



**UNITED STATES
OLYMPIC & PARALYMPIC
COMMITTEE**

Summary of 2023 Alumni Attitude Study

Presented by:



The slides in this handout are part of a more complete and comprehensive report..



**UNITED STATES
OLYMPIC & PARALYMPIC
COMMITTEE**

Today's Discussion

Profile of Respondents

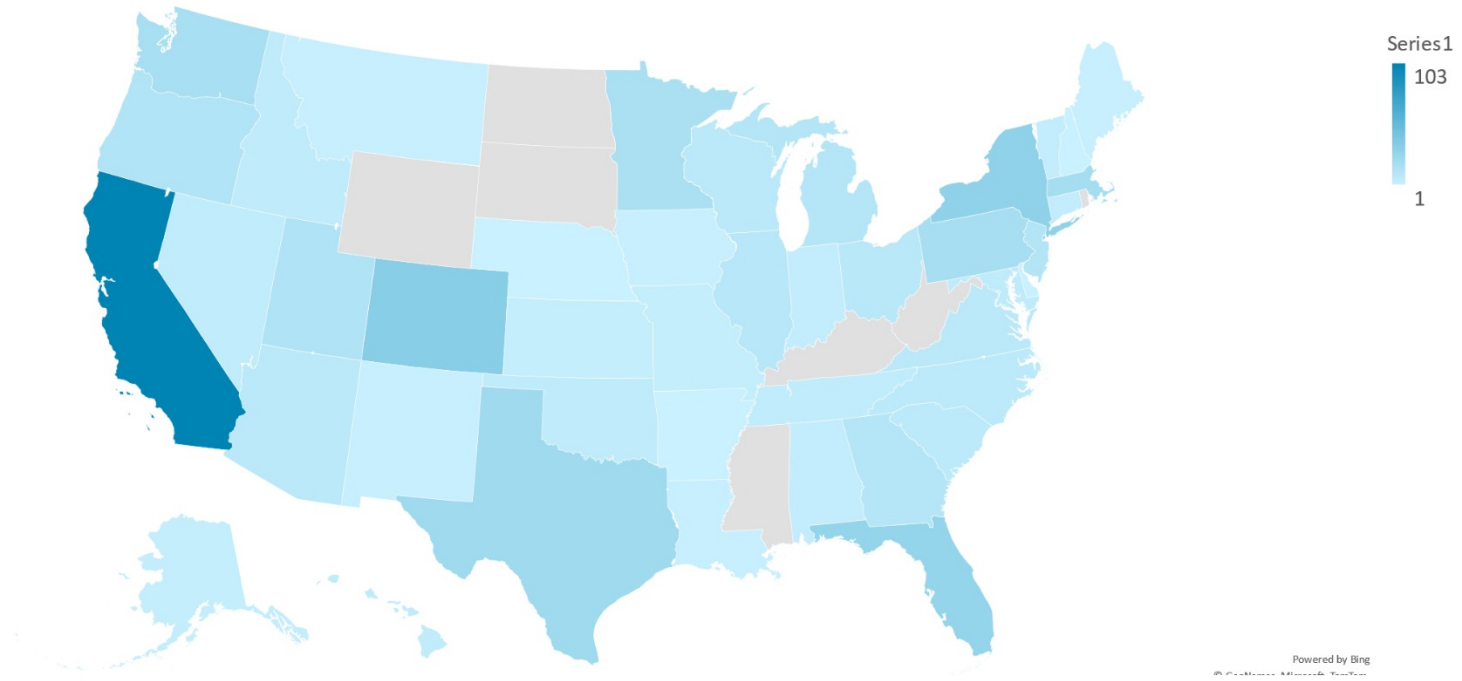
Key Indicators

Main Findings

Questions and Discussion

2023 Survey Respondents

2023 Survey Respondents

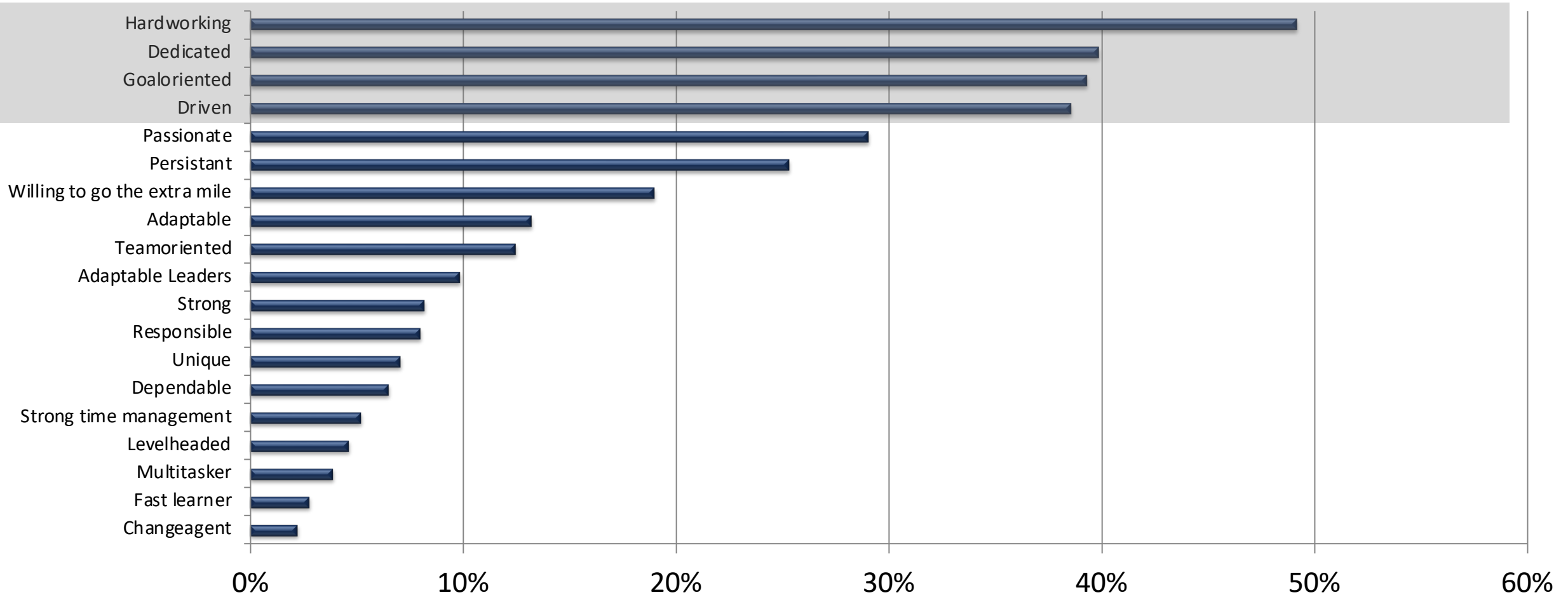


2023 Survey Respondents

- **537 respondents**
 - **85% Olympians; 15% Paralympians**
 - **77% Summer games; 23% Winter games**
 - **1st games qualified: 1936 to 2022**
 - **Age Range: 19 to 102 years**
 - 38 or younger: 16%
 - 39-54: 19%
 - 55-63: 23%
 - 64-72: 22%
 - 73 or older: 20%
- Gender: 40% female**
57% male
3% not responded

Self-Description of Olympian/Paralympians

Q4. Please select the items below that you feel best describe an Olympian/Paralympian? (Check 3 that apply best)



