

# USS Guest Experience

Hello!

We are a group of Data Science & Analytics students from NUS conducting a project to enhance guest experiences at Universal Studios Singapore through data-driven analysis. Your feedback will help us understand how visitors feel about their time at Universal Studios Singapore and identify ways to improve the overall experience.

Thank you so much for your time :)

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\* Indicates required question

1. What is your age? \*

*Mark only one oval.*

- ☐ Less than 10 years old
- ☐ 10 - 19 years old
- ☐ 20 - 29 years old
- ☐ 30 - 39 years old
- ☐ 40 - 49 years old
- ☐ 50 - 59 years old
- ☐ 60 and above

2. What is your gender? \*

*Mark only one oval.*

- ☐ Female
- ☐ Male

3. Are you a tourist or a local? \*

*Mark only one oval.*

☐ Tourist

☐ Local

4. Who do you usually go to USS with? \*

*Tick all that apply.*

☐ Friends

☐ Family (Parents, Siblings, etc.)

☐ Children

☐ Significant other

☐ Other: \_\_\_\_\_

5. How often do you visit USS? \*

*Mark only one oval.*

☐ < 1 per year (only visit once in a few years)

☐ 1 time per year

☐ 2 - 3 times per year

☐ 4 - 5 times per year

☐ 6+ times per year

## 6. On what occasion(s) would you visit USS? \*

*Tick all that apply.*

- ☐ Public holiday  
☐ School holiday  
☐ Weekends  
☐ Weekdays  
☐ Special events (e.g. Halloween Horror Night)  
☐ School/work event  
☐ Special occasion (e.g. birthday, anniversary, etc.)  
☐ Other: \_\_\_\_\_

## 7. On a scale from 1 to 5, how important are the following factors in making USS attractive to you?

*Mark only one oval per row.*

	1 (Not important at all)	2	3	4	5 (Very important)
<b>Food options</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Types of rides available</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Gift shops</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Special events (e.g. Halloween Horror Night)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Accessibility</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. On a scale from 1 to 5, how influential are the following factors in encouraging you to purchase a seasonal pass?

*Mark only one oval per row.*

	1 (Not influential at all)	2	3	4	5 (Very influential)
<b>Frequent visitor to USS</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Bundle price</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Eligibility during a holiday period</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What time are you most likely to visit USS? \*

*Mark only one oval.*

- ☐ Just when the park opens
- ☐ Morning (at least 60 minutes after park opens)
- ☐ Afternoon
- ☐ Evening

10. What time are you most likely to leave USS? \*

*Mark only one oval.*

- ☐ Morning
- ☐ Afternoon
- ☐ Evening (at least 60 mins before park closes)
- ☐ Just when the park closes

Experience visiting USS

11. In general, how would you rate your experience at USS? \*

Mark only one oval.

	1	2	3	4	5	
Horri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Amazing

12. On a scale from 1 to 5, how influential were the following factors in improving your past experience at USS?

Mark only one oval per row.

	1 (Not influential at all/NA)	2	3	4	5 (Very influential)
Short wait times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of crowds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility (Ramps, even ground, easy to find seats etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooling Weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of Shaded Rest Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usability of the Universal Studios Singapore App	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. On a scale from 1 to 5, how influential were the following factors in worsening your past experience at USS?

*Mark only one oval per row.*

	1 (Not influential at all/NA)	2	3	4	5 (Very influential)
<b>Long wait time</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Crowds</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Attractions not being fun enough</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Expensive food options</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Inaccessibility (Lack of ramps, Uneven ground, lack of seats etc)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Hot weather</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of Shaded Rest Areas</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Usability of the Universal Studios Singapore App</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. On a scale from 1 to 5, in wet weather, how likely are you to choose the following activities at USS?

*Mark only one oval per row.*

	1 (Least likely)	2	3	4	5 (Most likely)
<b>Seek shelter in a restaurant</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Go home</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Visit indoor attractions</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Visit outdoor attractions (I don't mind getting wet)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Visit gift shops/retail areas</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If majority of the rides are closed due to the weather, how long are you willing to wait for the weather to clear up before continuing your activities?

*Mark only one oval.*

- ☐ Less than 15 minutes
- ☐ 15 - 30 minutes
- ☐ 31 - 45 minutes
- ☐ 46 - 60 minutes
- ☐ More than 60 minutes

16. On a scale from 1 to 5, how important are the following factors when planning your route in USS?

Mark only one oval per row.

