

Evaluation of the Level of Awareness of Services, Activities, and Events of the General Sports Authority

Start Date: 27/06/2024

End Date: 30/11/2024

Demographic Information:

- **Age Group:** The survey included various age groups, with the largest segment of participants being between 20 and 30 years old and those over 40 years old.
- **Status:** The participants varied and included government employees, private sector employees, investors, and one student.
- **Level of Awareness Evaluation:** Overall, positive evaluations were recorded regarding the level of awareness about the services and activities of the General Sports Authority. However, some participants rated it as average (such as 2/5 and 3/5), indicating a need to improve awareness levels.
- **Participant Satisfaction with Content Quality:** The evaluation of the quality of media campaigns and promotional materials was varied, with some responses scoring 5/5, while others rated it as 1/5 and 2/5. This indicates a disparity in satisfaction, with suggestions for improving quality.

Benefit from Messages and Information: The evaluation of the quality of media campaigns and promotional materials was varied, with some ratings receiving 5/5, while others rated it as 1/5 and 2/5. This shows a variation in satisfaction, with suggestions for improving quality.

Electronic Services of the Authority: Regarding electronic services, satisfaction levels were also varied. Some participants gave high ratings (5/5), while others dropped to 2/5. This indicates gaps in users' experiences with electronic services.

Channel Preferences: Overall, the preference for channels leaned towards the website and social media platforms, with some participants indicating the importance of newspapers and television channels. This may suggest the need to strengthen the authority's presence on these platforms.

Developmental Notes and Suggestions:

- Some participants provided outstanding suggestions for developing the authority, such as:
 - Collaborating with the Ministry of Health to raise awareness about the importance of sports.
 - Organizing international and local competitions on a regular basis.
 - Providing free training programs and encouraging youth to engage in sports.
 - Offering health and sports consultations through newsletters.

- o Enhancing research and development in various sports.

Conclusion:

There is a noticeable variation in satisfaction levels among participants. While some feel satisfied with the awareness and services provided, others have reservations and comments indicating that there is significant room for improvement. The General Sports Authority should focus on improving content quality, strengthening its online presence, and providing more events that are better targeted toward the audience.

Calculation of Overall Satisfaction Rate:

To calculate the overall satisfaction, we can take the percentage of satisfaction for each question and then compute the average of these percentages:

- Satisfaction rates for each question:
 1. Satisfaction with awareness level: 83.33%
 2. Satisfaction with the quality of campaign content: 91.67%
 3. Satisfaction with electronic services: 75%
 4. Satisfaction with the benefit from messages and information: 75%

Calculating Overall Satisfaction Rate:

To calculate overall satisfaction, we sum all the percentages and then divide by the number of questions:

$$\text{Overall Satisfaction Rate} = (83.33 + 91.67 + 75 + 75) / 4$$

$$\text{Overall Satisfaction Rate} = 325 / 4 = 81.25\%$$

Overall Satisfaction Rate: 81.25%

This means there is an overall satisfaction level of 81.25% regarding the services and activities related to the General Sports Authority.

Decision Taken

Recommendation: Most of the events are promoted with very short notice to attend, or just once they have passed.

Decision Taken: Events have been promoted to increase attendance rates.

