



**London 2012 Legacy Research 2009  
Office for Disability Issues (ODI) Disability Module**

# London 2012 Legacy Research 2009

## ODI Disability Module

- Nine in ten disabled people felt that it was important the Games had long-term benefits for disabled people
- 70% of disabled people said they were interested in the Games
- Three in four (75%) disabled people agreed the long-term benefits should be wider than sport
- Overall 24% of disabled people said they would give up their time for an Olympic inspired event. However, amongst working age disabled people the willingness to participate was much higher (35%). Those disabled people who said they would give up their time for an Olympic related activity said they would be interested in the following types of event:
  - A community event (52%)
  - A sporting activity (50%)
  - An environmental activity (27%)
  - Cultural activities (24%)

## Main findings

### Interest in and enthusiasm for the Games

Over two in three (70%) disabled people said they were interested in the Games with 68% pleased they will be taking place in London. Of disabled people aged 65 years or more, 59% said they were pleased about the Games in London, compared to 76% of working age disabled people (16-65 years old).

### Confidence in the UK hosting a successful Games

Over three-quarters (77%) of disabled people were confident that the UK will host a successful Games.

### Knowledge of the Games

Knowledge of the preparations and benefits of the Games was measured by asking disabled respondents how much they knew about four key aspects. Knowledge levels were highest for building of the venues (where 33% knew a lot or a little) and the current plans for the Games (31%), with slightly lower levels of awareness of the expected long-term benefits of the Games (27%) and staging of the events (25%).

## Benefits wanted

The table below shows what long-term benefits of London 2012 disabled people would most like to see, the answers given are spontaneous i.e. without respondents being provided with a list of potential benefits to choose from. Respondents could choose more than one answer.

### What would you want the long-term benefits of the Games to be (spontaneous)

Helping the UK economy	22%
Providing opportunities for young people	19%
Improved sports venues	16%
Increased participation in sport	15%
More opportunities for disabled people	15%
More visitors to the UK	13%
Regeneration of East London	10%
Better transport	7%
More involvement in the local community	7%
Don't know	31%
Others less than 7%	

Helping the UK economy (22%) and providing opportunities for young people (19%) were the most frequently mentioned spontaneous responses by disabled people. Specific benefits relating to sport were also important: 16% would like to see improved sports venues and 15% increased participation in sports. Other benefits which were wanted included: more opportunities for disabled people (15%), more visitors to the UK (13%) and regeneration of East London (10%). Approximately one-third (31%) of disabled people could not think of any long-term benefits that they wanted.

There was some variation in desired benefits by age group. This was particularly clear in the response 'more opportunities for disabled people': 21% of working age disabled people spontaneously mentioned more opportunities for disabled people compared with 7% of older disabled people (aged 65 years or more).

Respondents were prompted to rank the aims of the Games they most 'cared' about from a list provided in the questionnaire. The aims disabled people prioritised as being most important were an increased take up in sport (first choice for 17%), building new homes in East London (12%) and creating more positive attitudes towards disabled people (10%). Under one in ten ranked as their first choice increased opportunities in sports for disabled people (8%), retaining the 4th place in the Olympic medal table (7%), and inspiring children and young people through the Games (6%). There were some significant differences in opinion between older and working age disabled people. Working age disabled people cared more about creating more positive attitudes towards disabled people (15%) and creating more jobs (11%). Older disabled people cared more about increasing take up in sports (23%) and retaining the 4th place medal tally (10%).

The long-term benefits for the UK, from hosting the Games, were on balance more important to disabled people than the desire to host a world class Games with a high medal tally: 47% thought the long-term benefits were more important whereas 13% believed hosting a world class Games with a high medal tally was more important. Around two-fifths (39%) thought each was equally important.

### **Opinions on where benefits should be felt and when**

Three-quarters of disabled people (75%) agreed that the long term benefits of the Games should be wider than just sport. Over half (56%) thought the whole of the UK would benefit from the Games, not just London.

Amongst disabled people, the Games were anticipated as being most likely to have positive benefits for people in London (78%), young people (70%), the country as a whole (64%) and disabled people (63%). Positive benefits least expected by disabled respondents were for their local area (22%) and on them personally (21%).

