



ICM Unlimited...

National Paralympic Day Research 2015

Face-to-face and online follow-up research

Report – August 2015

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Background and methodology

01 Background and objectives

The British Paralympic Association commissioned ICM to carry out research for the National Paralympic Day, which took place on Sunday 26 July 2015.

The research aims to:

- Explore levels of enjoyment and engagement with NPD 2015;
- Compare views of NPD 2015 with the 2013 and 2014 events.

02 Approach

The research took place in two stages:

Stage 1: Quantitative face-to-face interviews were carried out at the event itself, both at the Queen Elizabeth Olympic Park, and at the regional events held in Brighton, Nottingham and Plymouth.

Stage 2: Following the event, an online survey was sent to all of those who booked tickets for the NPD event held in the Aquatics Centre at the Queen Elizabeth Olympic Park.

03 Interpreting the data

- Throughout this report, results are compared for the face-to-face research in the Olympic Park, the face-to-face research in Brighton, Nottingham and Plymouth, and the online research. Where appropriate, results across the surveys are aggregated. Results are also compared with research carried out at National Paralympic Day in 2013 (face-to-face n=495; online n=424) and in 2014 (Olympic Park n=599; regional events n=194; online n=109).
- The questionnaire differed across locations and some findings therefore only apply to specific locations. Please see the base definition in each chart for more information.
- A green circle indicates a result is significantly higher than the overall mean while a red circle indicates that a result is significantly lower.

Technical details

Stage 1

- The quantitative face-to-face interviews were distributed as below:
 - 384 at the event held at Queen Elizabeth Olympic Park on Sunday 26 July 2015;
 - 399 at the regional events held in Brighton, Nottingham and Plymouth on Saturday 25 July 2015.
- To ensure the full day was covered, interviews were distributed across locations as outlined in the table on the right.
- No quotas were set. People were selected at random, aiming for a good cross-section of attendees throughout the day.

Location	Number of interviews
London Aquatics Centre	126
Olympic Park	258
Brighton	121
Nottingham	139
Plymouth	139

Stage 2

- The British Paralympic Association provided ICM with a sample of all of those who applied for tickets online. Once de-duped, this contained a total of 573 unique email addresses.
- An online survey was sent to all on the list on 5 August 2015. A reminder email was sent to all those who had not completed the survey on 12 August 2015. A total of 132 people completed the survey, representing a response rate of 23%.

Executive summary: Reasons for attending the event

- National Paralympic Day 2015 saw increasing numbers of repeat visitors. Among respondents to the online survey (consisting of all ticket holders), 66% said they attended because they had attended the 2012 Olympics/Paralympics, while 28% said that they had attended NPD in 2013 or 2014.
- Indeed, a large proportion of visitors to the Olympic Park had seen live disability sport before (72%), which represents a rise on both 2014 (66%) and 2013 (62%).
- The ability to visit the Olympic Park remains a key draw of the event (31% said that is why they attended), as is the ability to watch elite sport (28%).
- Two in three of those who attended the event in the Olympic Park also attended the London Anniversary Games (66%).
- The regional events, in contrast, predominantly attract a passing crowd, with 60% attending as a result of seeing it while they were passing by.
- Those who attend the regional events are attracted by a range of factors, including the ability to take part in activities and challenges (19%), demonstrations by local disability sports clubs (16%) and the ability to meet Paralympians (14%).
- It is notable that demonstrations by local disability sports clubs were a particularly strong attraction to people attending the event in Nottingham (30%).
- The regional events reach a wider audience than the event at the Olympic Park – across all three events, just 19% of visitors had attended a live disability sporting event before (compared to 72% at the London event). This ranges from 14% at the Plymouth event to 22% at Nottingham.

Executive summary: Overall satisfaction

- Overall satisfaction at both the National Paralympic Day event in the Olympic Park and the regional events is very high, with both achieving an average rating of 8.9 out of 10.
- At the Olympic Park, 97% said that they found the sport enjoyable (84% said it was *very enjoyable*), while 85% enjoyed the other forms of entertainment on offer.
- The venues themselves also remain hugely popular, with 98% satisfied with the Queen Elizabeth Olympic Park and 96% satisfied with the Aquatics Centre.
- This high level of satisfaction is reflected in positive views about the event organisation: 94% are satisfied with the way the event was organised, 91% are satisfied with the event staff and volunteers and 89% are satisfied with the accessibility.
- However, the food and drink on offer remains an issue for a minority of visitors: while 30% are satisfied with it, 25% say they are dissatisfied.
- Positively, the increase in ticket prices appears to have had little impact on perceived value for money. Among those who bought tickets to the event in the Aquatics Centre, 87% said it offered very good value for money, while a further 10% said it was fairly good value. Just 2% felt it offered poor value for money.
- At the regional events, 23% of visitors took part in the activities and challenges on offer. Participation was lowest at Plymouth (14%), higher at Brighton (24%), and highest at Nottingham (34%).
- Among those who took part in the activities and challenges on offer, virtually all found them to be enjoyable (99%). They also had a positive impact on perceptions with 70% saying that they gave them more positive views on Paralympians.

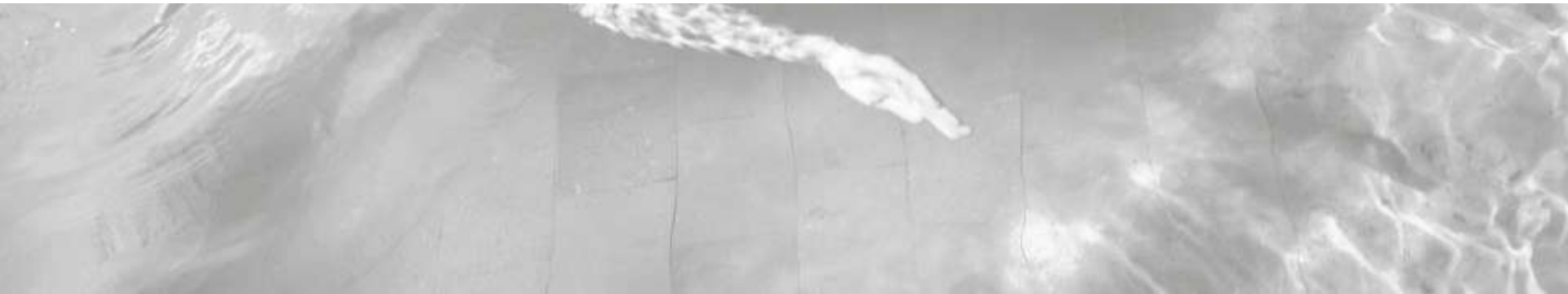
Executive summary: Impact of the event

- The National Paralympic Day appears to have had a positive impact on those who attended.
- Overall, 58% of visitors say that it gave them a more positive view of disabled people. The event at the Olympic Park appears to have had the biggest impact, with 60% saying they had more positive views as a result of attending, while the regional events had slightly less impact (41% say it gave them more positive views).
- Further, as a result of attending the event at the Aquatics Centre, 10% of ticket holders say that they have been inspired to take up a new sport.
- 42% of ticket holders say that as a result of attending National Paralympic Day they feel more positive (15% say they are much more positive and 27% say they are a little more positive). No-one is more negative as a result of attending.
- Across all events, both regional and at the Olympic Park itself, a very large majority are interested in attending similar events in the future (96%).
- Similarly large proportions would recommend the event to a friend and want to find out more about events put on or supported by the British Paralympic Association.



01

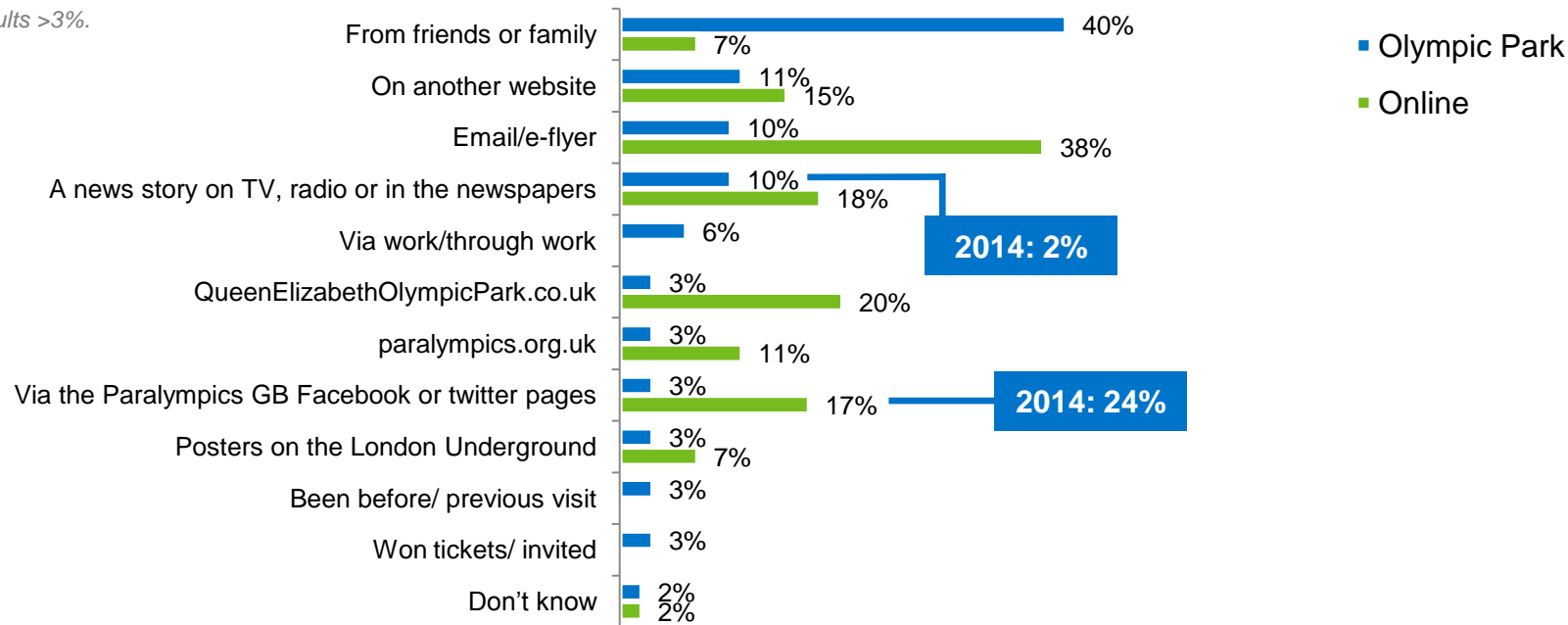
Reasons for attending



People attending NPD in 2015 found out about the event through a number of different sources

Those interviewed on the day itself are more likely to cite friends and family as their information sources, while those responding to the online survey are more likely to have heard about the event via an email

All results >3%.



Q. How did you hear about National Paralympic Day?

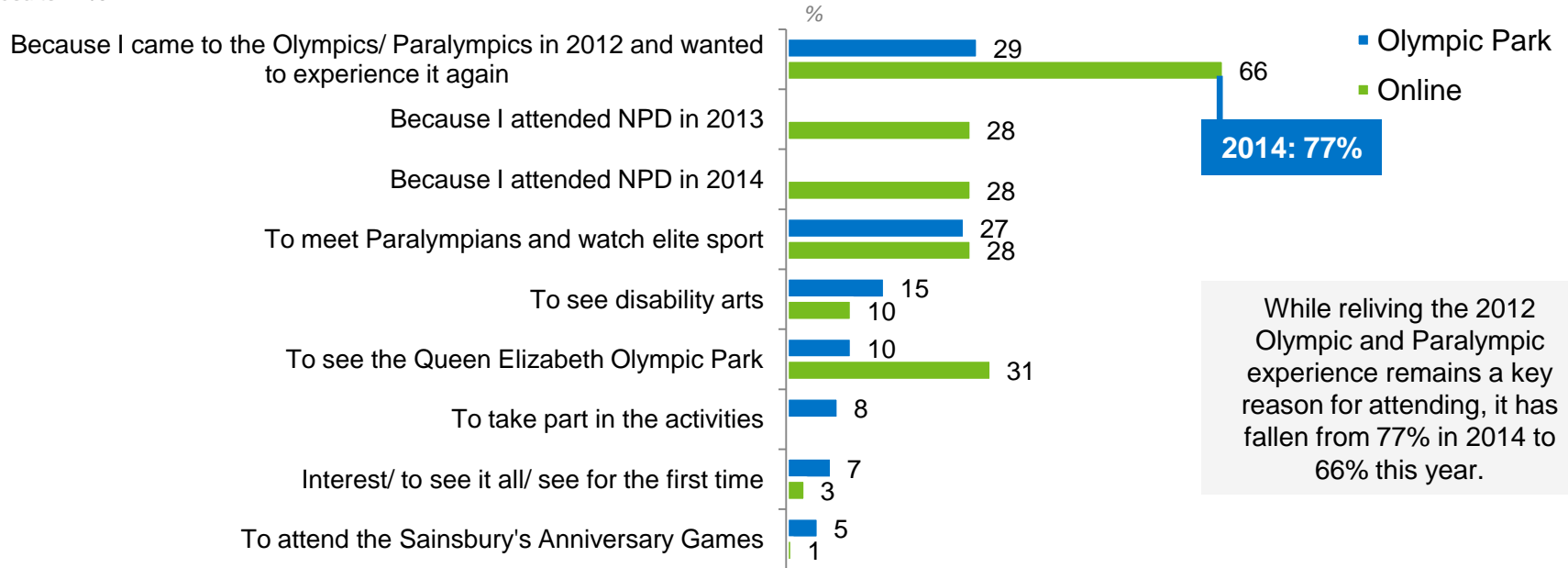
Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

A large proportion of visitors to the Olympic Park attended to re-live their experience of the 2012 Olympics/Paralympics

Two in three respondents to the online survey cited the 2012 event as their main reason for attending

All results >4%.



