



# London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Integrity, Innovation, Inspiration

1-2 Frecheville Court ◀ off Knowsley Street ◀ Bury BL9 0UF  
T 0161 764 7040 ◀ F 0161 764 7490 ◀ E mail@kcp.co.uk ◀ www.kcp.co.uk



<b>Quality assurance</b>	<b>Name</b>	<b>Date</b>
Origination	Peter Millward	4 <sup>th</sup> February 2013
Quality control	Andrew Whitelam	6 <sup>th</sup> February 2013
Client comments		
Review/update		

## Contents

Executive Summary: United Kingdom .....	i
Introduction .....	1
Methodology and context .....	1
Survey findings .....	3
Respondents, their characteristics and involvement .....	3
Awareness of the Inspire programme .....	4
The type of activity that people participated in .....	5
Frequency of involvement .....	6
Outcomes.....	8
Opinions.....	11
Awareness .....	13
Sources of information .....	16
Endorsements and achievements .....	18
The Commonwealth Games: Glasgow 2014 .....	19
Conclusion .....	19
Appendix 1: Key Facts .....	20

#### Data notes

1. Following discussions with the Department for Culture, Media and Sport (DCMS) it was agreed that data from the survey should not be weighted by age, gender, region or any other characteristic. Consequently, the percentage rates contained within the report provide a direct description of the responses made<sup>1</sup>.
2. Although the total number of respondents to the survey was 2,035 not everyone who took part in the survey completed every question. As a result, for example, 950 people from the Northwest completed the majority of questions; however, only 948 answered the final question as to whether or not they would recommend the Inspire programme to other people. The scale of difference, as can be seen from this example, is marginal.
3. In certain instances people could, quite legitimately, provide more than one answer to a question; consequently, some answers total to more than 100%.
4. Percentage point differences are distinct from percentage differences, as follows.  
Percentage differences are often used to highlight what might otherwise appear to be small changes but are in fact significant as they apply to a relatively small base. For example, if 4.0% of people take part in a particular sport and this goes up to 8.0%, it is an increase of four percentage points; however, it is also twice the original rate or an increase of 100.0%. In comparison, if 20.0% of people take part in an activity and this goes up to 24.0%, although this is again an increase of four percentage points, it is only an increase of a fifth (or 20.0%) when compared to the base figure.  
The percentage point difference in each of the above examples is four points; this more straightforward/absolute approach is appropriate for and has been used throughout the following report.

---

<sup>1</sup> See accompanying spreadsheet for further details on sub groups (gender age, ethnic composition and LLTI) and sample sizes.

## EXECUTIVE SUMMARY: UNITED KINGDOM

### *Context*

Inspire Mark played an important part in ensuring the London 2012 Olympic and Paralympic Games involved communities throughout the United Kingdom. More than 2,700 projects were awarded the Inspire Mark brand, in the four years<sup>2</sup> prior to the 2012 Games, for their 'efforts to make real and lasting change to local communities. Sport, arts, culture, education, sustainability, volunteering and business related projects involved over 10 million (1 in 6) people and generated at least 20 million participation opportunities, prior to March 2012.

This report, produced by Knight, Kavanagh and Page Leisure Management Consultants (KKP), draws together the views of more than 2,000 participants to ask about their awareness of the programme and its impact on their views and behaviour.

Participants<sup>3</sup> were most likely to be young and/or female and less likely to be elderly or from an ethnic minority group. Their views on the 2012 Games, the Inspire programme and continued participation are summarised below and in the main report, while a complementary series of reports provide similar details for different parts of the U.K.

### *Key findings*

#### *Participation*

- ◀ Eight in ten people took part in sports based projects, while one in four did arts and cultural activities and some took part in both.
- ◀ Attendance on the Inspire programme led to an increase in regular sport and arts participation (at least once a week).
- ◀ Women's participation in sport and physical activity saw the greatest increase, with female participation rates (for inspire participants) rising to the same level as those of their male counterparts
- ◀ Frequent participation (several times a week) was seen to increase and fewer people did neither sport or arts activities.

#### *Personal and behavioural impacts*

- ◀ Trying new sports and physical activities, watching the Olympics, making new friends and encouraging friends and family to do sport and physical activity were the main impacts on personal behaviour – all were reported by close on 60% of participants.
- ◀ More than 50% of people also reported feeling fitter and healthier, becoming involved in their local community, feeling more self-confident and watching the Paralympics.
- ◀ In short, the programme had a significant and positive lifestyle impact with nine in ten participants reporting at least one positive outcome and the remainder saying things had 'stayed the same'.
- ◀ While men and women both reported significant lifestyle benefits the programme appears to have had a slightly greater impact on its female participants.
- ◀ Young people experienced the greatest changes in positive behaviour, while the lowest 'gains' were usually the in the 55+ years group. The exceptions were all arts related and tended to see the lowest increases in the 12-15 years age group. Nevertheless, attendance invariably resulted in positive increases across all age groups.

---

<sup>2</sup> April 2008 to March 2012

<sup>3</sup> There is a presumption that respondents reflect participants; this is reasonable given the sample size.

### *Social impacts*

- ◀ Paralympic sport had the greatest impact on opinion and how people felt as a result of the Games. Respondents said they would lead to a more positive view of people with a disability and recognition of their achievements. It was given an impact score of 8.72 (out of 10); it was consistently the highest scoring of the 11 variables measured.
- ◀ The next highest score (8.20) was for the Games' potential to increase public pride; while, the lowest scores were for their ability to increase care for the environment (5.65) and to lead to 'healthier eating habits' (6.24).
- ◀ Young people had the most positive outlook and the majority of measures scored most highly for 12-15 year olds.
- ◀ 45-54 year olds were generally the least positive age group and returned the lowest scores for six of the 11 measures.

### *Awareness and communications*

- ◀ Eight in ten people had heard of and could describe the 'Torch relay', however, only one in seven could say the same of the Local Leaders programme and more than half had heard neither of it nor of the Get Set initiative.
- ◀ Friends and family were the best communication route; almost half of those involved in projects heard about them this way, while just over a third heard about them via e-mails and/or the internet. The least effective communications routes were libraries, one stop shops, health centres and GPs, each of which was used by fewer than 5% of people.
- ◀ Men were more likely to find out about Inspire from a local sports club or via e-mail, while women were more likely to learn about it from a local school or via posters and leaflets.
- ◀ 45-54 and 55+ year olds found e-mails to be the best 'other' route (than friends and family), while local schools and posters were predictably successful for 12-15 year olds.
- ◀ Social media, as a means of learning about Inspire, declined in line with age, while conversely local newspapers increased in line with age.

### *Endorsements and achievements*

- ◀ Eight in ten participants<sup>4</sup> said they would recommend Inspire to family and friends, however, one in twenty said they would actively discourage it. Men were more likely than women to have a negative outlook on Inspire and while there was little difference by age, those aged 55+ were the most likely to discourage others – even then it was only one in fourteen people.

### *Impact on the 2014 Commonwealth Games in Glasgow – (questions only asked in Scotland)*

- ◀ More than half (53.3%) of those who had attended the programme said that, as a result, they were more likely to act as a volunteer at the 2014 Commonwealth Games.
- ◀ Almost 6 in 10 (57.9%) said that, as a result of attending an Inspire project, they were more likely to buy a ticket to attend the 2014 Commonwealth Games.
- ◀ More than 8 in 10 (85.0%) of respondents said that the London 2012 Olympic and Paralympic Games would lead to a marked increase in interest for the 2014 Commonwealth Games.

### *Conclusion*

In short, people have been happy with the Inspire programme, feel it is good for them and have positive views about the Olympics and Paralympics and that it will have a positive effect that carries through to the Commonwealth Games in 2014. The greatest impact of the Games was widely recognised as their ability to elevate the profile and public awareness of the achievements of people with a disability.

---

<sup>4</sup> Participants, in this context, include all persons involved in the programme who returned survey forms.

## INTRODUCTION

One of the key aims for the London 2012 Olympic and Paralympic Games was to ensure that through the Games and a range of associated initiatives it was able to reach every part of the United Kingdom and all parts of its communities.

The Inspire Mark programme played an important role in achieving this objective. More than 2,700 projects were awarded Inspire Mark in recognition of their efforts to 'do something special in their local communities' during the four years<sup>5</sup> prior to the London 2012 Games. The shared objective was to make real and lasting change via a range of projects which covered aspects of culture, sport, education, sustainability, volunteering and business.

By March 2012, it was estimated that over 10 million (1 in 6) people in the UK had been involved in Inspire projects and there had been at least 20 million opportunities to join in. Around 4.6m people (including 3.5m children) participated in events created by small to mid-sized projects and 7.1m (4.1m children) had attended an event / performance.<sup>6</sup>

This report is based on a review of participant awareness of the programme and a comparison of behaviour before and after taking part in Inspire projects. It has been produced by Knight, Kavanagh and Page (KKP) – Leisure Management Consultants.

## METHODOLOGY AND CONTEXT

A combination of on-line and paper surveys<sup>7</sup> were completed by 'participants' in the programme and covered six key strands:

- ◀ The activity and your involvement.
- ◀ Frequency of involvement.
- ◀ Outcomes.
- ◀ Opinions.
- ◀ Awareness.
- ◀ Endorsements and achievements.

Originally commissioned on behalf of the North West region, the survey was not rolled-out until quite late in some areas, consequently survey responses vary significantly by region. It has not, therefore, been possible to produce an individual report for each region and areas have been grouped (see figure 1). Individual papers and accompanying spreadsheets have been produced for each of the 'areas' outlined overleaf.

