English Federation of Disability Sport

EFDS Report

Disabled People's Lifestyle Survey

September 2013

Understanding disabled people's lifestyles in relation to sport.

Defining current participation, preferences and engagement to provide more attractive offers in sport.

SPORT ENGLAND

Report findings based on a market research conducted in November - December 2012 by English Federation of Disability Sport.

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Foreword

The English Federation of Disability Sport (EFDS) is delighted to release its first research report to focus on disabled people's lifestyles. The study was designed to understand what motivates disabled people in their everyday lives and how this relates to sport or exercise. It is the beginning of a longer programme of research which will enable EFDS to support sport organisations to offer opportunities for disabled people that are engaging, relevant and appropriate.

Disabled people have the same right to be as active as everybody else, whether they want to make use of their local gym or become an elite athlete. But the starting point is listening to disabled people and using their response to build opportunities. That is why this report is a foundation for further work, more conversations and new ideas, which enable providers and other organisations to better understand disabled people's needs.

We are all aware that sport and exercise bring substantial benefits. These could be physical, psychological or social benefits, which enhance wellbeing and lifestyle. However, four out of five disabled people are not active on a weekly basis. Disabled people are half as likely to be active than non-disabled people. To boost participation figures, we need to ensure that opportunities are available to disabled people, but more importantly these meet the needs of the target audience.

EFDS stress that disabled people are individuals with varied needs just like non-disabled people. This study allows us to first investigate whether there are any common motivation drivers, information channels or interventions, which certain groups of disabled people prefer. The findings show that disabled people do not always fall into the pre-conceived or pigeon-holed groupings defined for them. Within the planning and delivery processes, thinking outside the box for disabled people works in the same way as it does for anybody else.

The full answers do not lie within this report. What it does present is a range of common traits and preferences, which we hope will spark better marketing, more opportunities and insight. The report points out whether the evidence remains unclear in places or where further research may be needed.

While we recognise this is an extremely valuable piece of work, securing real change is never easy. There are various step changes from being a non-active to a fully active disabled person. Some disabled people have noted that being able to physically get out of bed in the morning can be enough activity some days. We need to recognise that for some disabled people, being active may never be an option at all. However, for the large number of disabled people who are keen to be active and want to be included the development and delivery of appropriate opportunities is just as important as the promotion of them.

We hope you find this report helpful in informing your thinking regarding disabled people in sport and physical activity.

Barry Horne
Chief Executive

Introduction

The English Federation of Disability Sport (EFDS) is the strategic lead in sport and physical activity fro disabled people in England. In addition to being a funded National Partner of Sport England, EFDS, as a Federation, provides a platform for collaborative working across England and the main impairment groups. Our vision is that disabled people are active for life. Part of EFDS's work is to champion opportunities for disabled people to enjoy sport, supporting the sport and physical activity sectors to be more inclusive. Our aspiration is to see equality in sport whereby disabled people are just as likely to be active as non-disabled people.

To achieve our vision, we work with various stakeholders. They include National Governing Bodies of sport (NGBs) and National Disability Sport Organisations (NDSOs) to increase suitable and relevant opportunities for disabled people to take part in sport and physical activity.

In order to increase the number of disabled people who take part in sport and physical activity and to ensure they stay active can depend on whether the offers meet the market demand and need. It is also important that once these offers exist that they are promoted in a way which reaches disabled people and motivates them to take part. Not all disabled people will have the same reasons for being or not being active. It is therefore important to understand what encourages and prevents different disabled people from taking part and what commonalities exist.

EFDS are embarking on an exciting multi-stage research project designed to understand what motivates disabled people in their everyday lives. One of the aims of the project is to develop a number of different profiles for disabled people, which outline the key drivers to encourage or prevent them from taking part in sport. This can be known as market segmentation and the profiles developed will help EFDS to tailor our guidance and recommendations to stakeholders. They will highlight the type of sport interventions that will be more appealing for different disabled people, reducing wasted opportunities and meet market demand.

To be successful, we need to understand disabled people's lifestyles. Not just about their sporting habits, but how sport does or does not fit into their livelihood. The why not is as important as the why- so it is important to find out more about how they use their spare time, their current behaviour and their experience of sport and physical activity.

By understanding more about disabled people's lifestyles in general, we can start to understand the trigger points, motivational drivers and their likely sustainability. Rather than disabled people grouped generally by their impairment or other key demographics, they can be grouped by their motivations. Then, offers for these groups can be designed more appropriately and engage more disabled people based on their needs, rather than other factors.

Offers can be in various guises, including programmes, events or opportunities etc. These offers need to use effective language and messaging to attract more disabled people. To market these better means using the ideal communication channels and formats, in a timely fashion and in the relevant place. Rather than use the scattergun effect with disabled people, good marketing means we can all target audiences more effectively.

This report outlines the key findings of the first phase of the project- a quantitative study designed to understand:

- What disabled people enjoy doing in their spare time
- How do disabled people seek information about new hobbies and interests
- Which kind of people are role models, who influence opinions and attitudes
- How, if at all, sport fits into their lives compared to other hobbies and interests
- What are the opinions and experiences of sport, exercise and physical activity
- How do disabled people interpret the terminology used within the sports sector

It is split into two parts. The first part outlines what disabled people expect from a sporting experience and the second identifies the best ways to market offers more effectively.

This report will also look into and identify the extent to which different demographic characteristics impact on responses. The demographic groups looked at are:

- Gender
- Age
- Type of impairment
- Whether the impairment was congenital (born with) or acquired (developed after birth)
- Whether the person attended a mainstream or special school
- Whether the person is currently active or not (does or does not take part in sport or physical activity)

To ensure that the report is truly representative of all impairment groups, an easier and shortened version of the main survey (outlined above) was created to be used with people with a learning disability. Where relevant, throughout the report, the additional findings are included.

Methodology

The survey was promoted using social media (Twitter and Facebook) and through contacts at sport and disabled people's organisations. People were provided with multiple ways in which they could complete the questionnaire to ensure that people with all impairment groups could take part:

- **Online**
  A link was available which gave people access to a 20 minute online survey

- **Face to face**
  People could contact EFDS and request a face to face interview to complete the survey. Primarily this was for people with a learning disability, but open to other people based on resources.

- **Telephone interviews**
  Contact details (phone number and email address) were provided for people who preferred to complete a questionnaire over the phone. People who registered interest were re-contacted and the survey completed at a time convenient to them.

- **Paper copies**
  Paper copies of the questionnaire were mailed to a number of different organisations and individuals to be completed by hand and returned to EFDS.

In line with Sport England's target audience, we set the survey limit from 14 years old to take part in the survey.

EFDS aimed to ensure all disabled people had a method to answer the questions without any barriers. However in some instances, due to the nature or how profound the impairment, representatives (parents, guardians or personal assistants) were allowed to complete the questionnaire on a disabled person's behalf.

An easy-read version of the questionnaire was also created to be completed by people with a learning disability. This had a reduced number of simplified questions. Symbols and pictures were used to aid understanding. Contact was made with various groups, where a member of the EFDS team attended and completed questionnaires on a face to face basis.(Special thanks go to Pudsey Gateway Club, Wigan and Leigh People First, Barnsley Mencap, Bournemouth Mencap, 'the Chatterboxes' Bournemouth YMCA, The Children's Society, Lambeth Mencap, Affinity Trust and Dimensions Sheffield)

Whilst the content of the easy read questionnaire is not completely comparable, it does contain similar questions that can be used to assess the similarities and differences of the two different samples.

When reviewing results for people with a learning disability it should be noted that if a respondent indicated that they had a learning disability no further details were captured. This means that the sample of people with a learning disability may cover numerous impairments including learning disability and learning difficulty as well as others. Further research is needed to better understand if any differences exist between these groups.

