



# ICMUnlimited...

## **Celebrating disability sport** **ParalympicsGB Carnival 2016**

Report – October 2016

# Contents

---

- 01 Views on disability.....5
- 02 Reasons for attending.....13
- 03 The events..... 22
- 04 Impact.....33
- 05 Future behaviour.....39

# Background and methodology

## 01 Background and objectives

The British Paralympic Association commissioned ICM to carry out research for the ParalympicsGB Carnival, which coincided with the 2016 Paralympic Games in Rio. The research aims to:

- Explore levels of enjoyment and engagement with the ParalympicsGB Carnival;
- Compare views of the Carnival with the previous NPD events.

## 02 Approach

The research was conducted using two separate approaches:

- 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 Nottingham and Edinburgh.
- 2:** In addition to the core survey, ICM conducted 20 short qualitative interviews at the events in London and Nottingham.

## 03 Interpreting the data

- Throughout this report, results are compared for the quantitative face-to-face research in the Olympic Park, and the face-to-face research in Nottingham and Edinburgh. Where appropriate, results across the surveys are aggregated. Results are also compared with the quantitative research carried out at National Paralympic Day in 2013 (face-to-face n=495; online n=424), in 2014 (Olympic Park n=599; regional events n=194; online n=109) and in 2015 (Olympic Park n=384; regional events n=399; online n=132).
- The questionnaire differed across locations and some findings therefore only apply to specific locations.
- A green circle / arrow indicates a result is significantly higher than the overall mean while a red circle / arrow indicates that a result is significantly lower.

# Technical details

## Quantitative interviews

- The quantitative face-to-face interviews were distributed as below:
  - 116 at the event held at Queen Elizabeth Olympic Park on Saturday 3 September 2016, before the launch of the 2016 Paralympic Games;
  - 276 at the regional events held in Nottingham and Edinburgh on Saturday 17 and Sunday 18 September 2016, during the 2016 Paralympic Games.
- No quotas were set. People were selected at random, aiming for a good cross-section of attendees throughout the day.

| Location             | Number of interviews |
|----------------------|----------------------|
| Olympic Park, London | 116                  |
| Nottingham           | 129                  |
| Edinburgh            | 147                  |

## Qualitative interviews

- In addition to the core survey, ICM conducted 20 short qualitative interviews at the events in London and Nottingham.
- These interviews were intended to explore visitors' perceptions of disabled people, their personal interest in and experience of disability sport, and their view of the ParalympicsGB Carnival events, and lasted around 10-15 minutes.

# Executive summary

1. Carnival visitors believe that **attitudes towards disabled people in Britain have improved greatly over time**, but also feel that they continue to face prejudice and other barriers in their day-to-day lives
2. The **ParalympicsGB Carnival events hold a broad appeal**. Non-disabled people tend to come to the events out of curiosity or for a fun day out, while disabled people or those with disabled children specifically seek out inclusive activities
3. Trying out **new sports** – particularly using equipment such as wheelchairs – and the **inclusive atmosphere** are the key highlights of the events. Across all venues, events continue to be highly rated, with the mean rating for the regional events having increased this year. However, the mean rating for the Olympic Park event is lower than for previous NPD events
4. Events are thought to present an **inspiring idea of what's possible with a disability**, and to **help normalise disability issues** – particularly for young people and children. Over half of visitors say the Carnival has had a positive impact on their views of disabled people
5. A large majority would be **interested in attending a similar event in future**



01

## Views on disability



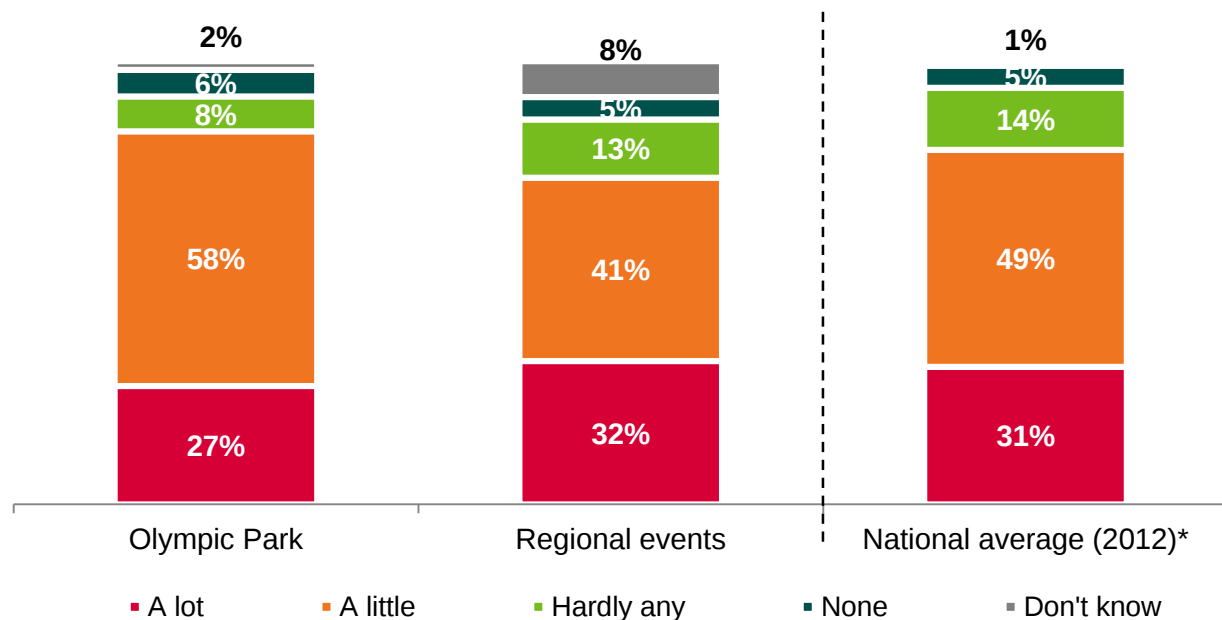
# Section summary: Views on disability

## There remains a perceived lack of public awareness and understanding in relation to disability

- On the whole, people attending the ParalympicsGB Carnival tend to be **positive in their views of disabled people**
- There is a feeling that **attitudes towards disabled people in Britain have improved greatly over time**, but it is widely acknowledged that **disabled people continue to face prejudice and other difficulties** in their day-to-day lives
- A large majority of attendees have followed **coverage of disability sport on TV**, particularly during the 2012 Paralympic Games. However, among some groups, **disability sport is perceived as different** from able-bodied elite sport

The logo for ParalympicsGB Carnival. It features the text "PARALYMPICSGB" in a blue, sans-serif font above the word "CARNIVAL" in a larger, blue, stylized font. The "C" in "CARNIVAL" is a thick, curved line that encircles the letter "A".

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



Overall, around one in three people attending the ParalympicsGB Carnival feel that there is a lot of prejudice against disabled people in Britain in general, and a further 46% 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 Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

\*National comparator data drawn from British Social Attitudes Survey 2012 (Base size: 2,145)

# Many highlight improvements in public attitudes to disability

On the whole, there is thought to have been a positive shift in attitudes towards disabled people over the past several decades, with some also pointing towards a marked improvement since the 2012 Paralympics

- Older visitors refer to **historic prejudice towards disabled people** that was widespread 20-30 years ago, including issues such as non-PC language and identifying disabled people with their conditions
- Many believe that **perceptions of disabled people have improved** over the past five years. Specifically, a number of visitors cite greater provision for disabled people in terms of accessibility and greater public awareness, but also recent examples such as TfL's new trial badge for people with hidden disabilities
- **Media coverage of disabled people is thought to be fairly positive**, with young visitors in particular praising Channel 4's coverage and expressing a desire for more of this type of programming

*"Perceptions of disability have changed loads over the last 30 years, since we were young. There used to be lots of non-PC language, and you don't get that now. People with disabilities used to be identified with their condition."*

*"The Paralympics made people more aware of disabled people generally, and it gave you a new idea of what's possible with a disability. And everyone knows the Paralympians now too."*

# But there is thought to be a lack of public understanding

Disabled visitors, or those who have disabled family members, still highlight a range of areas where they have encountered a lack of awareness or understanding of everyday barriers

***“I think there’s some prejudice – definitely a lack of understanding.***

*My son has cerebral palsy, but it’s not very visible, so it’s a hidden disability. He has balance issues, but in the past he’s been asked to move when he took a disabled seat on a bus, because they thought he was just a kid messing around.”*

***“I think people can be scared, but also embarrassed.***

*Particularly with things like cerebral palsy, with the gait and the unclear speech – people just don’t know how to talk to someone if they haven’t had that personal exposure to disability before.”*

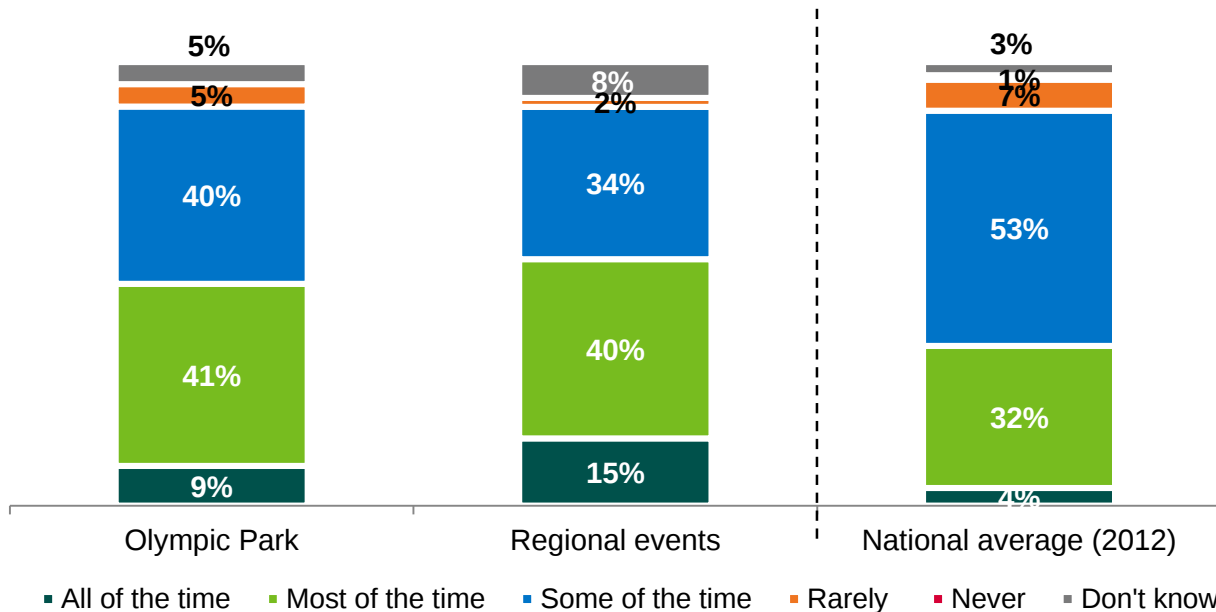
***“There’s just lots of small barriers.***

*Things like people taking disabled parking spaces, or mothers leaving their prams in the disabled seating area on the train, so I have to wait for the next one.*

*I’ve found that if I can’t access somewhere in my wheelchair, people just panic – and there’s no need to panic, I’m just a normal person who wants to get somewhere.”*



# Around half believe that disabled people are able to lead as full a life as non-disabled people at least most of the time



Among people attending National Paralympic Day, around half believe that disabled people can lead as full a life as non-disabled people 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.