More than 2,000 people replied to the survey; notwithstanding any regional imbalances, this represents a highly robust sample. It is reassuring to note that whilst emphases may change and priorities may shift slightly the broad patterns and views on importance, the benefits of the Games and taking part in the Inspire programme remain relatively stable irrespective of which part of the UK the data relates to.

---

<sup>5</sup> April 2008 to March 2012

<sup>6</sup> Source: Nielsen/LOCOG Inspire Survey (base: 290) March 2012

<sup>7</sup> Questionnaires and on-line forms used for the survey are the copyright of KKP.

Figure 1: Areas covered by the survey results.

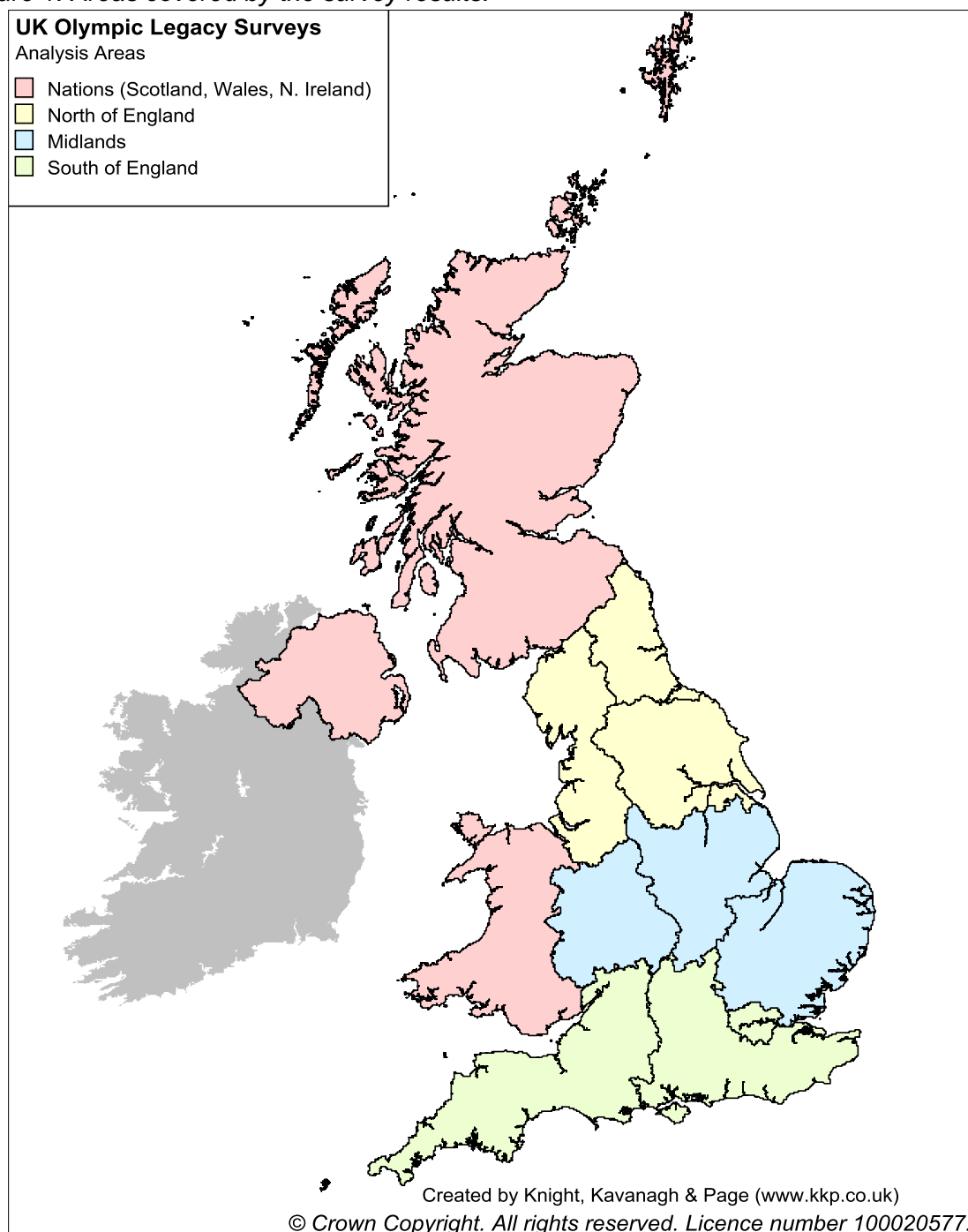


Table 1: Areas covered by the survey and the number of responses in each.

Area	Sample
Nations (Scotland, Wales & Northern Ireland)	433
England	1,602
North of England (North West, North East, Yorkshire and Humber)	950
Midlands (East Midlands, West Midlands, East of England)	282
South of England (South East, South West, London)	370
<b>United Kingdom</b>	<b>2,035</b>

(see also Data notes)



## SURVEY FINDINGS

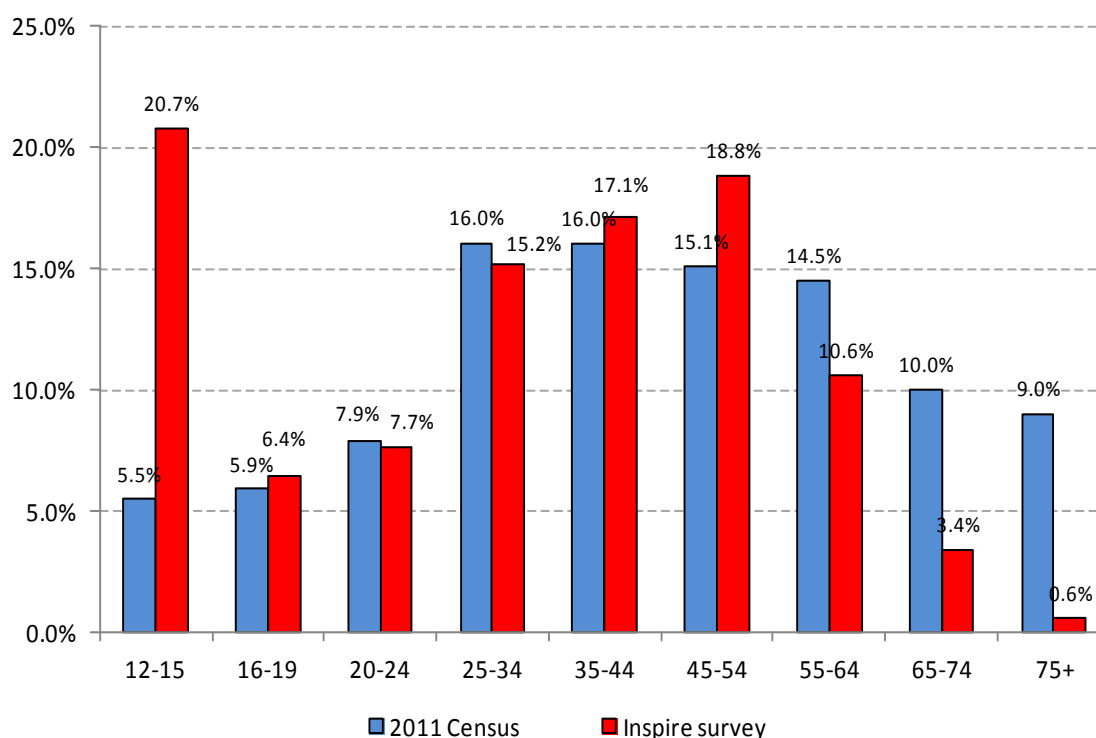
### Respondents, their characteristics and involvement

When compared to the population as a whole, the age structure of respondents contained far more very young people and fewer older participants. The proportions of 16-64 years are, however, relatively close for the survey and the population as a whole (see Figure 2). Other broad comparisons, of England's population relative to the survey respondents, include:

- ◀ Two thirds (65.2%) of respondents were women and girls, while a third (34.8%) were men and boys<sup>8</sup>; comparative census rates are 50.8% female and 49.2% male.
- ◀ 1 in 5 respondents were aged 12-15 years, while only 1 in 20 of the overall population were in this age group (proportions based only on the population aged 12 and above).
- ◀ 7.5% of respondents had a limiting long term illness or a disability (LLTI), this compares to 8.3% with a significant LLTI and a further 9.3% with a 'minor' LLTI within the population as a whole (2011 Census).
- ◀ 94.1% consider themselves to belong to a white ethnic group, while the balancing 5.9% are from non-white groups (2011 Census 85.4% and 14.6% respectively).

In short, the survey has a higher proportion of young people, women and fewer people from ethnic minority groups than might be expected when compared to the population as a whole. This may be an accurate reflection of those who took part in the Inspire programme. Despite the overall sample size, however, the numbers involved are too low for detailed reporting by age, ethnicity or health status to be produced.

Figure 2: Age structure of respondents relative to that of the population as a whole.



<sup>8</sup> Data was also cross referenced by type of involvement (coach, participant, volunteer etc); numbers are, however, generally low and its use below national level is very limited.

### Awareness of the Inspire programme

Approaching half (47.8%) of respondents were aware of the Inspire programme before attending it, while a further 28.2% became aware through taking part in an 'Inspire' activity. Possibly more significant, however, is that, before receiving the questionnaire, just under 1 in 4 (24.0%) were unaware they had been on a project that was part of the Inspire programme.

Prior to their engagement in the programme, the people who were to become participants (38.8%) were the least likely to have heard of Inspire; the group most likely to have heard of the programme were those who became project organisers (73.1%) – other groups were categorised as spectators, coaches and volunteers.

Men (51.8%) were more likely than women (45.6%) to say they had heard of the programme before taking part in it. The age group least likely to have heard of it were 12-15 year olds; the awareness level for most other age groups was around 50%.