Self-Description of Olympian/Paralympians

Less than 10%

Younger than 39

Hardworking

Dedicated

Driven

Passionate

Goal oriented

Persistent

Adaptable

Adaptable Leaders

Strong

Willing to go the extra mile

Unique

Dependable

Fast learner

Multitasker

Team oriented

Responsible

Strong time management

Levelheaded

Change agent

39 through 54

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Key Indicators

Familiarity

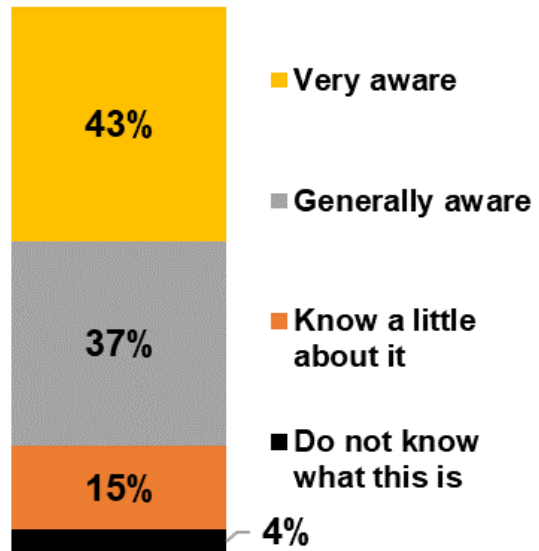
Overall Opinion

Experience

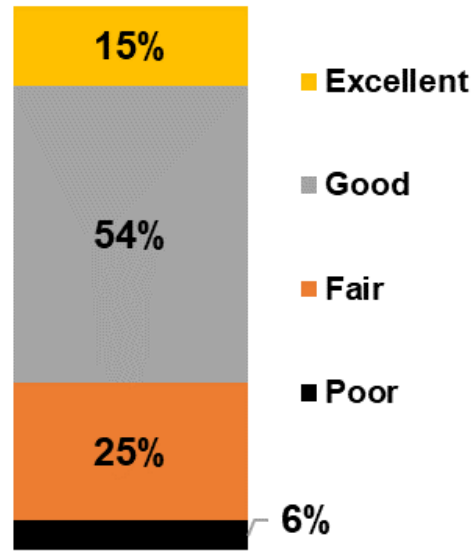
Connection

Summary of Key Indicators

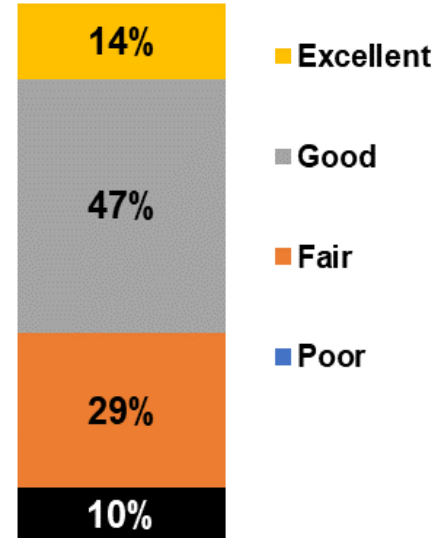
Familiarity



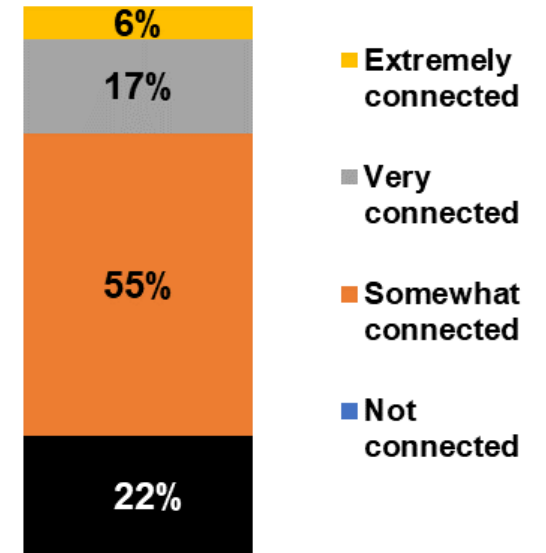
Overall opinion



Experience



Connection



No Differences...with a Few Exceptions

FAMILIARITY (Very Aware)

- **Summer games 46% vs. Winter games 31%**
- **Olympians 45% vs. Paralympians 28%**
- **Females 46% vs. Males 39%**

OPINION (Excellent/Good)

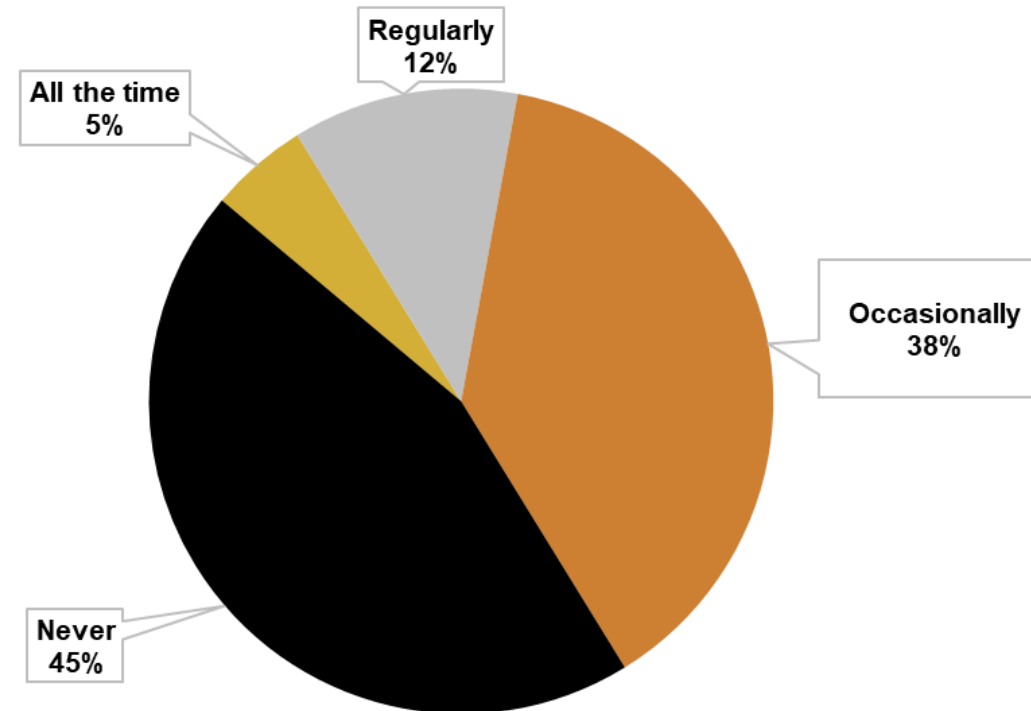
- **Summer games 72% vs. Winter games 63%**
- **Females 74% vs. Males 66%**

CONNECTED (Very/Extremely)

- **Summer games 25% vs. Winter games 16%**

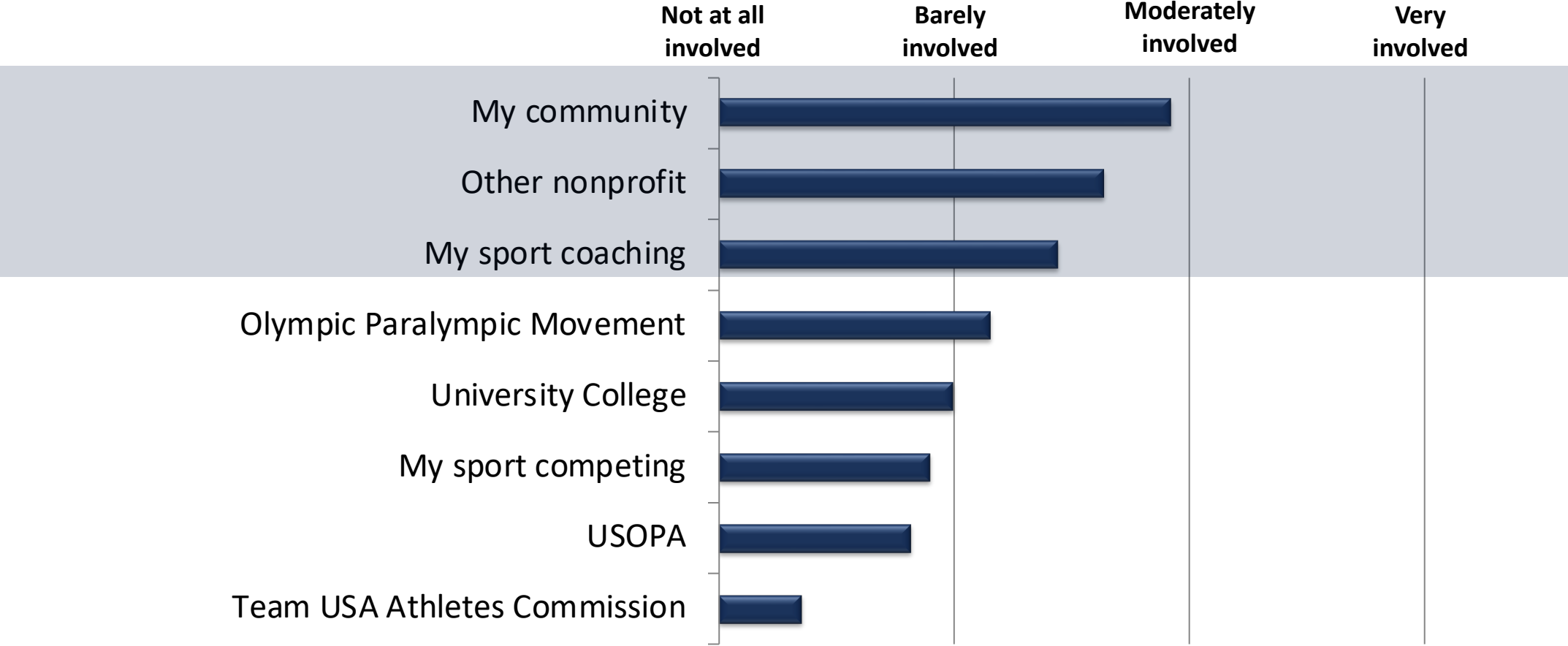
Indicators Turning into Action

How often do you promote USOPA to other Olympians/Paralympians?

