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Special Olympics Pennsylvania 2023 Eastern Fall Sectional

Marketing Research and Analysis

**Hosted by DeSales University on
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OUTLINE

Introduction

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2023 Eastern Fall Sectionals

Over 800 athletes competed in six different sports: bocce, soccer, volleyball, flag football, long distance running, and powerlifting.

The athletes represented 17 different programs spanning four regions across eastern Pennsylvania.

Throughout the day, our class volunteers collected 90 spectator surveys and 263 athlete surveys.

Research Objective

- Gather information from Special Olympics event.
- Analyze survey data regarding the athlete and spectator experience as well as their preferred communication methods.
- **Inform organization of findings that can assist in improving the overall experience and maintain viability.**

Environmental Considerations

Increasing market size



**Movements towards
increasing inclusivity**



Special Olympics' standout qualities



Increasing Market Size

- 6.5 million people in the United States have an intellectual disability
- 200 million people in the world have an intellectual disability
 - 5.5 million athletes in Special Olympics
 - Large increasing market size
 - 172 countries
- The number of people with intellectual disabilities has grown 16.2% between 2011-2019
- 17.8% between 2015-2017, continues to grow over the years

Recommendations to increase market size:

1. Raise awareness
2. Community partnerships
3. Volunteer recruitment

****Take away****

- Special Olympics has the potential to grow
- Global and local expansion opportunities

Movements Towards Increasing Inclusivity

- Americans with Disabilities Act: Federal rights civil law that prohibits discrimination against people with disabilities in everyday activities (July 26th, 1990)
- Special Olympics is the biggest organization to promote inclusive sports
- How to become more inclusive with disabilities & accessibility?
 - Advocate for disability inclusion
 - Promote accessibility
 - Educate yourself and others
 - Support inclusive businesses



Special Olympics' Standout Qualities

- Special Olympics has leadership programs that allows them to stand out:
 - Athlete Leadership Program
 - Unified Leadership Program
 - Global Athlete Congress

- Other important standout qualities:
 1. 30 Olympic-style individual and team sports
 2. Partners with Sports Federations to strengthen the organization
 3. Offers free health screenings for athletes
 4. Goes beyond sports events

Data Analyses

What are the standout variables in this dataset? How can they be used to inform Special Olympics on athlete and spectator preferences?

Communication

Ease of communication from an organization is one of the most important factors that consumers consider, especially if decided to be a repeat consumer.

Athlete return - would they come back?

Special Olympics wants to help individuals with disabilities for as long as possible. In order to do this, we must understand athlete willingness to return.

Athlete enjoyment - did they have fun?

The enjoyment that an athlete had at the event is going to be a primary factor in their decision to return.

Spectators - what would they change?

It is important that spectators also have a positive experience. Directions around campus and parking accessibility stand out as variables that could be improved.