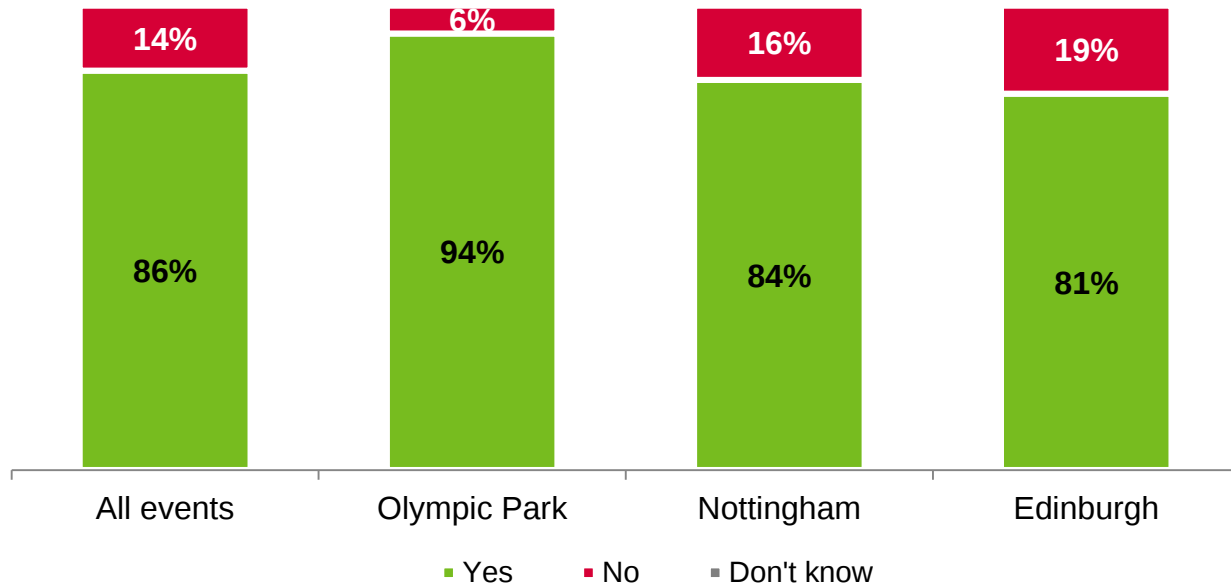
**Q. Thinking about disabled people in general, how much of the time, if at all, do you think they can lead as full a life as non-disabled people?**

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

National comparator data drawn from British Social Attitudes Survey 2012 (Base size: 2,145)

# A large majority have watched disability sport on TV or online

There is a high level of awareness of disability sport in general, largely driven by the Paralympic Games. A large majority of visitors having followed disability sport on TV or online



Awareness of disability sport is largely driven by coverage of the 2012 Paralympic Games. Specifically, nine in ten Olympic Park visitors (89%) have watched coverage of the 2012 Paralympics in London either on TV or online, while the same applies to three quarters (73%) of regional visitors.

This is supported by findings from the qualitative interviews, where most reported having watched at least some coverage of the Paralympics, usually on TV.

**Q. And have you ever watched any disability sport on television or online before?**

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# However, disability sport can be perceived as ‘different’

While all visitors are supportive of disability sport in principle, and many perceive the Paralympics as the same as the Olympics, a minority of visitors express a preference for watching able-bodied elite sport

*“I probably prefer watching the Olympics, if I’m honest. It just seems more familiar.”*

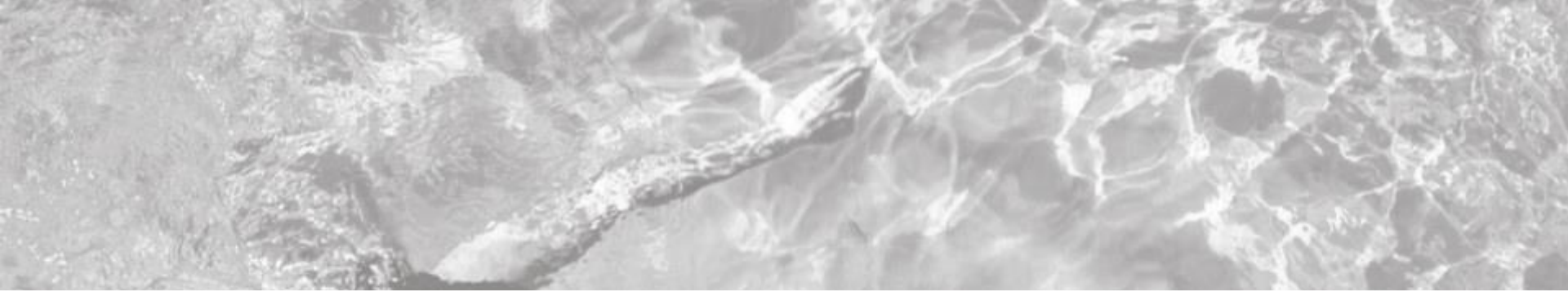


*“The competitive element is what does it for me. Some of the Paralympic sport feels less competitive than the Olympics.”*

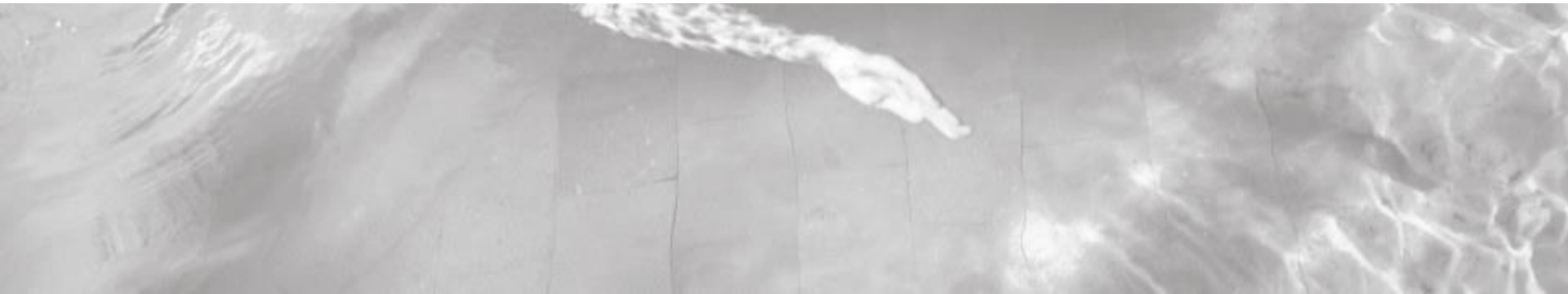
Olympics seem more ‘familiar’

Paralympic categories can be confusing

Paralympics sometimes perceived as less competitive



## 02 Reasons for attending



# Section summary: Reasons for attending

## The ParalympicsGB Carnival events hold a broad appeal

- Non-disabled people often report that they have come to the events out of **curiosity**, or to have a **fun day out with the family**. By contrast, disabled people or those with disabled children tend to **specifically seek out inclusive activities**
- In 2016, the focus of the event at the Olympic Park has shifted to the **Liberty performances** and the **activities on offer**. Unlike in previous years, the majority of visitors have not previously attended live disability sport
- Held in centrally located public spaces, the regional events **continue to attract a wider audience** who have not previously engaged with live disability sport

The logo for ParalympicsGB Carnival. It features the text "PARALYMPICSGB" in a blue, sans-serif font above the word "CARNIVAL" in a larger, stylized blue font. The "C" in "CARNIVAL" is a thick, rounded letter, and the "A" has a small graphic element resembling a stylized figure or a flame.

# Visitors engage with the events at different levels

For many parents, the events are just a fun day out for the family, with lots of new sports for children to try. By contrast, parents of disabled children are often specifically looking for opportunities for their son or daughter

## Casual interest in activities for kids

“ It’s a good way to keep the kids entertained on a Saturday. It’s educational too, I guess, a bit.

## Strong interest in sport

“ My daughters are Olympics and Paralympics mad. We spotted a poster on the tube and wanted to come here to try everything out!

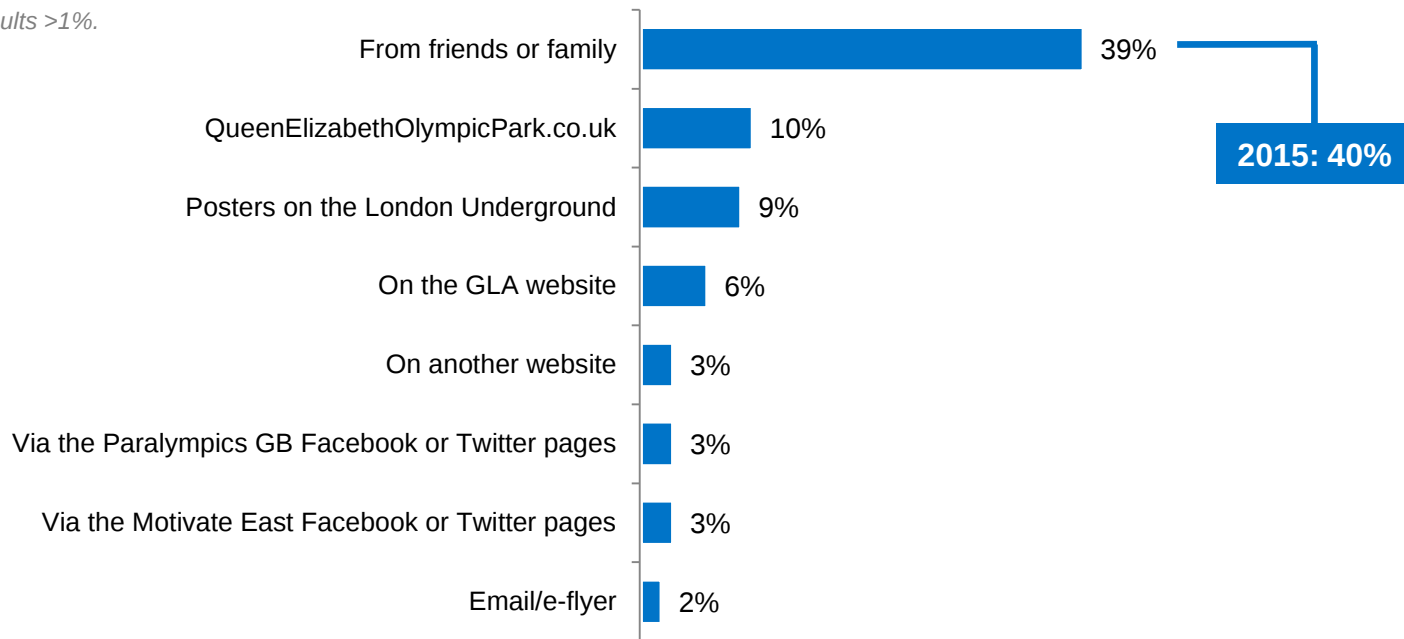
## Highly engaged with opportunities for disabled children

“ I heard about the event through CP sport – and saw something on the Facebook groups too. I wanted to bring my son along to get him involved. It’s like physio for him, even though he doesn’t know it – he’s just here having fun.

# Friends and family are a key source of information

Two in five Olympic Park visitors (39%) hear about the event from friends or family. QEOP website and posters on the Underground are also commonly cited

All results >1%.