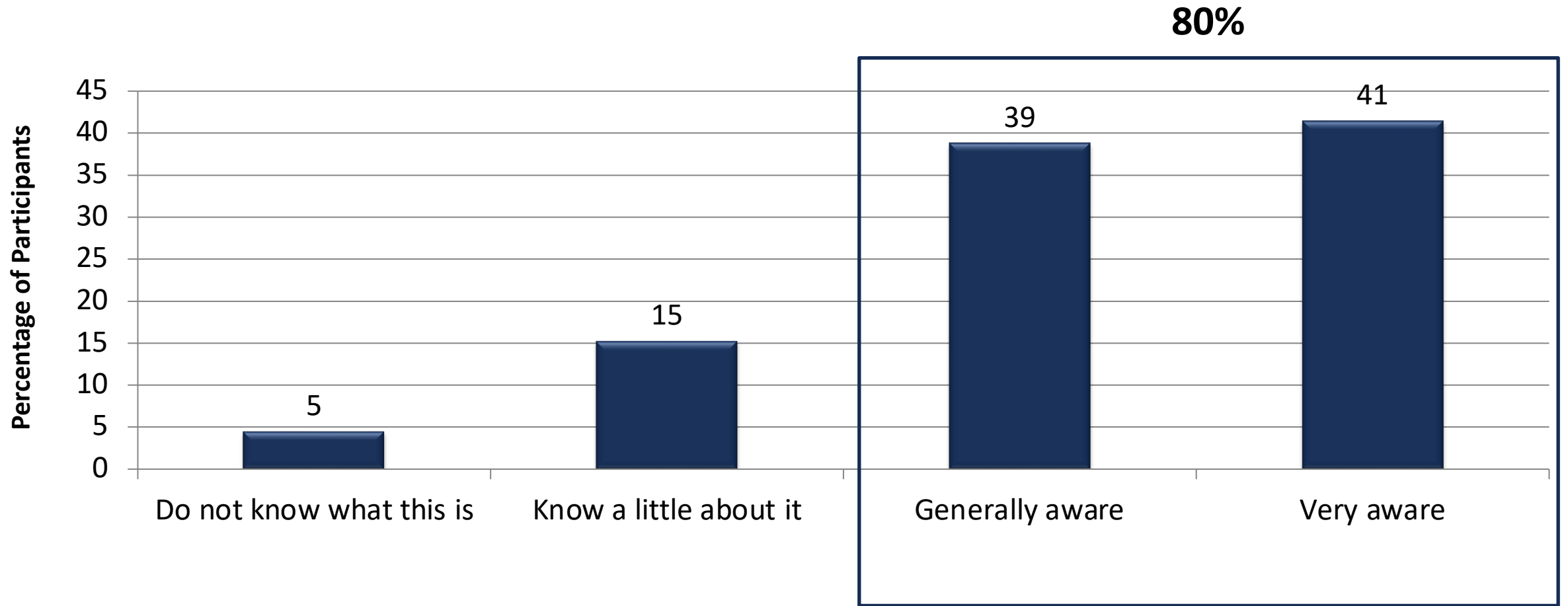


* No differences by Summer/Winter, Olympians/Paralympians, or gender.

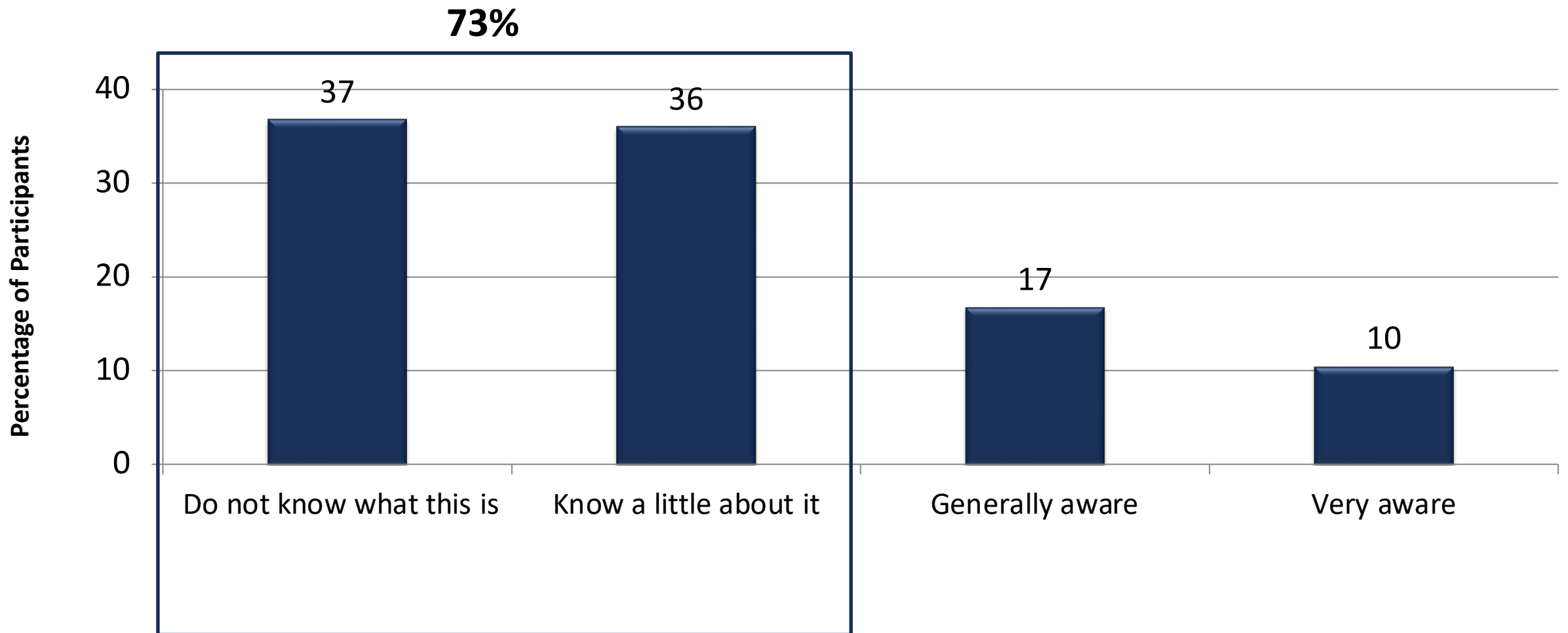
Q03. Please indicate your level of involvement with the following:



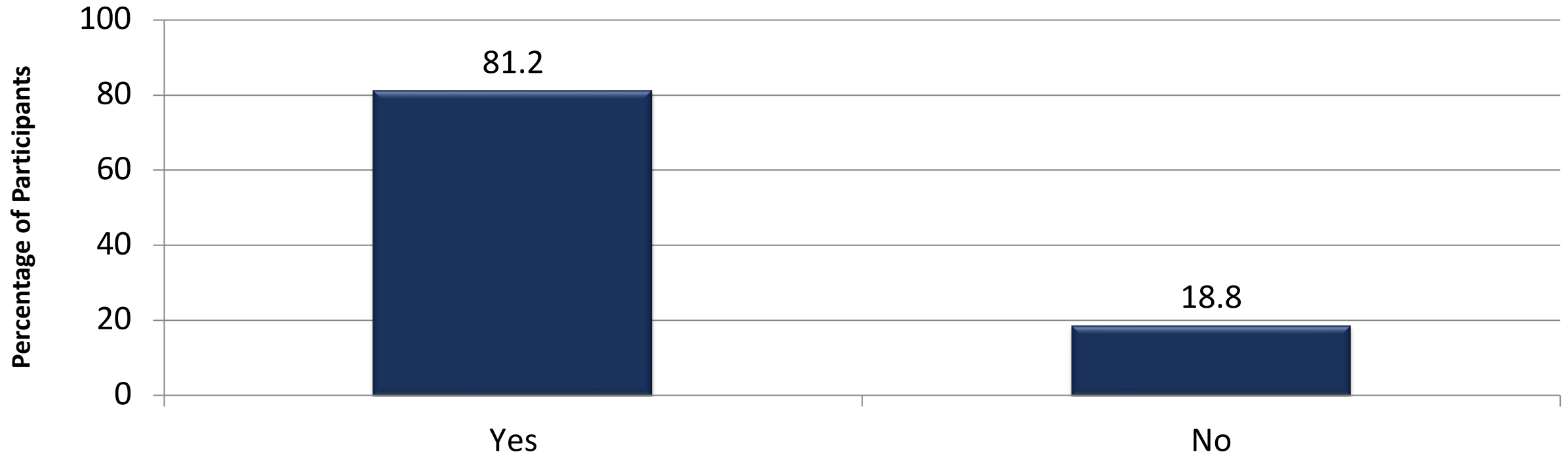
Q02. Do you know what USOPA is?



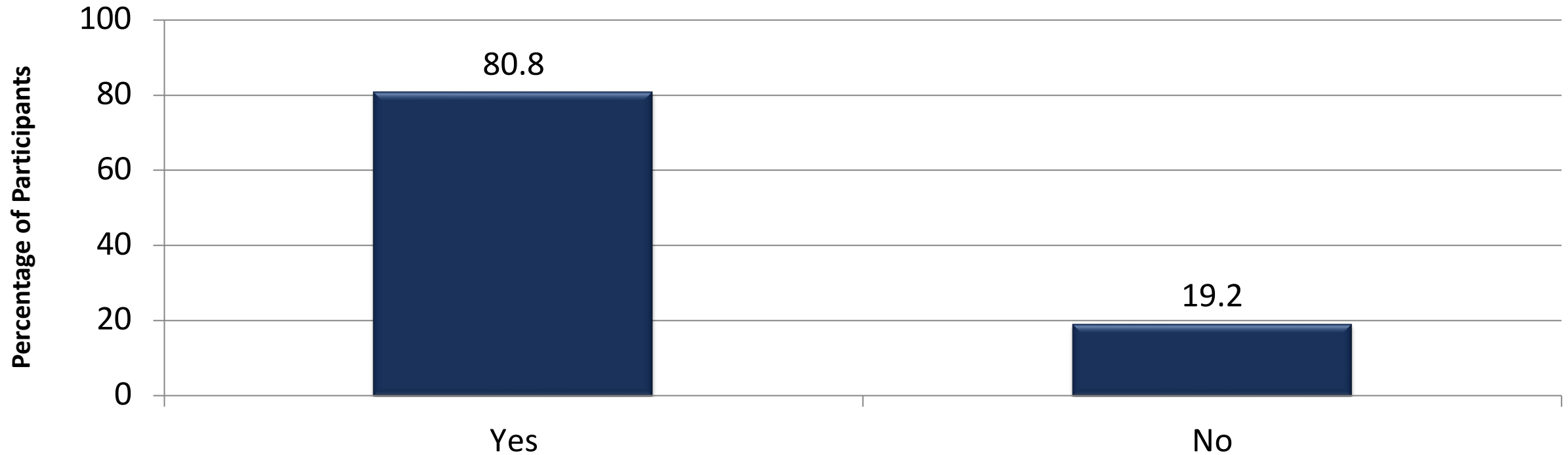
Q15. Please rate the level of awareness you have with your local USOPA chapter:



Q16. Would you be more involved in USOPA if your local chapter was more active?