	1 (Not important at all)	2	3	4	5 (Very important)
<b>Expected wait time</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enjoyment of the ride</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Closeness of ride to current location</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Prioritisation of Group's Preferences (e.g. going with your family and choosing to go to the rides that your younger siblings prefer)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. On a scale from 1 to 5, how likely are you to visit the following attractions on a busy day? \*

Mark only one oval per row.

	1 (Very unlikely)	2	3	4	5 (Very likely)
<b>Battlestar Galactica: Human vs. Cylon</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transformers The Ride: The Ultimate 3D Battle</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Revenge of the Mummy</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Jurassic Park Rapids Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sesame Street Spaghetti Space Chase</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Canopy Flyer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Puss In Boots' Giant Journey</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Dino-Soarin'</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



<b>Enchanted Airways</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Treasure Hunters (Vintage Car Attraction)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Accelerator (Spinning Ride)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Magic Potion Spin (Far Far Away Ferris Wheel)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lights, Camera, Action!</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>The Dance for the Magic Beans (Interactive show with Puss in Boots and Kitty Softpaws)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shrek 4-D Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Donkey Live</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Rhythm Truck 2.0</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>WaterWorld</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How long are you willing to queue and wait for a ride? \*

Mark only one oval.

- ☐ Less than 15 minutes
- ☐ 15 - 30 minutes
- ☐ 31 - 45 minutes
- ☐ 46 - 60 minutes
- ☐ More than 60 minutes

19. On a scale from 1 to 5, how willing would you be to wait for the following rides? \*

Mark only one oval per row.

1 (Very                      2                      3                      4                      5 (Very

	Unwilling)				Willing)
<b>Battlestar Galactica: Human vs. Cylon</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transformers The Ride: The Ultimate 3D Battle</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Revenge of the Mummy</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Jurassic Park Rapids Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sesame Street Spaghetti Space Chase</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Canopy Flyer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Puss In Boots' Giant Journey</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Dino-Soarin'</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enchanted Airways</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Treasure Hunters (Vintage Car Attraction)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Accelerator (Spinning Ride)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Magic Potion Spin (Far Far Away Ferris Wheel)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lights, Camera, Action!</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>The Dance for the Magic Beans (Interactive show with Puss in Boots and Kitty Softpaws)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shrek 4-D Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Donkey Live</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Rhythm Truck 2.0</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>WaterWorld</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. On a scale from 1 to 5, how appealing do you find each attraction? \*

Mark only one oval per row.

	1 (Not Appealing At All)	2	3	4	5 (Very Appealing)
<b>Battlestar Galactica: Human vs. Cylon</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transformers The Ride: The Ultimate 3D Battle</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Revenge of the Mummy</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Jurassic Park Rapids Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Sesame Street Spaghetti Space Chase</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Canopy Flyer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Puss In Boots' Giant Journey</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Dino-Soarin'</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enchanted Airways</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Treasure Hunters (Vintage Car Attraction)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Accelerator (Spinning Ride)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Magic Potion Spin (Far Far Away Ferris Wheel)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lights, Camera, Action!</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>The Dance for the Magic Beans (Interactive show with Puss in Boots and Kitty Softpaws)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shrek 4-D Adventure</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Donkey Live</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rhythm Truck 2.0

☐☐☐☐☐

WaterWorld

☐☐☐☐☐

21. On a scale from 1 to 5, how important are these factors in making the queuing process more tolerable/pleasant?

Mark only one oval per row.

	1 (Not important at all)	2	3	4	5 (Very important)
Entertainment in Queuing Area (e.g. Videos, Interactive Elements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipation of Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaded/Cooling Queuing Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable Seating along Queuing Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music in the Queuing Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Line moving at a Consistent Pace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms Nearby/Accessible during the Queue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positive Prior Experience with Ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. What is the maximum amount you are willing to pay for a ticket (in SGD) during **peak** periods?