The main survey ran from 11 November until 31 December 2012. Due to the timetables of the groups involved and the Christmas break, the face to face questionnaires with people with a learning disability continued until mid January.

Note: Significance testing to a confidence of 95per cent was applied to the analysis. Throughout the report an asterisk (*) indicates differences that are statistically significant.

Sample and demographics

The total sample, including all people who completed the main survey and the easy-read survey was 476. (382 from the main survey and 94 from the easy-read questionnaire).

There was a good spread across the sample for gender, age, geography and whether or not the person currently takes part in sport.

1. Gender

52 per cent of the total sample were male (250 people) and 48 per cent were female (232 people)

2. Age

People were grouped by age based on the bandings used in the Sport England Active People Survey reports which were:

- 14 to 25 years old
- 26 to 35 years old
- 36 to 45 years old
- 46 to 55 years old
- 56 to 65 years old
- People aged over 65.

Almost 1 in 4 people (23 per cent) in the sample fell into the 14 to 25 year old group. All other groups had between 13 and 17 per cent of the sample with the exception of the over 65 group which only accounted for 5 per cent of the sample. Whilst the over 65 group was too small to allow for robust statistical comparison, it is important to keep this group separate as their views, opinions and desires for sport have notable differences. A full breakdown of the sample by age can be found in the appendix.

3. Geography

No specific sampling criteria were applied regarding geography. Therefore the sample from different regions does not reflect prevalence of disabled people within each region. The North East had the lowest representation with only 2 per cent of the sample. The South West had the largest representation with 21 per cent of the sample. A full breakdown of the sample by geography can be found in the appendix.

4. Active or not active

The aim of the study was to ensure the views of all disabled people, whether or not they currently take part in sport. Statistics show that 4 in 5 disabled people actually take part in

no sport or physical activity at all[1], so for the sample to be truly representative it would need a larger proportion of people who did not take part in sport. Despite repeatedly emphasising that all disabled people regardless of involvement in sport or physical activity could take part in the survey, we believe that the organisation name 'English Federation of Disability Sport' held some bias for people. They could have assumed we were only interested in those who played sport.

This resulted in 79 per cent of the sample saying that they were currently active, taking part in some form of sport or physical activity[2], with 21 per cent saying that were not. Whilst this means our sample is not truly representative of the disabled population as a whole, it does provide an insight into the views and opinions of non-active disabled people, which is extremely important when trying to better understand the barriers to participation.

5. Respondent type

The study represents the views and opinions of disabled people. Wherever possible, disabled people personally completed the questionnaire. However, in some instances, due to the nature or how profound the impairment is, representatives (parents, guardians or personal assistants) were allowed to complete the questionnaire on behalf of a disabled person.

83 per cent of respondents were disabled people. 17 per cent were representatives completing the survey on behalf of disabled people aged 14 and over. These figures refer to the main questionnaire.

6. Impairment

The study should represent all disabled people, and therefore cover people with a range of different impairments. Respondents were asked to select from a list- the different impairments that affect them. A list of 18 different impairments was provided. For the purposes of this report, the 18 options have been condensed into 7 groups, aligned to those used in the Sport England Active People survey. These groups are:

- People who are blind or visually impaired : referred to as 'Visual' in charts for the remainder of the report
- People who are deaf or hard of hearing: referred to as 'Hearing' in charts for the remainder of the report
- People with a physical impairment. referred to as 'Physical' in charts for the remainder of the report

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[1] Sport England Active People Survey 6, October 2011 to October 2012

[2] The question that was asked to determine whether respondents were active or not was: Do you take part in any sport, exercise or physical activity? This can be taking part in competitions, training, receiving tuition, socially, casually with family r friends or for health and fitness. In addition to traditional team sports such as football and cricket, please include activities such as swimming, cycling, running/jogging and going to the gym.

- People with a learning disability: referred to as 'Learning' in charts for the remainder of the report
- People with social or behavioural problems : referred to as 'Social' in charts for the remainder of the report
- People with mental health issues : referred to as 'Mental health' in charts for the remainder of the report
- People who have other impairments that do not fit in the listed categories: referred to as 'Other' in charts for the remainder of the report

44 per cent of the respondents indicated that they had multiple impairments, thereby falling into more than one group.

A breakdown of all groups and an explanation of the groupings can be found in the appendix. Table 1 lists the proportion of people within each of the seven key groups. These figures represent the main survey only. For the easy-read version any additional impairments that people with a learning disability have were not recorded.

Table 1 Impairment groups

Impairment	
Blind / VI	19%
Deaf / HI	12%
Physical	70%
Learning Disability	16%
Mental Health	7%
ASD	9%
Other	40%

Nature of impairment

EFDS believe that the nature of impairment, whether a disabled person was born with the impairment (congenital) or whether it was acquired later in life through illness or an accident, could play a role in their attitudes and opinions toward life in general and sport and physical activity in particular. The nature of the impairment was therefore captured.

43 per cent of the sample had a congenital impairment, 55 per cent had an acquired impairment and two per cent preferred not to say.

Type of school

The type of school that disabled people attended could have an impact on their experiences of sport and physical activity. Therefore having a long term effect on their views and opinions of taking part in sport. Respondents were asked what type of school they attended, and answers were grouped into two main categories:

- Mainstream school - a school where a mix of disabled and on disabled people attended. This group included people who were educated in a special education unity within a mainstream school.
- Special school – a school specifically for disabled people

74 per cent of respondents attended a mainstream school, 18 per cent attended a special school and eight per cent did not give an answer to the question.

For people who completed the easy-read questionnaire, rather than ask the type of school people attended they were asked the name of the school that they attended. This was then researched and allocated to a relevant answer. 60 per cent of those asked were unable to remember the name of their school. Of those that could remember, 74 per cent attended a special school with the remainder (26 per cent) attending a mainstream school.

Executive Summary

By understanding the hobbies and interests of disabled people, the things that are important to them and the things that influence them, suggestions can be made as to how sport and physical activity can be adapted and improved to become more appealing. If these changes are made, taking into account different preferences of different demographic groups, this should result in more disabled people taking part in sport and physical activity.

Developing relevant offers for disabled people

1 Key findings: Hobbies and interest

- Listening to music, watching TV and socialising are the most common hobbies for disabled people overall.

- 3 of the top 10 hobbies of disabled people are sport and physical activity related.
  - Sport and physical activity related hobbies are much more prevalent among young disabled people aged 14 to 25, disabled men and disabled people who attended a special school.

- For the majority of the demographic groups, exercise is the most common sport and physical activity related hobby chosen by over 4 in 10 (46 per cent).
  - This is even more prevalent amongst disabled men where it is the most popular hobby overall chosen by almost 6 in 10 (57 per cent) people.
  - However, for young disabled people aged 14 to 25 'doing sport competitively' is more common than exercise (chosen by 46 per cent and 39 per cent respectively).

- Sport and physical activity related hobbies are much less common among disabled people who are not active, with 'watching sport' the only related hobby in their top 10

What does this mean…

- Although sport and exercise related hobbies are quite common, there are still other hobbies which disabled people find more appealing.

- Opportunities may become more appealing, if we use aspects from the more popular hobbies incorporated in to the sport and physical activity
  - For example, linking activities in some way to the popular chart music or TV shows or focus more on socialising.

- This is particularly important in those groups where sport and physical activity are

much less prevalent (women and people who are currently not active).