The above picture was relatively consistent throughout each of the six survey areas and ranged from a high of 54.3% in the Midlands to a low of 45.1% in the South of England for the proportion of people who were aware of the programme before being invited to take part in it (see table 2).

Table 2: Awareness of the Inspire programme by geographic area.

	Aware before attending	Aware through taking part in the programme	Not aware until receiving the questionnaire	All
England	47.7%	30.1%	22.2%	1,602
Nations	48.0%	21.2%	30.7%	433
North of England	46.7%	35.6%	17.7%	950
Midlands	54.3%	24.8%	20.9%	282
South of England	45.1%	20.0%	34.9%	370
<b>United Kingdom</b>	<b>47.8%</b>	<b>28.2%</b>	<b>24.0%</b>	<b>2,035</b>
Position in range		High value	Low value	

Note: see page 2 for map and detailed area definitions.

Point at which you became aware this is a London 2012 project

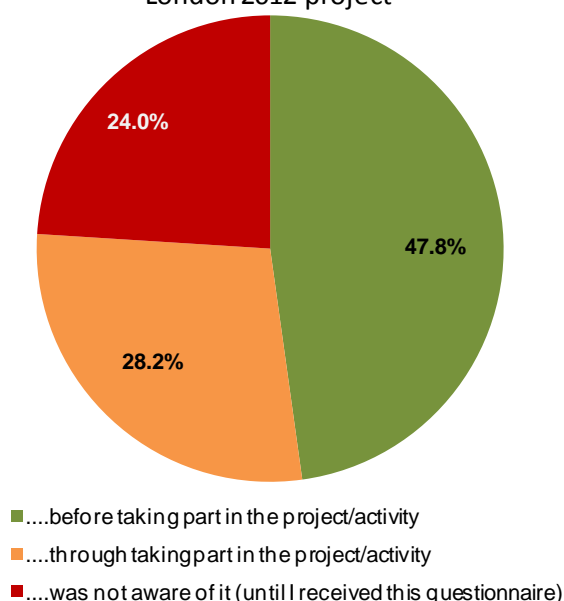


Figure 3: Awareness of the Inspire programme (United Kingdom – sample size = 2,035).

The type of activity that people participated in

Sport and physical activity projects were the most commonly attended Inspire Activity, attracting 8 in 10 (80.9%) of the survey's respondents. One in four (24.9%) took part in arts and cultural activities and 6.7% said their involvement was neither arts nor sports related.

There was no significant variation in participant activity by gender (Sport: men = 80.6%, women = 81.1%, Arts: men = 22.5%, women = 26.2%)

Twelve to fifteen year olds were the group

most likely to take part in sports related activities (93.8%) and the least likely to do arts and cultural projects (19.3%). The age next highest age specific rate for sport (80.6%) was 35-44 year olds, while the lowest rate was for people aged 55+ (72.9%). The highest rate for arts related activities, just under 33%, was for 16-24 and 25-34 year olds; while the next lowest rate (21.0%) was for people aged 55 and over.

The above picture was relatively consistent throughout each of the six survey areas. The main exception being the Midlands, in which the sports related activity rate was down to a low of 65.6% whilst arts and cultural; activities were as high as 38.3%. This compared to a low of 14.1% for participation in arts related projects in the South of England and reflects the range of projects within the specific 'regions' that responded to the survey.

Table 3: The type of activity that people participated in by geographic area.

	Sports and physical activity	Arts and cultural activities	Neither	All
England	82.9%	22.7%	7.1%	1,601
Nations	73.7%	33.3%	5.3%	433
North of England	89.0%	21.4%	4.1%	949
Midlands	65.6%	38.3%	9.6%	282
South of England	80.3%	14.1%	13.0%	370
<b>United Kingdom</b>	<b>80.9%</b>	<b>24.9%</b>	<b>6.7%</b>	<b>2,034</b>
Position in range		High value		Low value

Nature of the Inspire activity

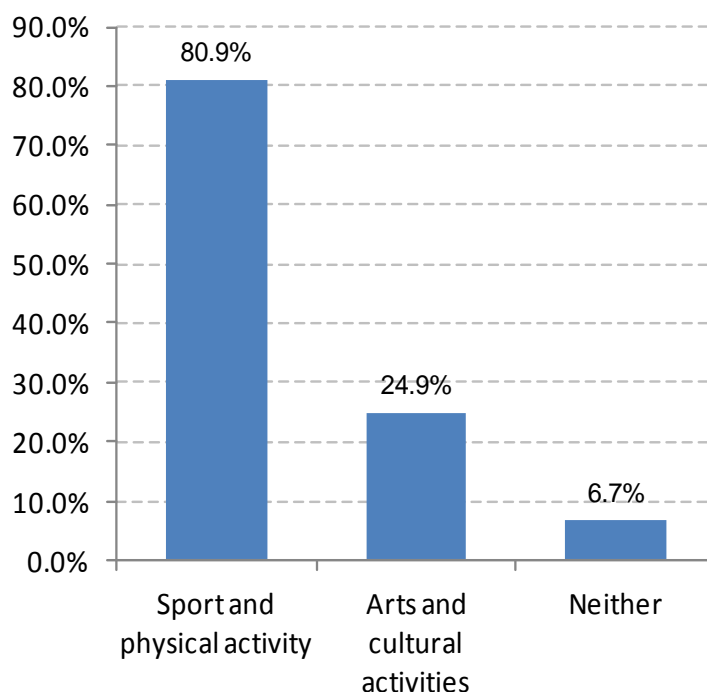


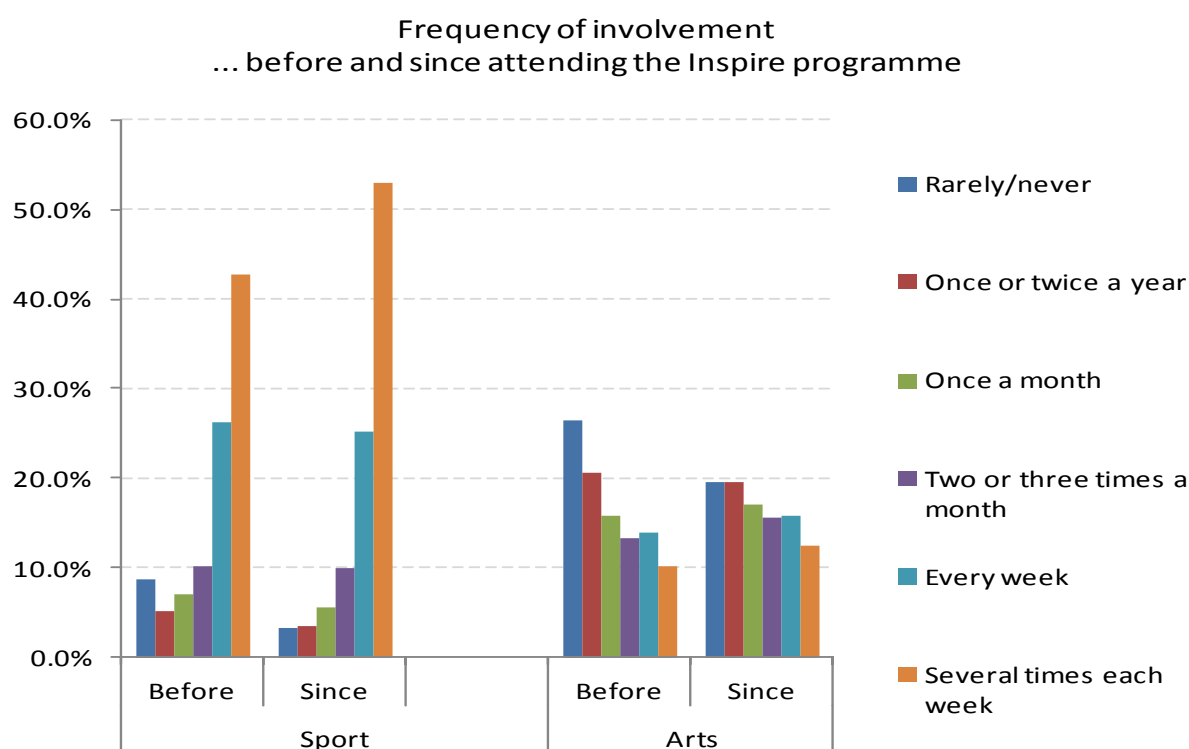
Figure 4: Nature of the Inspire activity (United Kingdom – sample size = 2,034).

## Frequency of involvement

Prior to their involvement in the Inspire programme around 7 in 10 people (69.1%) had taken part in sport and physical activity at least once a week; the comparative rate for the arts and cultural activities was 24.0%. Following their attendance on Inspire these figures rose to 78.0% (sport) and 28.2% (arts). The corollary to this is that there was a fall in the numbers taking part in activities on an occasional basis as the shift was to regular participation.

The largest increase was in the proportion of people who, after taking part in the programme, went on to participate in sport and physical activity more than once a week – this increased from 42.8% to 52.9% (+10.1 percentage points).

Figure 5: Frequency - before and after Inspire (UK sample size = 2,035 sport, 2022 arts).



Women (+11.5p.p.) were more likely than men (+7.5p.p.) to increase the frequency of their sports participation as a result of the programme; this brought the two groups level at c.53%. Women (+2.7p.p.) were also more likely than men (+1.6p.p.) to increase arts participation.

The overall impact was for frequent sports participation (several times each week) to reach a level of around 53 to 55% across all age groups, the sole exception being for those aged 55 and above where the rate was closer to 45%. The largest age specific gains were seen in 45-54 year olds (+13.3 p.p.); the next highest increases being for 12-15 year olds (+ 12.2 p.p.) and 35-44 year olds (+10.7p.p.). The smallest increases were in the 16-24 years age group (+6.9p.p.) and for those aged 55 and over (+7.1p.p.).