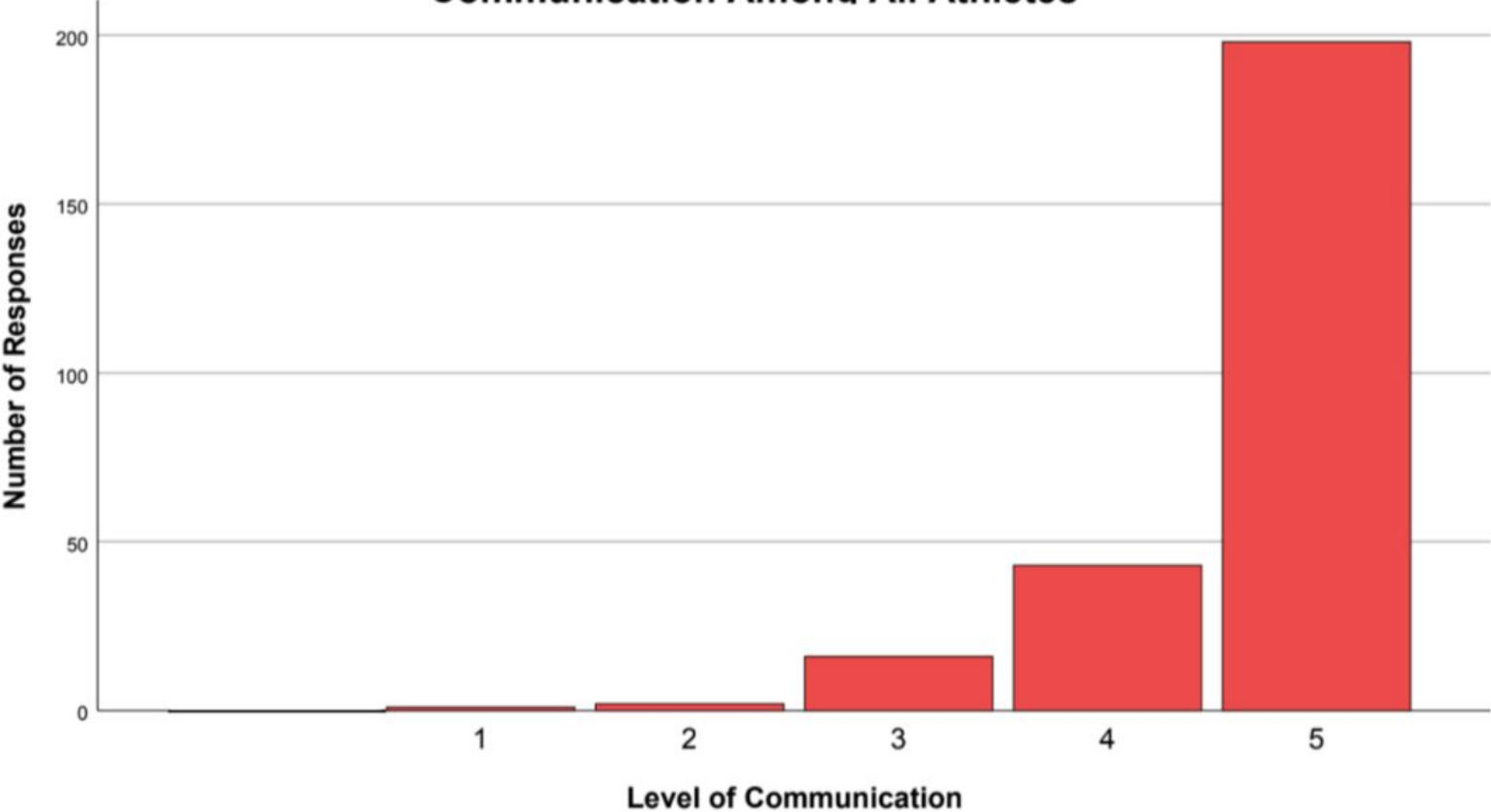
Communication

**Did spectators and athletes feel
communication was adequate?**