- It may be useful in these groups to consider ways to engage disabled people in other roles than participating in the sport itself. For example, encouraging them to volunteer at sporting events is another way to get them involved without taking part in the sport

2. Key findings: What people find important in life

- Keeping healthy (86 per cent), spending time with family (85 per cent) and having time for hobbies and interests are the things disabled people chose as being most important to them

- Playing sport and being active was ranked seventh out of the 15 options in terms of importance, selected by 69 per cent.
  - Significantly more disabled people who attended a special school found it important (selected by 80 per cent).
  - However, for disabled people who are not active, only half the proportion of people (35 per cent) thought it was important. They are more likely to prefer spending time with their friends.
  - People with a mental health issue are also less likely to find playing sport and being active as worthy (46 per cent), preferring to learn new skills instead.

What does this mean…

- Opportunities could be more appealing by promoting offers for sports and physical activity with messaging focused on the things people find most important.
  - For example: promoting the opportunity using messages about the key health benefits it can provide or offering opportunities where families can take part together

3. Key findings: Previous experience of sport

- Disabled people were more likely to have enjoyed taking part in sport and physical activity in situations outside of school rather than at school.
  - 7 in 10 enjoyed taking part outside of school with less than 5 in 10 enjoying taking part in sport at school
  - People with a learning disability are more likely to enjoy sport in school, with 79 per cent agreeing that they did.
  - Whereas people with visual impairments or mental health issues were even less likely to enjoy experiences at school.

- PE was the least enjoyable experience of sport at school, with only 51 per cent of people enjoying it.
  - 53 per cent enjoyed playing sport in a school team and 54 per cent enjoyed playing sport in breaks at school.

What does this mean…

- PE is the one area where the majority of people will gain exposure to sport and physical activity. It is therefore worrying that this is the least enjoyable area.
    - This could have a significant impact on disabled people's likelihood to want to continue taking part after their school days.

- EFDS are aware of this and are involved in a number of initiatives. These aim to improve the provision of sport and physical activity for disabled children in school and the community- building on the skill base of teachers and other providers.

- We encourage other organisations within the sector to take this into consideration too. So they can develop interventions that will improve disabled people's experiences of sport and physical activity

4. Key findings: Attitudes to sport

- 8 in 10 (78 per cent) disabled people really enjoyed the last time that they played sport.
    - Although this is much less likely among people who are not active (57 per cent) and people with mental health issues (56 per cent)

- 7 in 10 disabled people said that they would like to do more sport and physical activity every week.

What does this mean…

- For those groups who are much less likely to have not enjoyed the last time that they played sport, this could be one of the main reasons as to why they do not currently play sport.
    - A greater understanding of why they did not enjoy the last time they played is needed. This helps improve opportunities to ensure that they or others do not encounter the same experiences in the future

- There appears to be significant latent demand to take part in sport and physical activity among disabled people. This means there is a market available if the right opportunities are made available.

5. Key findings: Reasons for not doing sport

- As seen in other research [3], disability and health are the main barriers to participation for 70 per cent of the sample.

- However, lack of opportunities and awareness of opportunities are also significant barriers, impacting on two thirds of the sample.
  - These are even more restricting for disabled people who attended a special school or those with a congenital impairment.

- There are also notable differences to barriers by age.
  - Younger people aged 14 to 35 more likely to be limited by lack of awareness.
  - People aged 36-45 are more likely to be impacted by injury or illness.
  - Older people aged over 45 are more restricted by their health and disability.

- Differences can also be seen across other demographic groups
  - People with a visual impairment and those with a learning disability or social or behavioural issues are more likely to be limited by the fact that they need support to take part in sport and physical activity.

What does this mean…

- Increasing awareness of the opportunities available and making sure that communication reaches the relevant disabled people is vital to maximise participation.
- Time and resource investment is needed to improve current promotional activities to achieve this.

6. Key findings: Reasons for playing sport key

- The top three reasons which motivate disabled people to take part in sport or physical activity were because it is fun (80 per cent), to improve health (68 per cent) and to get fit (60 per cent).

- 'Because it is fun' is the main driver for all demographic groups.
  - Although less common among people with mental health issues and those aged 56 to 65, who primarily take part to improve their health.

[3] (Sport England (2002) Adults with a disability and sport), (Life Opportunity survey 2009-2011)

- Although improving health is the second most important driver for the majority of people, it is less influential for young disabled people aged 14 to 25 and people with a learning disability.

- Getting fit is less influential for disabled people who completed the survey through representatives, young disabled people aged 14 to 25, people with a learning disability and people with social or behavioural problems.

What does this mean…

- Opportunities must be fun to appeal to the widest market.

- However effort needs to be made to understand what disabled people determine as 'fun' with the understanding that this may differ across different groups.

- In addition to being fun, promoting sports as offering health and fitness benefits should also encourage people to take part
    - This may only appeal to certain people, so it is important to understand which disabled people are the target audience for the opportunity

7. Key findings: Sport played

- Swimming was the most popular activity among those that took part in the survey. This mirrors the findings of Sport England Active People Survey.
    - Nearly half of the sample said that they currently swim, (46 per cent) which was significantly higher than any other activity.
    - It is particularly popular with disabled people who completed the survey through representatives (67 per cent), disabled people who attended a special school (57 per cent), people with a learning disability (63 per cent), and people with social or behavioural problems (66 per cent)

- Going to the gym was the second most popular activity, with cycling and walking next.

What does this mean…

- Whilst the sample size of this survey means that the results in terms of sport participation are not representative, it does provide additional evidence that swimming is a popular sport for disabled people
- Swimming is often used by disabled people as physiotherapy or rehabilitation. Is there something more we can provide via water-based activities?

8. Key findings: Time spent on sport

- On average disabled people said that they spend five hours per week taking part in sport and physical activity.

- They are willing to travel for over an hour (1.1 hours) to generally take part and are willing to travel for a considerably longer amount of time to take part in competitions (3.3 hours).

- Whilst there are minor differences among demographic groups, the most notable is with people with mental health issues.
    - They are much less willing to commit time to taking part or travelling to take part in sport or physical activity.
    - On average they spend 3.4 hours per week taking part.
    - They are willing to travel for 0.6 hours (almost half that of the average) to generally take part and 2.0 hours to take part in competitions.

What does this mean…

- It seems that once disabled people do take part in sport, they are willing to commit a significant amount of time to it.
    - However, the extended time spent travelling could be a reflection of a lack of suitable opportunities in the local area which requires disabled people to travel further to find opportunities which they can take part in.

9. Key findings: The setting in which sport is played

- The most common setting to take part in sport is in a club, selected by almost half of the sample (47 per cent).
    - This is much less common among people with mental health issues, with only two out of ten (20 per cent) taking part in a club setting.
    - They are much more likely to take part socially, with nearly five in ten (47 per cent) preferring this, higher than the overall average of 39 per cent.

- A quarter of respondents stated that they take part alone
    - This was not a direct option in the question to select; instead respondents used the 'other' box to highlight this.
    - This is particularly prevalent among people with mental health issues, where twice the number of people took part alone than the national average.

What does this mean…

- Results suggest that club settings play an important role in how disabled people take part in sport. It is therefore important to ensure that clubs are prepared to welcome and engage disabled people in the activities. Tools like EFDS's free online **www.inclusion-club-hub.co.uk** play an important part to support this provider.

- Taking part in sport or physical activity alone also seems common suggesting a gap in

the market for interventions that exploit this – such as providing advice and guidance on independent activities.

10. Key findings: Who disabled people currently play sport with and who they would prefer to play with

- Around half (51 per cent) of the sample currently play with a mix of disabled and non-disabled people.
  - However, two thirds (64 per cent) would prefer to play this way.
  - Across all the demographic groups at least 10 per cent more people prefer to play with a mix of disabled and non-disabled people than the proportion that currently do.

- 2 in 10 people say they currently take part alone, however, only 1 in 10 prefer to take part alone.

- 9 per cent of people currently take part in groups with mixed impairments, which is three times more people than the 3 per cent want to take part this way.