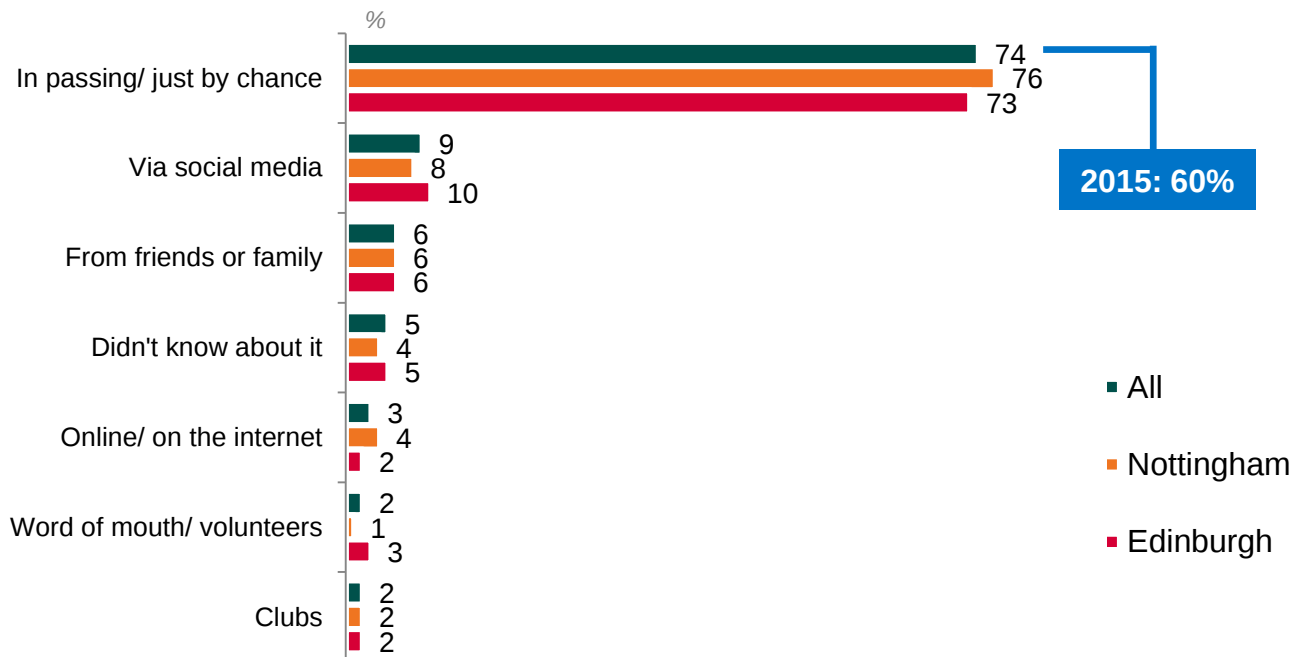
Q. How did you hear about the ParalympicsGB Carnival / National Paralympic Day?

Base: All respondents in the Olympic Park (n=116); 3 September 2016

# By contrast, regional visitors hear about the event in passing

As found in previous years, visitors to the regional events tend to find out about the event when visiting the town centre at the weekend

All results >1%.



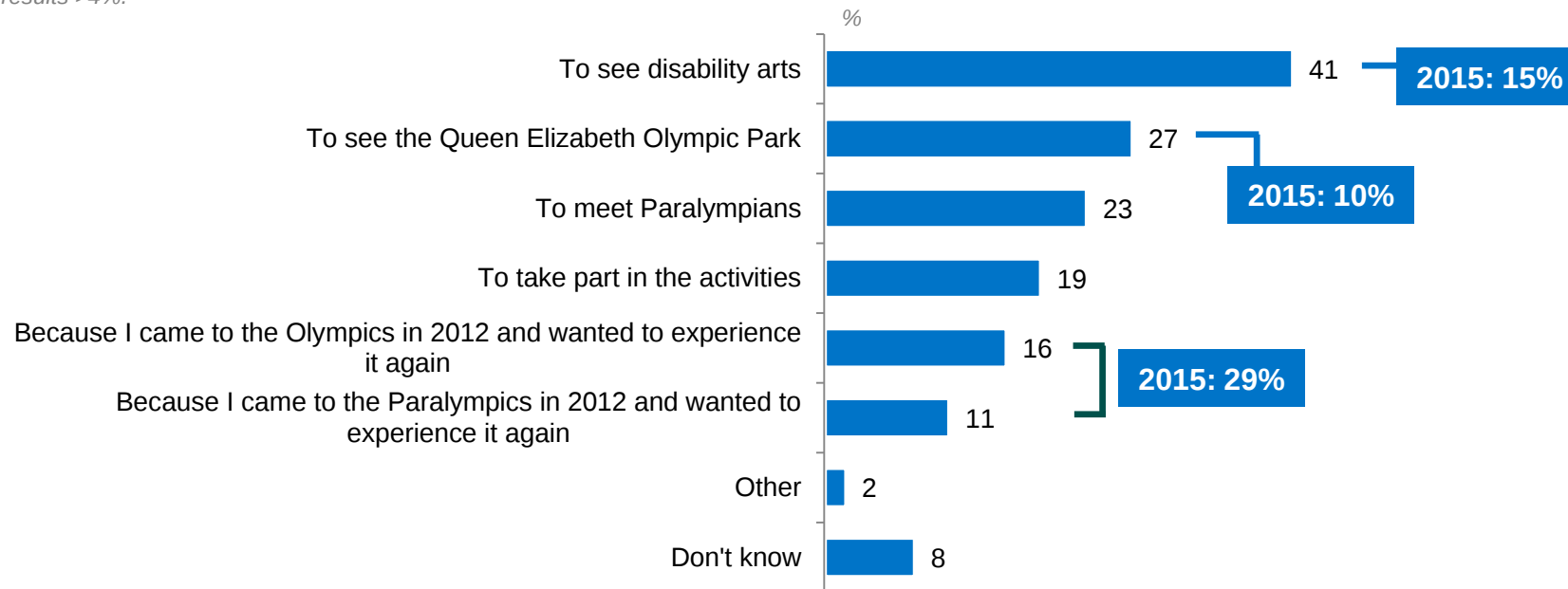
Q. How did you hear about the ParalympicsGB Carnival / National Paralympic Day?

Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016

# Olympic Park visitors come to see disability arts and the QEOP

In 2016, visitors to the Carnival in the Olympic Park are more likely to cite disability arts and the QEOP venue as their main reason for attending. However, some come to re-live the Olympic or Paralympic experience

All results >4%.



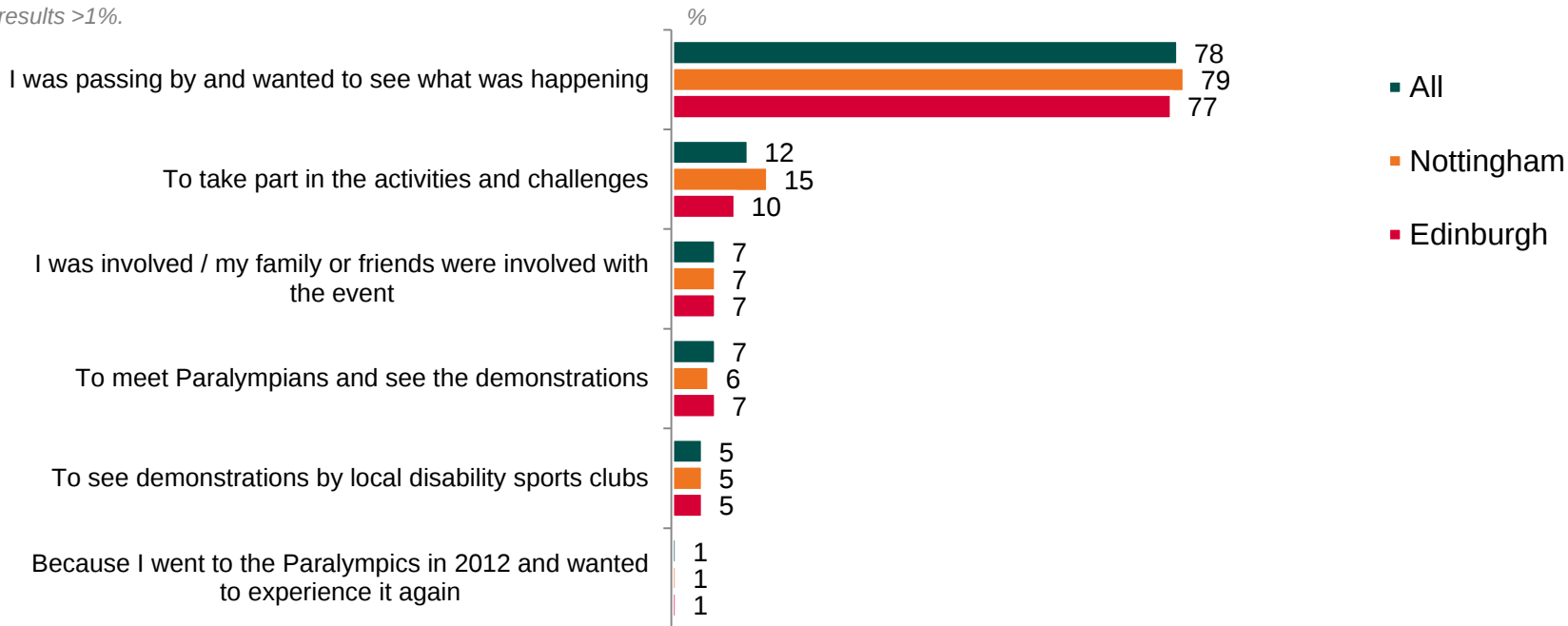
Q. Why did you decide to come to the ParalympicsGB Carnival / National Paralympic Day?

Base: All respondents in the Olympic Park (n=116); 3 September 2016

# Curiosity is the main driver for attending regional events

Most of the visitors to regional events came to the event to see what was happening, but a minority come specifically to take part in the activities and challenges or because of involvement with the event

All results >1%.

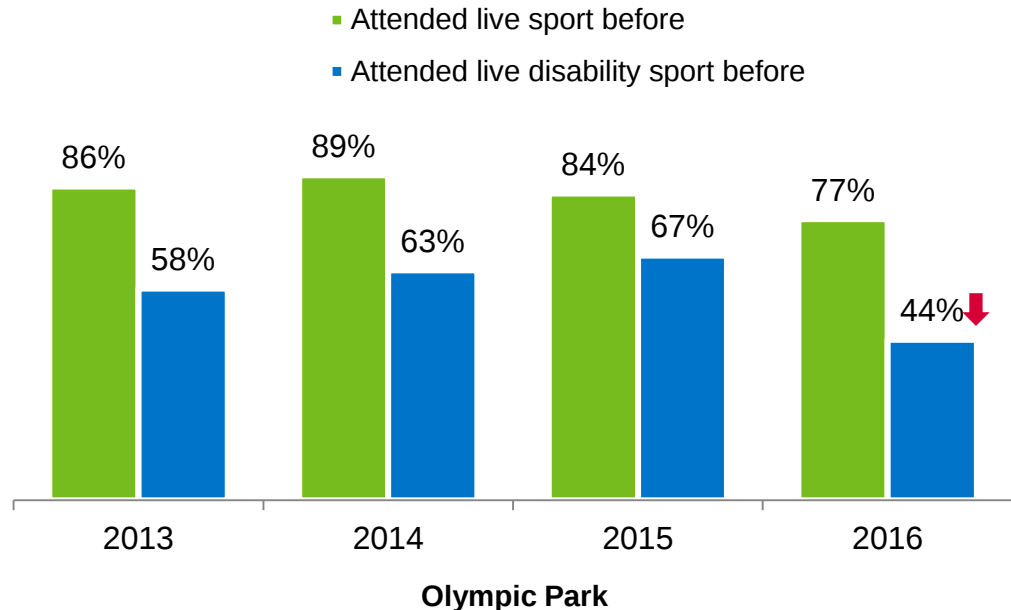


Q. Why did you decide to come to the ParalympicsGB Carnival / National Paralympic Day?

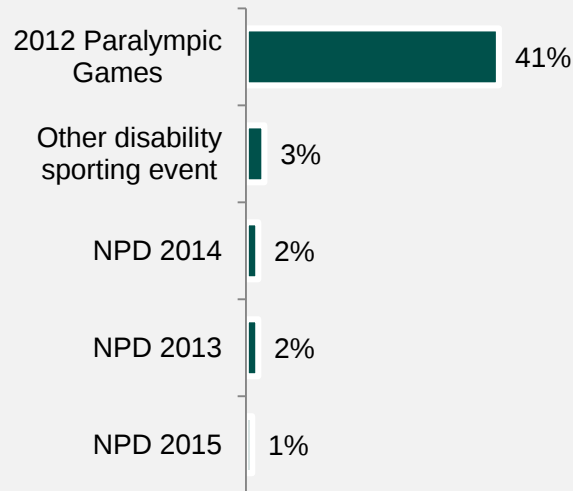
Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016