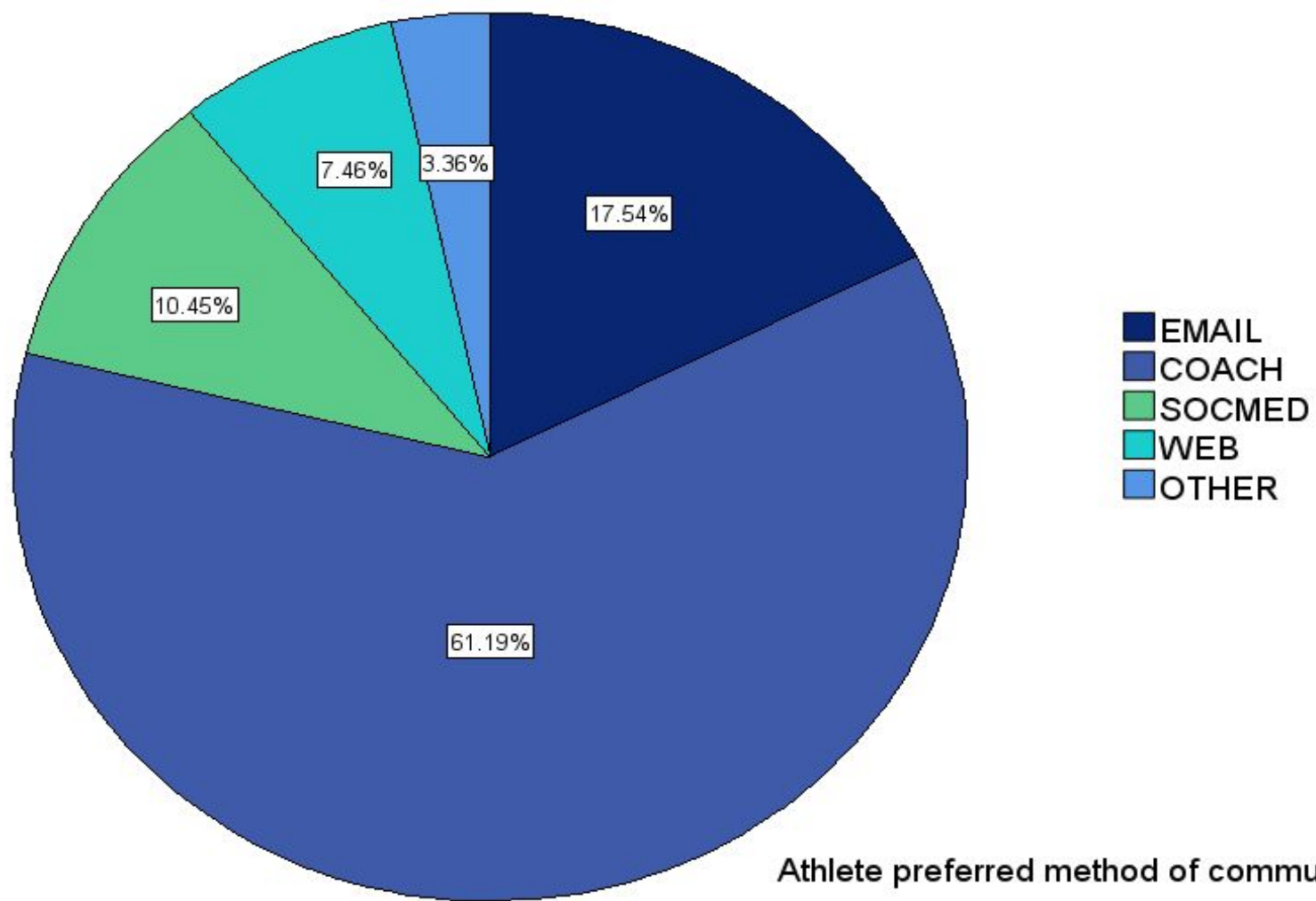
**What method of communication do they
prefer?**