- People with a hearing impairment showed notable differences to other demographic groups.
  - Whilst they follow the general trend of the sample, currently and preferring to take part in groups of mixed backgrounds, they are significantly less likely to take part this way.

- They are much more likely to currently take part alone or in groups with other people with hearing impairments.

What does this mean…

- There is a notable mismatch between the people that disabled people currently play with and the people that they would prefer to play with.
  - This suggests there is a lack of opportunities for disabled people to take part in their preferred setting.

- The majority of disabled people would prefer to take part in a setting where disabled and non-disabled people participate together.
  - More opportunities which allow disabled people to take part this way would be beneficial in increasing numbers
  - However this may not be realistic or suitable in certain situations such as talent progression.

11. Key findings: Ideal sporting environment

- For the majority, the ideal sport or physical activity would be something which is flexible, allowing them to take part when they want and pay as they attend.

- They want things which are moderately energetic and focused on fun and enjoyment. Activities should be things that can be done with friends in groups with mixed gender, background and disabled and non-disabled people.

- Whilst the general outline of an ideal activity is the same across the groups, some demographic groups seek other benefits from sport.
    - Disabled men, disabled people who are currently active, people whose impairment is congenital, people with a visual impairment and people aged 14 to 36 are much more likely to find something which is really energetic and allows people to learn a new skill appealing.
    - Activities which are competitive are more likely to appeal to disabled men, people whose impairment is congenital and people aged 26 to 35.
    - More structured activities which are at the same time every week in a formal indoor setting are more likely to appeal to disabled people who completed the survey through representatives and people with social/ and behavioural issues.
    - People with a hearing impairment, disabled people who are not active and people with social and behavioural issues are more likely to seek activities where the people who attend are less diverse (have the same gender, background and are also disabled).
    - Activities that can be done alone are more likely to appeal to people with mental health issues, people with social and behavioural issues and disabled people who are not active.
    - Activities with music are more likely to appeal to disabled people who completed the survey through representatives, young disabled people aged 14 to 25, disabled women, disabled people who are not active and people with a learning disability or social and behavioural issues.
    - People with mental health issues look for more things which require minimal commitment , something they can do alone, at a time that suits them, in an informal setting, focused on fun, that they turn up to take part. They are less interested in social aspects.

What does this mean…

- Different groups of disabled people find different aspects of sport and physical activity appealing.

- It is important to determine which disabled people you are targeting and amend you offers to match the criteria that appeal most to them

How to attract more disabled people

1. Key findings: Promoting new activities

- With 8 in 10 (78 per cent) saying they use the internet to find about new hobbies and interests it is the most common method to seek information.
  - However it is a less common method for disabled people who completed the survey through representatives, people with a learning disability, people with a social or behavioural issue, people from a special school or young disabled people aged 14 to 25.

- Although the majority of people use a computer to research hobbies on the internet, smart phones and tablets are also common.
  - Half of people with smart phones and a third of people with tablets research hobbies and interests on these devices.

- Charities or disabled people's organisations are the second most way to seek information (used by 4 in 10).
  - However generally disabled people are frustrated with the level of support they can provide regarding hobbies and interests with only 4 in 10 rating them as useful.

- Specific publications for disabled people are read by 6 in 10 people.
  - However people with social issues, a learning disability, disabled people who completed the survey through representatives, people with a visual impairment and those who attended a special school are less likely to read such publications.

- Printed newspapers are a common source of information for non-active people, with 6 in 10 people reading them.

What does this mean…

- As the internet is the primary source of information gathering for the majority of people, for maximum exposure any new opportunities for disabled people in sport should be promoted across the internet
  - However it must be remembered that any websites or information need to be in an accessible format to be visible on alternative devices such as tablets or smart phones
  - Search Engine Optimisation (SEO) must also be maximised for the opportunity to be found too.
  - Internet includes social media, so starting Facebook groups or Twitter pages could be beneficial.

- Whilst internet search sites do play a big role in seeking information, it is important to note that the ONS Internet Access Quarterly Update (June 2012) showed that 1 in 3 disabled adults have never used the internet.
  - It is therefore important to ensure opportunities are communicated through

other channels to reach those disabled people who do not use or do not have access to the internet.

- Alternative ways in which opportunities could be promoted can include articles / coverage in specific publications for disabled people or the use of newspapers (national, regional and local)

2. Key findings: Terminology in sport

- There are a number of different terms that can be used to describe sport and physical activity opportunities- all of which have different meanings to disabled people
  - 'Sport' is perceived as something which is competitive that is game based.
  - 'Exercise' is activity that is done to keep fit.
  - 'Physical activity' is movement which increases the heart rate, not necessarily sport related, often as simple as completing daily tasks.
  - 'Recreation' refers to something done in your spare time which is fun and an enjoyable hobby.
  - 'Fitness' is being healthy and having the ability to do exercise.

- Overall, sport is the preferred for the majority of groups in the sample. However disabled women and people who are not currently active prefer the term recreation.

What does this mean…

- When communicating any opportunities it is important to use the language which will appeal most to the relevant audience.
- Considering the clear differentiation of the terms used, the decision of which to use when describing a new opportunity should be based on motivations to take part. For example:
  - Young disabled people and men more likely to be driven by competition and would therefore prefer 'sport'.
  - Disabled women are more likely to want fun and enjoyment so therefore react more favourably to 'recreation'.
  - People with a mental health issue are more likely to be driven to take part to improve their health so may be more open to 'fitness'.

3. Key findings: Role models

- Overall, 6 in 10 disabled people have a role model of some kind.
  - It is more common among young disabled people aged 14 to 25 (8 in 10), disabled women and people from a special school (7 in 10).

- The most common role model is a family member.

- On average only 2 in 10 people say that a sportsperson is their role model. However, young disabled people aged 14 to 25 are almost twice as likely to have a sportsperson as a role model.

What does this mean…

- Role models do not have to do sport to have an influence on disabled people to be active. Disabled people find their role models through experience, lifestyle, hobbies and future goals.
- If any role model believes in or sees a value in sport or physical activity they could be influential in encouraging disabled people to take part.
- Using family members within campaigns or wider messaging may have more strength than using sports people for opportunities.
- The survey suggests that using a sportsperson to promote new activities may not be as influential as using family members, who are much more likely to be role models for disabled people
- It is most important to gain buy-in from family members to ensure that they see the value of a new opportunity and encourage other people to take part.

Section 1: Developing relevant offers for disabled people

In a changing landscape, there are numerous activities people enjoy doing, all of which compete against each other for an individual's time and money. Taking part in sport and physical activity is just one of the things people can do with their spare time. Not only do providers have to compete with other sports, but also within people's hectic lives there are competing lifestyle choices too.

