  |  |  |  |  |  |  |  |  |  |  |
| C | Availability of information about the event |  |  |  |  |  |  |  |  |  |  |  |  |
| D | Events website |  |  |  |  |  |  |  |  |  |  |  |  |
| E | Accessibility of the venues (to the physically impaired) |  |  |  |  |  |  |  |  |  |  |  |  |
| F | Orientation at the venue |  |  |  |  |  |  |  |  |  |  |  |  |
| G | Visibility of the screens and stages |  |  |  |  |  |  |  |  |  |  |  |  |
| H | Available space (crowded or not) |  |  |  |  |  |  |  |  |  |  |  |  |
| I | Safety |  |  |  |  |  |  |  |  |  |  |  |  |
| J | Tidiness |  |  |  |  |  |  |  |  |  |  |  |  |

**Q21. Regarding the services proposed during the Olympic Festival, are you satisfied or dissatisfied with:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Very dissatisfied |  |  |  |  |  |  |  |  | Totally satisfied |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | *He/she does not know (88)* | *No answer (99)* |
| A | Quality of food and drinks |  |  |  |  |  |  |  |  |  |  |  |  |
| B | Diversity of the offer of food and drinks |  |  |  |  |  |  |  |  |  |  |  |  |
| C | Availability of catering services |  |  |  |  |  |  |  |  |  |  |  |  |
| D | Price of food and drinks |  |  |  |  |  |  |  |  |  |  |  |  |
| E | Sanitary services (lavatories etc.) |  |  |  |  |  |  |  |  |  |  |  |  |
| F | Waste management |  |  |  |  |  |  |  |  |  |  |  |  |
| G | Availability of accommodations in the vicinity of the venue |  |  |  |  |  |  |  |  |  |  |  |  |
| H | Accessibility of the venue by public transport |  |  |  |  |  |  |  |  |  |  |  |  |
| I | Parking possibility near the venue |  |  |  |  |  |  |  |  |  |  |  |  |

**Q22. Regarding the activities at the Olympic Festival, are you satisfied or dissatisfied with:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Very dissatisfied |  |  |  |  |  |  |  |  | Totally satisfied |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | *He/she does not know (88)* | *No answer (99)* |
| A | Programme on the main stage |  |  |  |  |  |  |  |  |  |  |  |  |
| B | Sports and activities to try |  |  |  |  |  |  |  |  |  |  |  |  |
| C | Life broadcast |  |  |  |  |  |  |  |  |  |  |  |  |
| D | Programme for children |  |  |  |  |  |  |  |  |  |  |  |  |
| E | Activities proposed by sponsors and partners |  |  |  |  |  |  |  |  |  |  |  |  |
| F | Possibility to meet athletes |  |  |  |  |  |  |  |  |  |  |  |  |
| G | Global concept of the Olympic Festival |  |  |  |  |  |  |  |  |  |  |  |  |

**Q23. To what extent do you agree with the following statements? (Use the scale from 1 to 10):**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | I disagree |  |  |  |  |  |  |  |  | I agree |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | *He/she does not know (88)* | *No answer (99)* |
| A | The Olympic Festival offers information about the Olympic movement and its activities |  |  |  |  |  |  |  |  |  |  |  |  |
| B | The Olympic Festival presents and promotes Olympic values in an understandable way |  |  |  |  |  |  |  |  |  |  |  |  |
| C | I clearly see the link between the Olympic Festival and the Olympic Games |  |  |  |  |  |  |  |  |  |  |  |  |
| D | I know of the common challenge/activity organised in all the Olympic Festivals. |  |  |  |  |  |  |  |  |  |  |  |  |

**Q24. Do you know that other Olympic Festivals are organized at the same time in other countries?**

* 1. Yes, I know
  2. No, I do not know
  3. *No answer*

**Q25. Would you like to see Olympic Festivals taking place in the following years during the Olympic Games period?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Definitely yes | Rather yes | Rather no | Definitely no | *Does not know* | *No answer* |
| 1 | 2 | 3 | 4 | *0* | *99* |

**Q26. In which region do you live?**

1.

2.

3.

4.

1. *He/she does not know*
2. *No answer*

**Q27. How many inhabitants are there in your home city?**

1. Less than 2,000
2. 2,000 – 10,000
3. 10,000 – 50,000
4. 50,000 – 100,000
5. More than 100,000
6. *Does not know*
7. *No answer*

**Q24. Please determine the age category you belong to:**

* 1. Under 18 years old
  2. 18 – 30 years old
  3. 31 – 40 years old
  4. 41 – 50 years old
  5. 51 – 60 years old
  6. Plus de 60 years old

**Q25. Gender**

* 1. Woman
  2. Man