# This year, the Olympic Park event has attracted a wider audience

Unlike in previous years, the majority of visitors to the ParalympicsGB Carnival in the Olympic Park have not previously attended live disability sport



## Previous events attended:



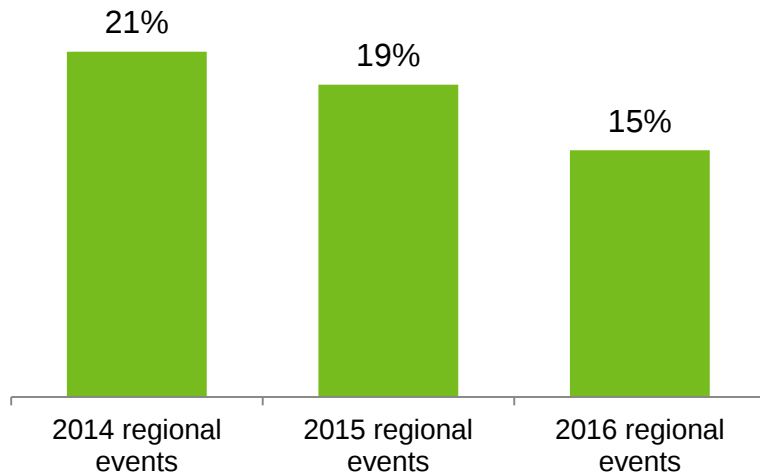
Q. Have you attended a live sporting event before? Q. Have you attended a live disability sporting event before?

Base: All respondents in the Olympic Park (n=116); 3 September 2016

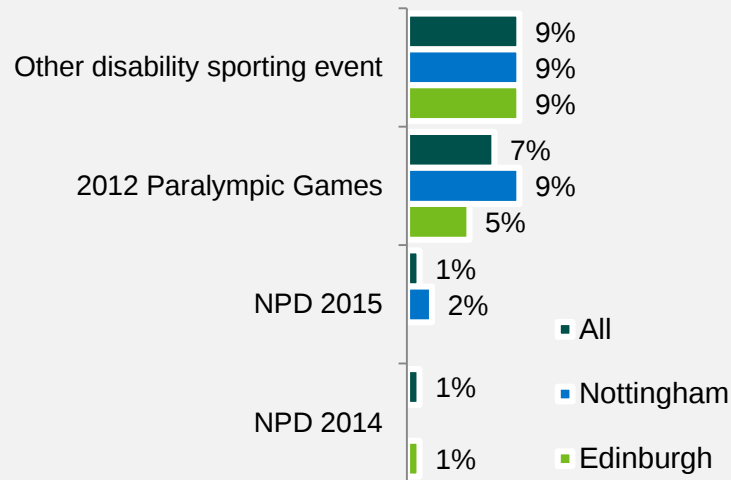
# Regional visitors are less likely to have attended disability sport before

While 15% of visitors to the regional Carnival events have attended a disability sporting event before, a large majority have not previously engaged with live disability sport – which is consistent with previous years

% Yes



## Previous events attended:



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

Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016



## The events



# Section summary: The events

## A chance to try new things in an inclusive atmosphere

- For non-disabled visitors, **the chance to use equipment and try new sports** is a highlight of the events. Overall, all visitors praise **the inclusiveness of the events** as a key strength
- At the Olympic Park, **participation and variety** are commonly cited as the best part of the event. However, the mean rating for this year's event is lower compared to previous NPD events, which may reflect the different programme this year
- At the regional events, more visitors **got involved with the activities on offer** compared to 2015, and more of those who take part feel 'much more positive' about Paralympians after participating. The **mean rating for the events has increased** this year

The logo for ParalympicsGB Carnival. It features the text "PARALYMPICSGB" in a blue, sans-serif font above the word "CARNIVAL" in a larger, blue, stylized font. The "C" in "CARNIVAL" is a thick, curved shape, and the letters "A", "R", "N", "I", "V", and "A" have small, decorative elements like dots or dashes.

# For non-disabled visitors, using equipment is a highlight of the event

Using wheelchairs and hand cycles, as well as playing other sports such as sitting volleyball, is thought to present a chance to try something different and appreciate the skill involved in playing inclusive sports

*“Having the kit here – all the wheelchairs and bikes – is great. It shows people new things, and they can try things they wouldn’t see in their normal environment.”*

*“I’m loving the sports aspect of it – both the challenge and the creative aspect, trying to play something sitting or kneeling.”*

*“The equipment is great, so people who don’t have that disability can find out what different muscle groups it uses – it shows the skill and strength involved.”*

# Visitors also praise the inclusive nature of the activities

Visitors enjoy the opportunity to take part in genuinely inclusive sports, and suggest that it provides a chance for everyone to be the same, including disabled and non-disabled people

*"In my experience, most disability sport is dominated by families with disabled children – like me with my son.*

*Having an event in a public square like this is great! It makes non-disabled people get involved, and increases their understanding of disability issues. It's brilliant and inclusive."*

*"The vibe is amazing. I think events like this have a big role to play in increasing understanding between disabled and non-disabled people."*

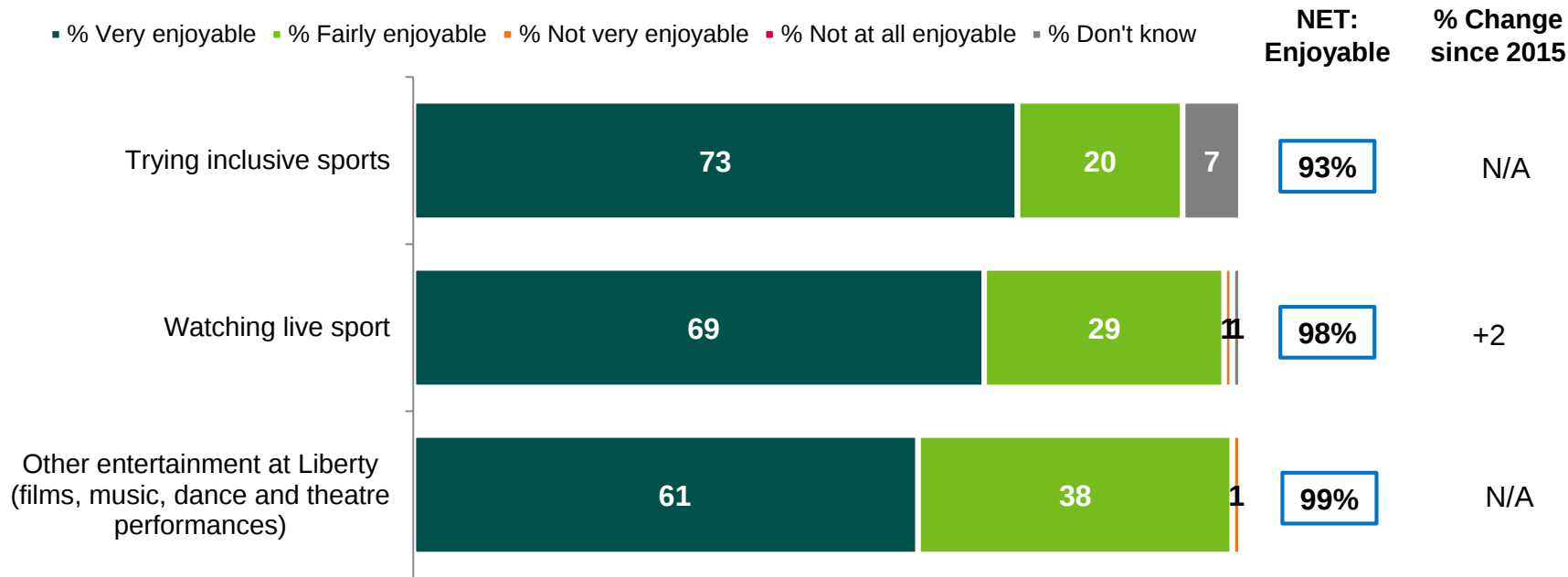
*"I've tried every activity here – it's absolutely brilliant. I'm definitely keen to take up a new sport.*

*It's great that events like this are inclusive. Everybody is the same, disabled and non-disabled. It's really funny seeing non-disabled people in wheelchairs – I can run rings around them for a change!"*



# Virtually all London visitors enjoyed the entertainment on offer

Visitors are very positive about the entertainment in the Olympic Park, including sports demonstrations, taking part in inclusive sports and other entertainment at Liberty. Participation is most likely to be described as 'very enjoyable'



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

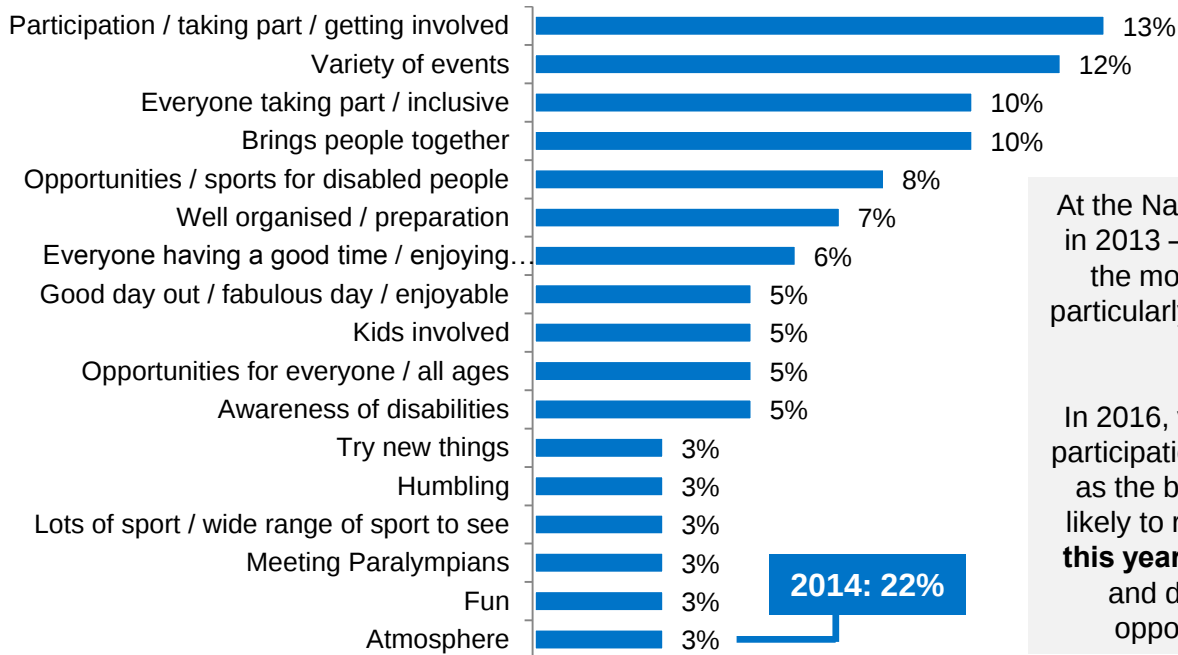
Q. How enjoyable, if at all, have you found the other entertainment available at the Liberty Festival?