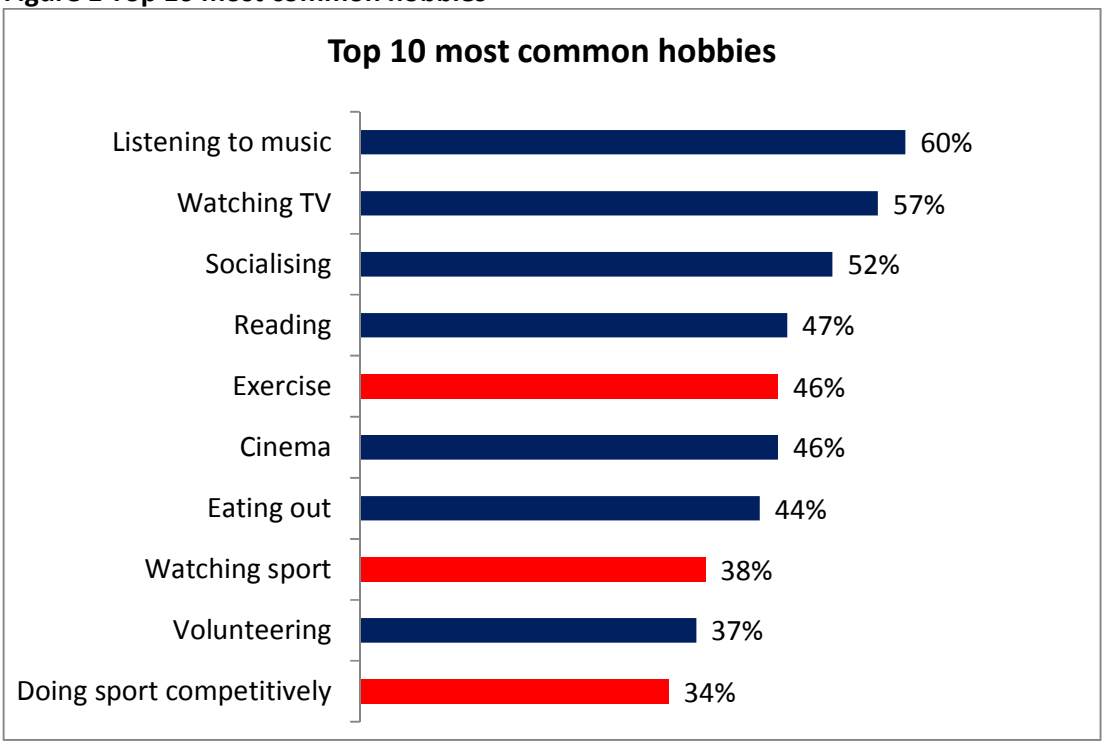
To encourage more disabled people to take part in sport and physical activity, it is helpful to understand how they compare to other hobbies and interests. Being aware of the hobbies and interests disabled people have helps to understand the kind of things that appeal to them. These appealing elements could be incorporated into new opportunities, thereby attracting people who previously may not have taken part in sport or physical activity.

In addition, it is important to gain an insight into the opinions and perceptions that disabled people have of sport, understanding that these vary across different people. Not all disabled people will take part or not take part in sport and physical activity for the same reasons. Understanding the different motivations and acknowledging how these can change over time allows us to provide more attractive opportunities to the right audiences, at the right time.

Hobbies and interests

The following section highlights the most popular hobbies from the sample overall and how that differs across different demographic groups. It also identifies the extent to which sport and physical activity related activities occur among the most popular hobbies.

Figure 1 Top 10 most common hobbies



'Listening to music' was the most common hobby for disabled people who completed the main survey, chosen by 6 in 10 (60 per cent) people. 'Watching TV' was a close second choice (57 per cent), followed by 'socialising' (52 per cent).

3 of the top 10 hobbies were related to sport and physical activity, highlighted in red in figure 1. 'Exercise' was the fifth most popular hobby (46 per cent), with 'watching sport' eighth (38 per cent) and 'doing sport competitively' tenth (34 per cent).

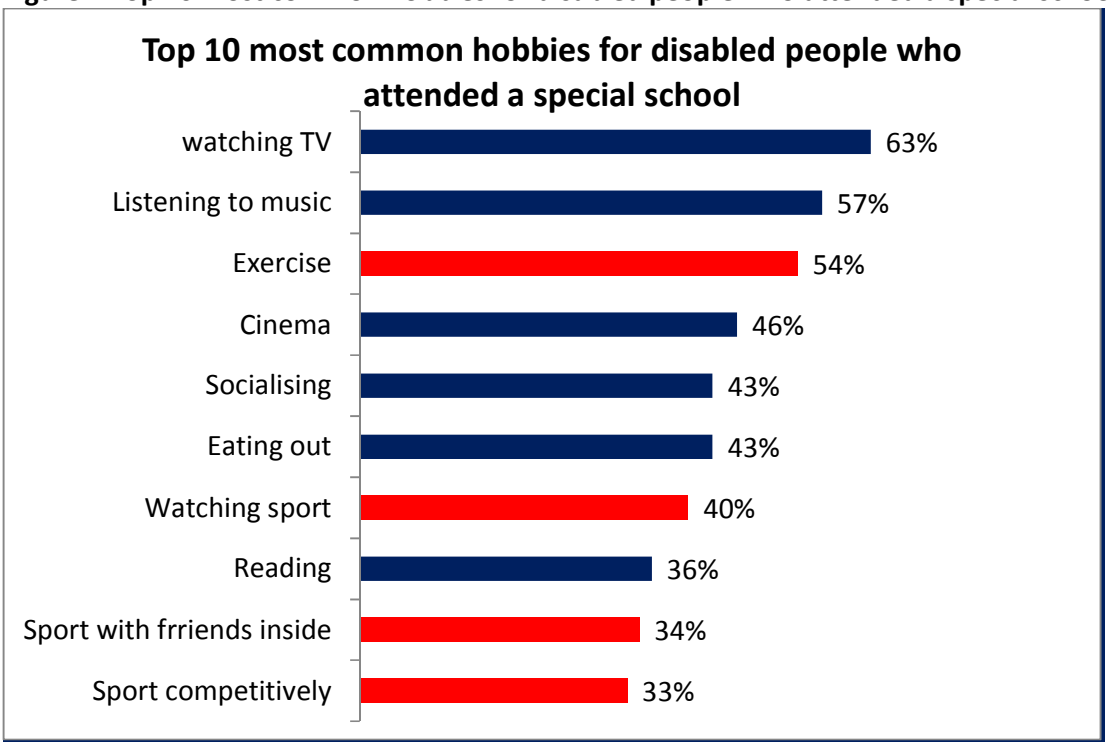
'Exercise' was generally the most popular sport and physical activity related hobby, ranking in the top 10 for the majority of demographic groups. 'Exercise' was not the most important sport and physical activity related hobby for disabled people who were not active, those aged 14 to 25 and those with a physical impairment

The only sport and physical activity related hobby which appeared in the top 10 most popular hobbies for disabled people who are not active was 'watching sport', which ranked seventh with 35 per cent. Young disabled people aged 14 to 25 were significantly more likely

to choose 'doing sport competitively' as a hobby instead of exercise, where 'doing sport competitively' ranked fifth (46 per cent) and 'exercise' ranked ninth (39 per cent). For people with a physical impairment 'watching sport' and 'exercise' were equally as popular, ranked seventh (40 per cent) and eighth (39 per cent) respectively.

Disabled people who attended a special school have the highest number of sport and physical activity related hobbies in their top 10, with 4 of their top 10 hobbies being sport related as highlighted in figure 2.