Frequent arts participation (several times each week) was a less common feature among programme participants (sport 52.9%, arts 12.4%). There were, however, increases in regular and even frequent arts participation across all age groups. The greatest increase being seen in the 12-15 years (+4.1p.p.) and 16-24 years (+4.3p.p.) age groups.

## London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Of equal significance is the reduction in the proportion of programme participants who, following Inspire, never take part in sport (8.6% before Inspire 3.2% after) and the arts (26.4% to 19.6%).

This picture was relatively consistent throughout each of the survey areas (see table 5). Invariably, for those involved in the programme, it appears to have led to an increase in regular<sup>9</sup> participation throughout all parts of the United Kingdom. The largest percentage point (p.p.) increases were seen in the North of England, +11.3p.p. for sport and +5.8p.p. for arts activities. The smallest gains were seen in the 'Nations' group (Scotland, Wales and Northern Ireland) at +4.3 p.p. for sport and in the South of England for the arts, + 1.4 p.p.

Table 4: Frequency of participation before and after engagement in Inspire (U.K.)

	Sport			Arts		
	Before	Since	PP diff	Before	Since	PP diff
Rarely/never	8.6%	3.2%	-5.4p.p.	26.4%	19.6%	-6.8p.p.
Once or twice a year	5.2%	3.4%	-1.8p.p.	20.5%	19.6%	-0.9p.p.
Once a month	7.0%	5.5%	-1.5p.p.	15.8%	17.0%	1.2p.p.
Two or three times a month	10.1%	9.9%	-0.2p.p.	13.3%	15.6%	2.3p.p.
Every week	26.3%	25.1%	-1.2p.p.	13.9%	15.8%	1.9p.p.
Several times each week	42.8%	52.9%	10.1p.p.	10.1%	12.4%	2.3p.p.
<b>Total</b>	<b>2035</b>	<b>2035</b>		<b>2022</b>	<b>2021</b>	

(PP diff = percentage point difference)

Table 5: Frequency of participation before & after engagement by geographic area.

	Sport			Arts		
	Before	Since	PP diff	Before	Since	PP diff
<b>England</b>						
Rarely/never	9.2%	3.3%	-5.9p.p.	27.1%	19.8%	-7.3p.p.
Weekly or more often	68.1%	78.2%	10.1p.p.	23.2%	27.6%	4.4p.p.
<b>Nations</b>						
Rarely/never	6.2%	2.8%	-3.4p.p.	23.8%	18.9%	-4.9p.p.
Weekly or more often	73.0%	77.3%	4.3p.p.	27.0%	30.5%	3.5p.p.
<b>North of England</b>						
Rarely/never	9.3%	2.8%	-6.5p.p.	33.9%	25.6%	-8.3p.p.
Weekly or more often	67.9%	79.2%	11.3p.p.	23.9%	29.7%	5.8p.p.
<b>Midlands</b>						
Rarely/never	11.7%	5.7%	-6.0p.p.	15.2%	9.2%	-6.0p.p.
Weekly or more often	64.6%	70.9%	6.3p.p.	29.1%	32.6%	3.5p.p.
<b>South of England</b>						
Rarely/never	7.3%	2.7%	-4.6p.p.	18.6%	13.2%	-5.4p.p.
Weekly or more often	71.4%	81.1%	9.7p.p.	17.0%	18.4%	1.4p.p.
<b>United Kingdom</b>						
<b>Rarely/never</b>	<b>8.6%</b>	<b>3.2%</b>	<b>-5.4p.p.</b>	<b>26.4%</b>	<b>19.6%</b>	<b>-6.8p.p.</b>
<b>Weekly or more often</b>	<b>69.1%</b>	<b>78.0%</b>	<b>8.9p.p.</b>	<b>24.0%</b>	<b>28.2%</b>	<b>4.2p.p.</b>
<i>Position in range</i>		<i>High value</i>			<i>Low value</i>	

<sup>9</sup> Regular participation = one or more times each week, Frequent participation = several times each week

## Outcomes

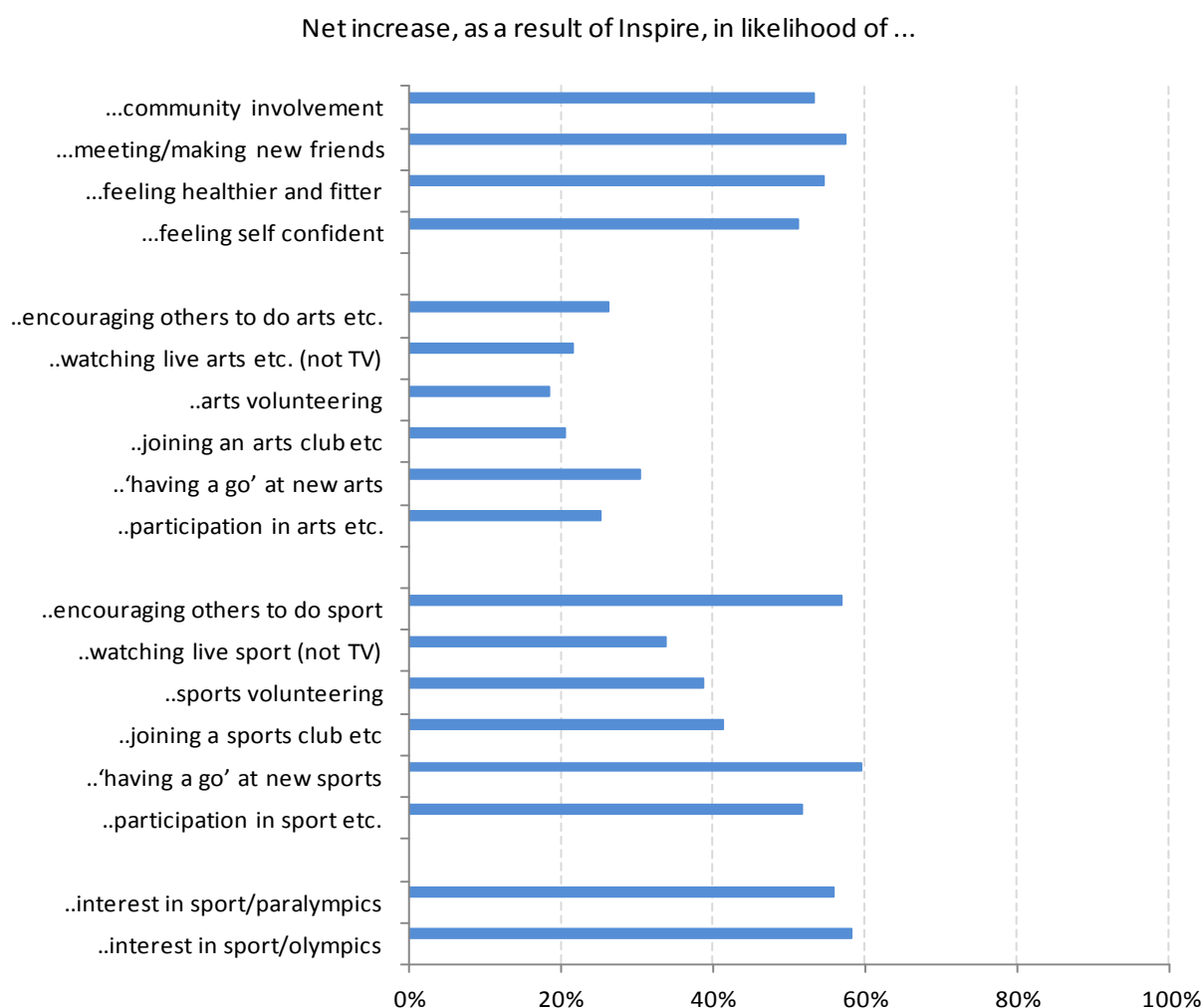
Participants in the programme were asked about its impact on their views and behaviour. They were asked whether or not since taking part in the activity (or attending an event) they were more or less likely to 'encourage others to do arts', did they 'feel fitter and healthier' etc. (see below).

The net effect of involvement is shown in figure 6, for example, the proportion of people who said they are likely to do volunteer work for arts and cultural activities increased by +18.4p.p. (- 5.9% said they were less likely and 24.3% more likely to).

As shown below the strongest impacts are an interest in having a go at other/new sports (+59.5p.p.), watching the Olympic Games (+58.2p.p.), making new friends (+57.3p.p.) and encouraging friends and family to take part in sports and physical activity (+ 56.8p.p.). Increases of more than 50 percentage points were also seen in watching the Paralympics, feeling fitter and healthier, community involvement, sports participation and in levels of self confidence.

In short, the programme had a significant and positive lifestyle impact with 9 in 10 participants (90.6%) reporting at least one positive outcome (more likely), of the remaining 9% the most common response was to say things had 'stayed the same'.

Figure 6: More or less likely to... (UK sample size = 2,035).



## London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Table 6: Effects of participation in the Inspire programme – rank ordered on net impact (UK sample size = 2,035).