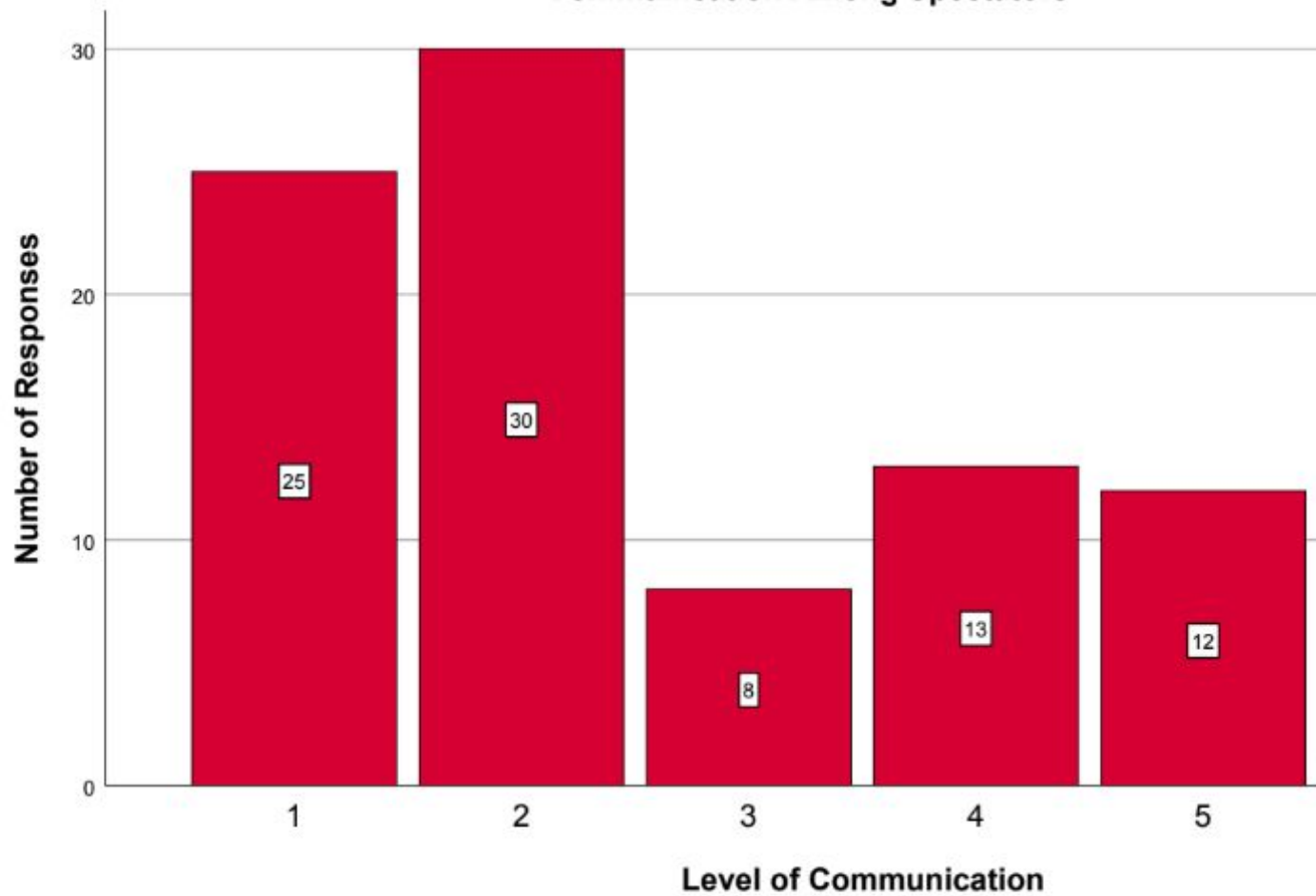
Communication Among All Athletes

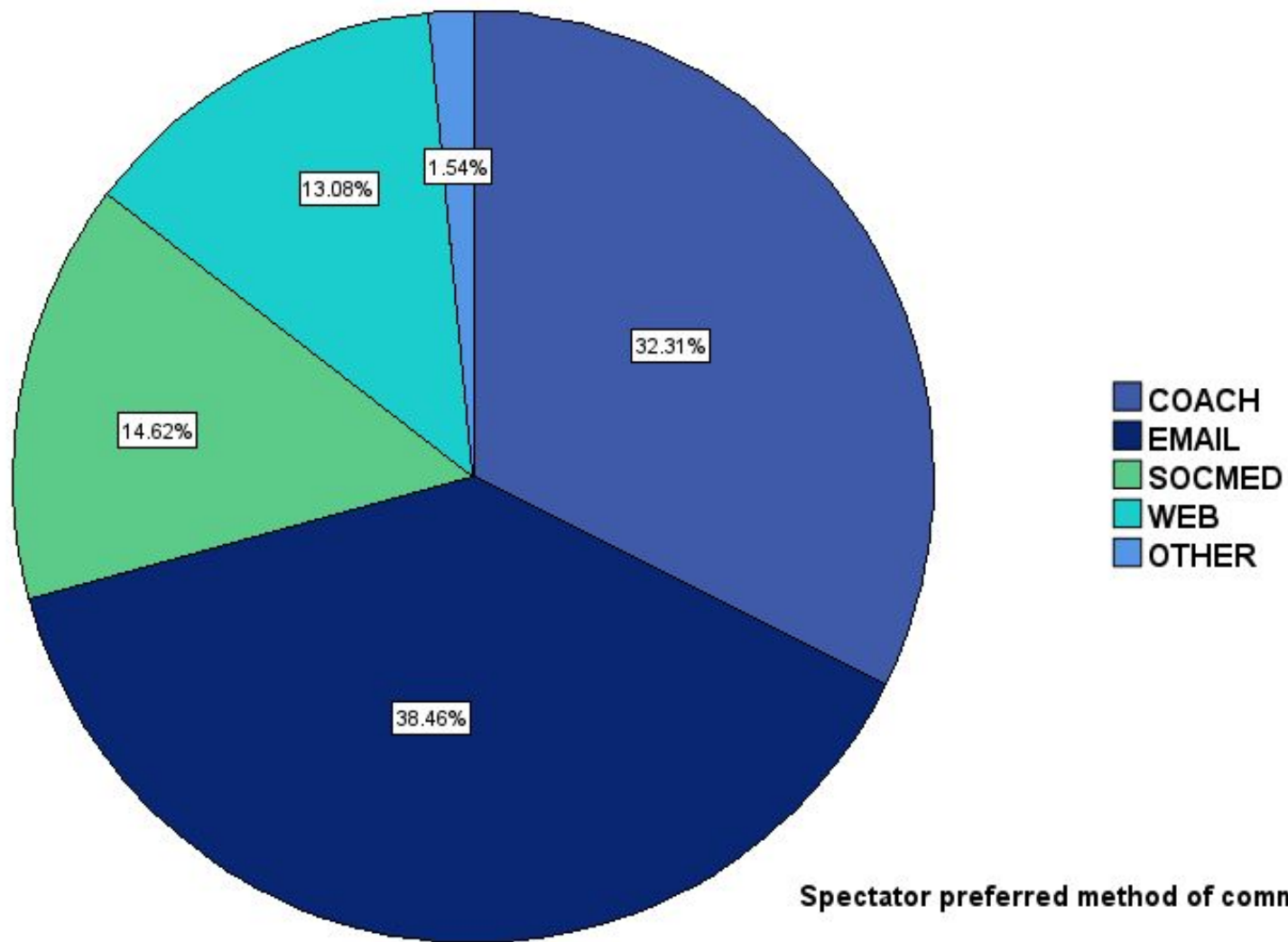


Ranked 1-5 with 1 being no communication and 5 being adequate communication.



Communication Among Spectators



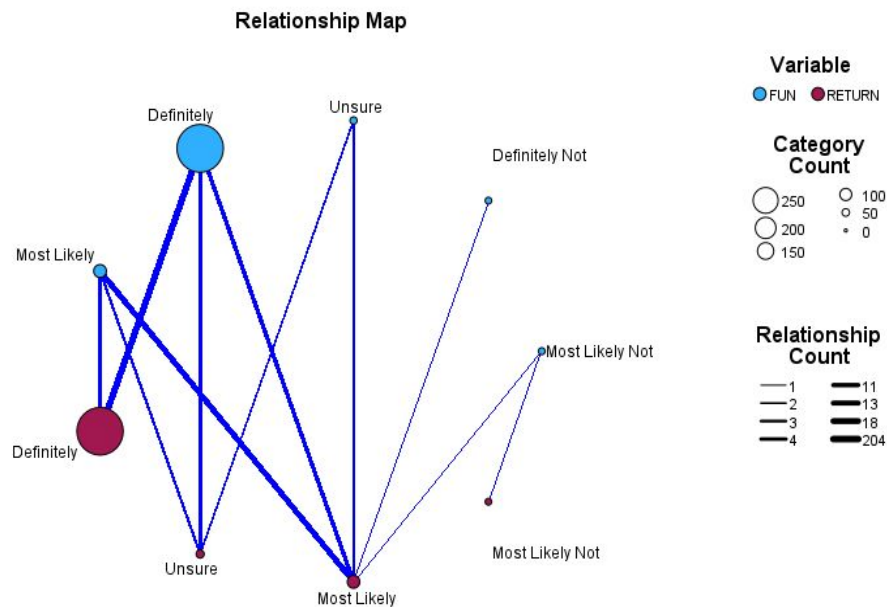


Spectator preferred method of communication

Athletes

What is the relationship between the athletes having fun at the event and their willingness to return?





Correlations

		FUN	RETURN
FUN	Pearson Correlation	1	.588**
	Sig. (2-tailed)		<.001
	N	260	260
RETURN	Pearson Correlation	.588**	1
	Sig. (2-tailed)	<.001	
	N	260	261

** . Correlation is significant at the 0.01 level (2-tailed).

Spectators

What was the overall experience regarding accessibility of guiding directions and parking?