Q. Why did you decide to come to/ to go to National Paralympic Day?

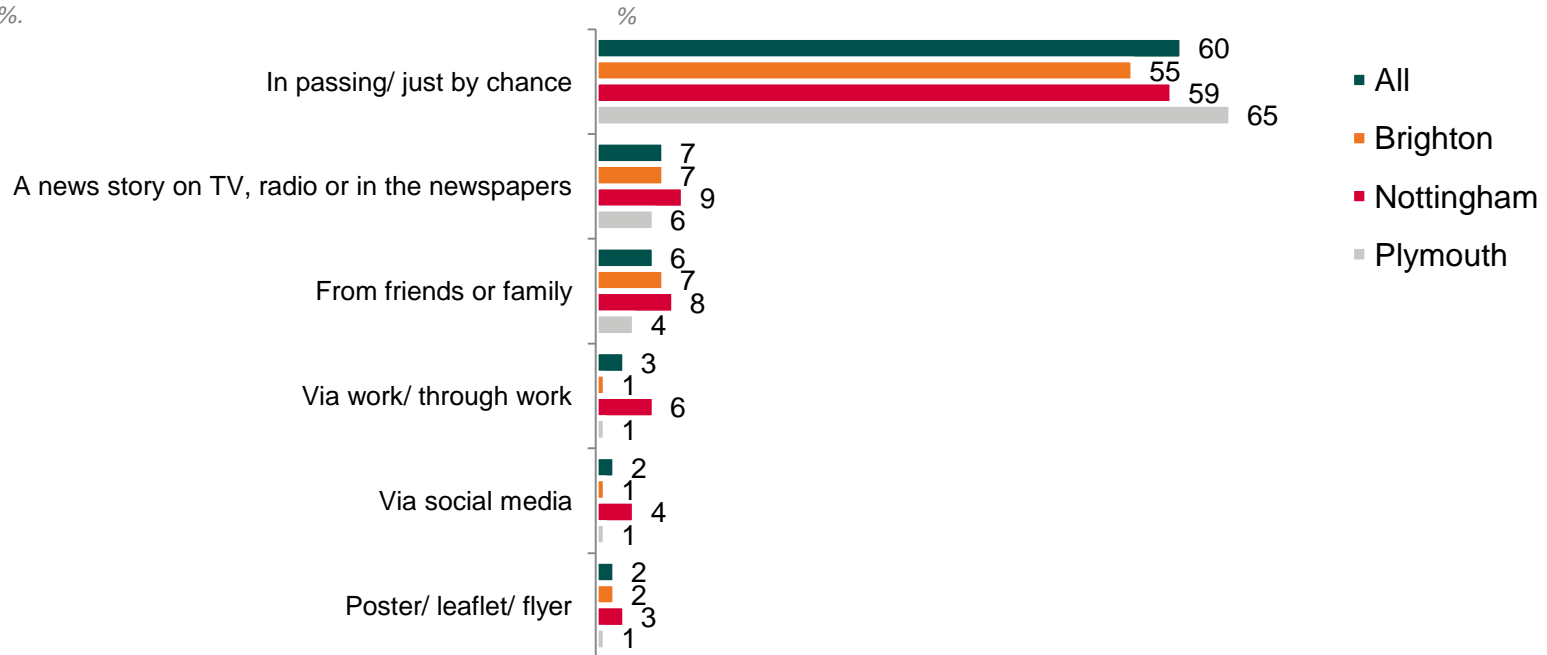
Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

In contrast, those attending the regional events are much more likely to have found out about the event by chance

As found in previous years, visitors to the regional events tend to find out about them while in the area for other purposes

All results >1%.



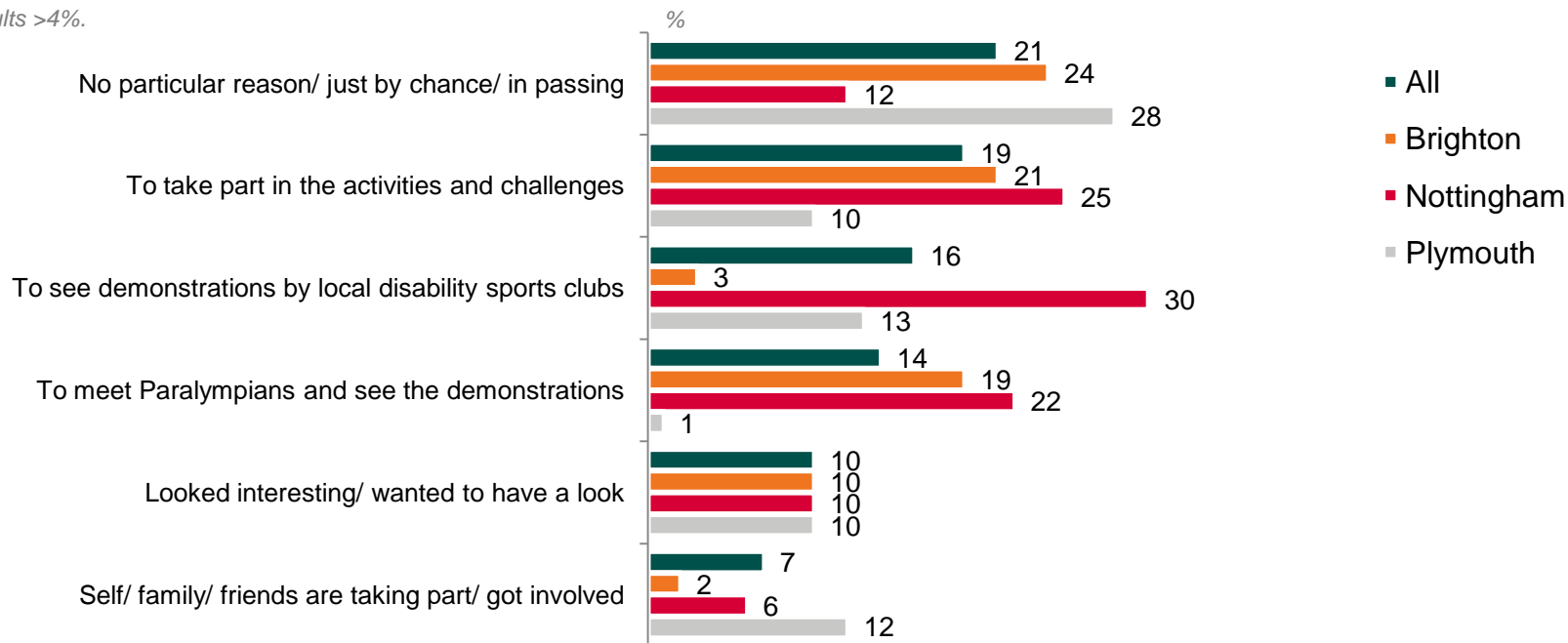
Q. How did you hear about National Paralympic Day?

Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015

Different aspects of the regional events drive interest

Demonstrations by local disability sports clubs are a bigger driver of attendance at Nottingham than at other events, as is the ability to take part in activities and challenges

All results >4%.

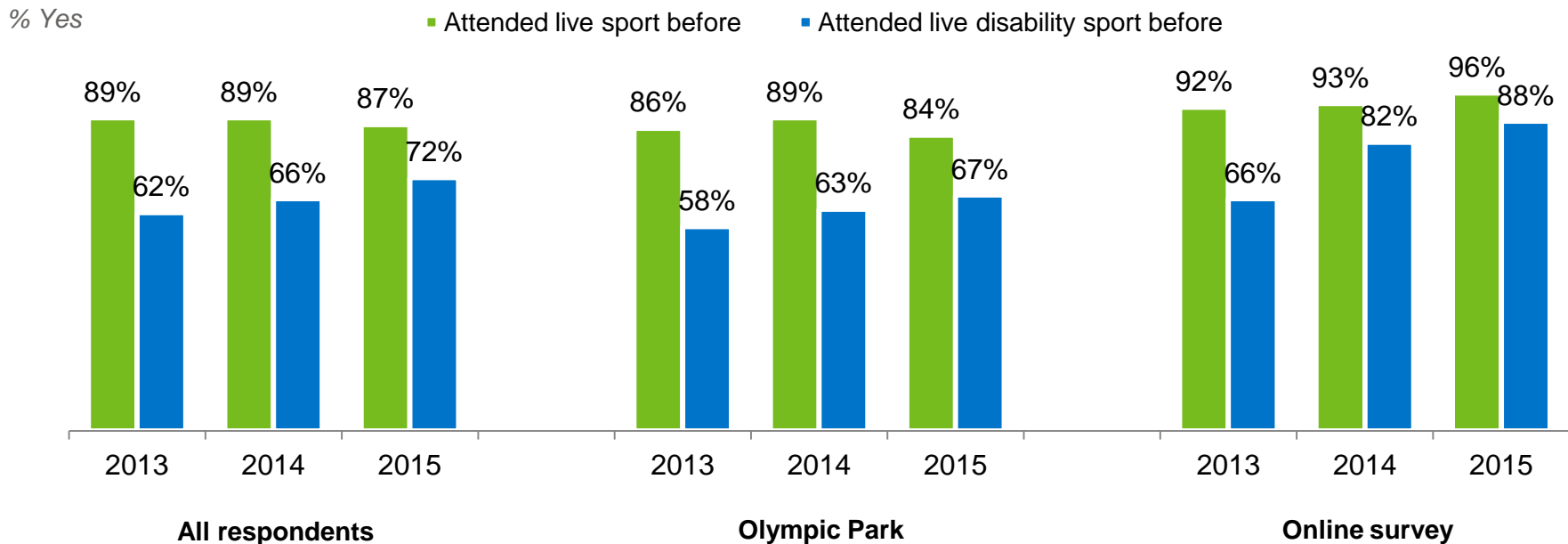


Q. Why did you decide to come to National Paralympic Day?

Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015

A large majority of visitors to NPD in London had attended live sport before and most had also attended live disability sport before

The proportion of visitors who have attended live disability sport before has risen year on year



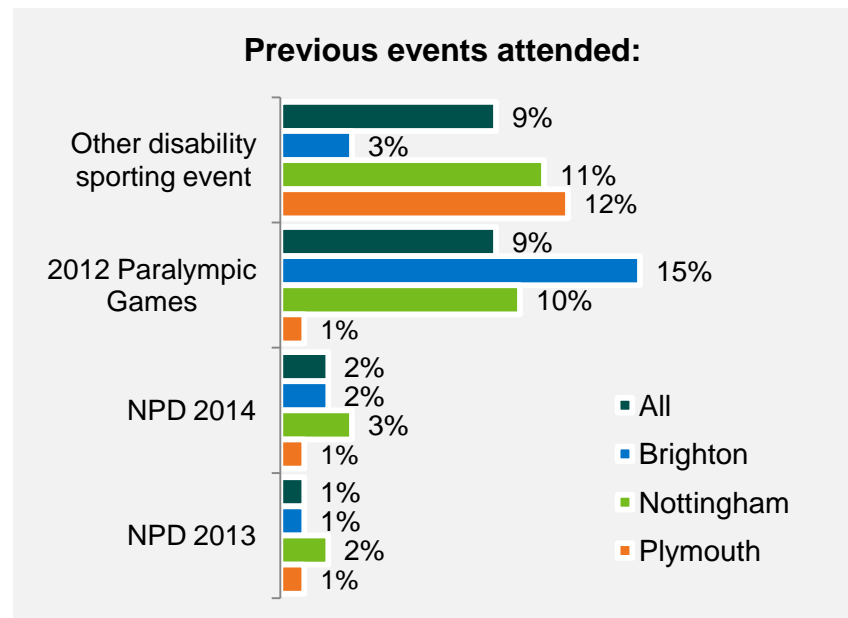
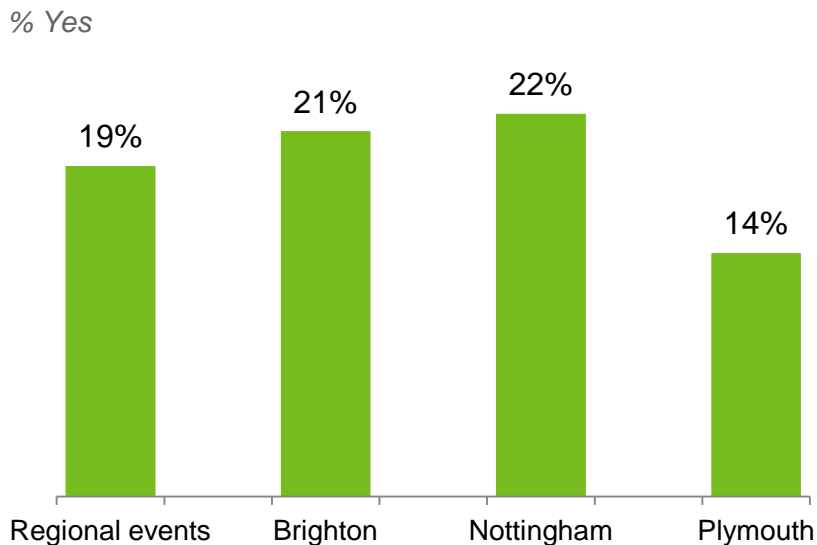
Q. Have you attended a live sporting event before/ Before attending National Paralympic Day, had you attended a live sporting event before? Q. Have you/ had you attended a live disability sporting event before?

Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

Naturally, the proportion of visitors to the regional events who had attended a live disability sporting event before is lower

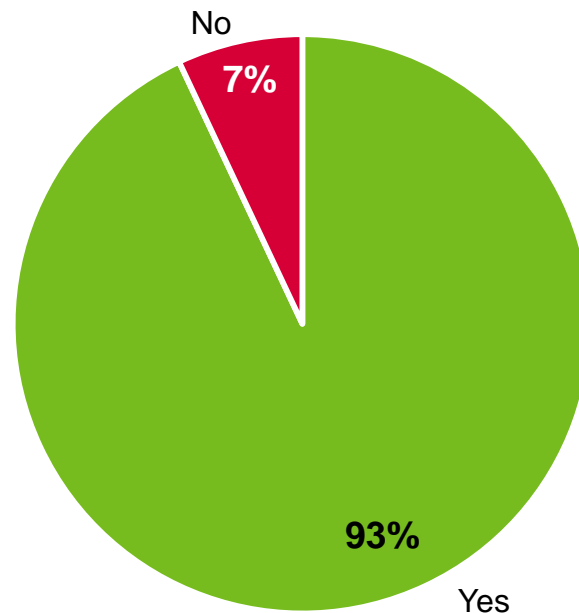
Around one in five visitors to the regional events had attended a disability sporting event before, and previous experience is lowest in Plymouth



Q. Have you/ had you attended a live disability sporting event before?

Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015

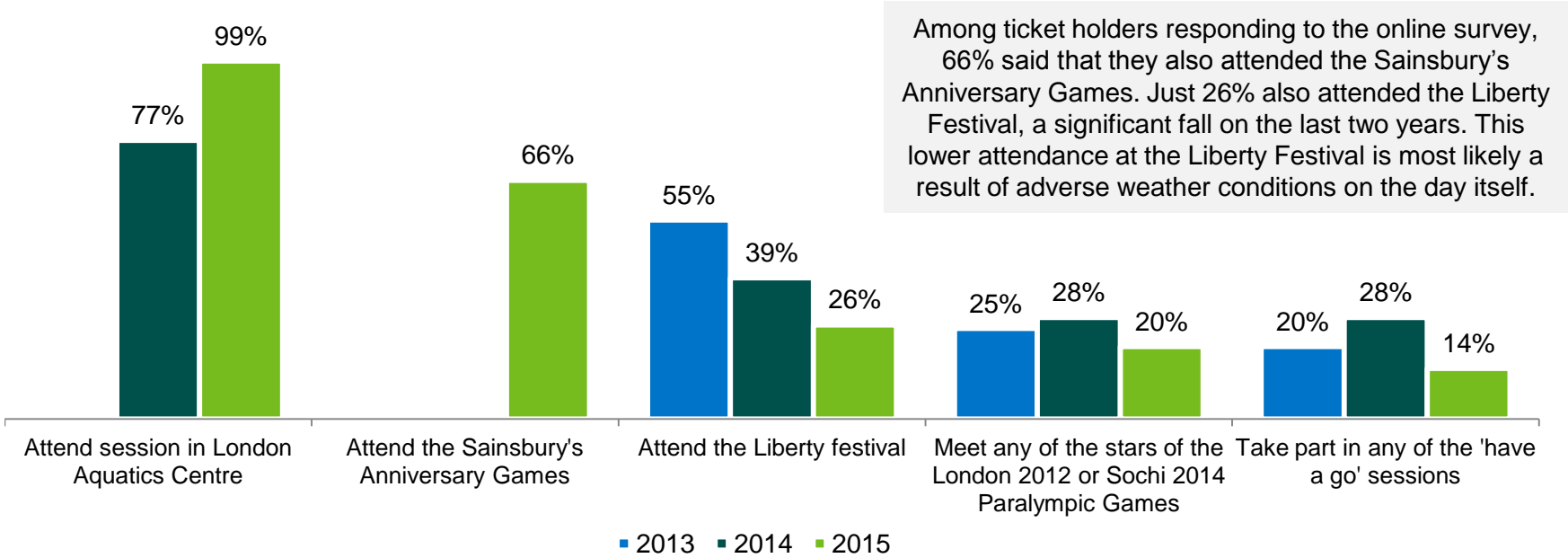
A large majority of visitors to the Olympic Park were also aware that the Sainsbury's Anniversary Games were taking place at the same time



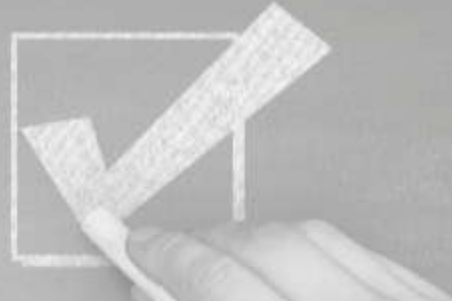
Q. Before arriving at the Olympic Park, were you aware of the Sainsbury's Anniversary Games taking place in the Park on Sunday 26 July?

Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015

Two thirds of visitors to NPD also attended the Sainsbury's Anniversary Games



Q. While at National Paralympic Day did you...
 Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015



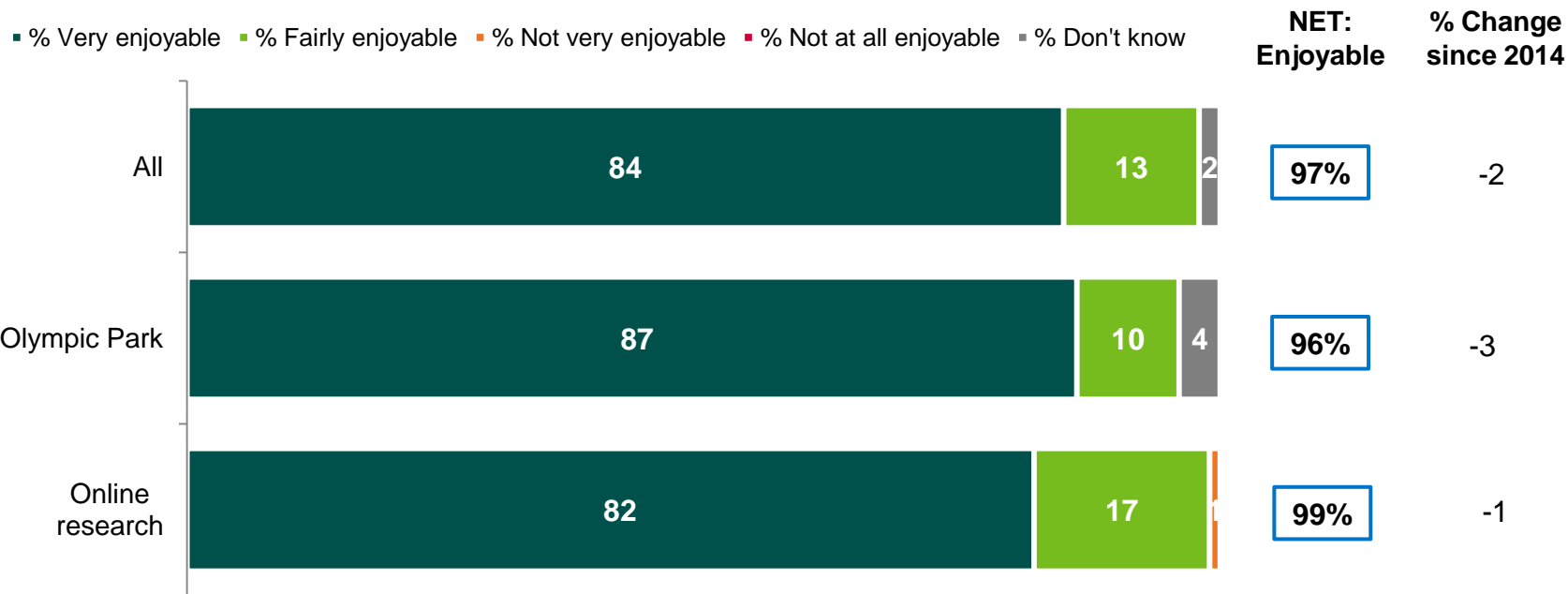
02

Overall ratings



Virtually all visitors to the Olympic Park found the sport enjoyable

Overall, 97% found the sport they saw enjoyable, and just 1% said it was not very enjoyable

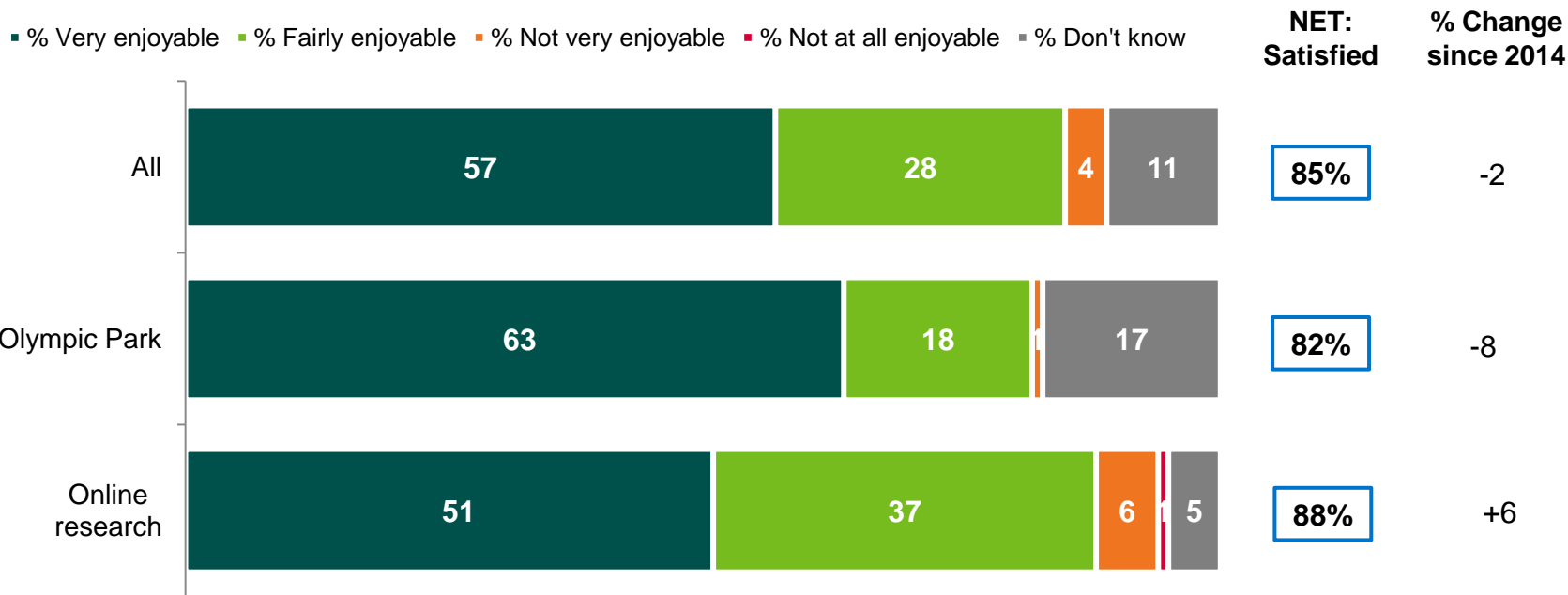


Q. How enjoyable, if at all, have you found the sport you have seen/ your saw today/ in the London Aquatics Centre?

Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015; and in the online follow-up survey (n=132); 5-17 August 2015

Visitors also tend to enjoy the other forms of entertainment on offer at the Aquatics Centre

While enjoyment levels are high overall, visitors are slightly less likely to say that the other entertainment on offer is 'very enjoyable' than they are the sport itself



Q. And how enjoyable, if at all, have/did you found/find other entertainment within the London Aquatics Centre? By other entertainment, we mean the videos, interviews with athletes and audience participation.

Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015; and in the online follow-up survey (n=132); 5-17 August 2015

The venues used in the Olympic Park are hugely popular with visitors

As found in previous years, satisfaction with both the Olympic Park, and the London Aquatics Centre, is extremely high

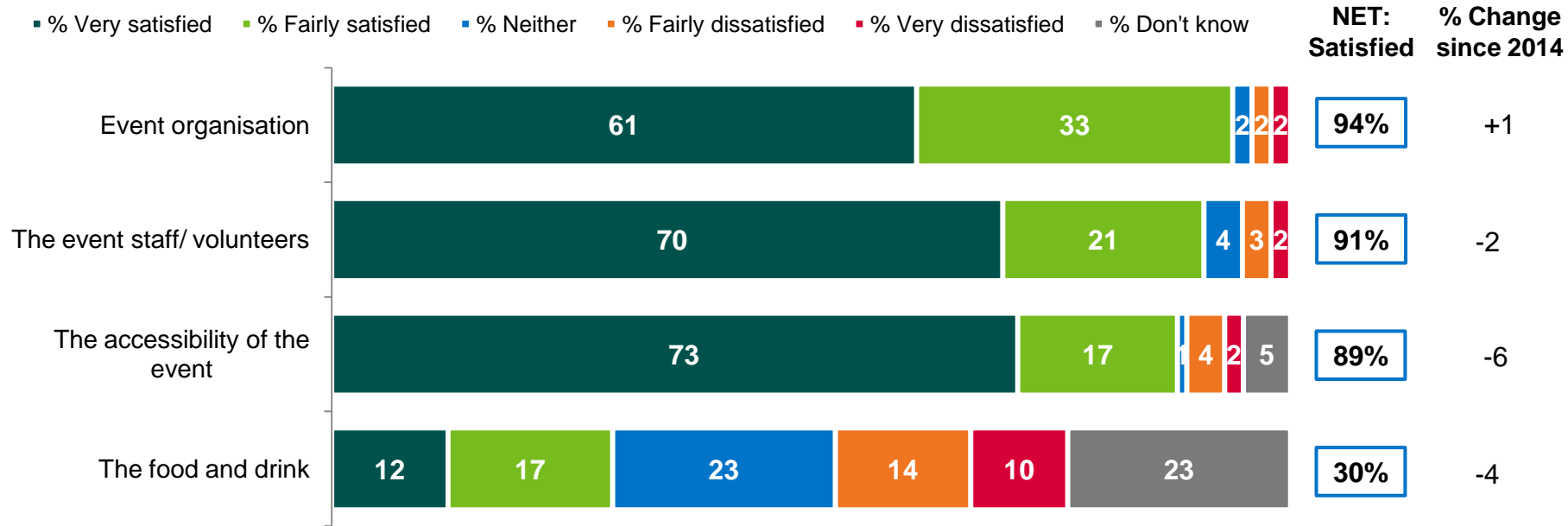


Q. Thinking about the event as a whole, how satisfied or dissatisfied are you with each of the following?

Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015

Satisfaction with most aspects of the events remains very high

However, as found in previous years, satisfaction with the food and drink on offer is lower, with a quarter of visitors dissatisfied