More or less likely to...	Less	Same	More	Net diff
...‘have a go’ at other/new sports & physical activities	1.5%	37.4%	61.0%	59.5p.p.
...be interested in sport and the Olympic Games	0.7%	40.3%	58.9%	58.2p.p.
...meet/make new friends	0.3%	42.1%	57.6%	57.3p.p.
...encourage friends/family to take part in sport & p.a.	1.0%	41.1%	57.8%	56.8p.p.
...be interested in sport and the Paralympic Games	1.4%	41.3%	57.3%	55.9p.p.
...feel healthier and fitter	0.5%	44.4%	55.1%	54.6p.p.
...get involved in your local community	1.0%	44.8%	54.2%	53.2p.p.
...take part in sport & physical activity in the future	0.6%	47.0%	52.4%	51.8p.p.
...feel self confident	1.1%	46.5%	52.3%	51.2p.p.
...join a club/programme to take part in sport & p.a.	2.2%	54.2%	43.6%	41.4p.p.
...do volunteer work for sport & physical activity	2.8%	55.7%	41.5%	38.7p.p.
...watch live sport (i.e. not on TV)	3.8%	58.7%	37.5%	33.7p.p.
...‘have a go’ at other/new arts & cultural activities	3.9%	61.8%	34.3%	30.4p.p.
...encourage friends/family to take part in arts & culture	3.7%	66.3%	30.0%	26.3p.p.
...take part in arts & cultural activities in the future	3.7%	67.4%	28.9%	25.2p.p.
...watch/attend arts and culture/visit galleries etc. (not on TV)	4.9%	68.5%	26.6%	21.7p.p.
...attend a class /group to take part in arts & culture	4.8%	69.8%	25.4%	20.6p.p.
...do volunteer work for the arts & cultural activities	5.9%	69.8%	24.3%	18.4p.p.

In general, while men and women both reported significant positive lifestyle impacts as a result of their participation, women were more likely to report ‘net gains’. The only exceptions were associated with ‘doing volunteer work for sport and physical activity’ and ‘watching live sport’ – both of which saw greater percentage increases for men than women.

The most significant net effects, by age, were generally seen in the 12-15 and 16-24 years age groups. Conversely the lowest ‘gains’ were usually the in the 55+ years group. The main exception to this ‘rule’ being the rates for volunteer work in the arts, watching and attending arts events/galleries etc. and encouraging others to take part in arts and cultural activities – all of these were lowest for 12-15 year olds.

To a greater or lesser degree, there were significant positive impacts across all areas and in relation to all aspects of the programme, whether it was an increased interest in the Olympics and Paralympics, greater likelihood of taking part in sports and physical activity, arts and cultural activity or in wider personal and community benefits (see table 7).

The North of England enjoyed significant benefits across the majority of ‘categories’. It had 10 of the 18 highest net impacts and only one of the lowest – even this was a 53.6p.p. gain for interest in the Paralympics (it is also worth noting that the North West survey was completed prior to the Olympic and Paralympic games). The lowest arts related ‘gains’ were seen in the South of England while two thirds of the highest arts gains were in the ‘Nations’ group – this may, however, reflect the type of Inspire activities which respondents from these ‘regions’ took part in.



**London 2012 Olympic Games and Paralympic Games  
Inspire programme legacy survey: United Kingdom**

*Table 7: Net-effects of participation in the Inspire programme – by geographic area*

<b>Net increase in likelihood of...</b>	<b>England</b>	<b>Nations</b>	<b>North of England</b>	<b>Midlands</b>	<b>South of England</b>	<b>United Kingdom</b>
<b><i>Olympics/Paralympics</i></b>						
..interest in sport/Olympics	58.8p.p.	55.9p.p.	62.2p.p.	50.7p.p.	56.5p.p.	<b>58.2p.p.</b>
..interest in sport/Paralympics	55.7p.p.	56.3p.p.	53.6p.p.	56.7p.p.	60.3p.p.	<b>55.9p.p.</b>
<b><i>Sports and physical activity</i></b>						
..participation in sport etc.	53.1p.p.	46.9p.p.	57.7p.p.	36.5p.p.	54.1p.p.	<b>51.8p.p.</b>
..'having a go' at new sports	60.0p.p.	57.5p.p.	64.1p.p.	41.1p.p.	64.0p.p.	<b>59.5p.p.</b>
..joining a sports club etc	42.6p.p.	37.4p.p.	48.3p.p.	22.4p.p.	43.0p.p.	<b>41.4p.p.</b>
..sports volunteering	38.6p.p.	39.3p.p.	41.2p.p.	41.5p.p.	29.5p.p.	<b>38.7p.p.</b>
..watching live sport (not TV)	34.7p.p.	30.3p.p.	36.1p.p.	31.2p.p.	33.5p.p.	<b>33.7p.p.</b>
..encourage others to do sport	56.5p.p.	58.0p.p.	59.3p.p.	42.9p.p.	59.7p.p.	<b>56.8p.p.</b>
<b><i>Arts and cultural activities</i></b>						
..participation in arts etc.	24.6p.p.	27.3p.p.	26.0p.p.	28.1p.p.	18.4p.p.	<b>25.2p.p.</b>
..'having a go' at new arts	29.9p.p.	32.4p.p.	32.5p.p.	32.0p.p.	21.6p.p.	<b>30.4p.p.</b>
..joining an arts club etc	19.3p.p.	25.4p.p.	19.4p.p.	20.9p.p.	17.6p.p.	<b>20.6p.p.</b>
..arts volunteering	17.0p.p.	23.5p.p.	16.8p.p.	23.0p.p.	12.7p.p.	<b>18.4p.p.</b>
..watching live arts. (not TV)	20.8p.p.	24.7p.p.	20.7p.p.	23.8p.p.	19.0p.p.	<b>21.7p.p.</b>
..encourage others to do arts	25.5p.p.	29.1p.p.	25.0p.p.	32.3p.p.	21.7p.p.	<b>26.3p.p.</b>
<b><i>Social benefits</i></b>						
...feeling self confident	51.7p.p.	49.4p.p.	58.3p.p.	37.6p.p.	45.4p.p.	<b>51.2p.p.</b>
...feeling healthier and fitter	56.4p.p.	48.0p.p.	63.8p.p.	36.5p.p.	52.7p.p.	<b>54.6p.p.</b>
...meet/make new friends	57.3p.p.	57.0p.p.	64.1p.p.	46.5p.p.	48.3p.p.	<b>57.3p.p.</b>
...community involvement	53.7p.p.	51.3p.p.	57.6p.p.	53.2p.p.	44.0p.p.	<b>53.2p.p.</b>
Sample sizes	1,602	433	950	282	370	<b>2,035</b>
<i>Position in range</i>		<i>High value</i>			<i>Low value</i>	



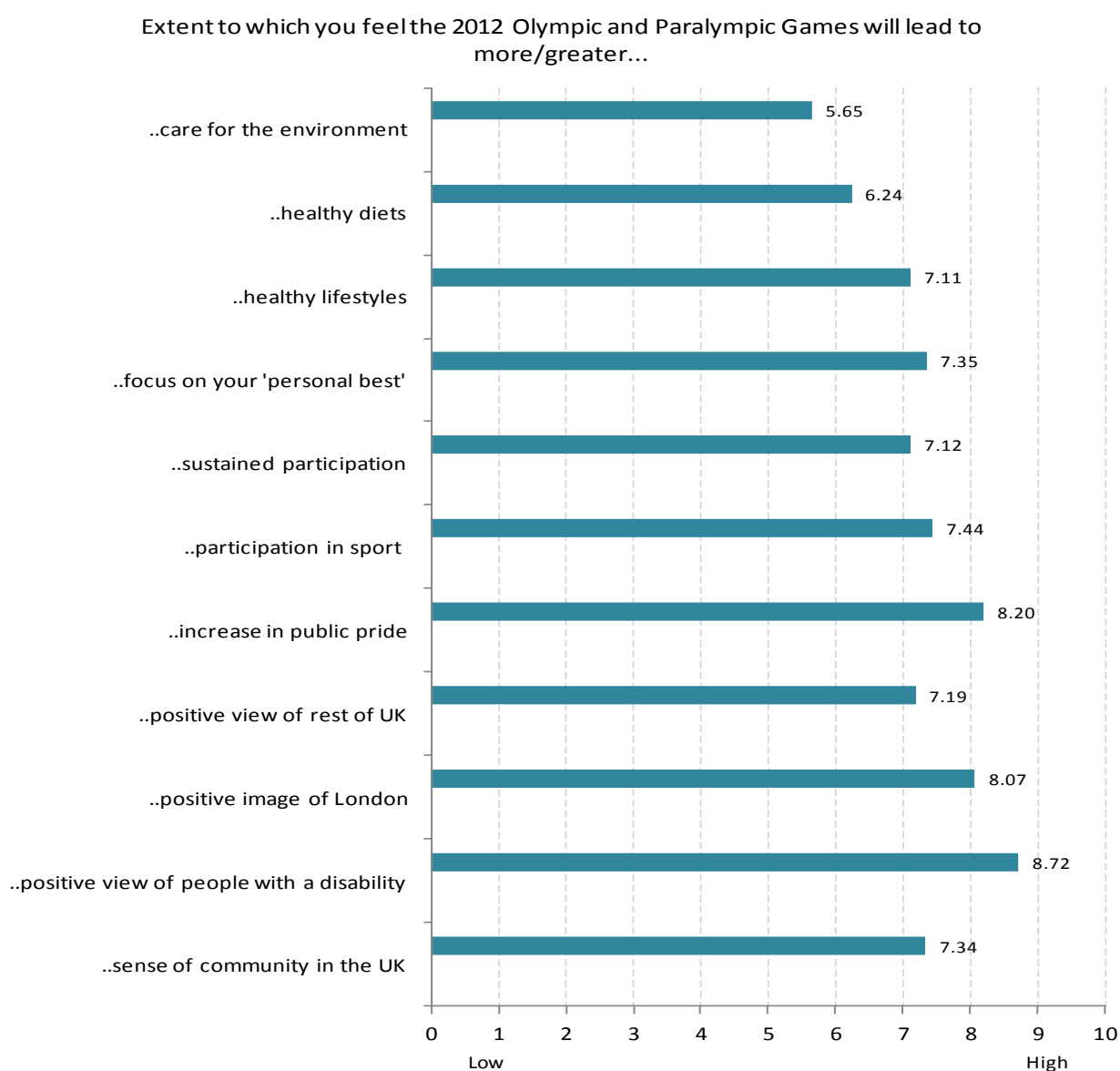
## Opinions

Participants' views were sought in terms of the extent to which they feel the Games would have a series of positive impacts. Scores were given from 1 (low) to 10 (high); for example, to indicate the potential for the London 2012 Olympic Games and Paralympic Games to help build a sense of local community. This generated an average score of 7.34, while their potential to increase care for the environment scored 5.65.