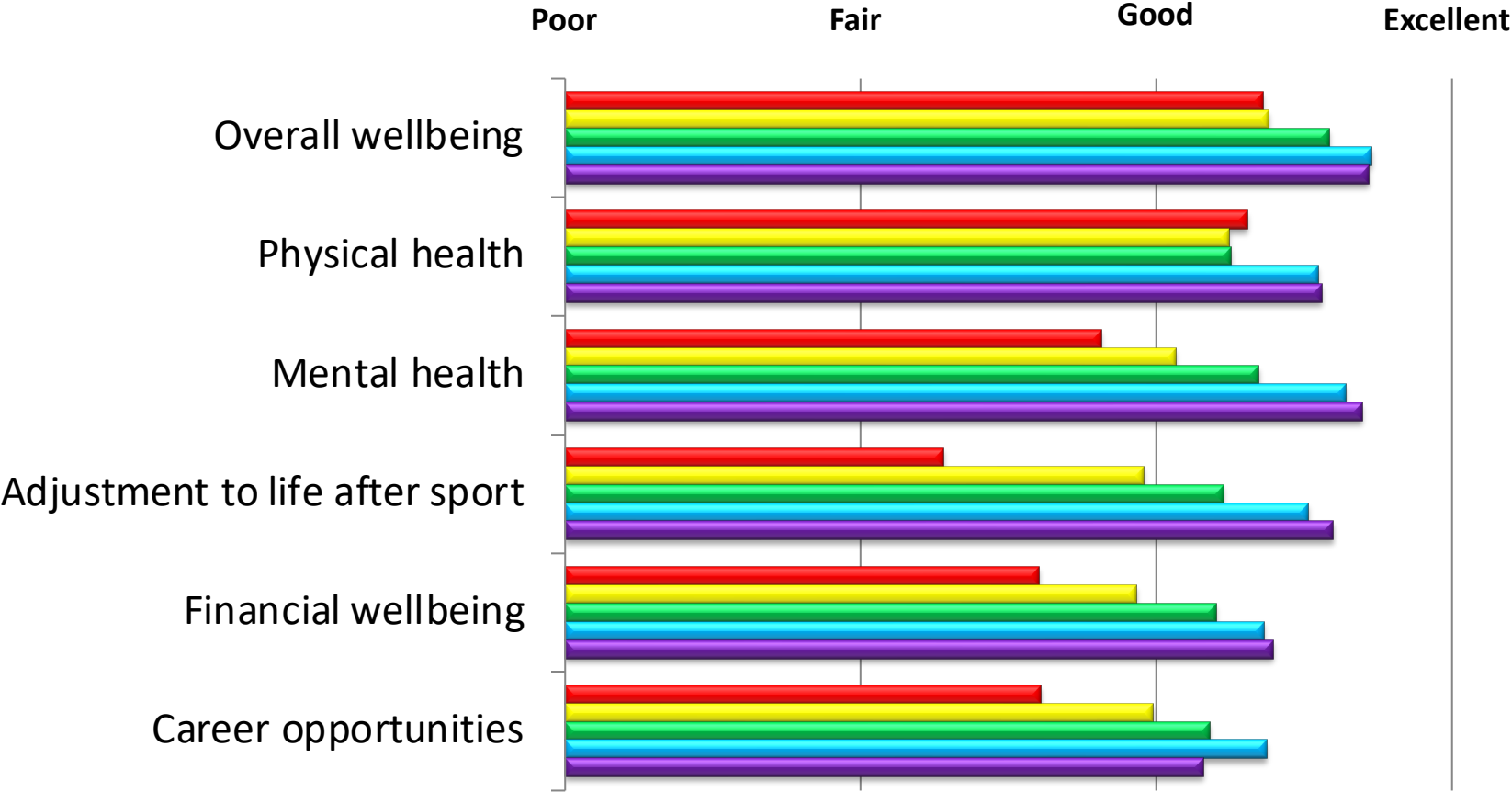


Q17. Would you be more involved in USOPA chapter if it was structured around interest for alumni, such as sport, Olympic/Paralympic year, or profession?



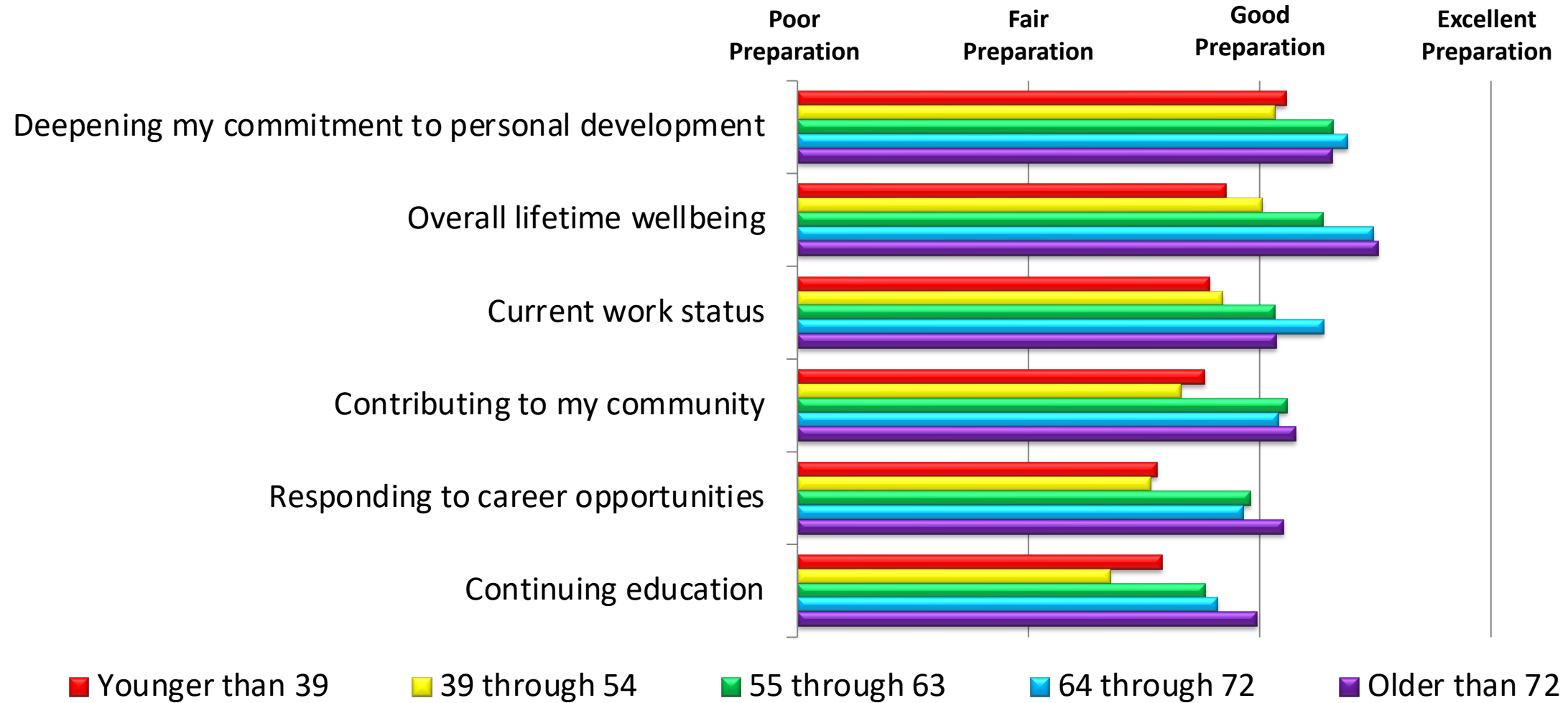
Member Needs and USOPA Priorities

Q01. How would you rate the following aspects of your life since your Olympic/Paralympic games:

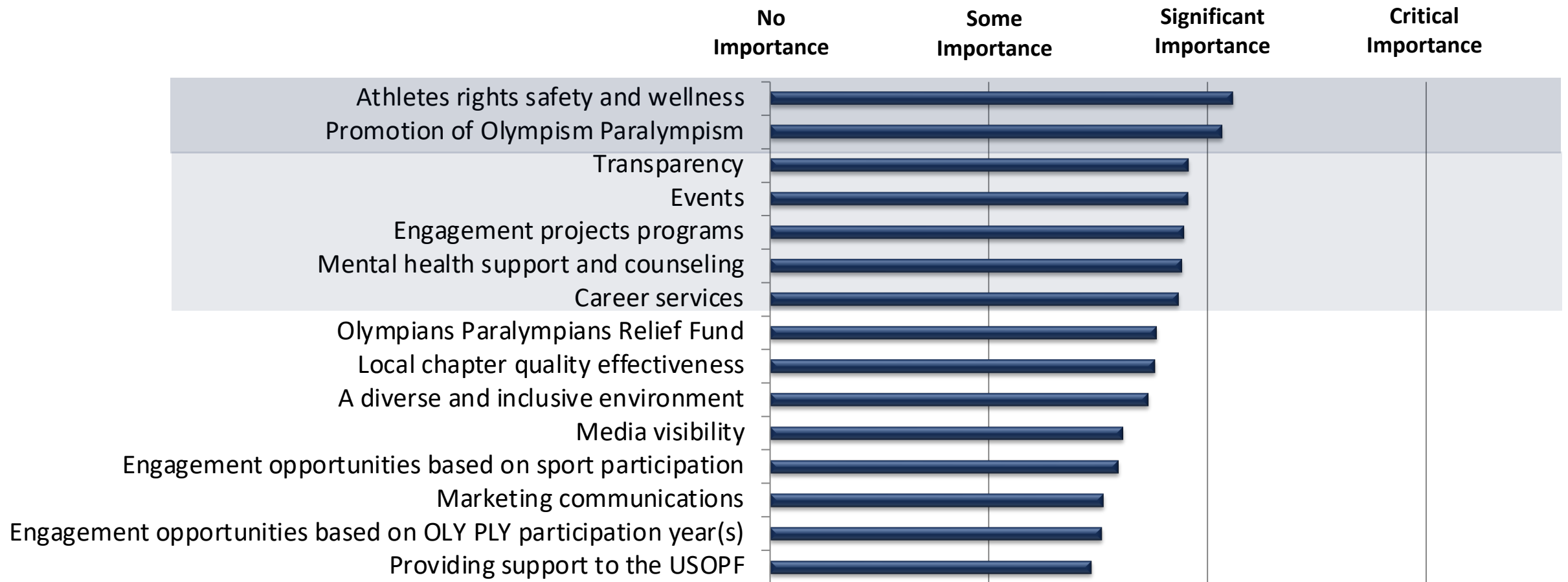


■ Younger than 39
 ■ 39 through 54
 ■ 55 through 63
 ■ 64 through 72
 ■ Older than 72

Q08. How well did your experience with the Olympics/Paralympics prepare you for each of the following:



Q22. How would you rate the importance of the following priorities for the future of USOPA?



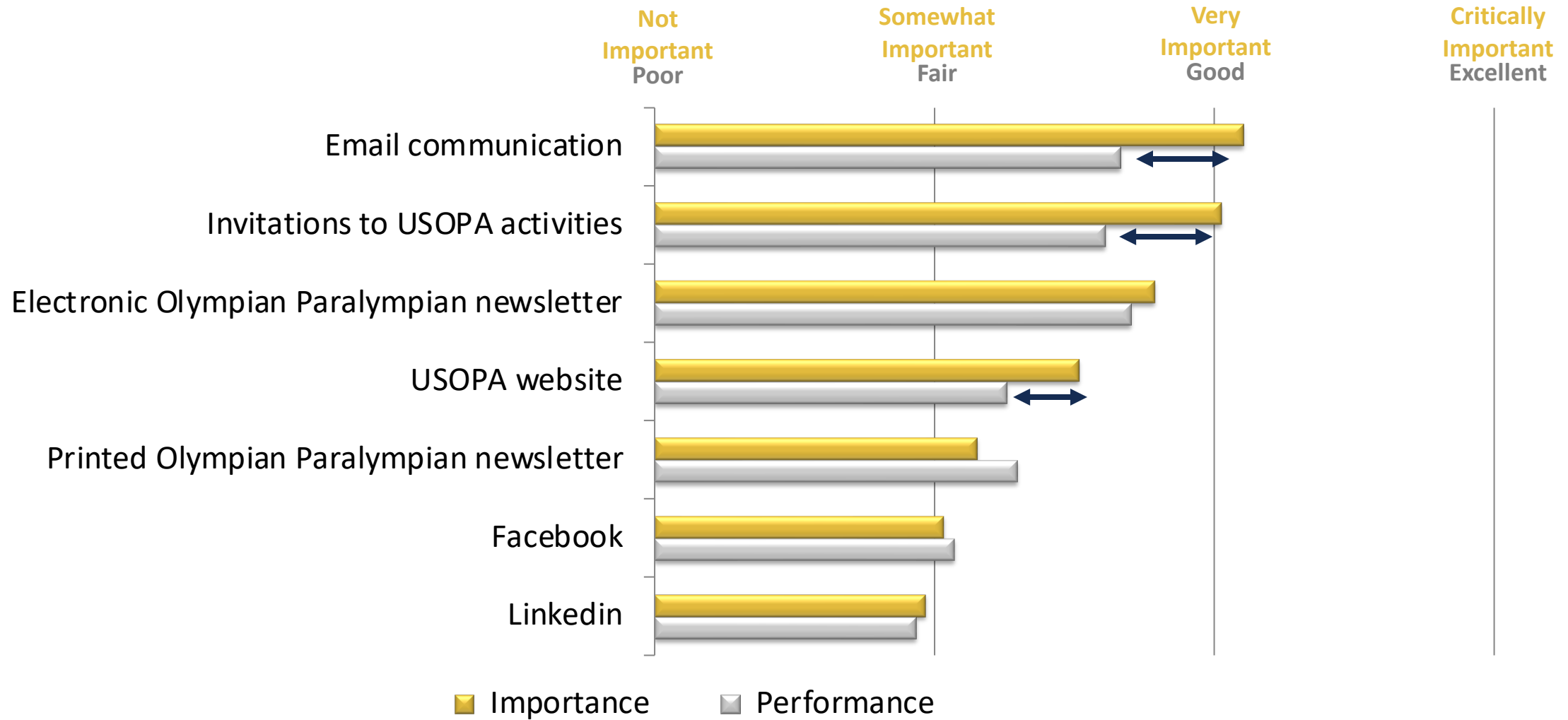
Q22. How would you rate the importance of the following priorities for the future of USOPA?

<u>Younger than 39</u>	<u>39 through 54</u>	<u>55 through 63</u>	<u>64 through 72</u>	<u>Older than 72</u>
Mental health support and counseling	Career services	Promotion of Olympism Paralympism	Athletes rights safety and wellness	Athletes rights safety and wellness
Career services	Promotion of Olympism Paralympism	Athletes rights safety and wellness	Transparency	Promotion of Olympism Paralympism
Athletes rights safety and wellness	Engagement projects programs	Career services	Promotion of Olympism Paralympism	Transparency
A diverse and inclusive environment	Events	Transparency	Events	Media visibility
Engagement projects programs	Athletes rights safety and wellness	Local chapter quality effectiveness	Engagement projects programs	Events
Transparency	Local chapter quality effectiveness	Events	Local chapter quality effectiveness	Olympians Paralympians Relief Fund
Olympians Paralympians Relief Fund	Mental health support and counseling	Engagement projects programs	Olympians Paralympians Relief Fund	Engagement projects programs
Promotion of Olympism Paralympism	Transparency	Mental health support and counseling	Mental health support and counseling	Local chapter quality effectiveness
Engagement opportunities based on sport participation	A diverse and inclusive environment	Engagement opportunities based on sport participation	Media visibility	Mental health support and counseling
Local chapter quality effectiveness	Engagement opportunities based on sport participation	A diverse and inclusive environment	Career services	Marketing communications
Events	Engagement opportunities based on OLY PLY participation year(s)	Engagement opportunities based on OLY PLY participation year(s)	A diverse and inclusive environment	A diverse and inclusive environment
Engagement opportunities based on OLY PLY participation year(s)	Olympians Paralympians Relief Fund	Olympians Paralympians Relief Fund	Engagement opportunities based on OLY PLY participation year(s)	Engagement opportunities based on OLY PLY participation year(s)