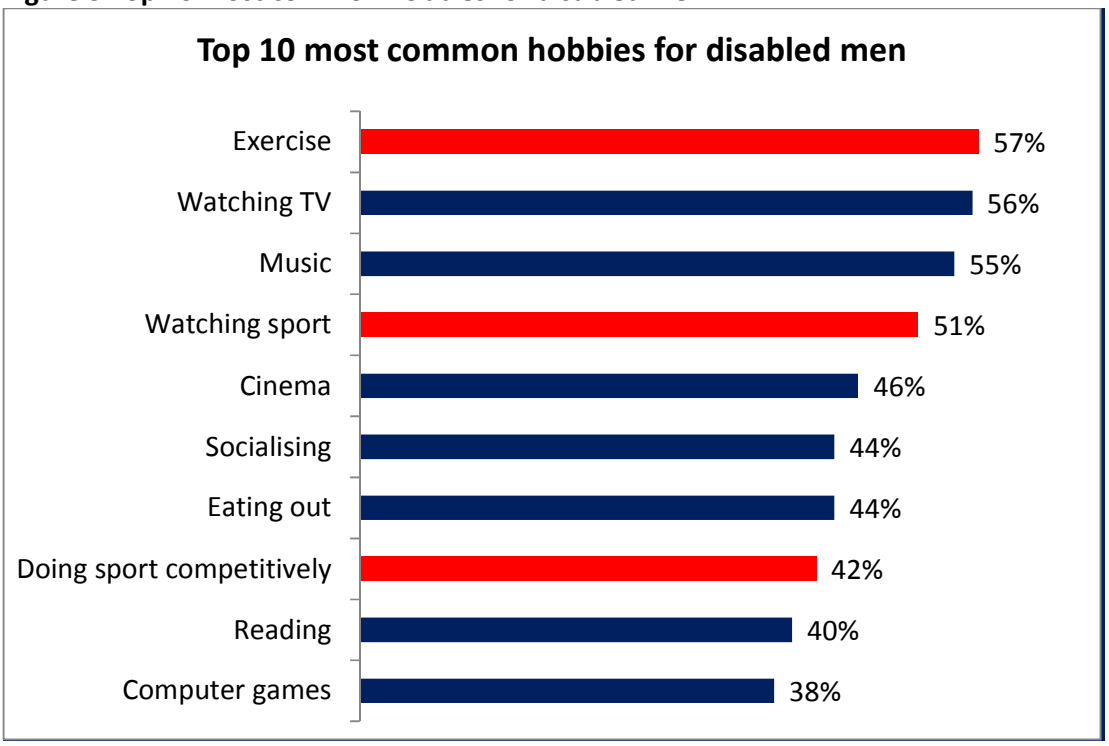
Figure 2 Top 10 most common hobbies for disabled people who attended a special school



'Exercise' is still the most popular exercise related hobby for people in this group, and is slightly more popular (54 per cent) than in the sample overall (46 per cent). 'Watching sport', 'doing sport with friends inside' and 'doing sport competitively' also appear in the top 10. Disabled people who attend special schools are the only group within the sample where 'doing sport with friends inside' appears in the top 10 hobbies.

Sport and physical activity hobbies are significantly more common among disabled men than the sample overall. They are the only group with a sport and physical activity hobby ranked first in their top 10 as highlighted in figure 3.

Figure 3 Top 10 most common hobbies for disabled men



'Exercise' ranks first, selected by over half (57 per cent) and is significantly more popular among disabled men than the sample overall (46 per cent). Disabled men are also significantly more likely to 'watch sport' (51 per cent) compared to the overall sample (38 per cent).

Disabled women and people with mental health issues are much less likely to have sport and physical activity related hobbies as shown in figure 4. 'Exercise' is the only sport and physical related hobby that appears in their top 10, ranking ninth (chosen by 36 per cent of disabled women and 40 per cent of people with mental health issues).

Disabled women are much more likely to choose 'socialising' or 'reading' as a hobby. 'Arts and crafts' are significantly more important as a hobby to people with mental health issues than any other group.

Figure 4 Top 10 most common hobbies for disabled women and people with mental health issues

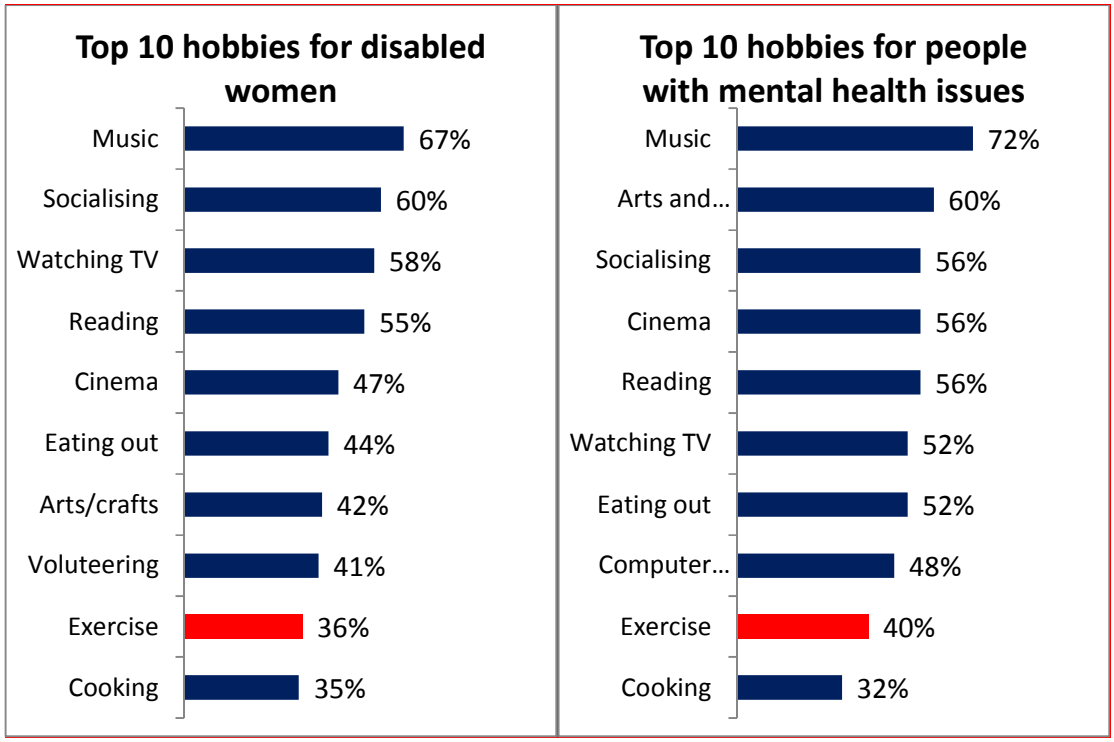
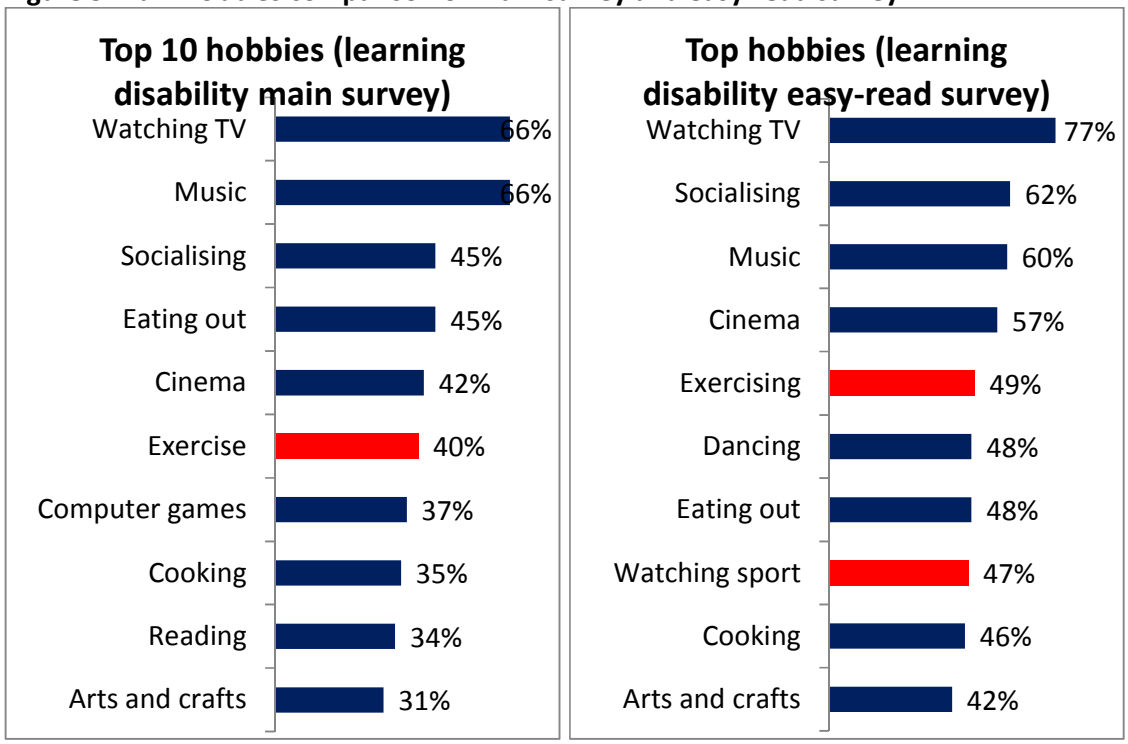


Figure 5 compares the results from the main survey compared to the easy read survey conducted specifically with people with a learning disability. The top 3 hobbies are the same: 'watching TV', 'music' and 'socialising'.