The highest impact is seen in the ability of Paralympic sports to engender a more positive view of people with a disability and their achievements, this scored 8.72 (out of 10), it was also consistently the highest scoring variable across all geographic areas (see table 8).

The next highest score (8.20) was for the ability of the Games to increase public pride; while, the lowest scores were for their ability to increase care for the environment (5.65) and to lead to 'healthier eating habits' (6.24).

Figure 7: Perceived likely benefits from the Games (UK sample size = 2,035).



## London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

While men and women both reported similar views as to how significant the impact of the Games would be, as a general rule, women had a more positive expectation. Consequently, while men gave an average score of 8.53 for their views on the ability of Paralympic sports to promote a more positive view of people with a disability, women gave it a score of 8.82. The only exception to this, by gender and area, was seen in the Midlands, where men had a more positive expectation across a number of variables.

The most positive opinions, by age, were seen in the 12-15 years age group across almost all measures. The only exception was for their expectation that the Paralympics would have a positive impact on public opinion about people with a disability, with a slightly higher 'average score' being recorded by 25-34 year olds. The lowest age specific scores were dotted around several age groups, the largest number being in the 45-54 years cohort which had the lowest scores for six of the 11 measures (see accompanying spreadsheet for further details).

Table 8: Perceived likely benefits from the Games by geographic area.

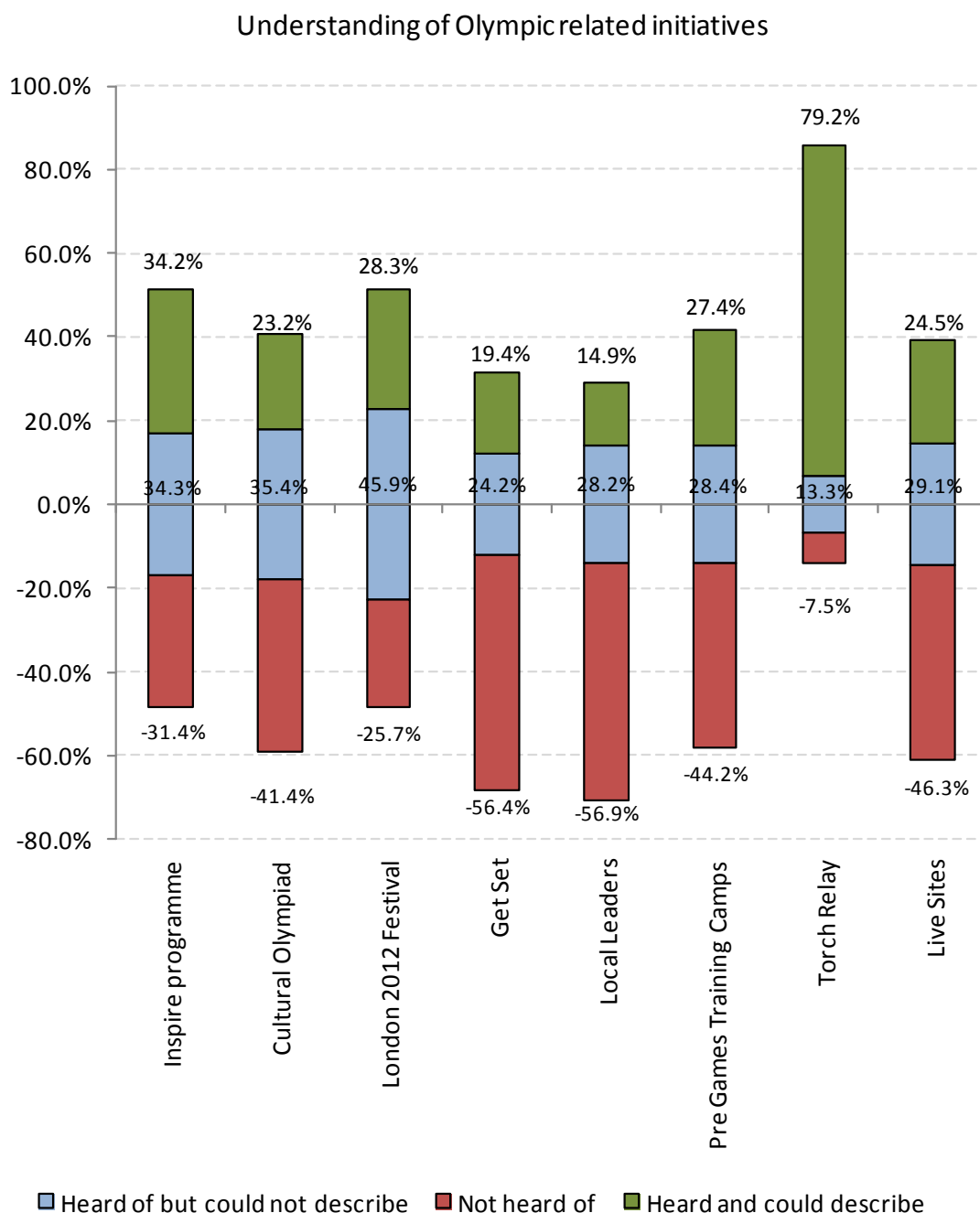
Extent to which you think the Games will lead to more/greater...	England	Nations	North of England	Midlands	South of England	United Kingdom
..sense of community in your region/area	7.54	6.60	7.62	7.28	7.55	7.34
..positive view of people with a disability	8.73	8.67	8.63	8.80	8.92	8.72
<b>...the Games will lead to...</b>						
..positive image of London	8.14	7.83	7.99	8.30	8.40	8.07
..positive view of rest of UK	7.31	6.71	7.45	7.02	7.21	7.19
..increase in public pride	8.29	7.86	8.15	8.41	8.56	8.20
..participation in sport	7.50	7.20	7.71	7.16	7.24	7.44
..sustained participation	7.21	6.77	7.44	6.82	6.92	7.12
..focus on your 'personal best'	7.40	7.17	7.63	6.95	7.18	7.35
..healthy lifestyles	7.21	6.76	7.47	6.81	6.85	7.11
..healthy diets	6.36	5.78	6.78	5.74	5.74	6.24
..care for the environment	5.85	4.91	6.36	5.09	5.12	5.65
Sample sizes	1,600	433	948	282	370	<b>2,033</b>
Position in range		High value			Low value	

**Awareness**

When asked 'have you heard of' or 'could you describe' a range of Olympic initiatives responses varied significantly. For example, while 79.2% of people had heard of and could describe the 'Torch relay', only 14.9% could say the same of the Local Leaders programme, 19.4% the Get Set initiative and 23.2% the Cultural Olympiad. As a general rule, around 3 in 10 people said that they had heard of most initiatives but could not describe them.

Conversely, more than 5 in 10 had not heard of Local Leaders or Get Set, 4 in 10 had not heard of Live Sites, Pre-games training camps or the Cultural Olympiad and 3 in 10 of the Inspire programme.

Figure 8: Awareness of Games related initiatives (UK sample size = 2,035).



## London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

Table 9: Awareness of Games related initiatives (UK sample size 2,035)

	I've not heard of it	I've heard of, but could not describe it	I've heard of it and could describe it	Net difference
Inspire programme	31.4%	34.3%	34.2%	2.8%
Cultural Olympiad	41.4%	35.4%	23.2%	-18.2%
London 2012 Festival	25.7%	45.9%	28.3%	2.6%
Get Set	56.4%	24.2%	19.4%	-37.0%
Local Leaders	56.9%	28.2%	14.9%	-42.0%
Pre Games Training Camps	44.2%	28.4%	27.4%	-16.8%
Torch Relay	7.5%	13.3%	79.2%	71.7%
Live Sites	46.3%	29.1%	24.5%	-21.8%
<i>Position in range</i>		<i>High value</i>		<i>Low value</i>

In general, men and women both reported similar patterns of initiative awareness – low for Local Leaders and high for the Torch Relay. Men's awareness of specific initiatives was generally several percentage points higher than women's, the only exception being for awareness of the London 2012 Festival (see accompanying spreadsheet for details).

The pattern across all age groups was for the Torch Relay to be the initiative that everyone was most aware of. However, awareness of the relay amongst 12-15 year olds (57.8%) was noticeably lower than that of other age groups, where rates were around 80 to 90%.

Geographic awareness of specific initiatives varied quite markedly and, in addition to regional effects, could reflect a combination of the timing of surveys from one part of the country to the next and also the nature of the projects that people had been involved in (see table 10).