Base: All respondents in the Olympic Park (n=116); 3 September 2016

# Participation and variety are seen as the best parts of the event

Getting involved in the activities, and the variety of activities and events on offer, are most commonly suggested as the best part of the Carnival in the Olympic Park

All results >2%.



At the National Paralympic Day events in 2013 – 2015, the **atmosphere** was the most commented on aspect – particularly among people attending the Aquatic Centre.

In 2016, visitors are most likely to cite participation and the variety of activities as the best part of the event. This is likely to reflect the **different focus of this year's event**, with fewer athletes and demonstrations, and more opportunities for participation.

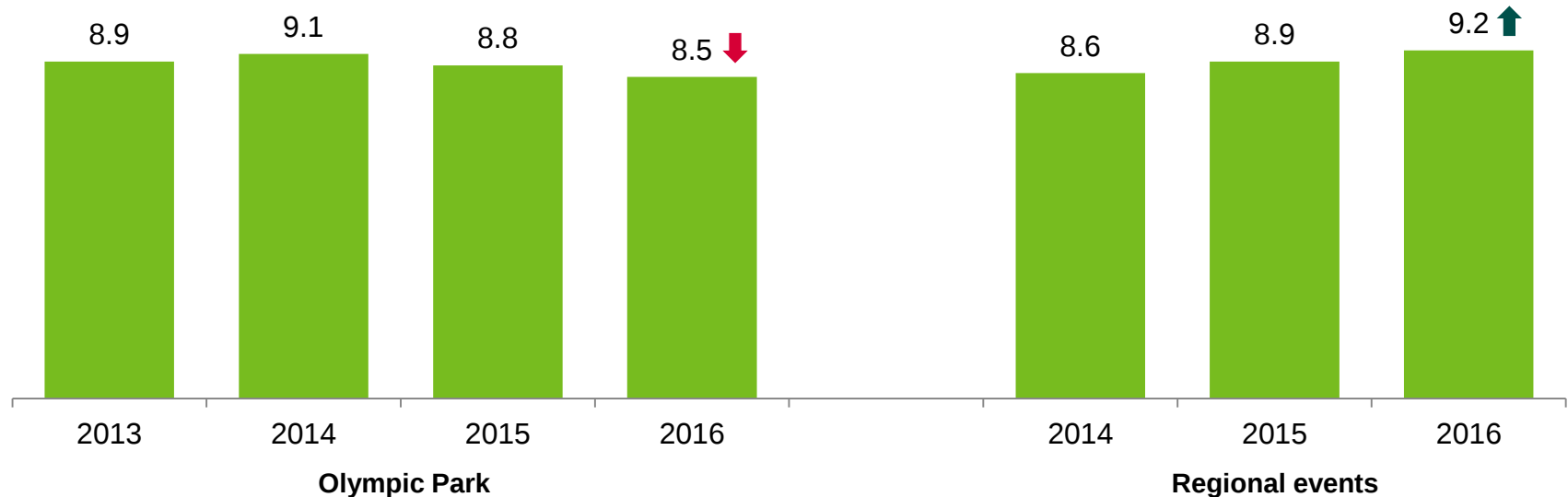
Q. Thinking about the event as a whole, what, if anything, would you say is particularly good about it?

Base: All respondents in the Olympic Park (n=116); 3 September 2016

# The Carnival events are highly rated by visitors

As in previous years, visitors to the ParalympicsGB Carnival give a high rating for the events overall. The mean rating for regional events has risen, while the mean rating for the Olympic Park event is lower than in previous years

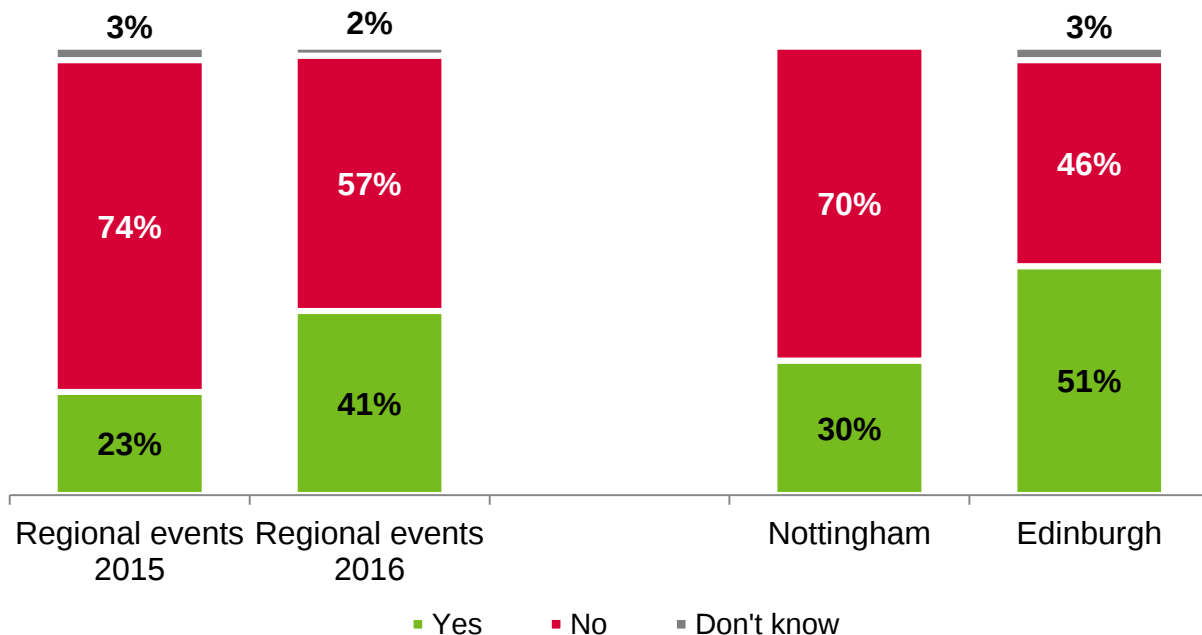
*Mean ratings out of 10*



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

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# Around two in five visitors to the regional events took part in the activities and challenges on offer



Overall, two in five visitors to the regional events (41%) took part in the activities and challenges on offer. This represents a **significant increase in participation** compared to 2015 (23%).

Participation was highest in Edinburgh, where half of visitors took part (51%), but lower in Nottingham (30%).

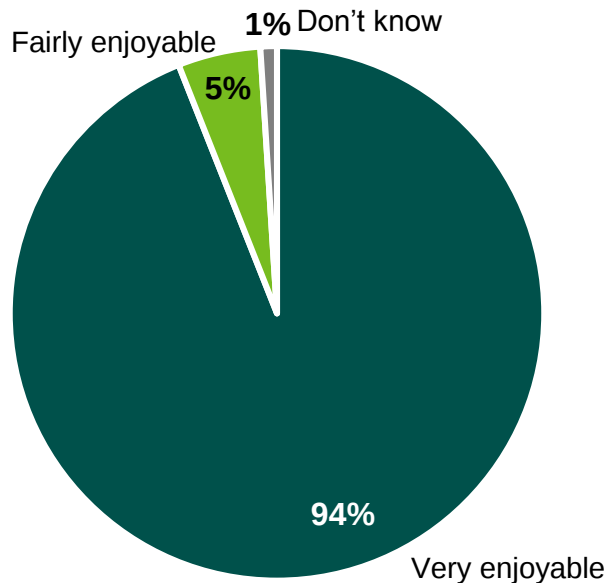
Q. Have you taken part in any of the activities or challenges on offer today?

Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016

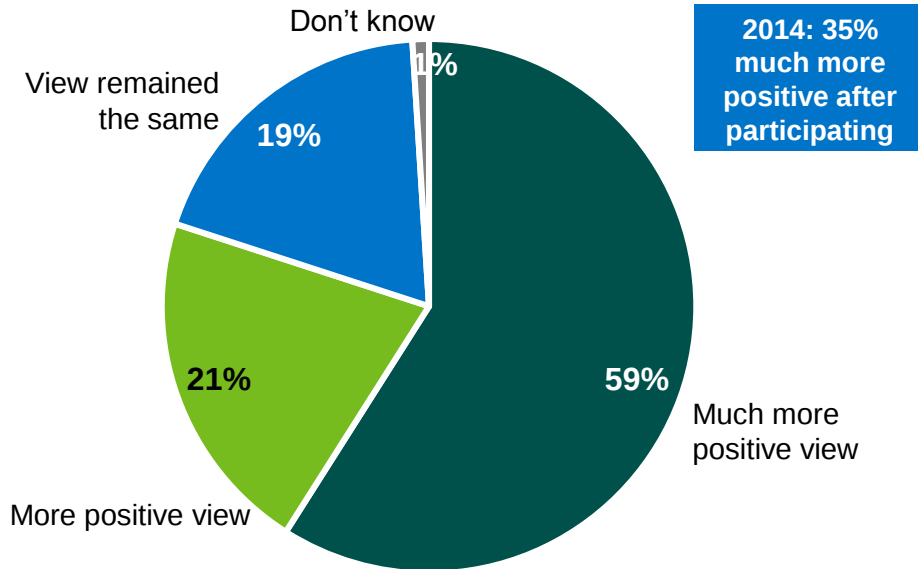
# Most regional visitors continue to find the sport enjoyable

In addition, the proportion saying that participating in activities gave them a 'much more positive view' of Paralympians has increased significantly since 2015 (from 35% to 59%)

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...