For reference, the current ticket pricings are:

**Non-local pricing**

Adult Ticket (Ages 13 and above): \$83

Child Ticket (Ages 4 to 12 years old): \$62

**Singapore Resident pricing**

Adult Ticket (Ages 13 and above): \$74

Child Ticket (Ages 4 to 12 years old): \$59

*Mark only one oval.*

- ☐ Less than \$40
- ☐ \$40 - 49
- ☐ \$50 - 59
- ☐ \$60 - 69
- ☐ \$70 - 79
- ☐ \$80 - 89
- ☐ \$90 and above

23. What is the maximum amount you are willing to pay for a ticket (in SGD) during **off-peak** periods?

For reference, the current ticket pricings are:

**Non-local pricing**

Adult Ticket (Ages 13 and above): \$83

Child Ticket (Ages 4 to 12 years old): \$62

**Singapore Resident pricing**

Adult Ticket (Ages 13 and above): \$74

Child Ticket (Ages 4 to 12 years old): \$59

*Mark only one oval.*

- ☐ Less than \$40
- ☐ \$40 - 49
- ☐ \$50 - 59
- ☐ \$60 - 69
- ☐ \$70 - 79
- ☐ \$80 - 89
- ☐ \$90 and above

24. Do you usually buy an express pass when you visit USS? \*

*Mark only one oval.*

- ☐ Yes - Every time
- ☐ Yes - Sometimes
- ☐ No

25. On a scale from 1 to 5, how would you rate each aspect of the USS experience? \*

*Mark only one oval per row.*

1	2	3	4	5
(Horrible)				(Amazing)
<hr/>				

<b>Variety of Rides and Attractions</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Entertainment and Shows (e.g. Rollercoasters, WaterWorld Performance)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Waiting Time</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Cleanliness of Park and Amenities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Staff Friendliness</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Availability of Rest Areas</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Quality and Variety of Food/Beverage Options</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Crowdedness</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Value for Money (Entrance Fee, Food, etc)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Variety and Quality of Souvenir Shops</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Theme and Atmosphere</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Special Events and Performances (E.g. Halloween Horror Night)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Presence of Shaded Rest Areas</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Weather on the Day of Visit</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Park Layout and Navigation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Accessibility (Wheelchair friendly, etc)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parking Convenience and Accessibility</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Queue Management</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. How likely are you to come back again? \*

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

27. On a scale from 1 to 5, how influential are these factors in encouraging you to come back to USS again?

Mark only one oval per row.

	1 (Not influential at all)	2	3	4	5 (Very influential)
<b>Enjoyed the overall experience</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Staying at a Sentosa resort (E.g. RWS)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>New Rides, Shows and Attractions</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Good Food and Dining Options</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Good Customer Service</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Special Occasions (E.g. Halloween Horror Night)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Ticket Discounts and Promotions</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>School/work Activity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Souvenirs</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



28. How likely are you to visit USS again if the Annual/Season Pass and Express Unlimited Pass were reintroduced?

Season/Annual Pass: Enjoy six OR 12 months of unlimited entry to USS

Express Unlimited: The pass allows you to skip the line as many times as you like, even for the same ride. (The current Express Pass only allows you to skip the line once per ride/attraction.)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

29. How likely are you to recommend your family/friends to come? \*

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

30. What suggestions do you have to improve the overall USS Experience? (If you do not have any suggestions, please enter NIL)

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USS Website experience

31. Which avenues have you previously purchased USS tickets from? \*

*Tick all that apply.*

- ☐ USS Website
- ☐ USS Physical Ticket Counter
- ☐ Resalers (e.g. Carousell)
- ☐ Staff Tickets
- ☐ Other Websites
- ☐ Other: \_\_\_\_\_

32. On a scale from 1 to 5, please rate your experience purchasing tickets from the USS Website.

(If you have not previously purchased tickets from the USS Website, please select 0.)

*Mark only one oval.*

	0	1	2	3	4	5	
Horri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Amazing

33. On a scale from 1 to 5, how important are the following factors in influencing your experience when purchasing your USS ticket(s)?

*Mark only one oval per row.*

	1 (Not important at all)	2	3	4	5 (Very Important)
<b>Ease of Navigate USS Website/Booking Platform</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Mobile App Integration</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Option for Digital Tickets (No printing Required)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access to Exclusive Perks (E.g. Fast Pass, VIP Access)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Deals for Tickets (E.g. Multi-Day Ticket Discounts, Family Bundles, Credit Card Offers)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Loyalty Points</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Clear Pricing Information</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Multiple Payment Options (E.g. Credit Card, PayPal)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Clear Refund and Exchange Policies</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Fast Checkout Process</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Personalised Recommendations based on Visitor Preferences</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Live Chat/Support for Booking Assistance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Option to Add-On Parking Passes during Purchase</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. What suggestions do you have to improve the process of purchasing tickets from the USS website? (If you have not previously purchased tickets from the USS Website, please enter NIL)

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