Table 10: Awareness of Games related initiatives by geographic area

	Not heard of	Heard of and could describe	Net Difference	Sample size
<b>Inspire programme</b>				
United Kingdom	31.4%	34.2%	2.8%	2,035
Scotland, Wales & Northern Ireland	34.9%	32.6%	-2.3%	433
England	30.5%	34.6%	4.1%	1,602
North of England	31.1%	37.2%	6.1%	950
Midlands	17.7%	44.3%	26.6%	282
South of England	38.9%	20.8%	-18.1%	370
<b>Cultural Olympiad</b>				
United Kingdom	41.4%	23.2%	-18.2%	2,035
Scotland, Wales & Northern Ireland	46.7%	19.9%	-26.8%	433
England	40.0%	24.1%	-15.9%	1,602
North of England	47.4%	17.7%	-29.7%	950
Midlands	19.1%	46.5%	27.4%	282
South of England	37.0%	23.5%	-13.5%	370

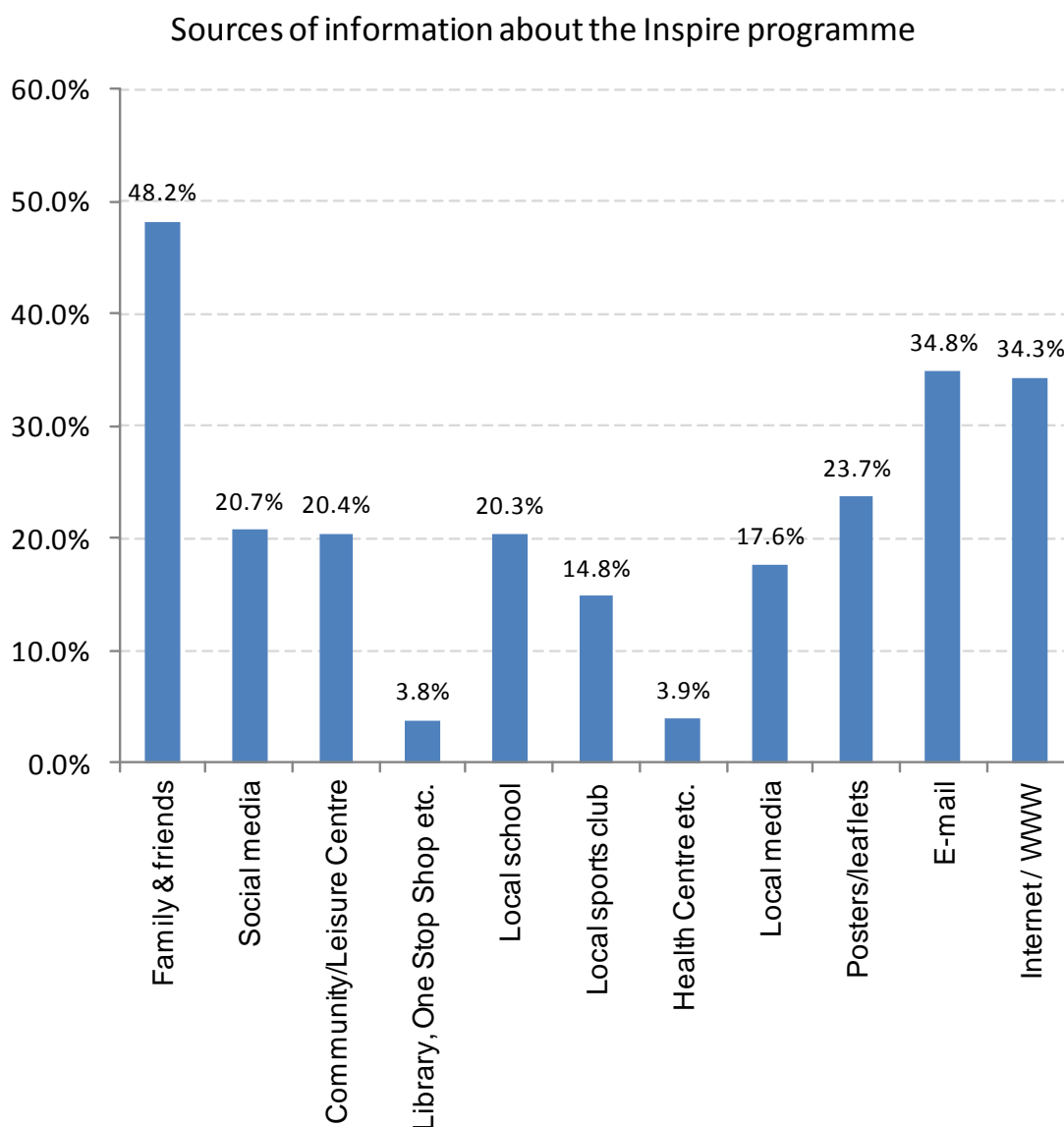
London 2012 Olympic Games and Paralympic Games  
Inspire programme legacy survey: United Kingdom

	Not heard of	Heard of and could describe	Net Difference	Sample size
<b>London 2012 Festival</b>				
United Kingdom	25.7%	28.3%	2.6%	2,035
Scotland, Wales & Northern Ireland	31.4%	21.9%	-9.5%	433
England	24.2%	30.0%	5.8%	1,602
North of England	26.0%	29.4%	3.4%	950
Midlands	19.9%	36.2%	16.3%	282
South of England	23.0%	27.0%	4.0%	370
<b>Get Set</b>				
United Kingdom	56.4%	19.4%	-37.0%	2,035
Scotland, Wales & Northern Ireland	66.3%	17.3%	-49.0%	433
England	53.7%	19.9%	-33.8%	1,602
North of England	50.8%	19.8%	-31.0%	950
Midlands	54.6%	26.2%	-28.4%	282
South of England	60.5%	15.4%	-45.1%	370
<b>Local leaders</b>				
United Kingdom	56.9%	14.9%	-42.0%	2,035
Scotland, Wales & Northern Ireland	65.6%	11.3%	-54.3%	433
England	54.5%	15.9%	-38.6%	1,602
North of England	49.7%	17.9%	-31.8%	950
Midlands	55.0%	18.1%	-36.9%	282
South of England	66.5%	9.2%	-57.3%	370
<b>Pre-games training camps</b>				
United Kingdom	44.2%	27.4%	-16.8%	2,035
Scotland, Wales & Northern Ireland	50.3%	21.9%	-28.4%	433
England	42.5%	28.9%	-13.6%	1,602
North of England	43.7%	26.9%	-16.8%	950
Midlands	28.4%	45.7%	17.3%	282
South of England	50.3%	21.4%	-28.9%	370
<b>Torch relay</b>				
United Kingdom	7.5%	79.2%	71.7%	2,035
Scotland, Wales & Northern Ireland	3.5%	87.5%	84.0%	433
England	8.6%	77.0%	68.4%	1,602
North of England	13.3%	66.7%	53.4%	950
Midlands	1.1%	94.7%	93.6%	282
South of England	2.2%	89.7%	87.5%	370
<b>Live sites</b>				
United Kingdom	46.3%	24.5%	-21.8%	2,035
Scotland, Wales & Northern Ireland	54.3%	20.1%	-34.2%	433
England	44.2%	25.7%	-18.5%	1,602
North of England	46.8%	20.0%	-26.8%	950
Midlands	40.1%	32.6%	-7.5%	282
South of England	40.5%	35.1%	-5.4%	370
<i>Position in range</i>		<i>High value</i>	<i>Low value</i>	

### Sources of information

People heard about the Inspire programme from various sources; the most common ones being family and friends (48.2%), e-mails (34.8%) and the internet (34.3%). Conversely, the least likely sources of information were libraries & one stop shops (3.8%) and health centres & GPs (3.9%). This picture was replicated throughout all geographic areas (see table 11).

Figure 9: Sources of information about Inspire related initiatives (UK sample size = 2,035).



In general, men and women both reported friends and family as the most likely source of their information. However, there were noticeably higher rates by gender for certain sources, for example, men were more likely to find out from a local sports club (18.8%) or via e-mail (37.7%); the comparative rates for women were 12.7% and 33.2% respectively. Conversely, women were more likely to find out from a local school (22.5%) or via posters and leaflets (25.2%); the comparative rates for men were 16.2% and 20.9% respectively.

## London 2012 Olympic Games and Paralympic Games Inspire programme legacy survey: United Kingdom

The pattern across most age groups was for friends and family to be the main source of information; however, for those aged 45-54 and 55+ it appears that e-mails were the most successful communications route. Predictably enough, local schools were highly effective for 12-15 year olds (54.4%) as were posters (35.8%). The internet was consistently successful at around 33% for every age group. The importance of social media, however, declined in line with age, while conversely the local press increased in line with age as preferred routes for communications.

In short, most of the routes worked well for different people, however, health centres, libraries and one stop shops appeared to be the least appropriate routes for this particular message, irrespective of personal circumstance.

Table 11: Sources of information about Inspire related initiatives by geographic area

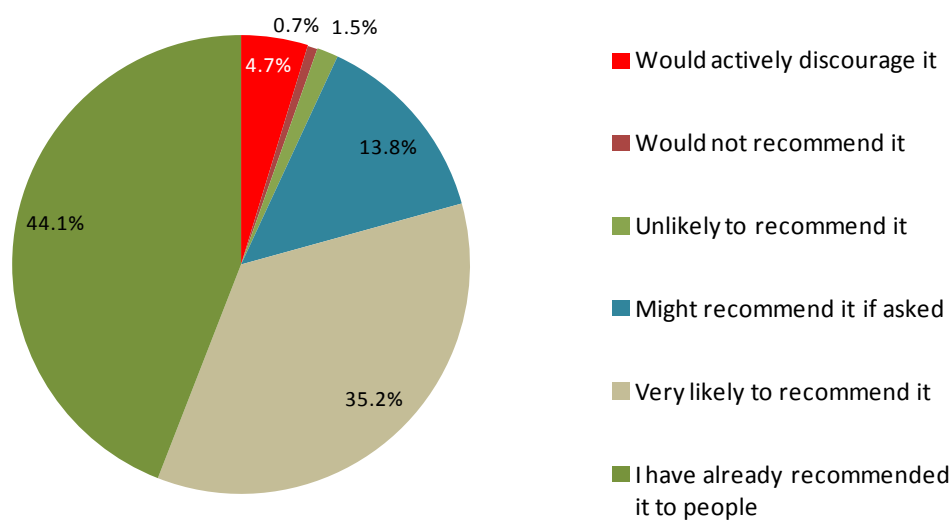
	England	Nations	North of England	Midlands	South of England	United Kingdom
Family & friends	47.0%	52.7%	51.4%	42.2%	39.5%	48.2%
E-mail	33.0%	41.3%	27.1%	46.5%	38.1%	34.8%
Internet / WWW	33.6%	36.7%	33.9%	41.5%	27.0%	34.3%
Posters/leaflets	25.0%	19.2%	28.0%	21.6%	19.7%	23.7%
Social media	20.8%	20.1%	24.6%	19.5%	12.2%	20.7%
Community/Leisure Centre	20.4%	20.3%	23.8%	16.3%	14.9%	20.4%
Local school	22.2%	13.6%	25.7%	11.3%	21.4%	20.3%
Local media	16.4%	22.4%	14.2%	21.3%	18.1%	17.6%
Local sports club	14.5%	16.2%	17.2%	11.0%	10.3%	14.8%
Health Centre etc.	4.7%	0.9%	5.6%	0.7%	5.4%	3.9%
Library, One Stop Shop etc.	4.2%	2.3%	4.4%	5.0%	3.0%	3.8%
Sample sizes	1,602	433	950	282	370	2,035
Position in range		High value			Low value	