Correlations:

Correlations

		ACCESS	DIRECT	PARK
ACCESS	Pearson Correlation	1	.417**	.328**
	Sig. (2-tailed)		<.001	.002
	N	87	87	87
DIRECT	Pearson Correlation	.417**	1	.223*
	Sig. (2-tailed)	<.001		.036
	N	87	89	89
PARK	Pearson Correlation	.328**	.223*	1
	Sig. (2-tailed)	.002	.036	
	N	87	89	90

** . Correlation is significant at the 0.01 level (2-tailed).

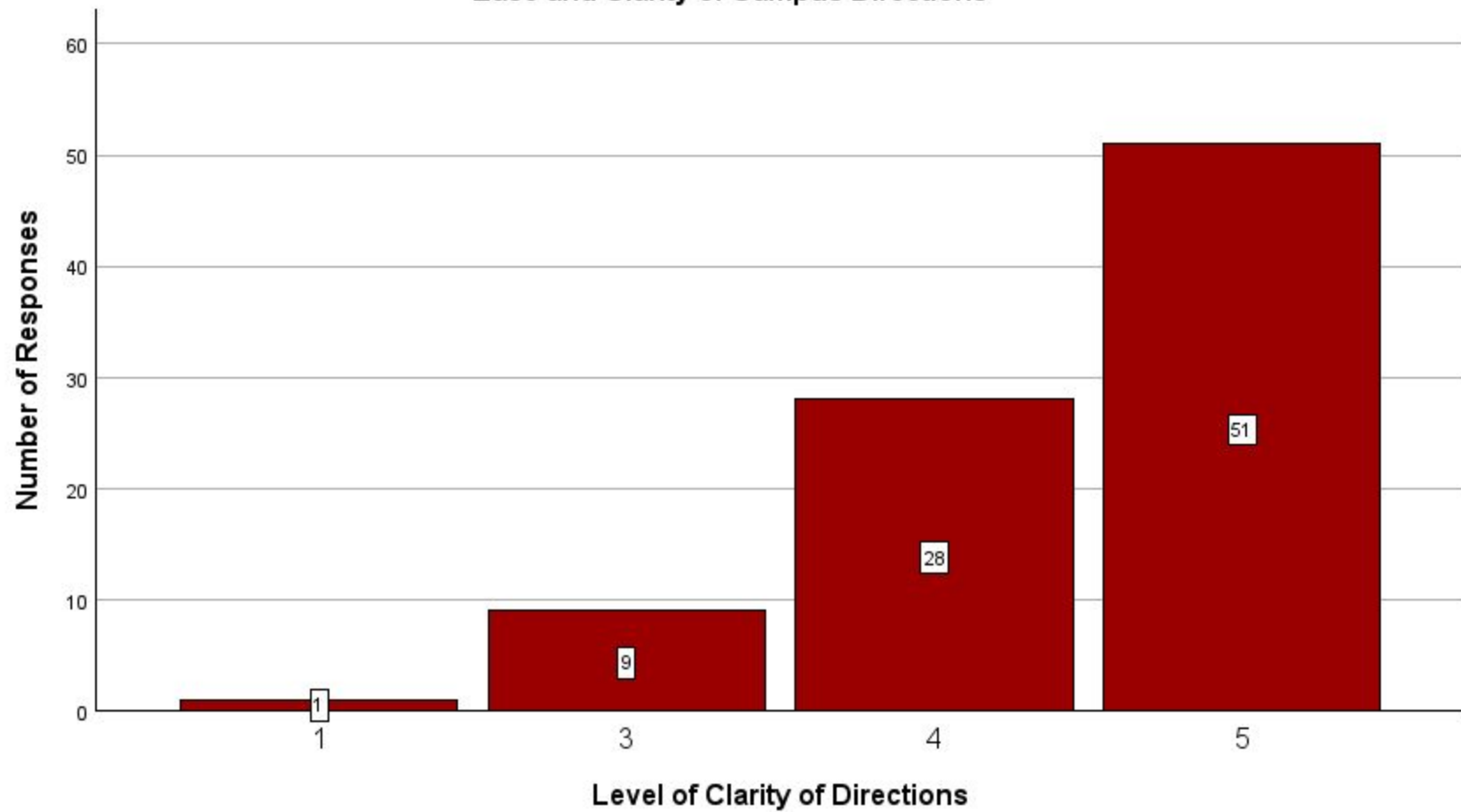
* . Correlation is significant at the 0.05 level (2-tailed).