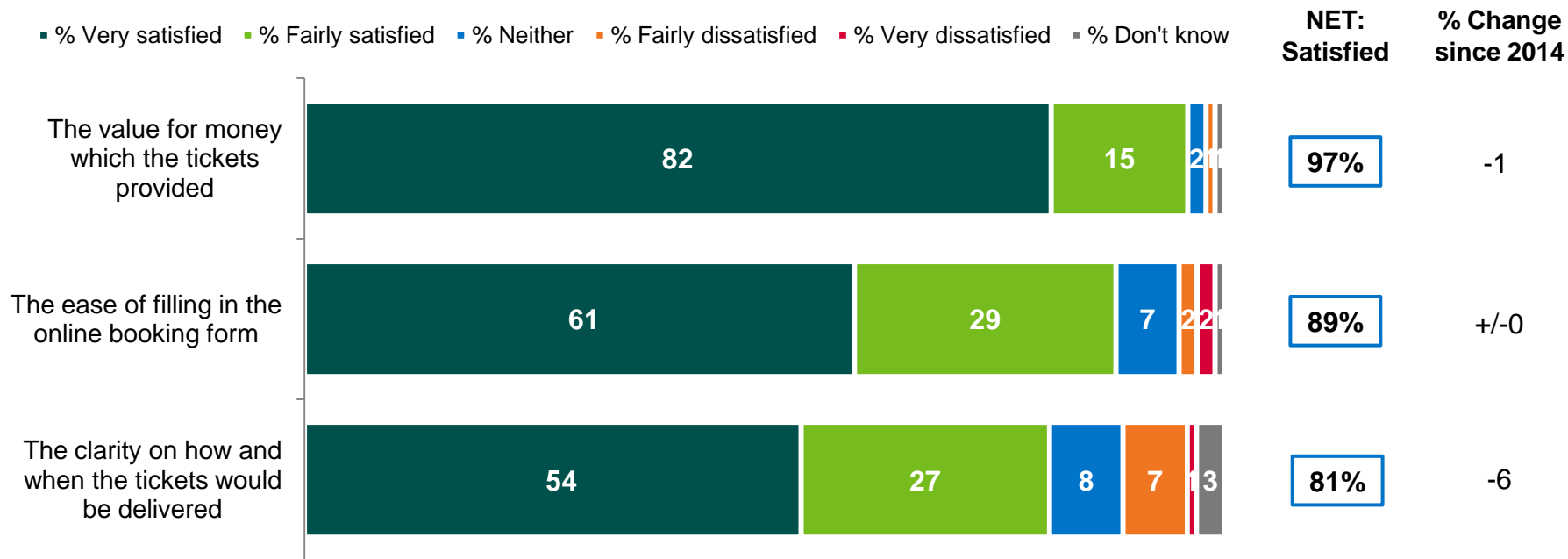


Q. Thinking about the event as a whole, how satisfied or dissatisfied are you with each of the following?

Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015

Despite the increase in ticket prices, satisfaction with the value for money remains high

A small minority are dissatisfied with the clarity of information on how and when the tickets would be delivered (8%), suggesting that is a potential area to improve (8%), suggesting that is a potential area to improve



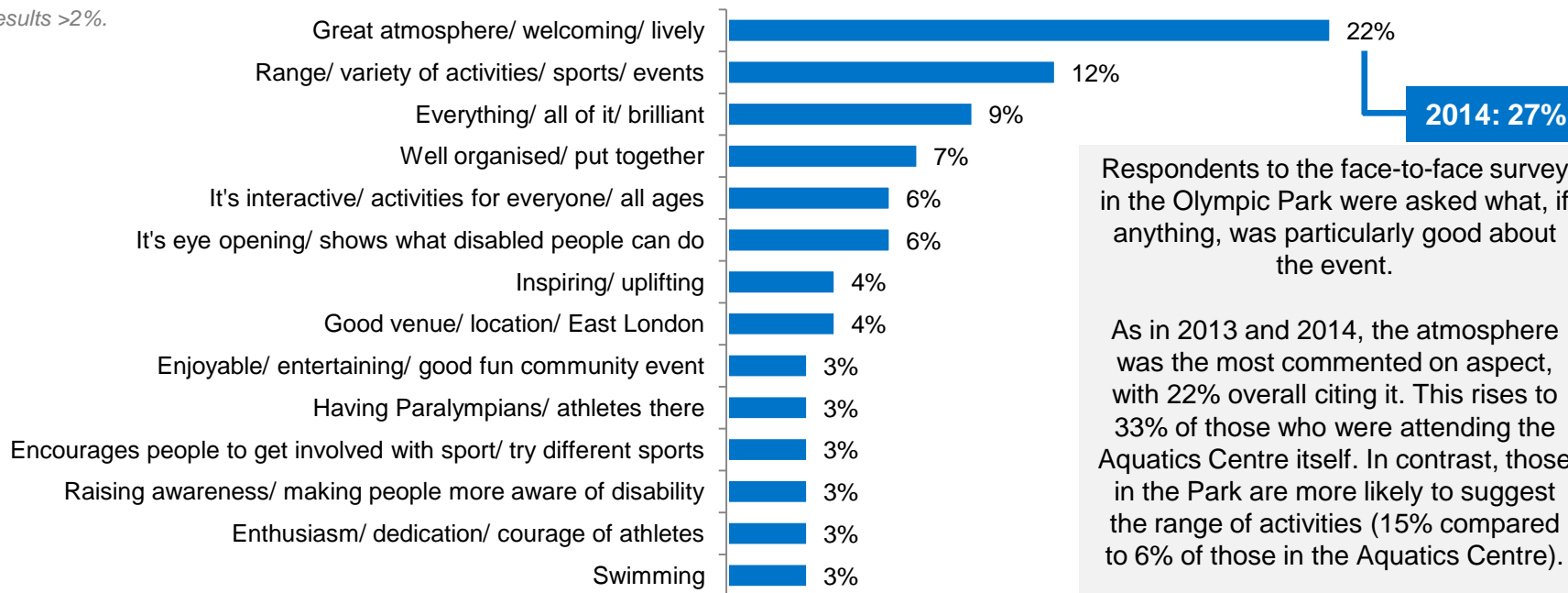
Q. Now thinking about the process of applying for and receiving tickets for the event, how satisfied or dissatisfied are you with each of the following?

Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015

The atmosphere is again spontaneously suggested at the best thing about the event

The range of activities and events, and strong organisation, also commonly suggested

All results >2%.



Q. Thinking about the event as a whole, what, if anything, would you say is particularly good about it?

Base: All respondents in the face-to-face research in the Olympic Park (n=202); 26 July 2015

A few comments from people attending the events at the Olympic Park...

"It celebrates success and anybody can join in."

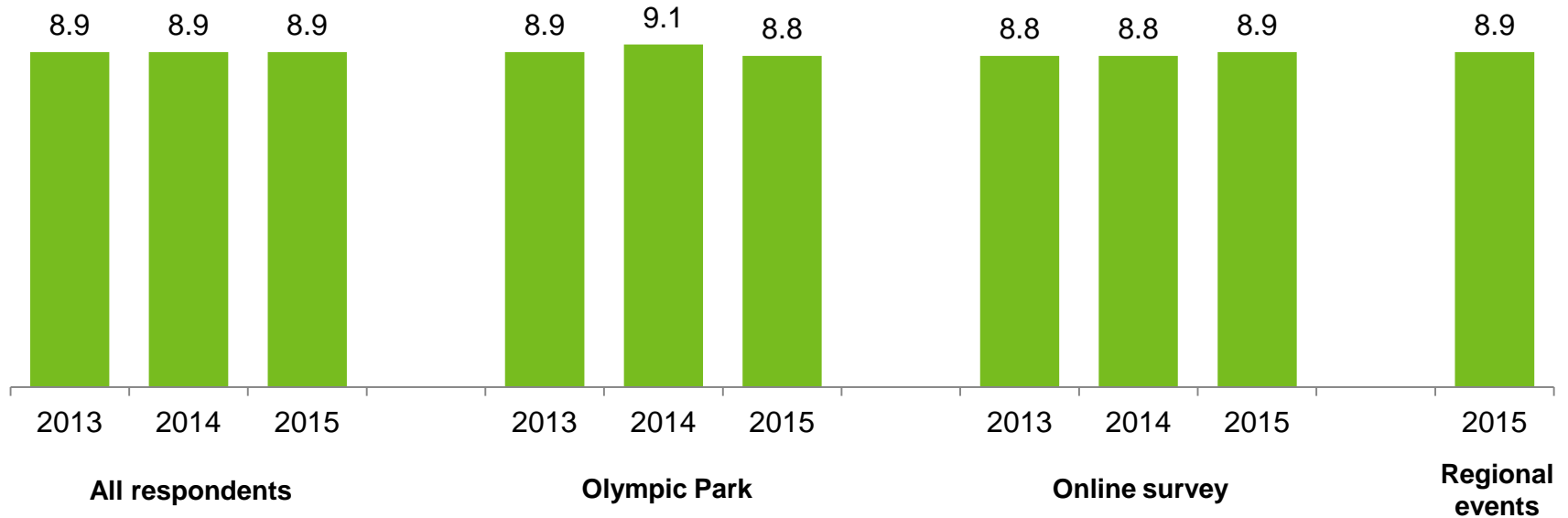
"Inspiring. It makes me happy to see people supporting disabled people."

"The atmosphere. Great to see top athletes."

Overall ratings of the events at the Olympic Park remain very high

As in previous years, visitors to National Paralympic Day give the event an average rating of 8.9 out of 10

Mean ratings out of 10

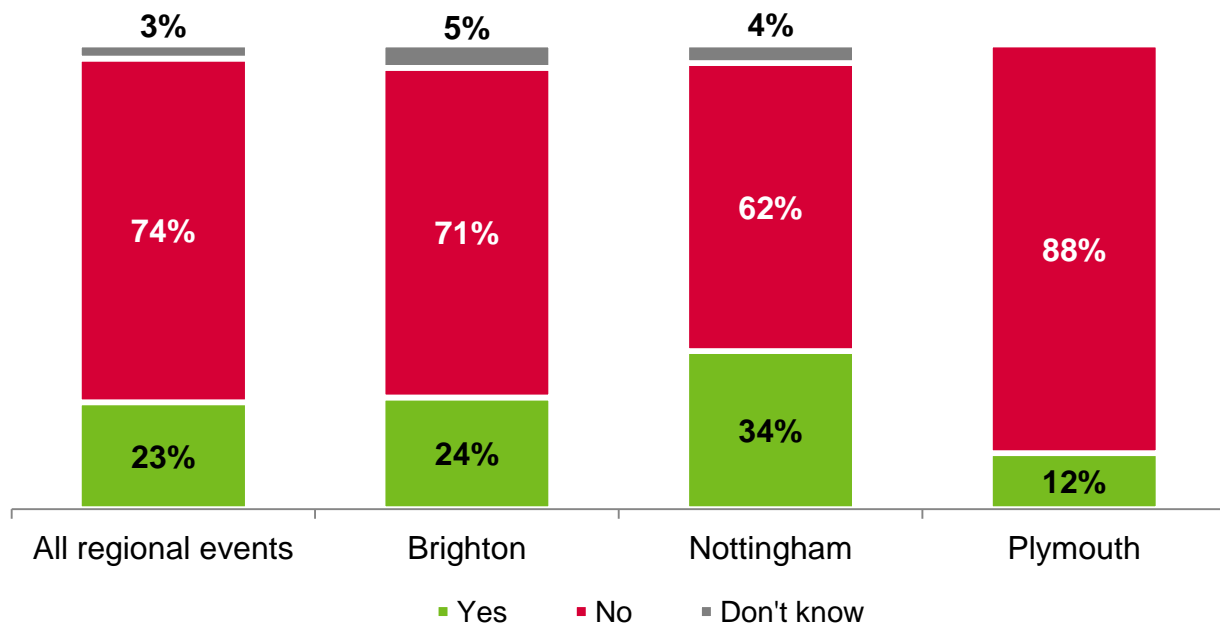


Q. Overall, how would you rate this event out of 10, where 10=excellent and 1=very poor?

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

Around a quarter of visitors to the regional events took part in the activities and challenges on offer



Overall, 23% of visitors to the regional events took part in the activities and challenges on offer.

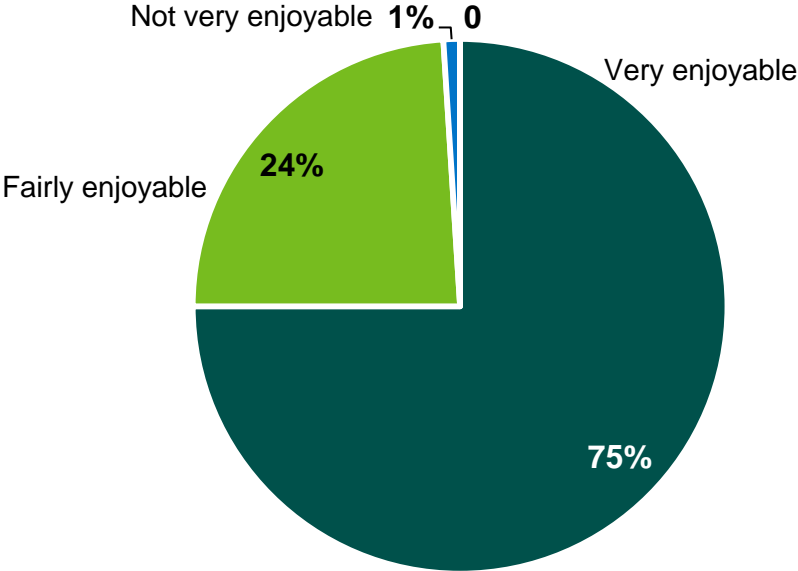
Participation was highest at the event in Nottingham, where one in three visitors took part (34%). Conversely, just 12% of those visiting the event in Plymouth took part.