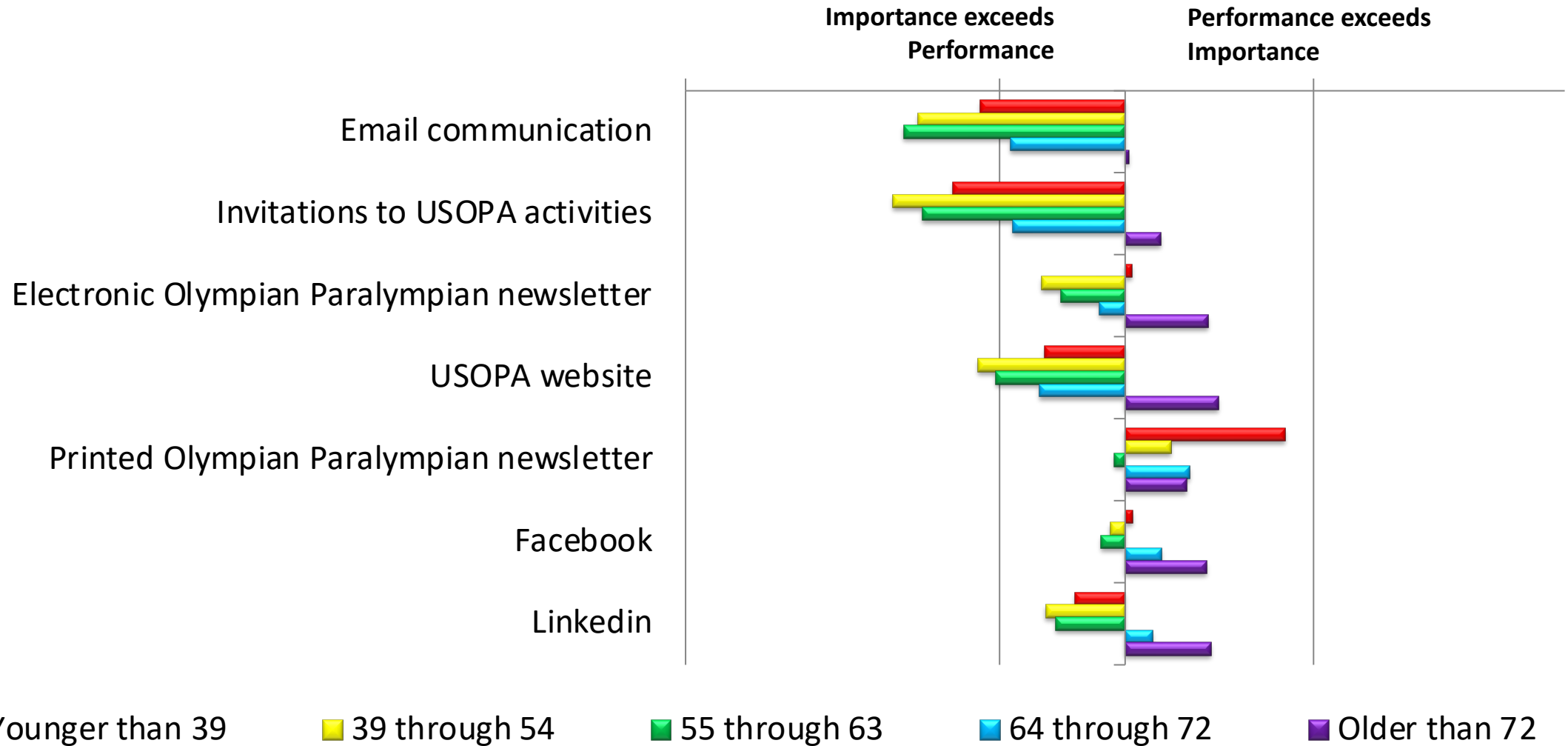
- Trends for All Ages
- Trends Older
- Trends Younger
- Trends Mid-Career

Communication

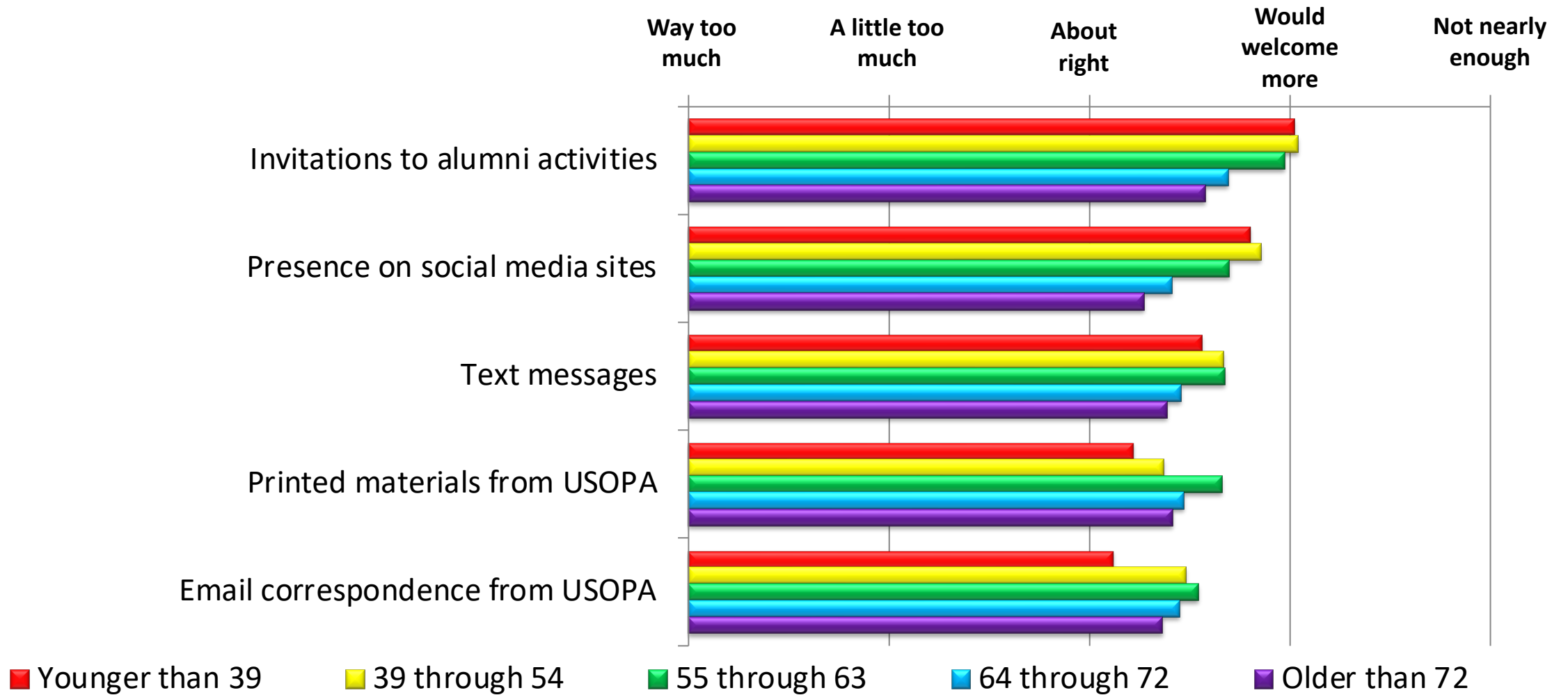
Communication: Importance of Communication Method and USOPA's Effectiveness in Utilizing that Method.