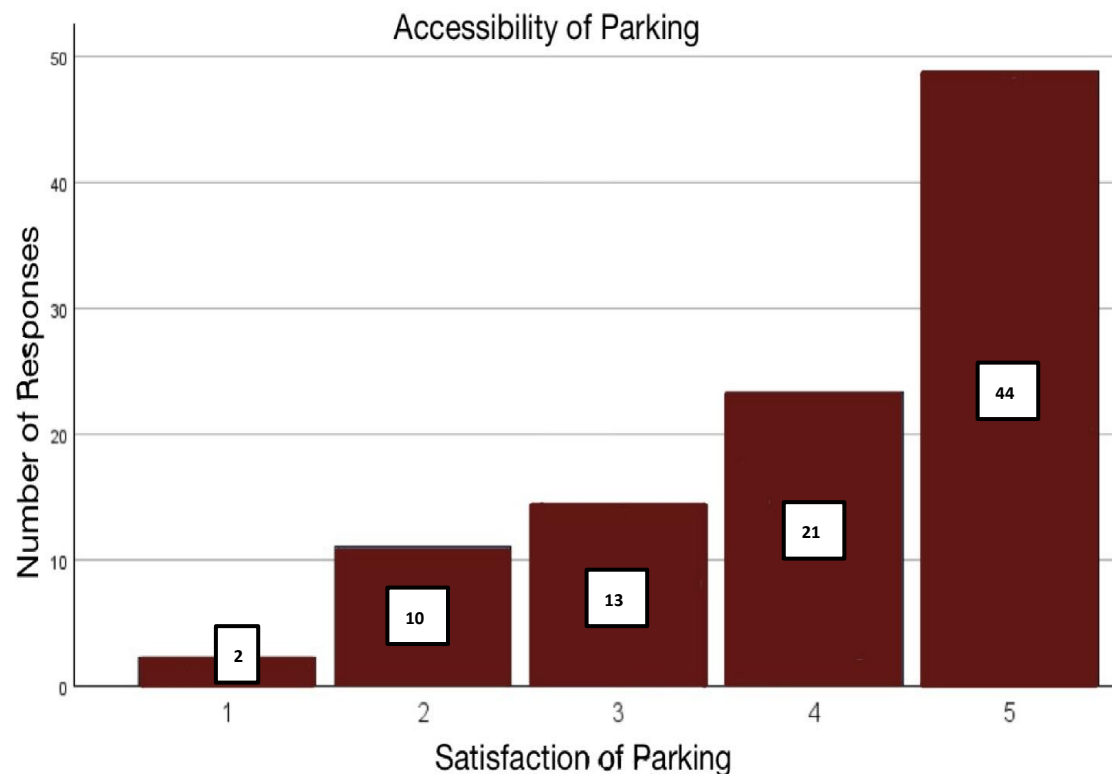
Correlations

		Accessibility	Directions
ACCESS	Pearson Correlation	1	.417**
	Sig. (2-tailed)		<.001
	N	87	87
DIRECT	Pearson Correlation	.417**	1
	Sig. (2-tailed)	<.001	
	N	87	89

** . Correlation is significant at the 0.01 level (2-tailed).

Ease and Clarity of Campus Directions





Responses: Were directions guiding you around campus clear and easy to follow?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.1	1.1	1.1
	3	9	10.0	10.1	11.2
	4	28	31.1	31.5	42.7
	5	51	56.7	57.3	100.0
	Total	89	98.9	100.0	
Missing	System	1	1.1		
Total		90	100.0		

Responses: Was it easy to find parking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.2	2.2	2.2
	2	10	11.1	11.1	13.3
	3	13	14.4	14.4	27.8
	4	21	23.3	23.3	51.1
	5	44	48.9	48.9	100.0
	Total	90	100.0	100.0	



Important Observations

- Lack of appropriate seating for athletes in the Olympic Village
- Event not available on the Special Olympics Pennsylvania app
- Volleyball spectators did not have seating available to them
- Spectators did not have a clear idea where events were located

Recommendations

- Communicate with athletes primarily through their coaches
- Communicate with spectators through the coaches but also ensure dissemination of information via email
- Increase availability of parking but ensure it is easily accessible
- Increase signage around campus as to where certain events or activities are located
- Integrate the Special Olympics Pennsylvania app
- Ask spectators and athletes what Special Olympics could do to improve their organization, “Is there anything you wanted to do or see today that was not available”
- Ask spectators as well if they would return to special olympics next year

Thank You

Special Olympics
Pennsylvania