Figure 5 Main hobbies comparison of main survey and easy-read survey



The main survey suggests that people with a learning disability are much less likely to be interested in hobbies related to sport and physical activity, with 'exercise' being the only one in the top ten. Whereas the easy-read survey not only suggests exercise is more popular (with an additional 9 per cent more people stating it as a hobby) but also that 'watching sport' is also something that is popular within this group.

The main reason in asking about hobbies is to understand how we can adapt and improve sport to incorporate other lifestyle choices to make people more interested. Given that watching TV, listening to music and socialising are the most popular hobbies, consideration needs to be given as to how sport and physical activity can use these activities within the offers.

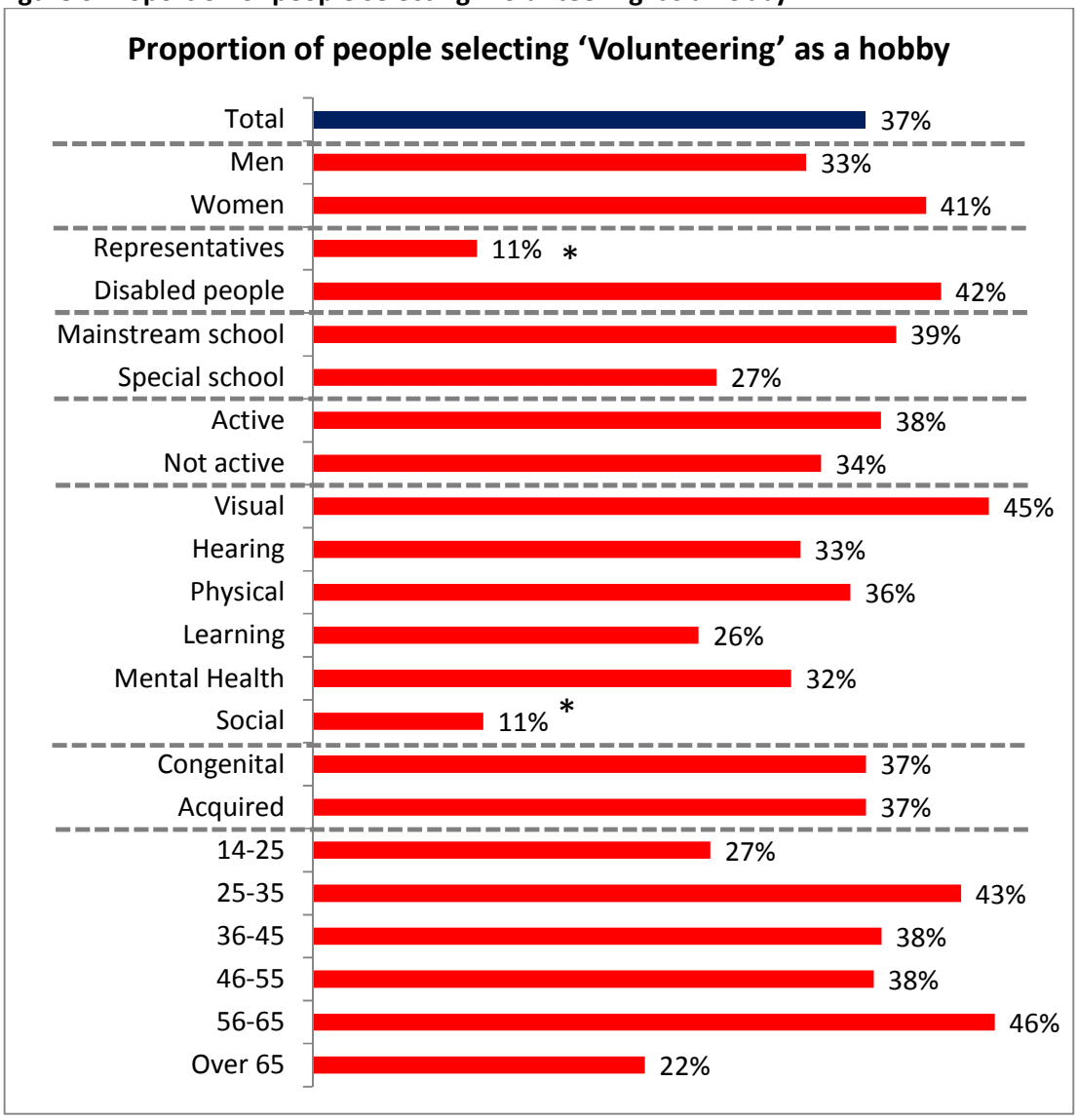
A good example of this is 'Strictly Wheels' (wheelchair ballroom dancing) appearing on Britain's Got Talent, a prime time TV show. This is a popular show across the country with all age ranges. By appearing on the show, the level of awareness and interest in wheelchair dancing significantly increased.

To link with listening to music, a sport or physical activity could use up to date chart music as a backdrop to a campaign (like the Paralympics) to gain the attention of the fans of that music. For socialising, the sport or physical activity needs to focus on the social aspects of the activity rather than the activity itself.

Another way in which to increase interest in sport or physical activity is to get people involved without them taking part. Volunteering in sport and or physical activity is a good way to do this, particularly among those people who are not active or are less likely to choose sport or physical activity as a hobby. Those who already volunteer may be more interested in such opportunities once they have seen people taking part.

Figure 6 shows the extent to which the different demographic groups were involved in volunteering. Whilst not significant, 'volunteering' was more popular among disabled women, disabled people who have a visual impairment and those aged 25 to 35 or 56 to 65. Volunteering in sport could be a good way to attract these groups to sport initially rather than taking part in sport straight away.