Communication: Gap Analysis between Importance and Effectiveness

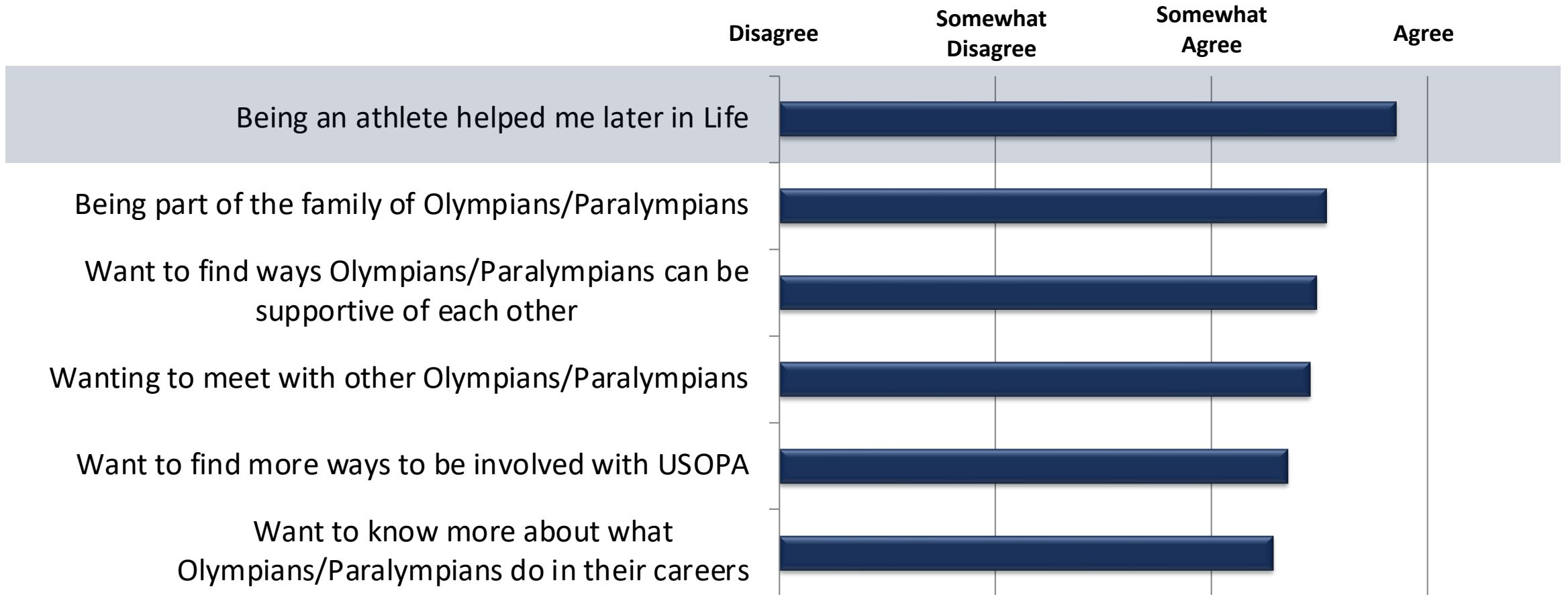


Communication: Frequency

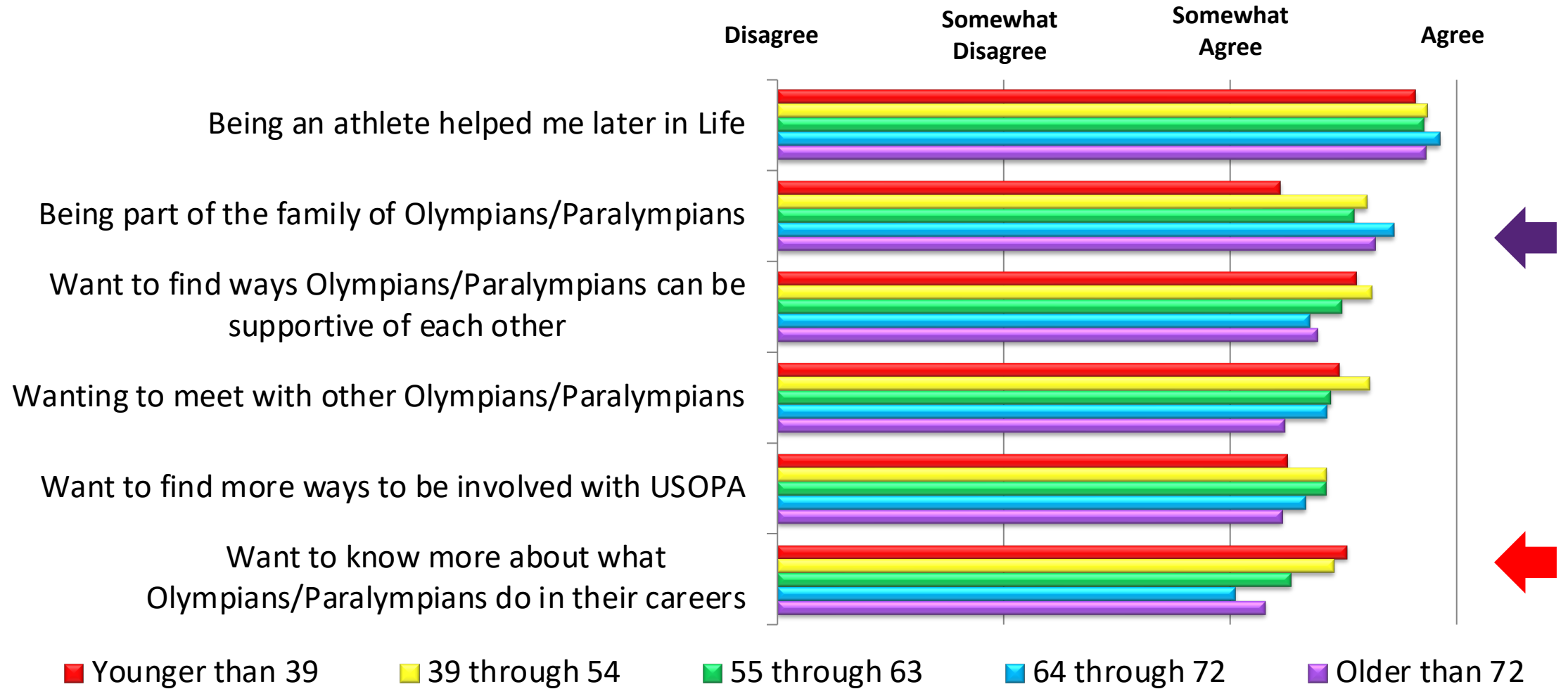


Engagement

Q07. Please tell us your level of agreement to the following statements:

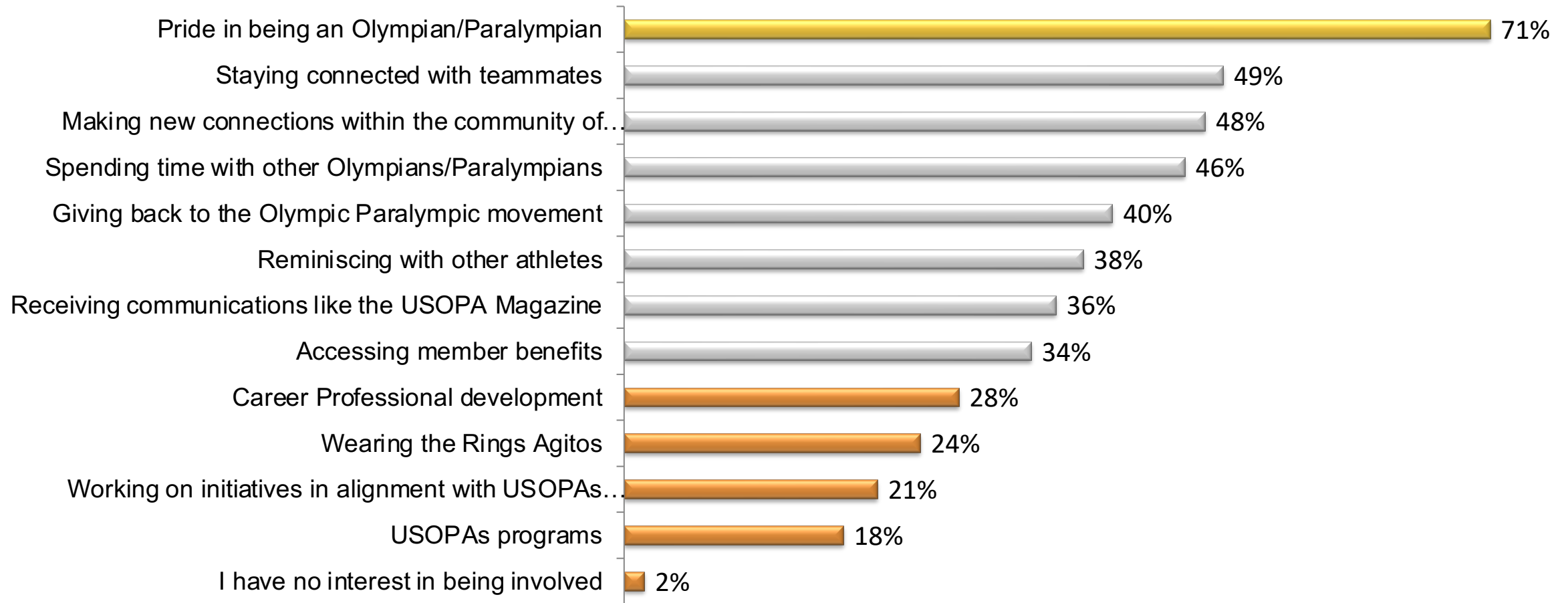


Q07. Please tell us your level of agreement to the following statements:

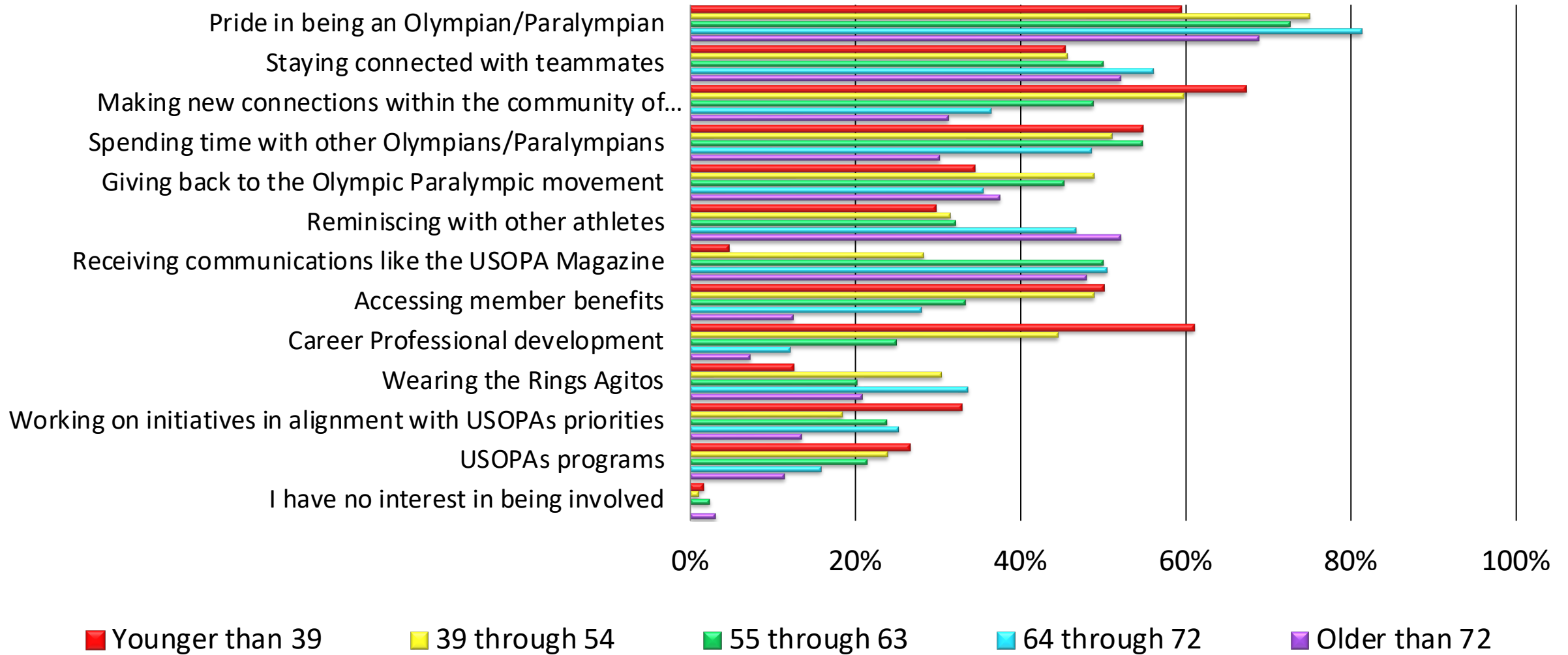


Engagement with USOPA: Motivation (% Indicating Reason)