Q. Have you taken part in any of the activities or challenges on offer today?

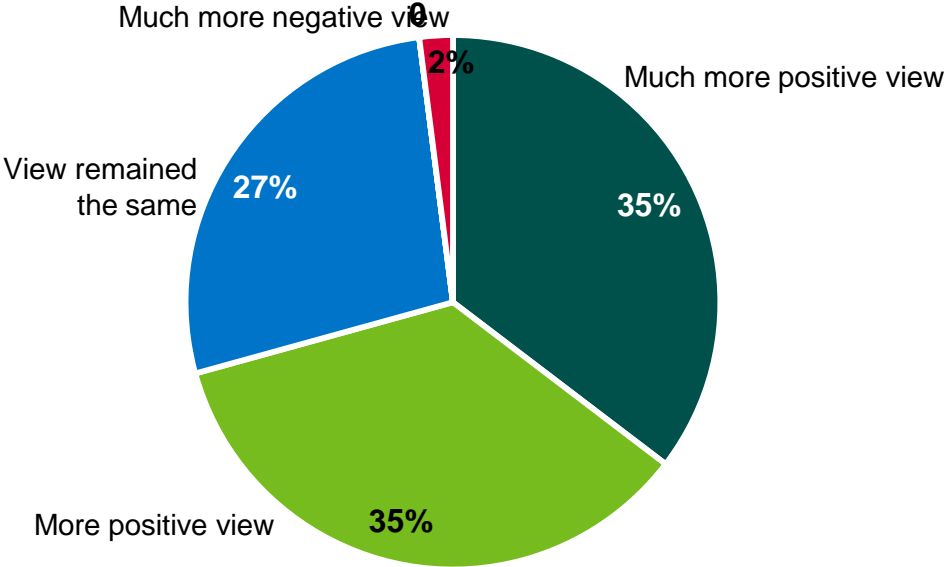
Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015

Most attending the regional events found the sport enjoyable and said it gave them a more positive view of Paralympians

How enjoyable found the sport



Impact on views of Paralympians



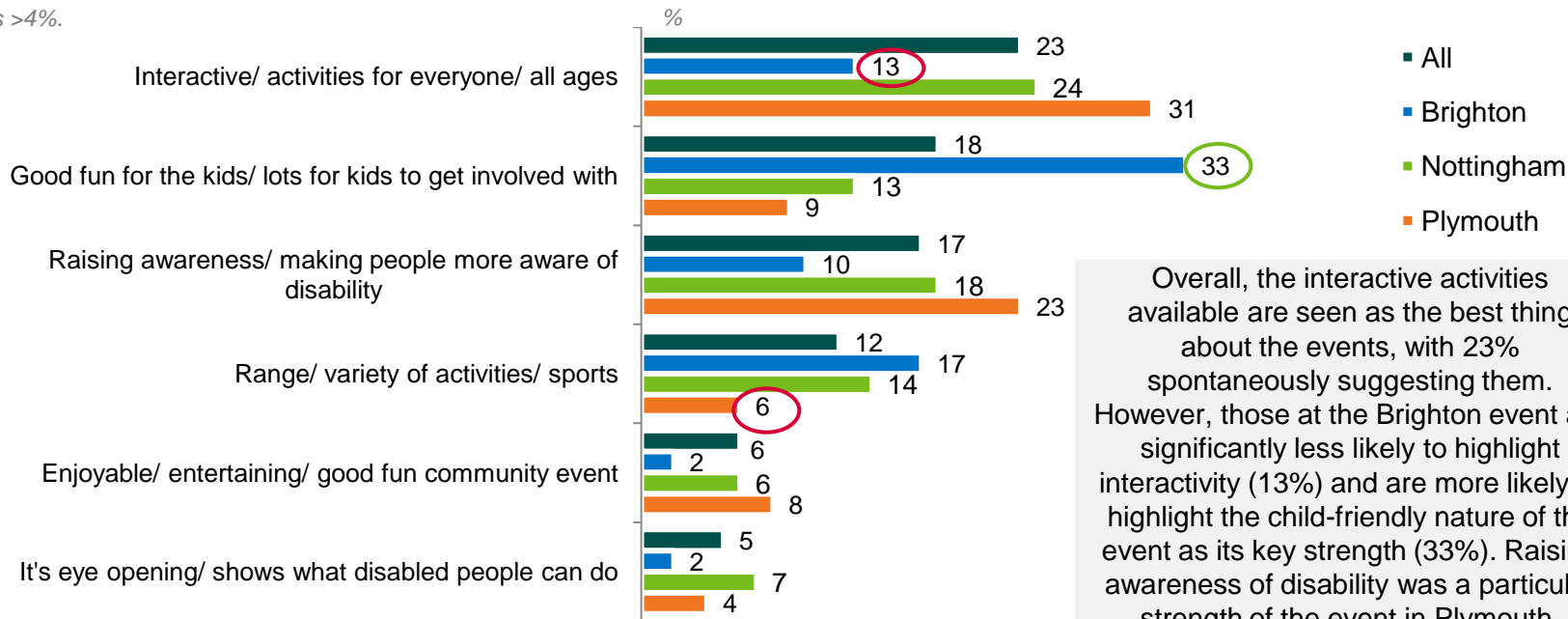
Q. Would you say that participation in some of the activities and challenges today have caused you to have...

Q. How enjoyable, if at all, have you found the sport you have seen today?

Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth who took part in activities (n=93); 25 July 2015

When asked what is particularly good about the regional events, responses vary from location to location

All results >4%.



Overall, the interactive activities available are seen as the best thing about the events, with 23% spontaneously suggesting them. However, those at the Brighton event are significantly less likely to highlight interactivity (13%) and are more likely to highlight the child-friendly nature of the event as its key strength (33%). Raising awareness of disability was a particular strength of the event in Plymouth.

Q. Thinking about the event as a whole, what, if anything, would you say is particularly good about it?
Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015

A few comments from the regional events...

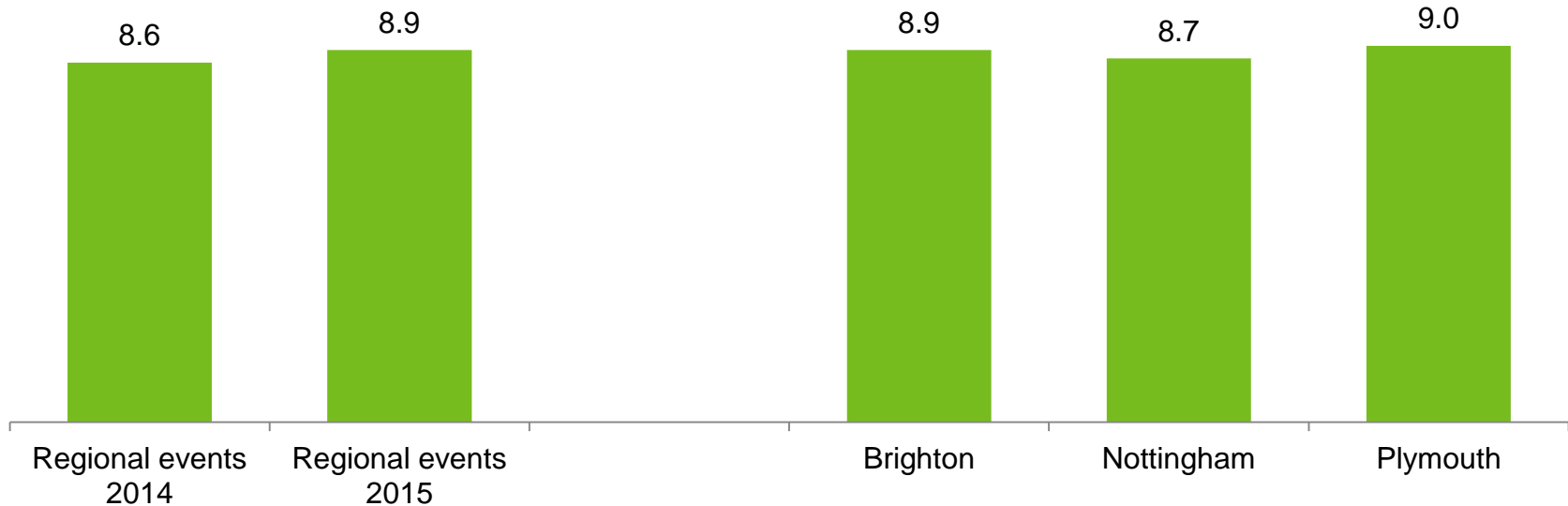
“All people of different ages are here taking part. Not all are disabled, but it shows what disabled people can do.”

“My boys are loving taking part. It teaches them something quite different and shows them what disabled people can do.”

“I feel I can understand more about what disabled people are able to do. Having a disability does not stop you from playing sport.”

Overall ratings are high across all the regional events

Mean ratings out of 10



Q. Overall, how would you rate this event out of 10, where 10=excellent and 1=very poor?

Base: All respondents in the face-to-face research in Brighton, Nottingham and Plymouth (n=399); 25 July 2015



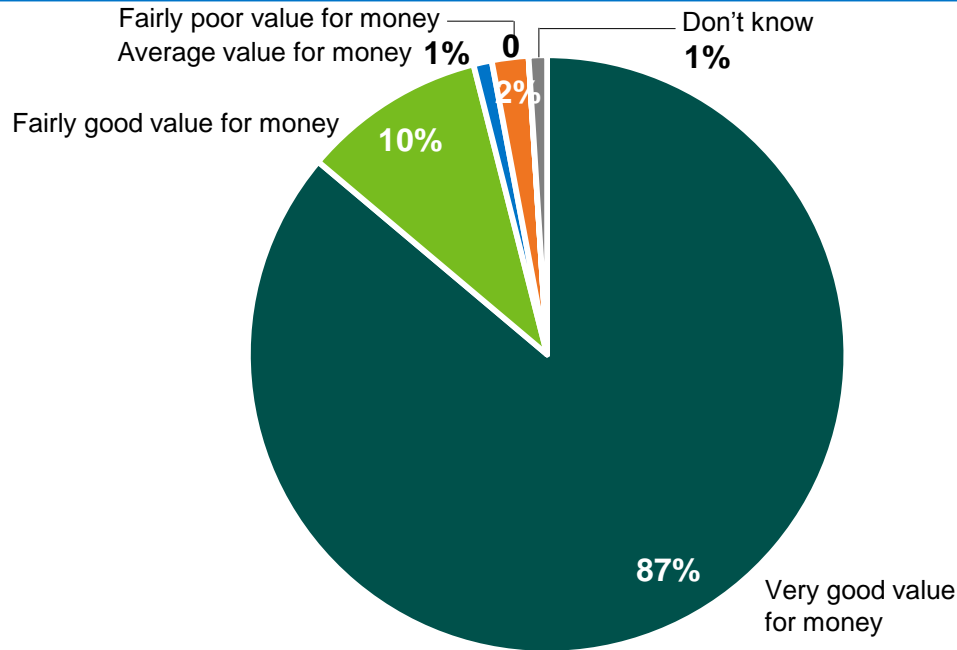
03

Value for money



The increase in the ticket price has had little impact on perceived value for money

Despite the ticket price increasing since 2014, virtually all consider it to be good value for money. However, there has been slight fall in the proportion who consider it to be 'very good' value for money



In 2013, tickets for National Paralympic Day were free. In 2014, a ticket price of £5 was introduced for the sporting events.

In 2015, tickets for the swimming session cost £10. Again, virtually all (97%) agree that this is good value for money.

However, in 2015, people are significantly less likely to say it is *very good* value for money (2014: 95%).

Q. Tickets for the sporting events at National Paralympic Day cost £10. Bearing in mind the entertainment on offer, would you say National Paralympic Day provides...

Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015

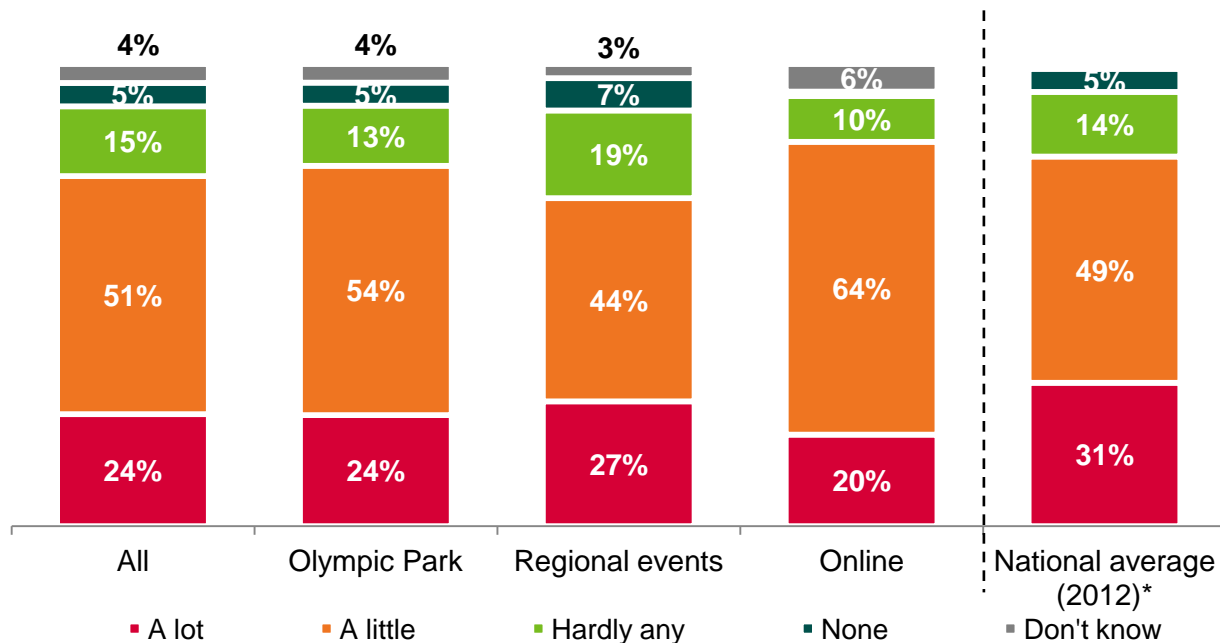


04

Impact on perceptions of disability



The majority of people attending NPD feel that there is at least a little prejudice against disabled people in Britain



Overall, a quarter of people attending the National Paralympic Day in 2015 feel that there is a lot of prejudice against disabled people in Britain in general, and a further 51% think there is a little. These figures are largely unchanged on those recorded in previous years, and are in-line with the most recently published national average figures, drawn from the 2012 British Social Attitudes Survey.

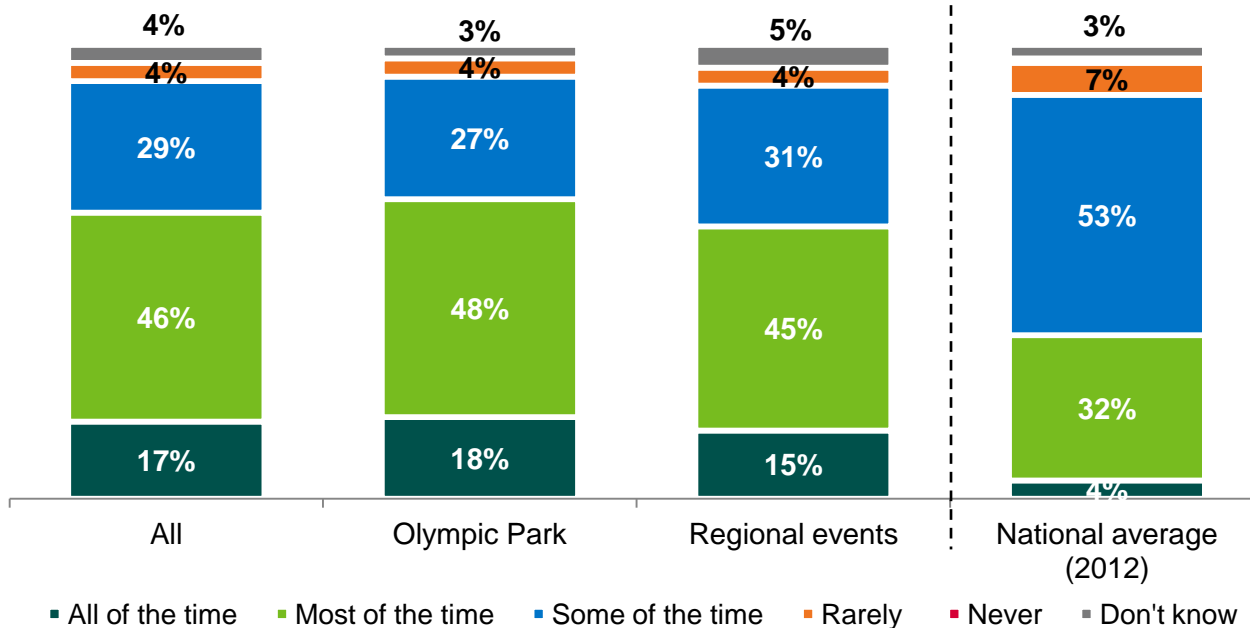
Q. Generally speaking, do you think there is a lot of prejudice in Britain against disabled people in general, a little, hardly any, or none?