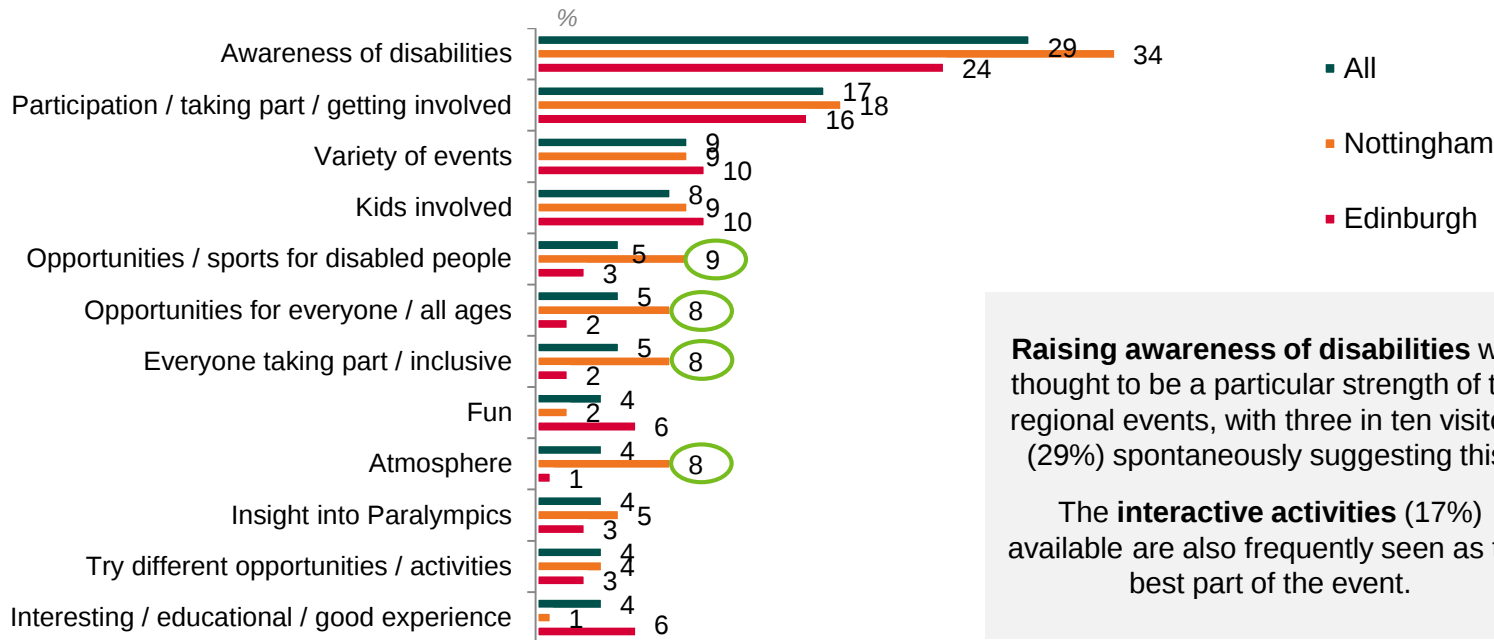
Q. How enjoyable, if at all, have you found the sport you have seen today?

Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016

# Raising awareness and getting people involved are the best parts of the events

When asked what is particularly good about the regional events, visitors spontaneously suggest raising awareness of disabilities, and getting involved in the interactive activities

All results >3%.



**Raising awareness of disabilities** was thought to be a particular strength of the regional events, with three in ten visitors (29%) spontaneously suggesting this.

The **interactive activities** (17%) available are also frequently seen as the best part of the event.

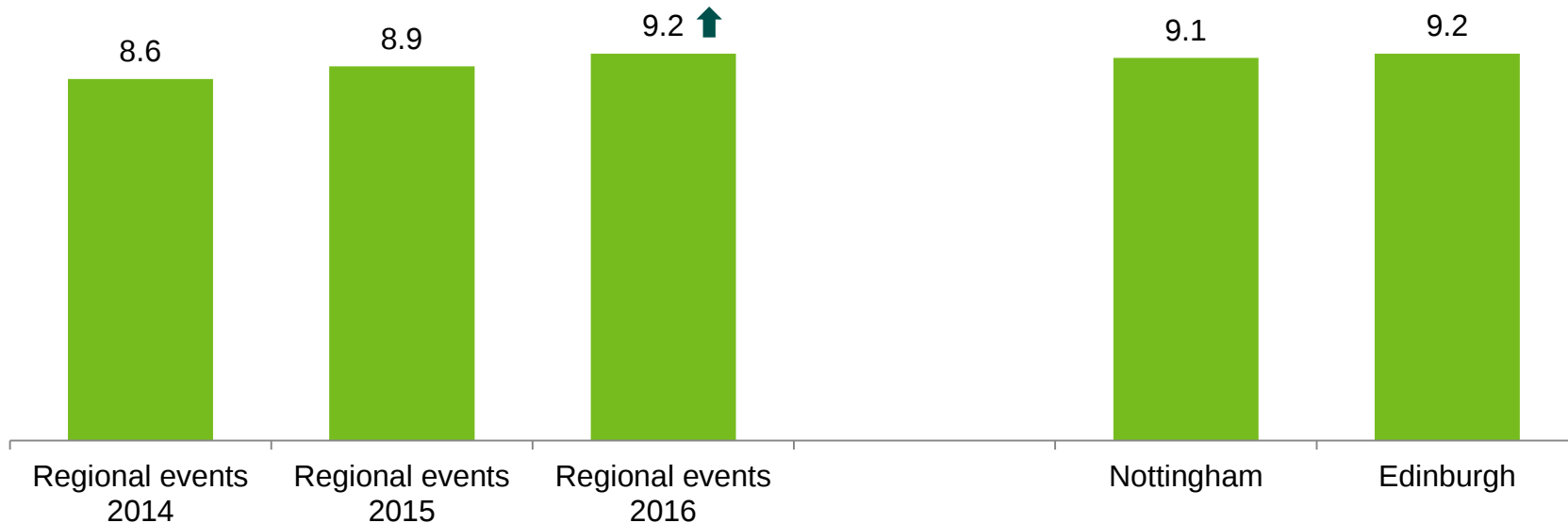
Q. Thinking about the event as a whole, what, if anything, would you say is particularly good about it?

Base: All respondents in Nottingham and Edinburgh (n=276); 17-18 September 2016

# Overall ratings for the regional events remain high

Visitors to the regional events in Nottingham and Edinburgh give a mean overall rating of 9.2 out of 10 – a significant increase on the 2015 event rating

*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 Nottingham and Edinburgh (n=276); 17-18 September 2016



04

**Impact**



# Section summary: Impact

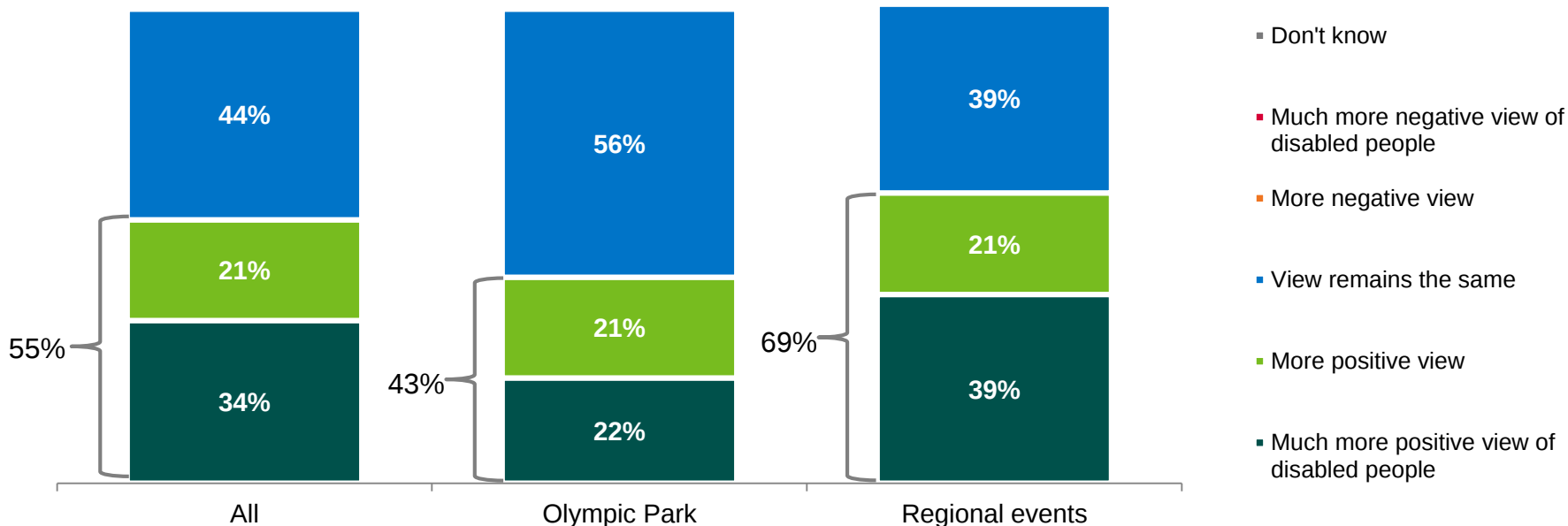
## Events are thought to present an inspiring idea of what's possible with a disability and to help normalise disability issues

- For 55% of visitors, attending the ParalympicsGB Carnival has had a **positive impact on their views of disabled people**. The regional events appear to have had the biggest impact this year
- Qualitative feedback suggests that the events create a **sense of potential**, as well as a **means of normalising disability**. They help non-disabled audiences to have a **better understanding of everyday barriers** that disabled people face, as well as a **better appreciation of the skill and strength required** for disability sport
- Parents in particular highlight the **educational aspect of the events** for their children

The logo for ParalympicsGB Carnival. It features the text "PARALYMPICSGB" in a blue, sans-serif font above the word "CARNIVAL" in a larger, stylized blue font. The "C" in "CARNIVAL" is a thick, rounded letter, and the "A" has a small graphic element resembling a stylized figure or a flame.

# The Carnival has a positive impact on perceptions of disabled people

55% of all visitors say that attending NPD has given them a more positive view of disabled people, which is in line with 2014 (58%). Regional events appear to have had the biggest impact this year



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

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# The impact of the events covers a number of areas

There are several key areas where the Carnival events are thought to have an impact – changing ideas of what's possible with a disability, normalising disability, and creating a better understanding of the issues

*“You can only go away feeling positive from this type of thing, unless you're one of those people who's negative about everything. It's a brilliant event. Disability sport is so important because it shows that we're all the same really – we can all do things, you just have to find what you're good at.”*

*“I'm not sure if disability sport really affects perceptions of disabled people in day-to-day life – but I think the positive impact it does have is that it changes ideas of what's possible with a disability.”*

*“There are so many disabled people here, including people with learning difficulties, and everyone's getting involved together. Based on the positivity and the great atmosphere of the whole event, I feel like we're going away with more positive perceptions of disabled people.”*

*“I think it gives children in particular a better awareness and understanding of disability – a sense of a 'different normal'.”*

# Many parents appreciate the educational aspect of the events

Parents believe that the activities allow children to see disabled people as another playmate, just like any other person. They also feel that trying the equipment allows children to appreciate the difficulty of using a wheelchair

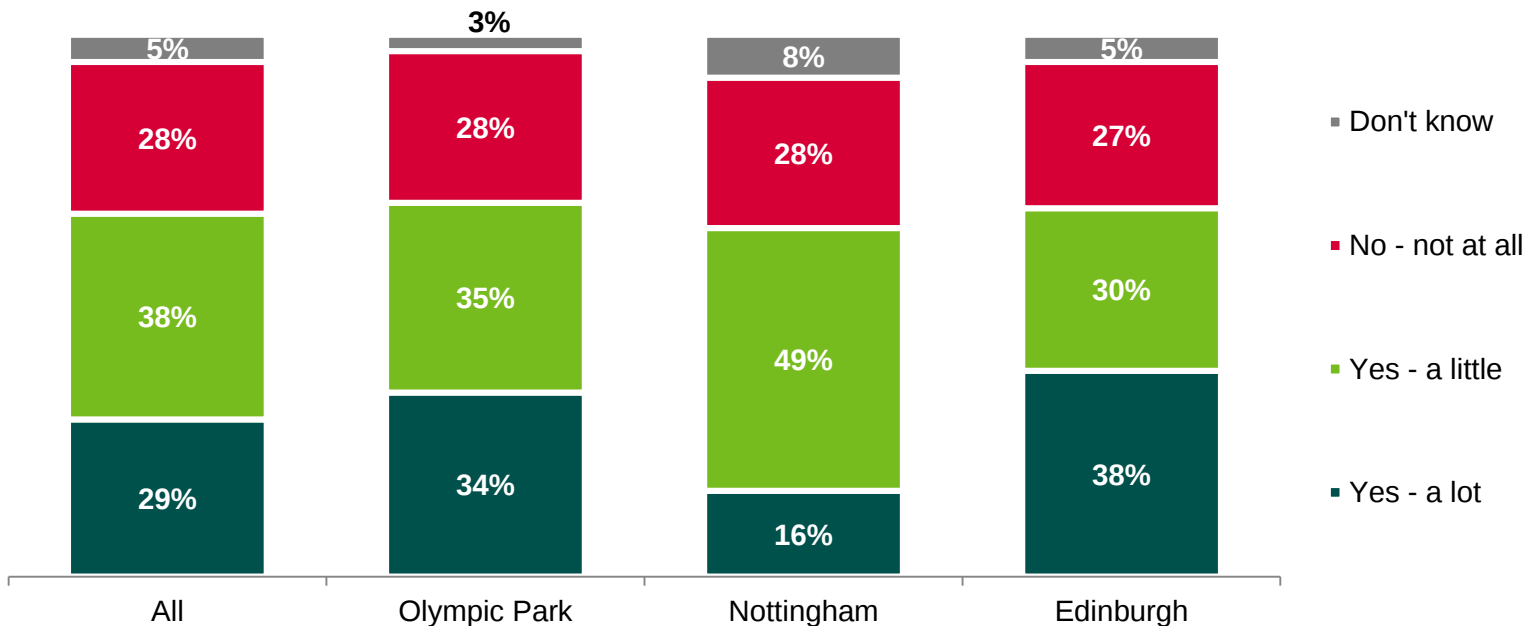
*"My girls don't see a difference, able bodied or not, and that just warms my heart. They're totally open."*