Q14. In thinking about being involved with USOPA, what are the things that you find most motivational? (Check all that apply)



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Engagement with USOPA: Motivation by Age

Younger than 39

Making new connections within the community of Olympians/Paralympians

Career Professional development

Pride in being an Olympian/Paralympian

Spending time with other Olympians/Paralympians

Accessing member benefits

Staying connected with teammates

39 through 54

Pride in being an Olympian/Paralympian

Making new connections within the community of Olympians/Paralympians

Spending time with other Olympians/Paralympians

Accessing member benefits

Giving back to the Olympic Paralympic movement

Staying connected with teammates

55 through 63

Pride in being an Olympian/Paralympian

Spending time with other Olympians/Paralympians

Staying connected with teammates

Receiving communications like the USOPA Magazine

Making new connections within the community of Olympians/Paralympians

Giving back to the Olympic Paralympic movement

64 through 72

Pride in being an Olympian/Paralympian

Staying connected with teammates

Receiving communications like the USOPA Magazine

Spending time with other Olympians/Paralympians

Reminiscing with other athletes

Making new connections within the community of Olympians/Paralympians

Older than 72

Pride in being an Olympian/Paralympian

Staying connected with teammates

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Receiving communications like the USOPA Magazine

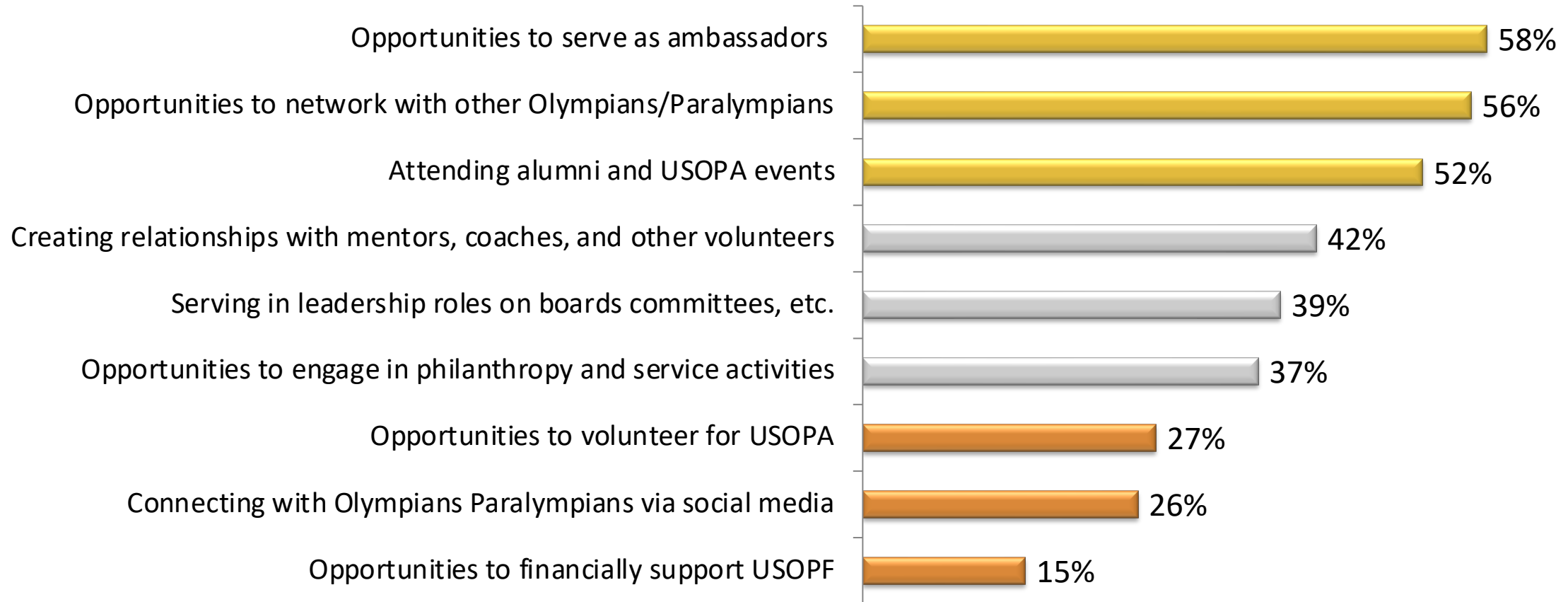
Giving back to the Olympic Paralympic movement

Making new connections within the community of Olympians/Paralympians

- Trends for All Ages
- Trends Older
- Trends Younger
- Trends Mid Career

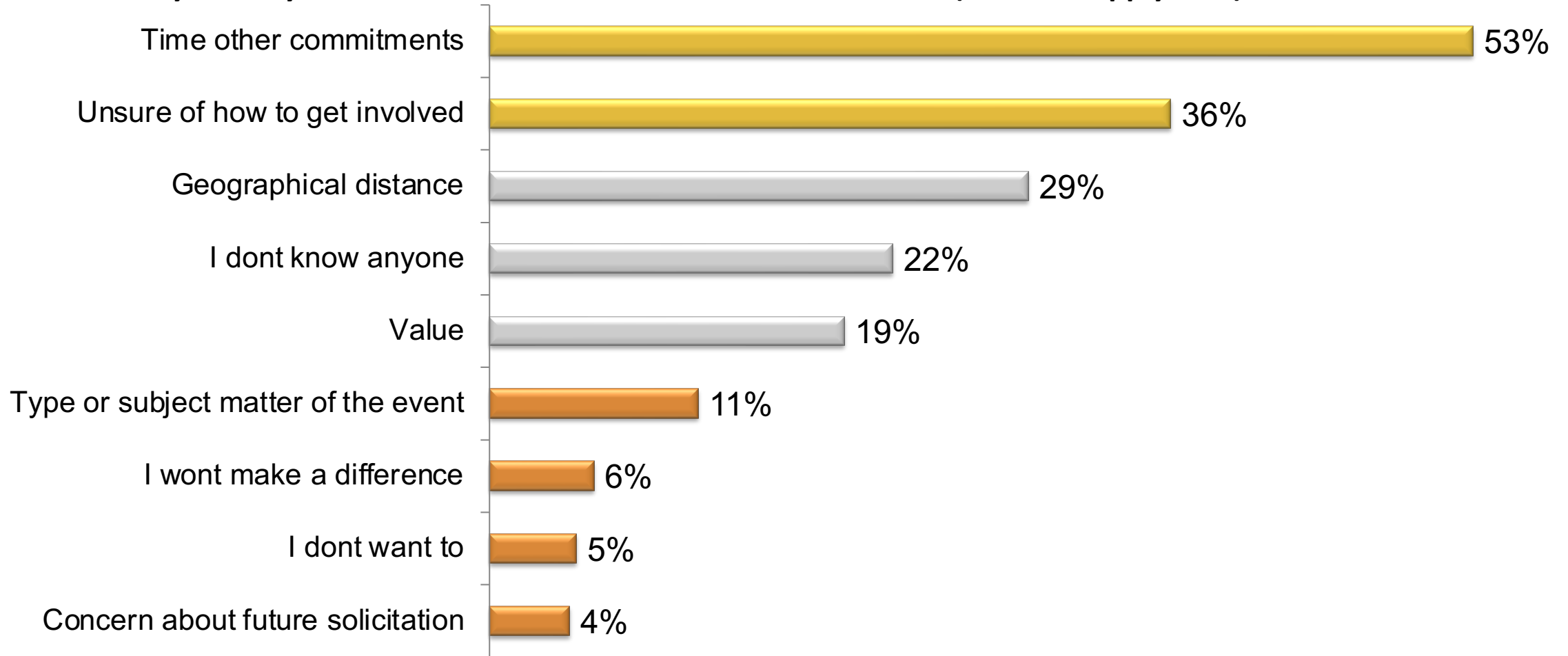
Engagement: Most Valuable Services/Activities USOPA Can Provide (% Indicating Interest)

Q20. Which of the following are the most valuable services/activities for USOPA to provide Olympians/Paralympians? (Check all that apply)



Barriers to Engagement with USOPA (% Indicating Reason)

Q21. Why aren't you more active in the USOPA/alumni activities? (Check all apply best)



Questions and Answers