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

National comparator data drawn from British Social Attitudes Survey 2021 (Base size: 2,145)

Those attending NPD events tend to be more likely than normal to think that disabled people are able to lead as full a life as non-disabled people



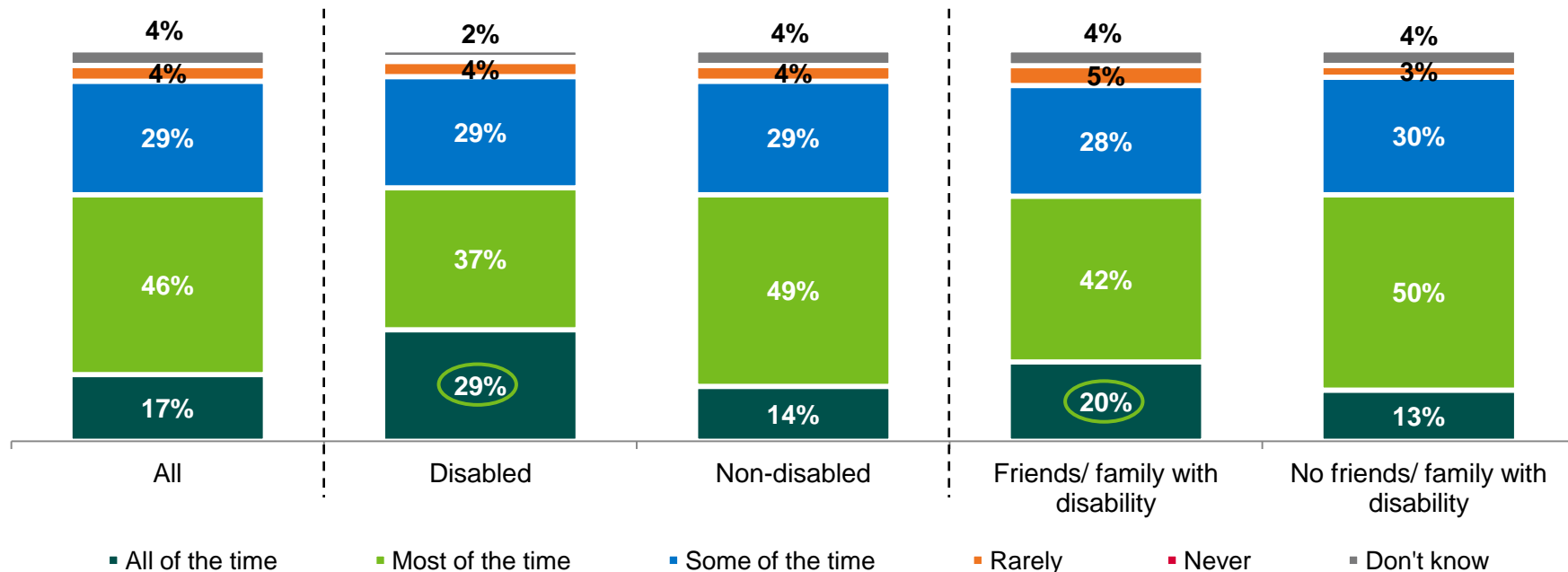
Among people attending National Paralympic Day, just under two in three (63%) believe that disabled people can lead as full a life as those without a disability all or most of the time.

By contrast, just 36% of the general population believe this to be the case.

This suggests that those attending NPD have more positive views of disability than is the norm.

Q. Thinking about disabled people in general, how much of the time, if at all, do you think they can lead as full a life as non-disabled people?
 Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

As would be expected, those who identify as having a disability, and those with friends/family with a disability, are more likely to say that disabled people can live a full life all the time

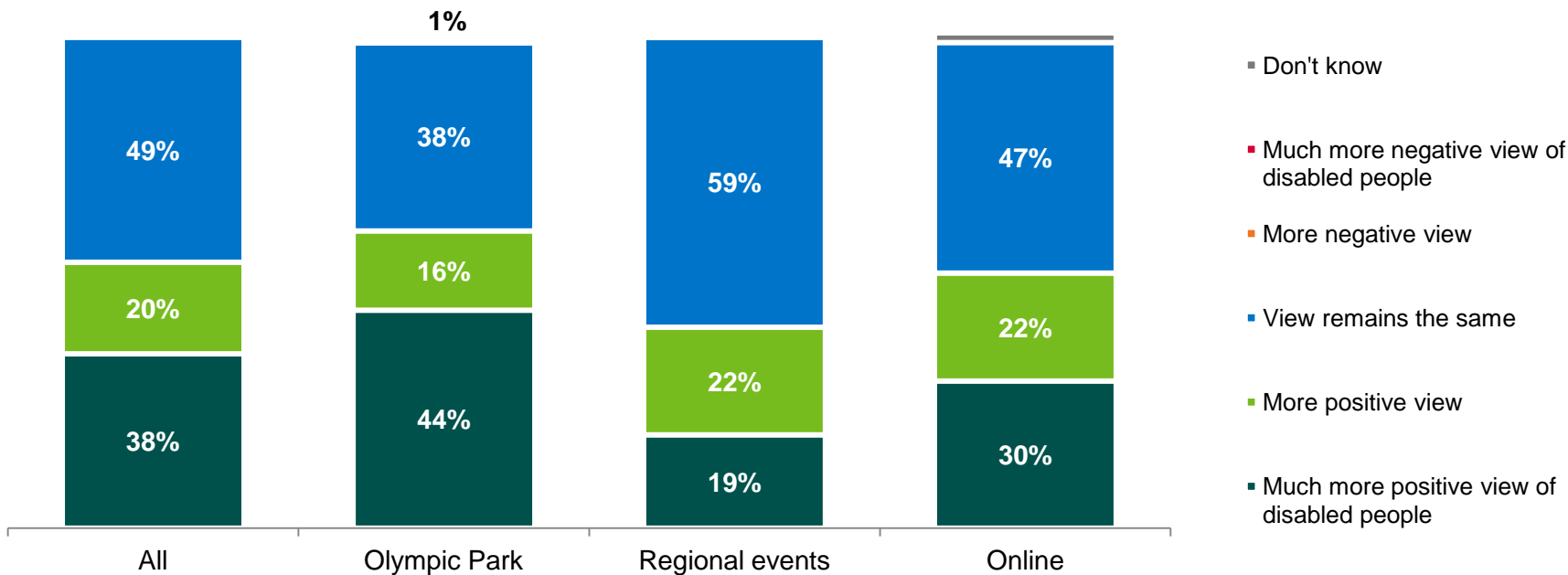


Q. Thinking about disabled people in general, how much of the time, if at all, do you think they can lead as full a life as non-disabled people?

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

Attending NPD has a positive impact on people's views on disability

58% of all visitors say that attending NPD has given them a more positive view of disabled people. Events at the Olympic Park appear to have had the biggest impact, and the regional events the least



Q. Would you say that National Paralympic Day has caused you to have...

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015

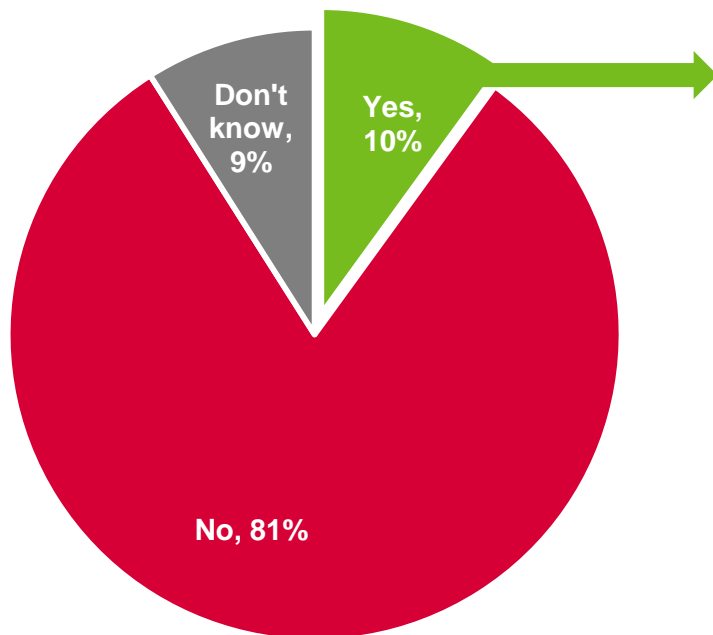


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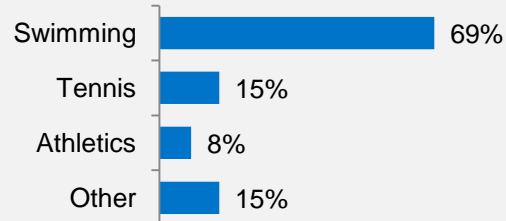
Impact on participation

One in ten visitors to NPD have been inspired to take up a new sport

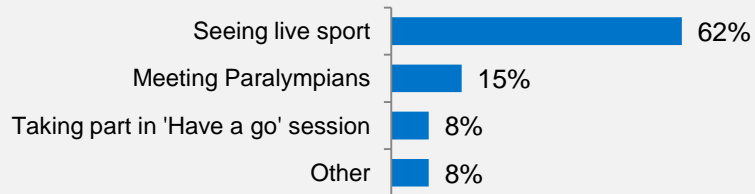
This is lower than in 2013 (25%) and 2014 (17%)



Sports taken up/ planning to take up*



Inspiration to take up a new sport*



Q. Since attending the National Paralympic Day, have you been inspired to take up a new sport?

Q. Which sport, or sports, have you taken up or plan to take up? Q. What about the day in particular inspired you to take up a new sport?

Base: All respondents in the online follow-up survey (n=132); All who have been inspired to take up a new sport (n=13*); 5-17 August 2015. *Nb. Low base.



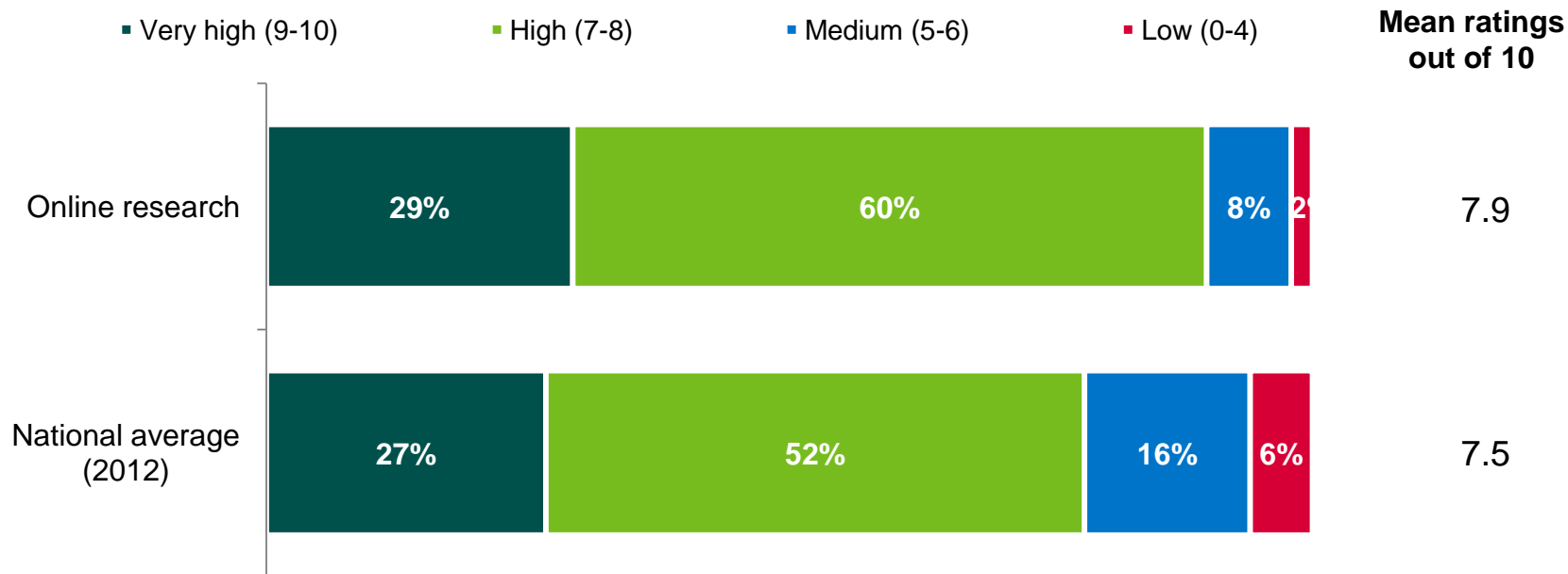
06

Health and wellbeing



Those attending NPD tend to be marginally more satisfied with their life than the population as a whole

On average, those attending NPD give a score of 7.9, compared to the national average of 7.5