Respondents were asked when they thought benefits of the Games should be felt the most. 41% of disabled people thought benefits should be felt most after the Games, whereas 27% believed the benefits should be felt during the Games. One in five disabled people (19%) thought most benefit should be felt in the run up to the Games.

When prompted, around nine in ten disabled people thought it very or fairly important that the Games should benefit disabled people in a number of areas. In addition a high proportion of respondents also thought each area was ‘very’ important. This is shown in the following table.

**How important different Olympic related benefits are for disabled people**

	Very or fairly important	Very important
More access to sport and physical activity	93%	69%
Disabled people being able to access appropriate facilities, services and businesses when attending the Games	92%	72%
Initiatives around the Games helping promote a more positive understanding of disability	92%	68%
The Games having long term benefits for disabled people	92%	63%
More short and long term training and employment opportunities for disabled people	88%	61%
There are more business opportunities for disabled people as a result of the Games	87%	59%

**Awareness of current legacy initiatives**

Over half (52%) of disabled people had heard of the initiative: free swimming for under 16 and over 60 year olds.

Knowledge levels of a number of initiatives linked to the Games were also measured which were happening or about to happen. This was measured by asking for each if respondents knew a lot, a little or nothing at all about it. Most knowledge was found for free swimming, where 38% of disabled people claimed to know a lot or a little about this. Knowledge of other Games initiatives was low, 10% or less knew a lot or a little about each.

**Current impact on participation**

Various aspects of ‘participation’ were measured:

- One-quarter (24%) of disabled people had participated in volunteering activities
- Approximately half (44%) of disabled people regularly took part in cultural activities in their spare time
- One in four (27%) disabled people claimed they had taken part in sport or active recreation in the last four weeks
- One in five disabled people had ever participated in sports to raise money for charity (22%).

Working age disabled people were more likely to participate in sport than older disabled people:

- 18% of older disabled people had participated in sport in the last four weeks compared with 33% of working age disabled people
- 14% of older disabled people had taken part in sport for charity compared with 29% of working age disabled people.

Only 4% of disabled people reported being encouraged by the Games to do more sport and physical activity. A similar level had felt encouraged to take part in cultural activities (6% of disabled people) and to volunteer (5%).

## **Potential impact on participation**

The Games' likely influence on various environmental actions was measured. One in five disabled people claimed the Games will influence them to use less electricity (17%), recycle more (17%) and choose foods and goods with less packaging (17%). Just over one in ten claimed the Games will influence them to actively encourage wildlife in their garden (14%), lead to them cutting down on water usage (10%) and encourage them to walk or cycle more (9%).

Olympic activities spontaneously mentioned as being welcome in the local area by disabled people were sporting activities (37%), family or children related activities (22%) and general community events (19%).

Overall 24% of disabled people said they would give up their time for an Olympic inspired event, this rises to 35% amongst working age disabled people compared to 9% of older disabled people. People were asked to spontaneously name the sorts of activities they would like to be involved in. The most popular responses amongst disabled people were generally helping out and sporting events. When prompted, disabled people who

said they would be willing to get involved would be most likely to do so for a community event (52%) or a sporting activity (50%).

## **Sources of information**

Respondents were asked if they had heard positive or negative things about the Games, they could answer that they had heard both positive and negative things. On balance, disabled people were more likely to have heard positive things about the Games (47%) than negative things (31%). 41% of disabled people had heard neither.

The main sources of information used by disabled people to get information on the Games were TV (81%) and newspapers (41%) and to a lesser extent friends, family and colleagues (11%) and the Internet (8%).

## **Security**

Over two in three (70%) disabled people felt that effective security would be in place for the Games.

## **Technical note**

This document outlines the topline findings from the London 2012 Legacy Research 2009 & ODI Disability Module.

665 interviews were conducted with disabled people aged 16 years or above in the UK. People were classed as disabled if they had a long-standing illness, disability or infirmity which substantially affected their day to day life. The profile of interviews matches that of the disabled population in terms of age (source: Family Resources Survey 2007/2008). A disproportionate number of under 65 year olds was interviewed because of the low numbers of working age people in the disabled population. This allowed separate analysis of under 65 year old disabled people. 497 interviews were conducted with under 65 year olds and 168 interviews with over 65 year olds. The sample was weighted to ensure the sample age profile matched the actual national profile.

Face to face in-home fieldwork was conducted between 14 October and 7 November 2009 by Continental Research.