*"Our kids are loving it. Everybody's trying everything, disabled or not, it's great. Why should there be barriers? It's normalising disability."*

*"It's great for my kids to try out the different sports, and appreciate how difficult it is using a wheelchair. My son who is deaf particularly enjoys sports, it helps build his confidence."*

# A majority of visitors report a positive impact on their wellbeing

Two thirds (67%) say that their thoughts and feelings about their life and future have changed positively



Q. Have your thoughts and feelings about your life / future changed positively as a result of being involved in this event?

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

The background of the slide is a blurred image of a road with white lane markings, suggesting forward motion. A large white arrow is painted on the road surface, pointing towards the horizon. The top half of the image is a blurred sky or distant horizon, while the bottom half shows the road surface more clearly.

05

## **Future behaviour**

# Section summary: Future behaviour

## A high level of interest in future events

- As found in previous years, virtually all visitors (95%) would be interested in **attending a similar event in future**. In qualitative interviews, many expressed a desire to see the events **more widely advertised and promoted** in order to attract more visitors
- Similarly, a large majority would like to find out about **future events put on or supported by the BPA**
- Ideally, visitors would like to see information on local sports clubs and other opportunities at the event. Around one in three visitors would **consider taking up a new sport**, but many anticipate that finding the time to fit it into everyday life will be a key barrier

The logo for ParalympicsGB Carnival. It features the text "PARALYMPICSGB" in a blue, sans-serif font above the word "CARNIVAL" in a larger, stylized blue font. The "C" in "CARNIVAL" is a thick, rounded letter, and the "A" has a small graphic element resembling a torch or a flame.

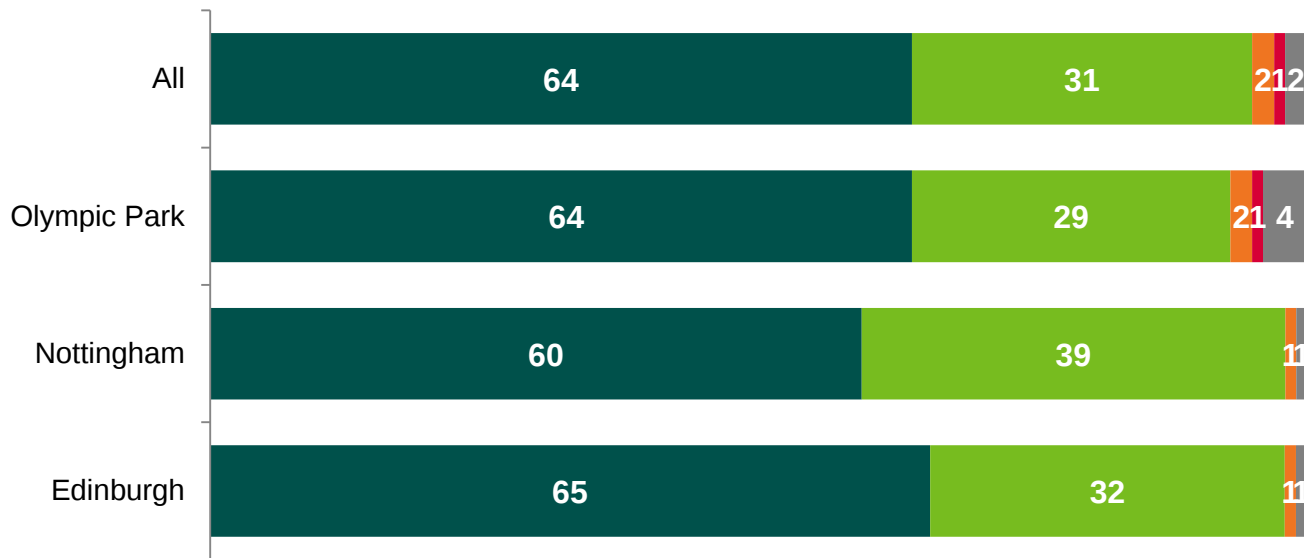
# Interest in attending similar events is high

Across all events, at least nine in ten visitors say they are interested in attending similar events in the future, unchanged from previous years. Around two thirds are very interested

■ % Very interested ■ % Fairly interested ■ % Not very interested ■ % Not at all interested ■ % Don't know

**NET:  
Interested**

**% Change  
since 2015**



**95%**

-1

**93%**

-6

**98%**

+2

**94%**

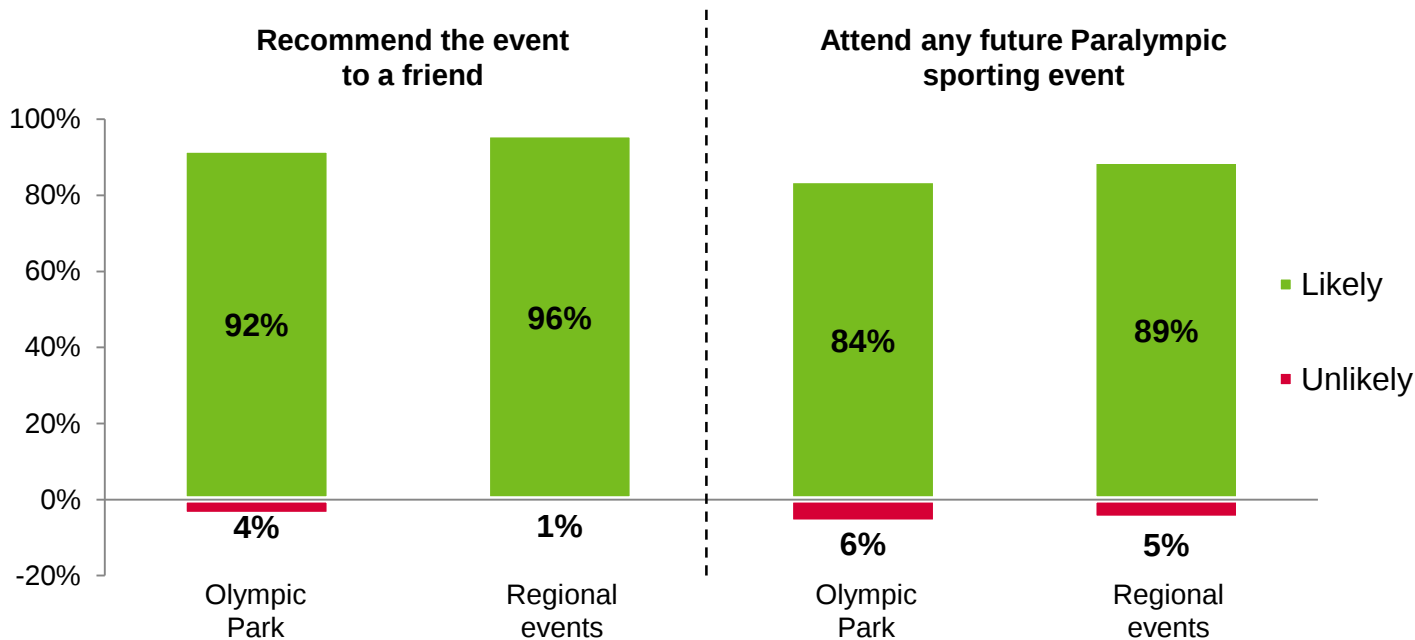
N/A

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

Base: All respondents in the Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# A large proportion of visitors would recommend the event

Similarly, a large majority say they would be likely to attend future Paralympic sporting events. In the qualitative research, many express a desire for the events to be better promoted

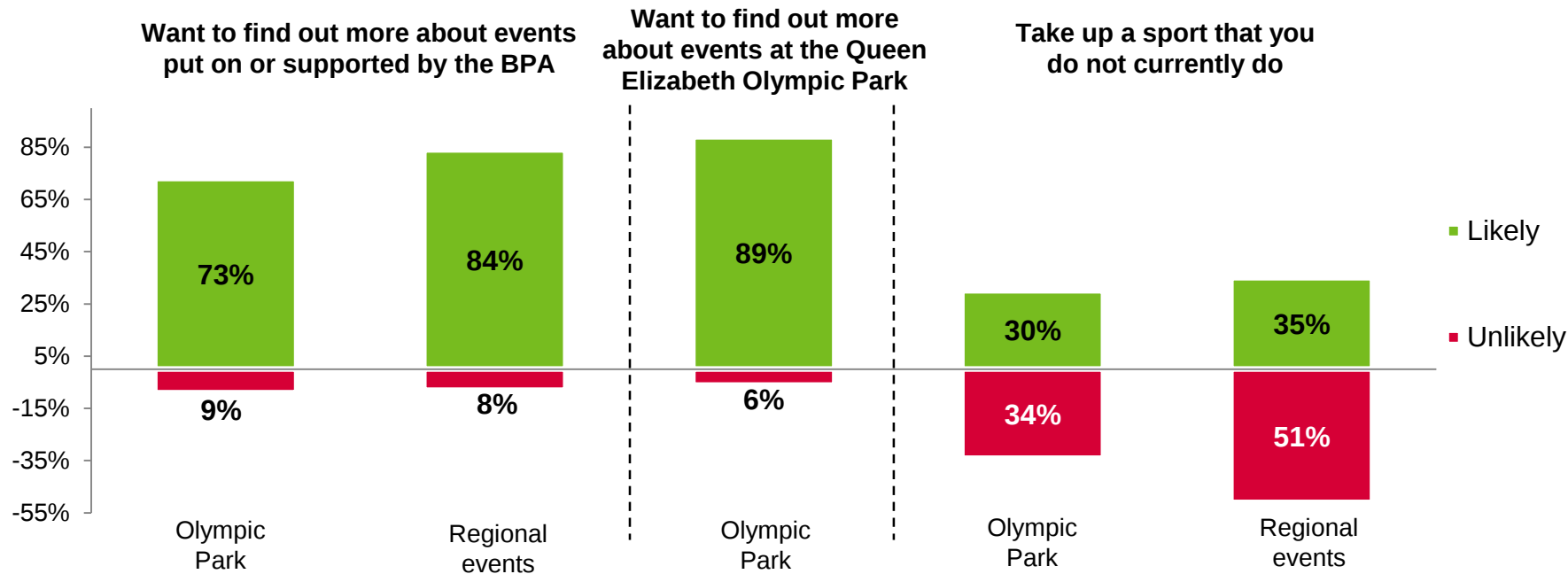


*"I think it should be more widely promoted so more people know about it – even if it's just an email to local schools, the council, or other organisations."*