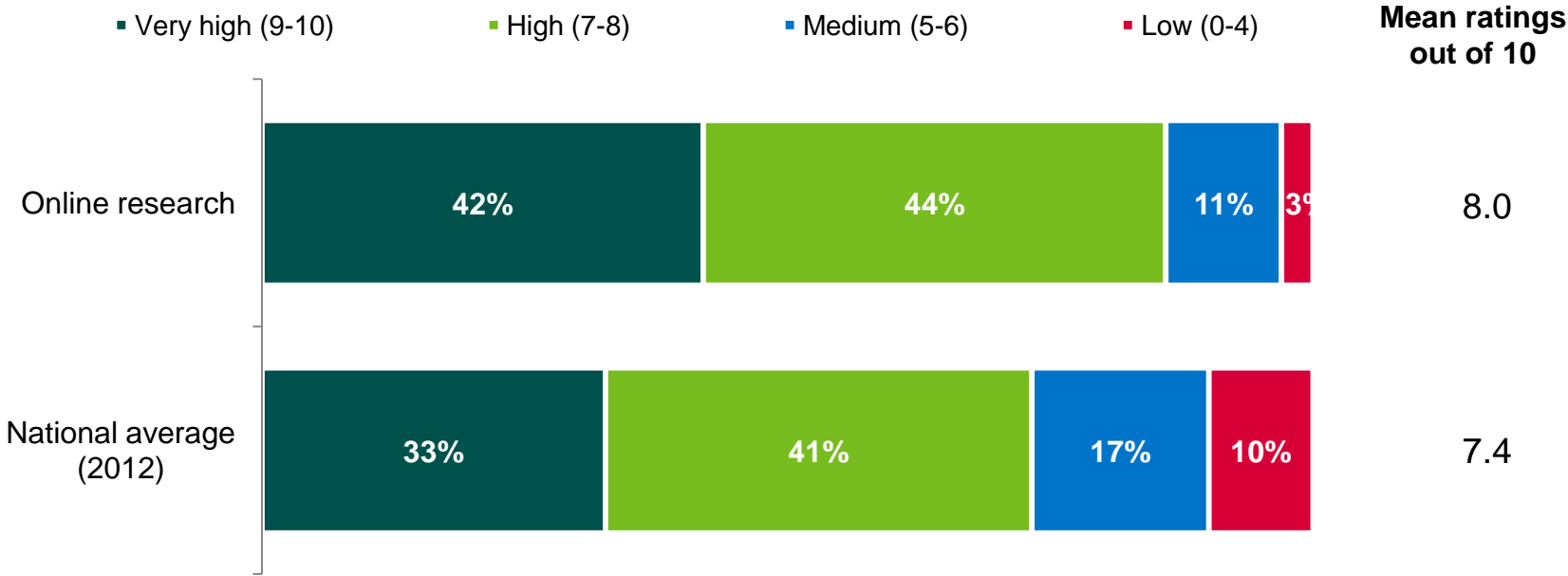


Q. Overall, how satisfied are you with your life nowadays?

Base: All respondents in the online follow-up survey excluding Don't knows/ refusals (n=126); 5-17 August 2015

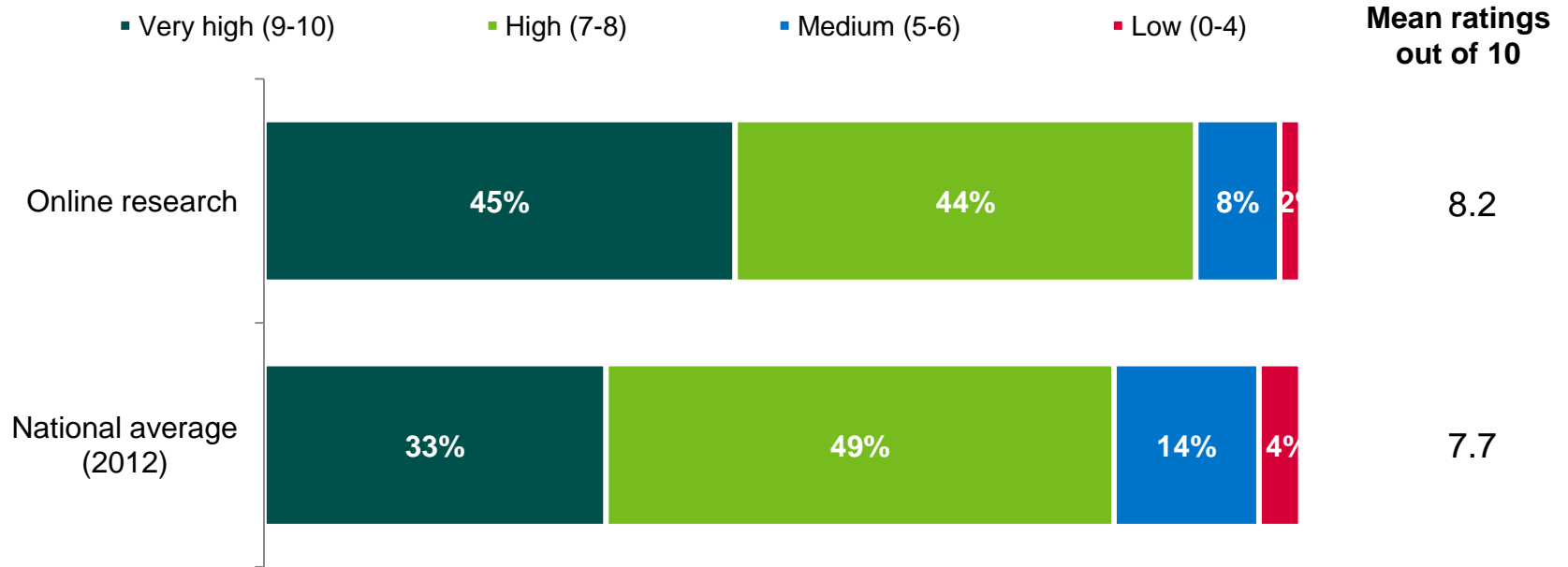
Similarly, those attending NPD tend to be slightly more happy on average

Those attending NPD rate their happiness at 8/10, compared to 7.4 among the national population



Q. Overall, how happy did you feel yesterday?
Base: All respondents in the online follow-up survey excluding Don't knows/ refusals (n=123); 5-17 August 2015

NPD visitors also give a higher average rating for how worthwhile the things they do are

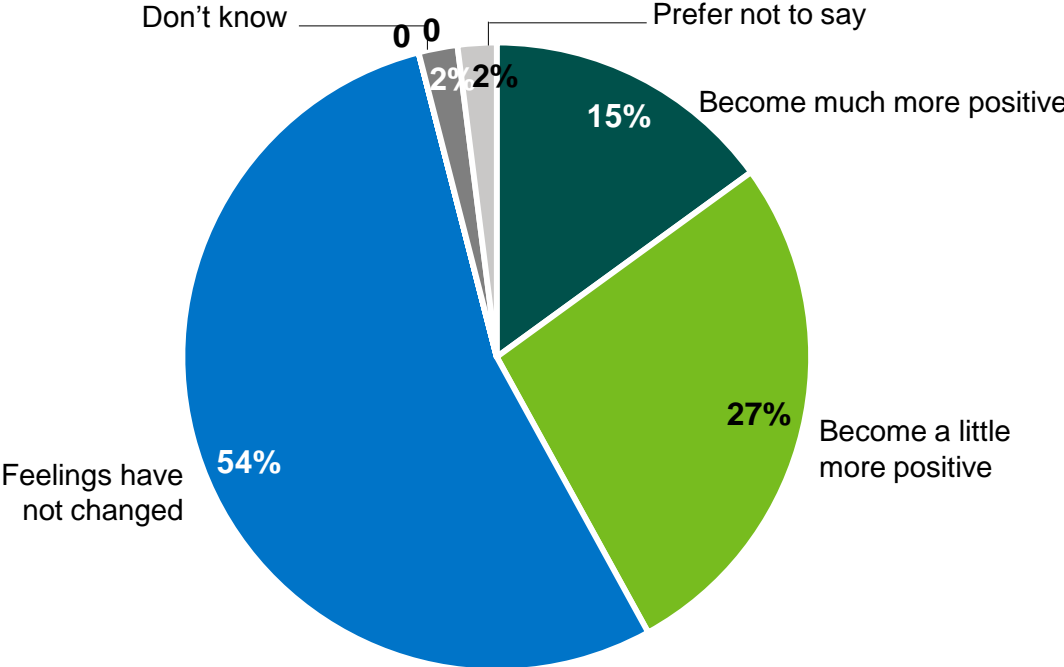


Q. Overall, to what extent do you feel the things you do in your life are worthwhile?

Base: All respondents in the online follow-up survey excluding Don't know/ refusals (n=126); 5-17 August 2015

Two in five say that they feel more positive as a result of attending NPD

Half say that their feelings have not changed as a result of attending NPD and none have become more negative



Q. Which of the following best describes how you feel as a result of attending National Paralympic Day?
Base: All respondents in the online follow-up survey (n=132); 5-17 August 2015



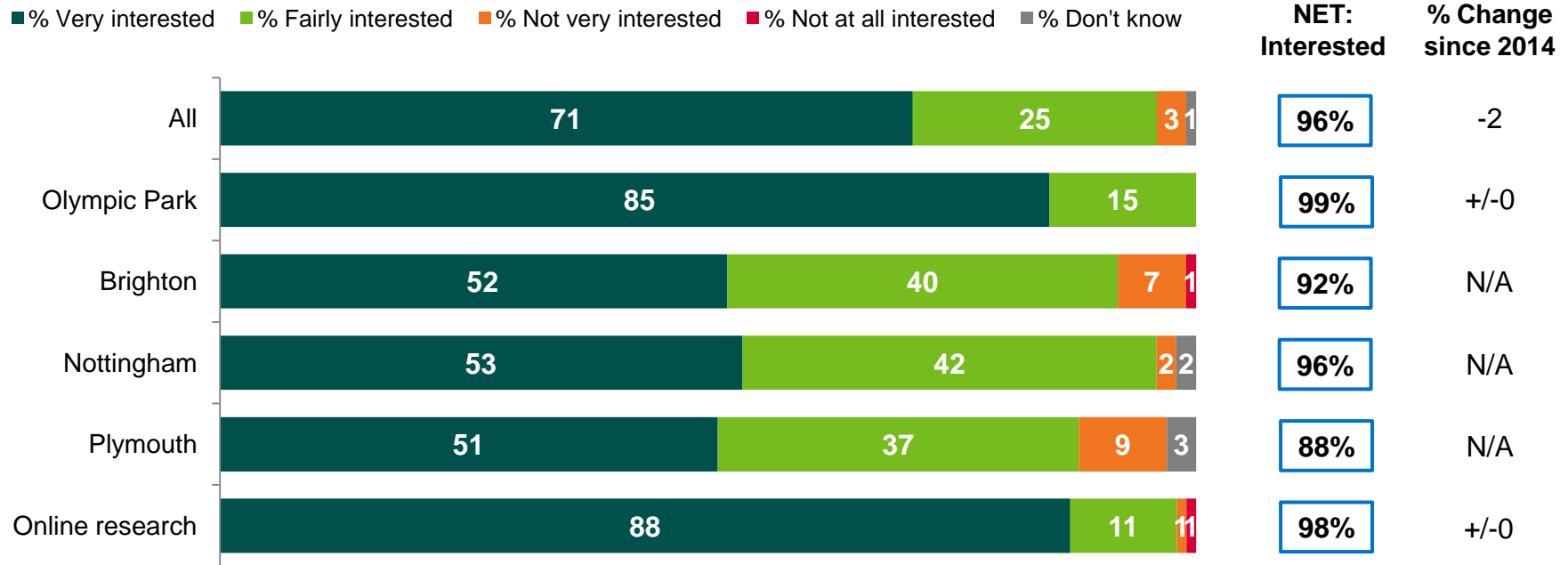
07

Future behaviour



Interest in attending similar events is high

Across all events at least nine in ten visitors say they are interested in attending similar events in the future. 88% of ticket holders say they are very interested