## Endorsements and achievements

Four in every five (79.3%) of those who attended the Inspire programme said they were very likely to recommend it to family and friends (35.2%) or that they had already done so (44.1%). It is, however, a point of concern that 4.7% (1 in 20) said they would actively discourage participation in the Inspire programme.

Figure 10: Likelihood of recommending Inspire initiatives to family and friends (UK sample size = 2,035).

Likelihood of recommending it to family and friends



In general, there were only marginal differences by gender, the main one being that men (6.5%) were noticeably more likely than women (3.8%) to actively discourage attendance of an Inspire related project.

There was, similarly, little difference by age although active discouragement was highest among those aged 55+ years (7.5%).

The pattern was also relatively consistent throughout each of the six survey areas and, as shown in table 12, ranged from a high of 52.4% in the 'Nations' group (Scotland, Wales and Northern Ireland) to a low of 38.1% in the South of England for the proportion of people who said they had already recommended the Inspire programme to friends and family.

Table 12: Sources of information about Inspire related initiatives by geographic area

	England	Nations	North of England	Midlands	South of England	United Kingdom
Would actively discourage it	4.5%	5.5%	3.9%	4.3%	6.2%	<b>4.7%</b>
Would not recommend it	0.9%	0.2%	1.2%	0.4%	0.5%	<b>0.7%</b>
Unlikely to recommend it	1.6%	1.2%	1.4%	2.1%	1.6%	<b>1.5%</b>
Might recommend it if asked	15.2%	8.8%	14.8%	14.5%	16.8%	<b>13.8%</b>
Very likely to recommend it	36.1%	31.9%	34.9%	39.0%	36.8%	<b>35.2%</b>
Have already recommended it	41.8%	52.4%	43.9%	39.7%	38.1%	<b>44.1%</b>
	1,600	433	948	282	370	<b>2,033</b>
Position in range		High value			Low value	



## The Commonwealth Games: Glasgow 2014

Three additional questions were asked of Inspire participants in Scotland. The questions related to the extent to which people thought the experience of the Inspire programme along with the Olympic and Paralympic Games would lead to their involvement/interest in the Commonwealth Games in 2014. The three questions covered the subjects of:

- ✦ Acting as a volunteer at the 2014 Commonwealth Games.
- ✦ Buying a ticket for/attending the 2014 Games.
- ✦ An increased interest in the 2014 Games.

More than half of those who had been involved in the Inspire programme said they were more likely to act as a volunteer (53.3%) at the 2014 Commonwealth Games in Glasgow and/or to buy a ticket (57.9%) to attend the Games.

A large majority of people also felt that the London 2012 Olympic and Paralympic Games would lead to an increased interest in the 2014 Commonwealth Games. More than 8 in 10 people (85.0%) expect the interest level to be markedly higher as a result of the London 2012 Games (based on those recording a score of 7 or higher when asked 'to what extent do you think that the London 2012 Olympic Games and Paralympic Games will lead to an increased interest in the Commonwealth Games in Glasgow in 2014?')

Figure 11: Increased likelihood of volunteering and/or attending the 2014 Commonwealth Games

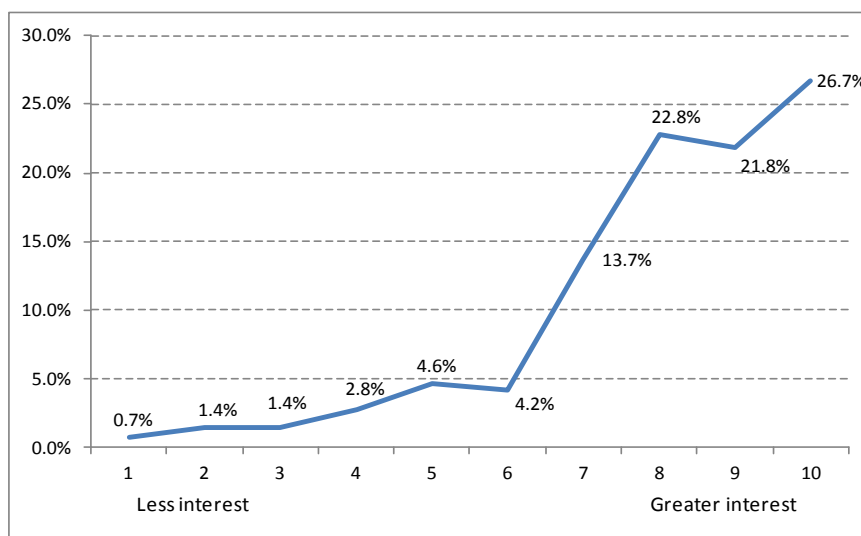
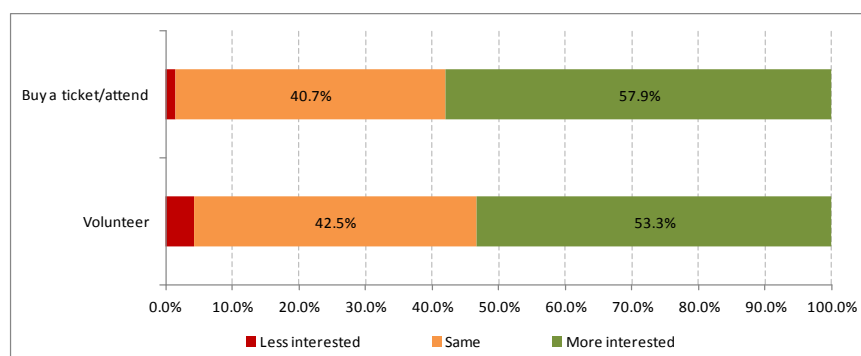


Figure 12: Increased levels of interest in the Commonwealth Games (2014) as a result of the 2012 London Games

## Conclusion

For many of those attending an Inspire event it clearly has very positive benefits. These are often around well-being and self-confidence. It is also clear that even before they were held people felt the 'Olympics' had the potential to leave positive impressions and for these to carry through to the 2014 Commonwealth Games in Glasgow. The greatest impact of the Games was widely recognised as their ability to elevate the profile and public awareness of the achievements of people with a disability.

## APPENDIX 1: SELECTED KEY FACTS

### *The activity and your involvement*

- ◀ Almost half (47.8%) of the survey's respondents were aware of the Inspire programme before going on it, slightly fewer than 3 in 10 (28.2%) became aware by attending and prior to receiving the questionnaire around 1 in 4 (24.0%) didn't realise they had attended an Inspire related activity.
- ◀ 8 in 10 (80.9%) had taken part in sport and physical activity and 1 in 4 (24.9%) had participated in the arts, as part of their Inspire activities (clearly some did both sport and the arts).

### *Frequency of involvement*

- ◀ People are more likely to take part in sport and the arts, at least once a week, after going on the Inspire programme (Sport before Inspire = 69.1%, after = 78.0%), (Arts before = 24.0%, after = 28.2%)

### *Outcomes - (net increase - out of 18 different measures)*

People were most likely to say that they :

- ◀ had a go at a new sport or physical activity (+59.5%).
- ◀ were more interested in sport and the Olympic Games (+58.2%).
- ◀ had made friends whilst on the programme (+57.3%).
- ◀ would encourage family and friends to get involved in sport & physical activity (+56.8%).
- ◀ were more interested in sport and the Paralympic Games (+55.9%).
- ◀ felt healthier and fitter (+54.6%).
- ◀ were more likely to get involved in their local community (+53.2%).
- ◀ are more self confident (+51.2%).

### *Opinions - (out of 11 different issues)*

- ◀ The highest positive impact was the ability of Paralympic sports to generate a more positive view of people with a disability and their achievements, scoring 8.72 (out of 10)
- ◀ The next highest (8.20) was for the Games to lead to an increase in public pride.
- ◀ The lowest score (5.65) was for its ability to increase environmental awareness and care.

### *Awareness*

- ◀ While 79.2% of people had heard of and could describe the 'Torch relay', only 14.9% could do the same for the Local leaders' initiative.
- ◀ As a general rule, around 3 in 10 people said that they had heard of most initiatives but could not describe them.
- ◀ The most common source of information for people to find out about the Inspire programme was family and friends (48.2%), e-mails (34.8%) and the internet (34.3%).
- ◀ Libraries & one stop shops (3.8%) and health centres & GPs (3.9%) were the least likely (of the available options) for people to find out about the Inspire programme.

### *Endorsements and achievements*

- ◀ 8 in 10 (79.3%) of those who had attended the programme were likely to recommend it to family and friends, with 44.1% having already done so.