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 Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# 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 Olympic Park (n=116) and in Nottingham and Edinburgh (n=276); 3 and 17-18 September 2016

# The events also appear to have a positive impact on interest in participation

Disabled visitors, and those with disabled children are keen to be involved with disability sport in future. Others would also consider taking up more sport, but linking the events back to day-to-day life is key

*"I'm definitely planning to take up a new sport. More links with local clubs would be great!"*

*"We definitely feel inspired to get the kids involved in new sport – we'd meant to do this after London 2012, but life gets in the way. It's just finding the time to fit it in."*

*"We're all human – you go away and never get around to following it up. Making it accessible is so important – ideally everyone should be able to participate in exercise at their school or workplace."*

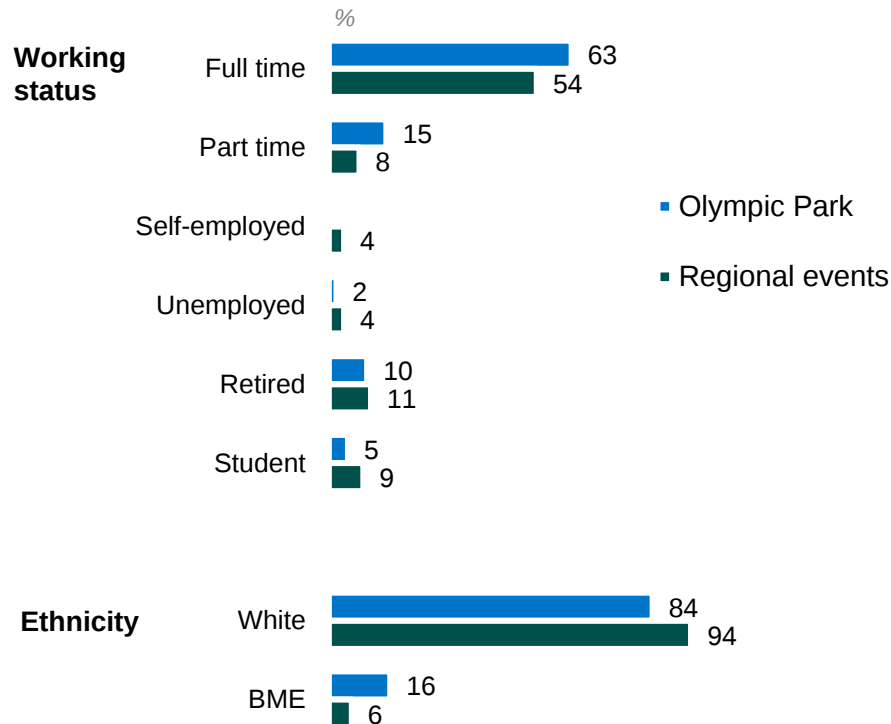
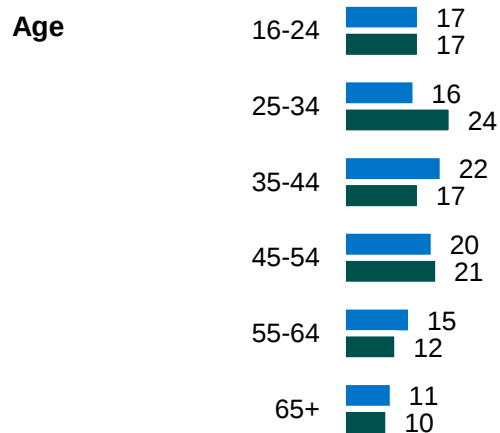
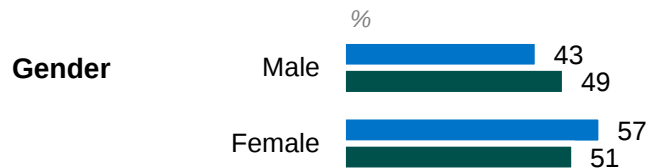
This longer-term impact will be explored further in the second phase of research, comprising a series of follow-up interviews with Carnival visitors in late November / early December.



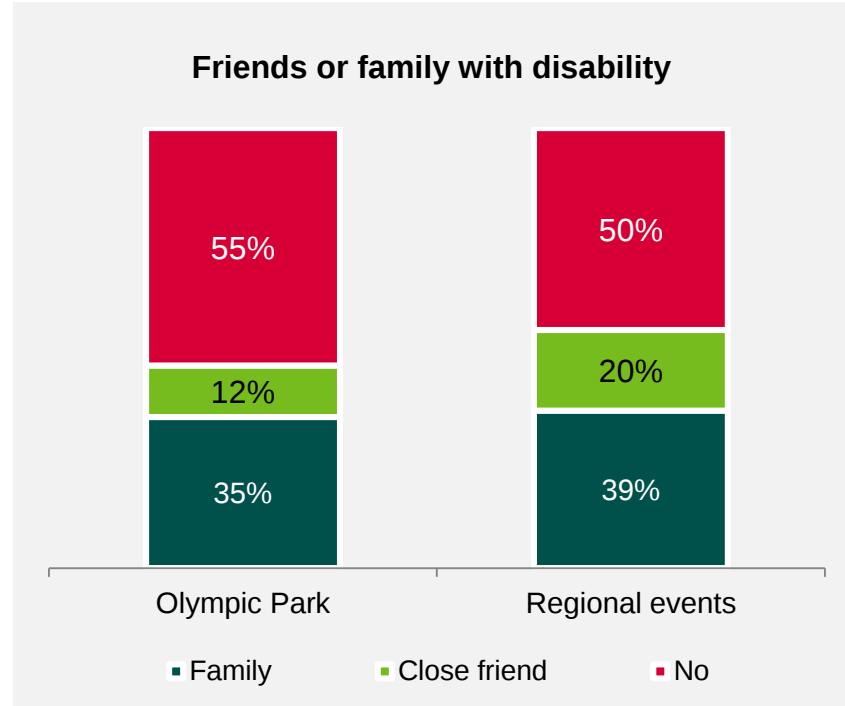
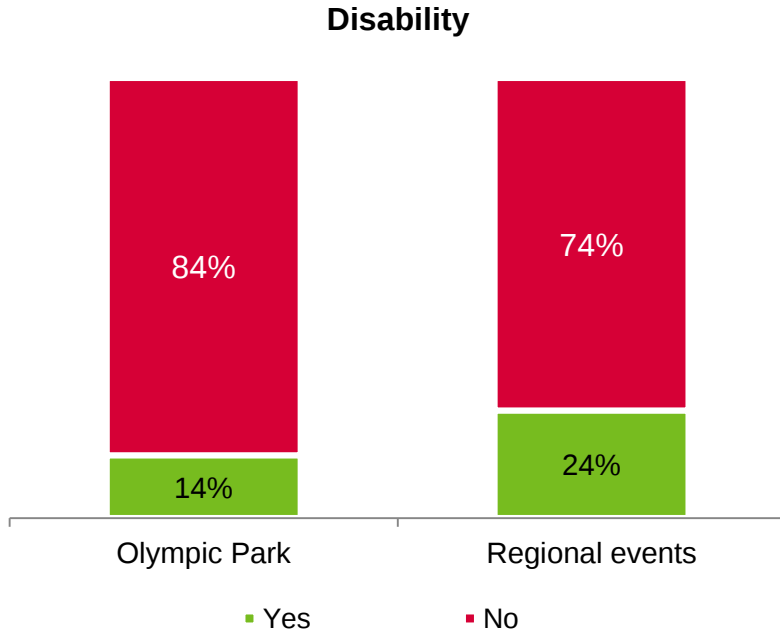
# Appendix



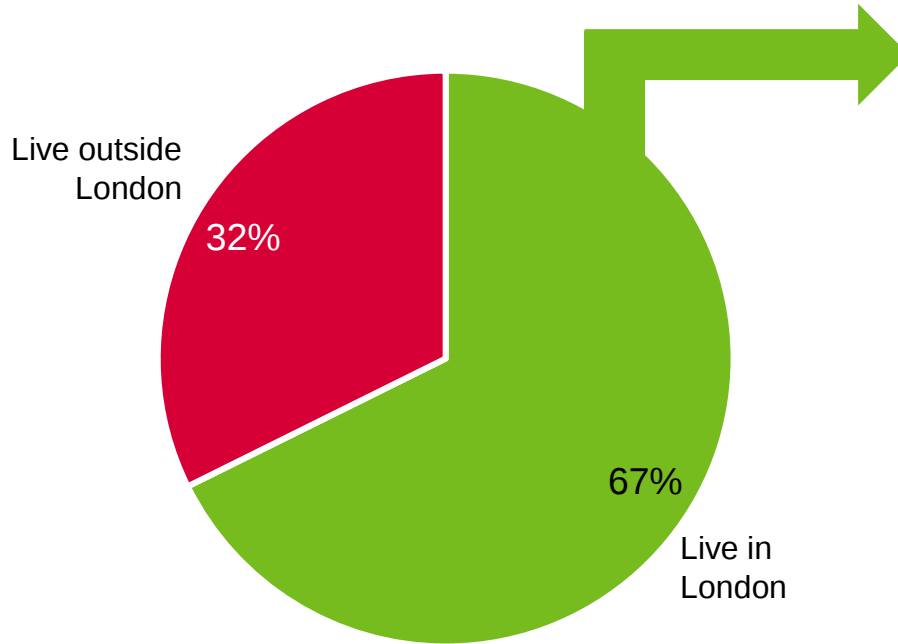
# Sample profile



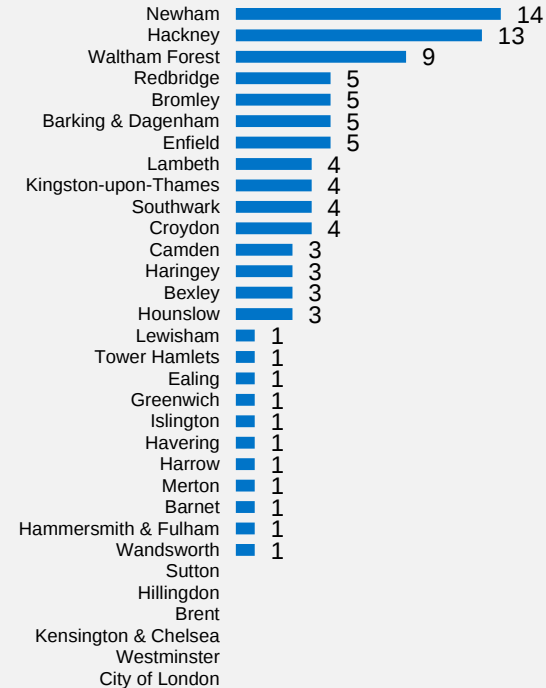
# Disability



# Londoner status



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



# For more information, please contact:

---

Jennifer Bottomley  
Research Manager  
020 7845 8345  
[jennifer.bottomley@icmunlimited.com](mailto:jennifer.bottomley@icmunlimited.com)

Erica Harrison  
Research Executive  
020 7845 8325  
[erica.harrison@icmunlimited.com](mailto:erica.harrison@icmunlimited.com)