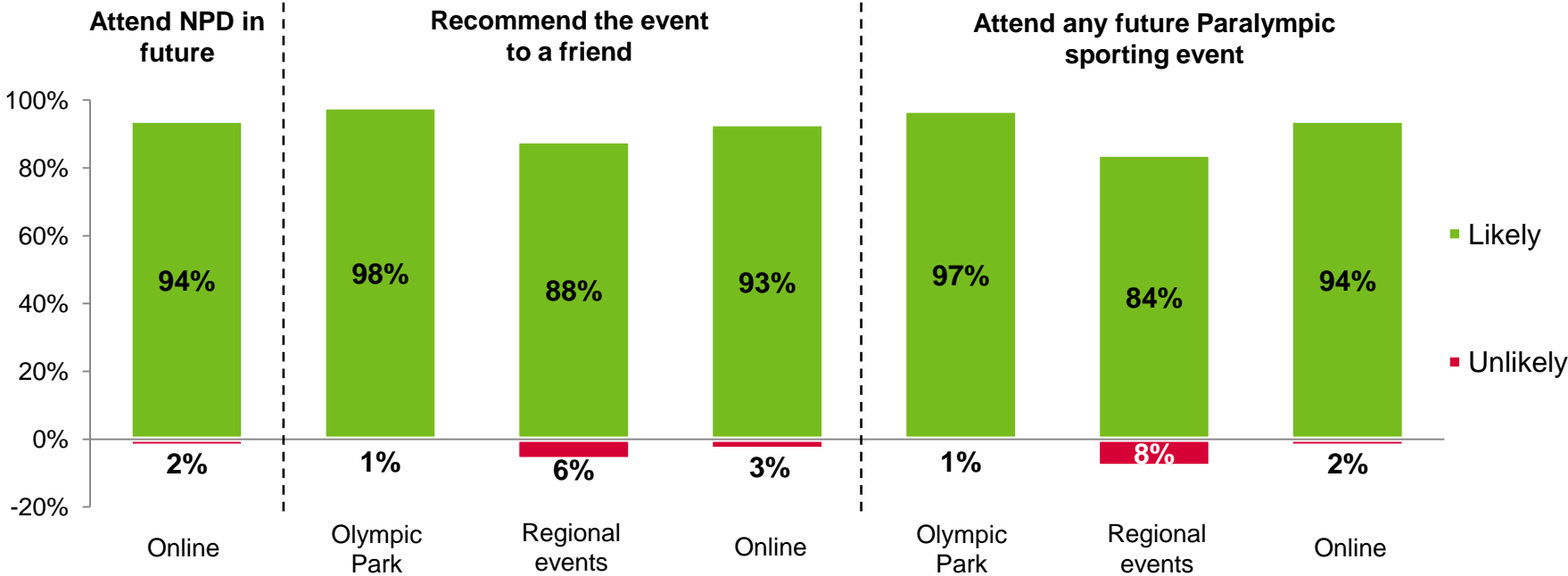


Q. How interested, if at all, would you be in attending a similar event to this in future?

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

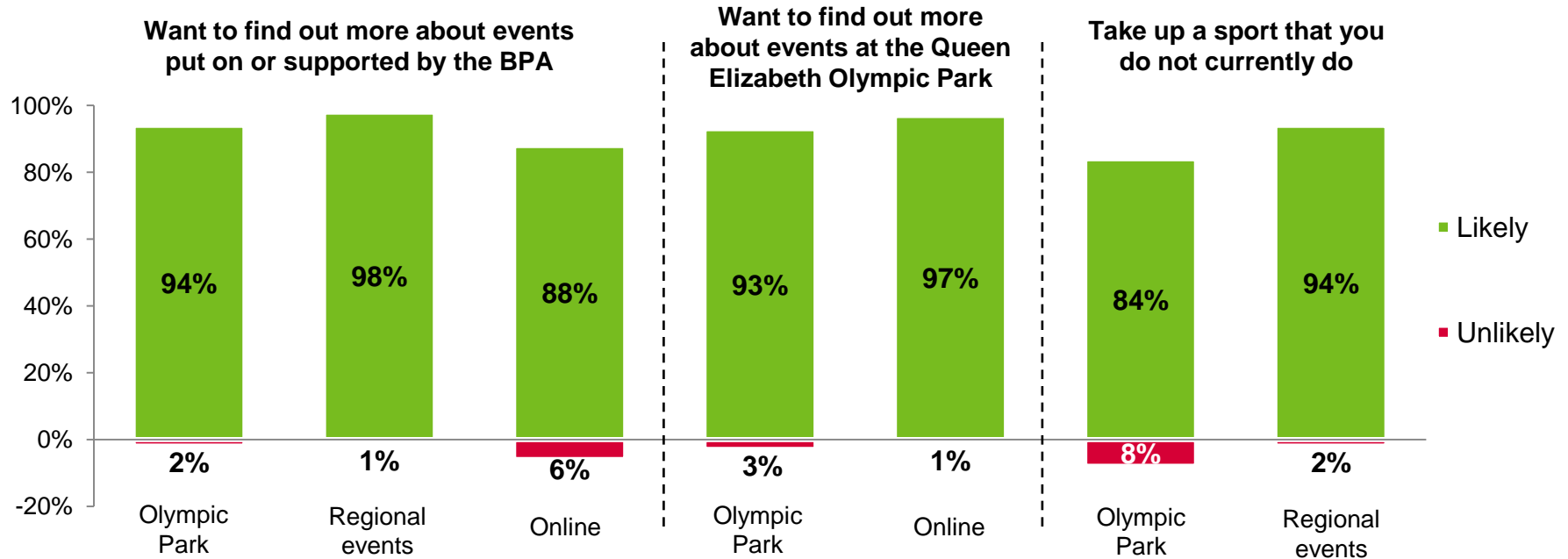
All respondents in the online follow-up survey (n=132); 5-17 August 2015

A large proportion of visitors to NPD would attend again and recommend the event to a friend



Q. Now that you have attended National Paralympic Day, for each of the following, please tell me how likely you are to...
 Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015
 All respondents in the online follow-up survey (n=132); 5-17 August 2015

Similarly large proportions would like to find out about events put on or supported by the BPA



Q. Now that you have attended National Paralympic Day, for each of the following, please tell me how likely you are to...

Base: All respondents in the face-to-face research in the Olympic Park (n=202) and in Brighton, Nottingham and Plymouth (n=399); 25-26 July 2015

All respondents in the online follow-up survey (n=132); 5-17 August 2015



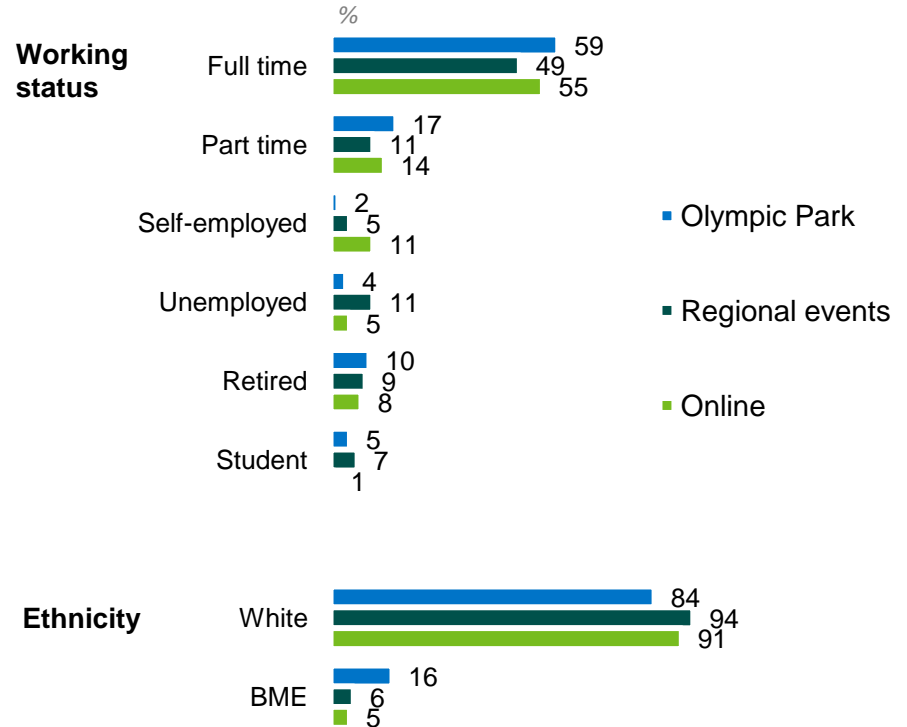
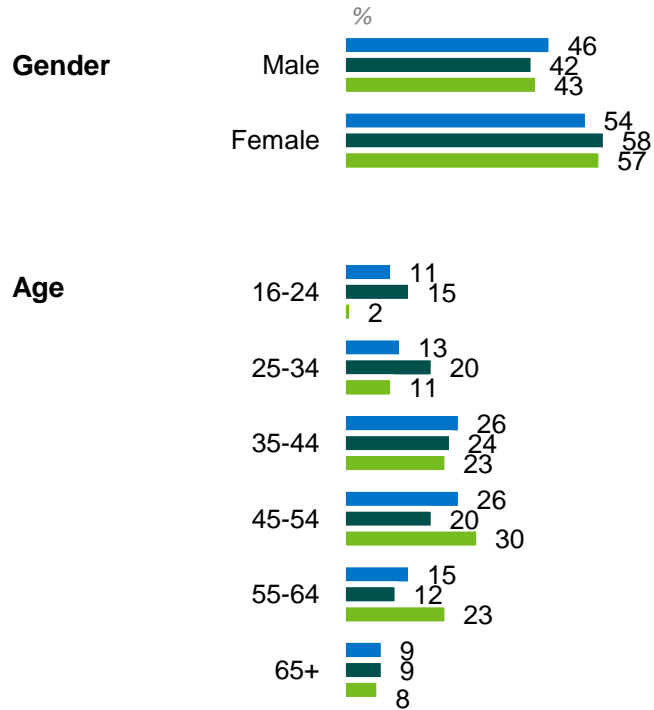
08

Appendix

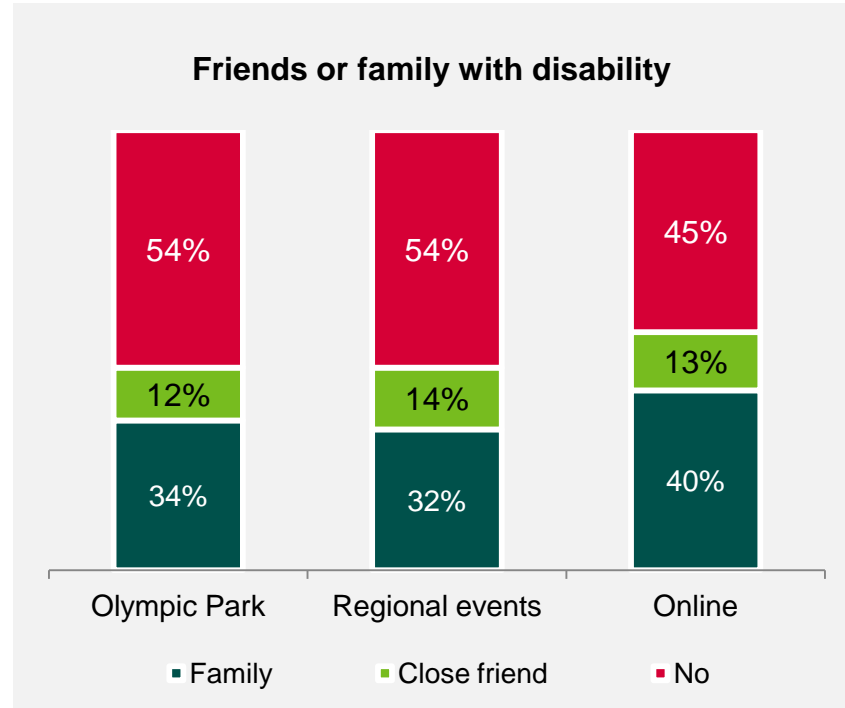
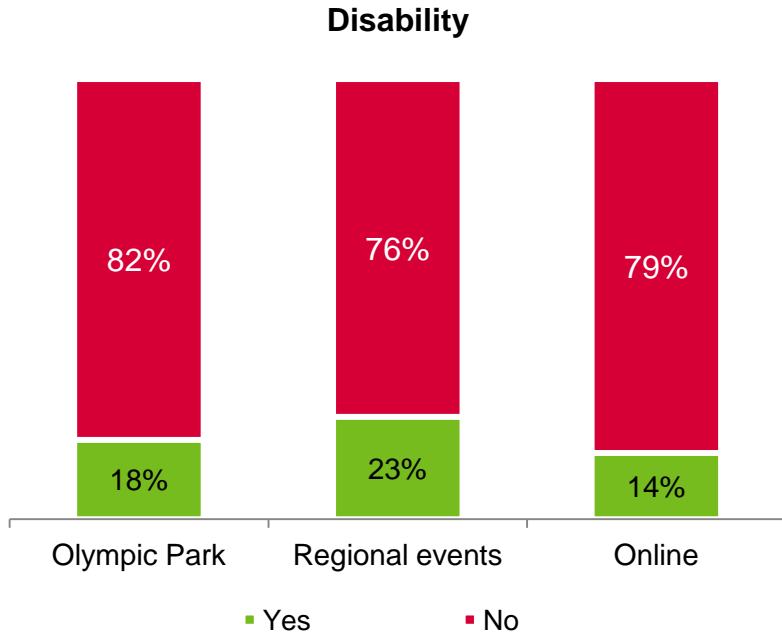


Sample profile

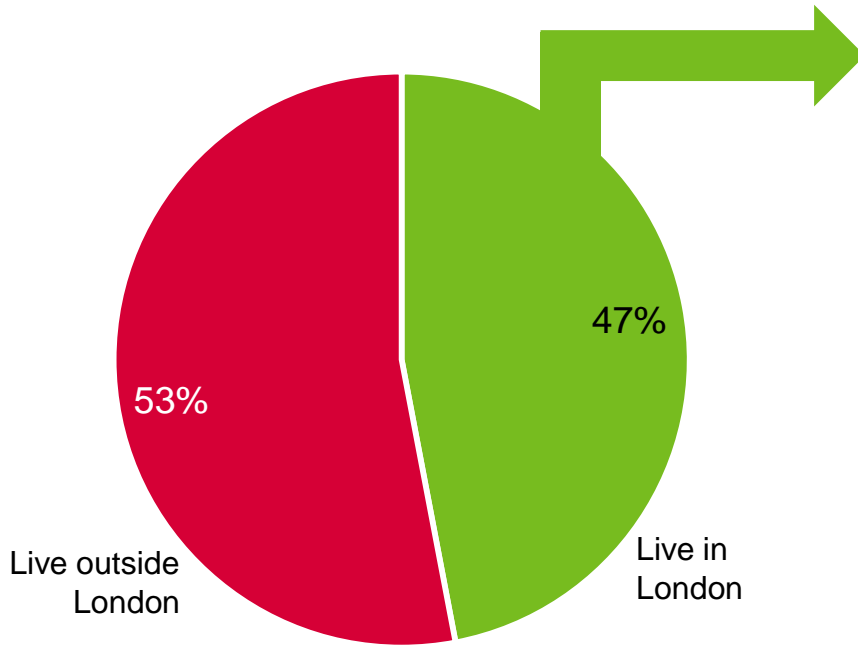
Large



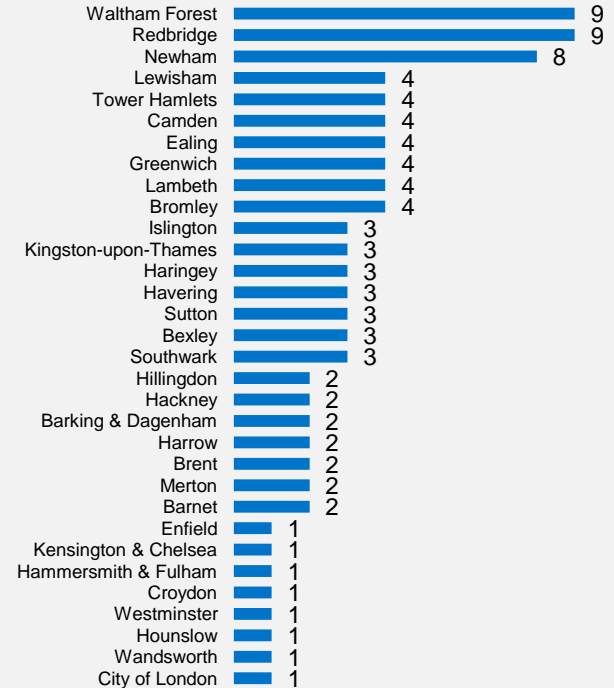
Disability



Londoner status



London residents attending NPD in the Olympic Park by Borough (%)



For more information, please contact:

Peter Cornick
Associate Director
020 7845 8310
peter.cornick@icmunlimited.com

Jennifer Bottomley
Research Executive
020 7845 8345
jennifer.bottomley@icmunlimited.com