Figure 6 Proportion of people selecting 'Volunteering' as a hobby

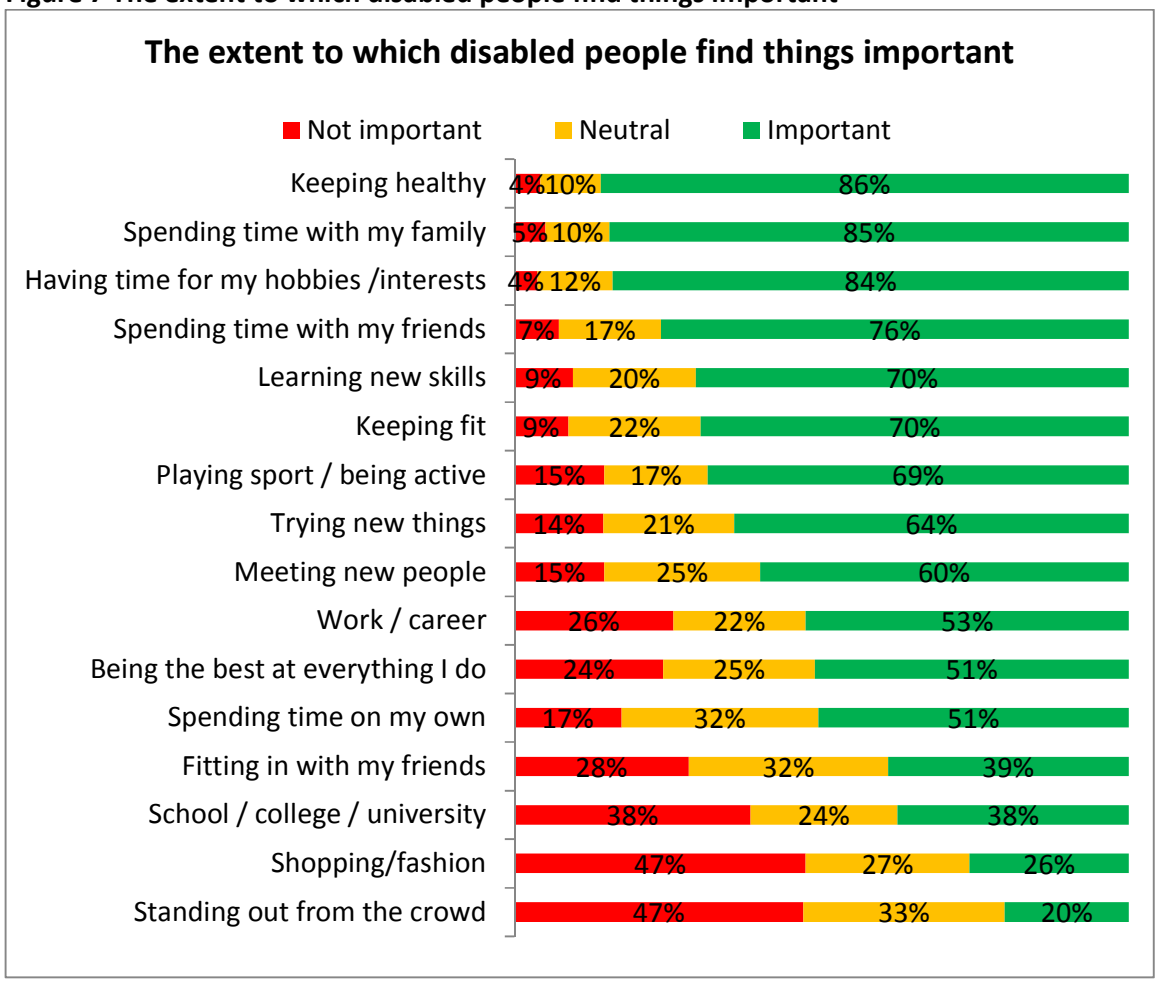


What people find important in life

One of the main aims of the survey was to understand the different things that disabled people find important, and the extent to which sport and physical activity compares. To do this, respondents were given a list of statements and asked to rate how important these were on a scale of 1 to 5, where 1 is not at all important and 5 is very important. The results provide insight into how important different things are in comparison to each other.

Figure 7 shows that the top three most important things to disabled people were 'keeping healthy' (86 per cent rated it as important), 'spending time with their family' (85 per cent rated it as important) and 'having time for hobbies and interests' (84 per cent rated it as important).

Figure 7 The extent to which disabled people find things important[4]

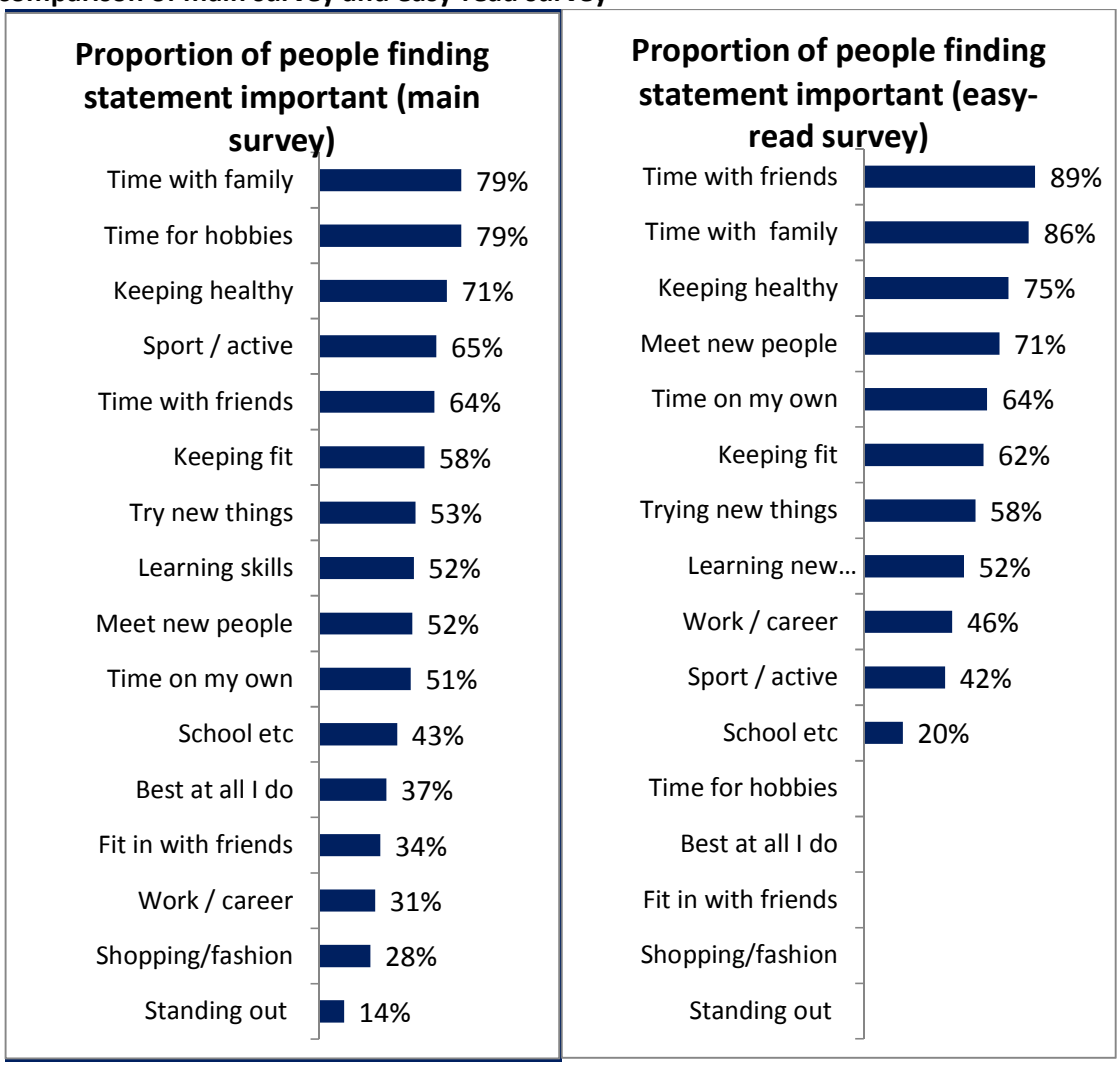


[4] People were asked: on a scale of 1 to 5 how important did you find each statement, where 1 is not at all and 5 is extremely. Chart shows: Not important = people ranking statement 1 or 2, neutral = people ranking statement 3, important = people ranking statement 4 or 5

This matches the findings of government research[5] which stated that the people of Great Britain consider health and family as being most important to their quality of life.

Whilst the top three statements were the same for the majority of the demographic groups, when looking at the rank order of which were most popular, some groups identified other things as more important. 'Spending time with friends' was relatively more important to disabled people who are currently not active and young disabled people aged 14 to 25. This was also important for people with a learning disability, as demonstrated in figure 8.

Figure 8 Extent to which people with a learning disability find things important: comparison of main survey and easy-read survey[6]

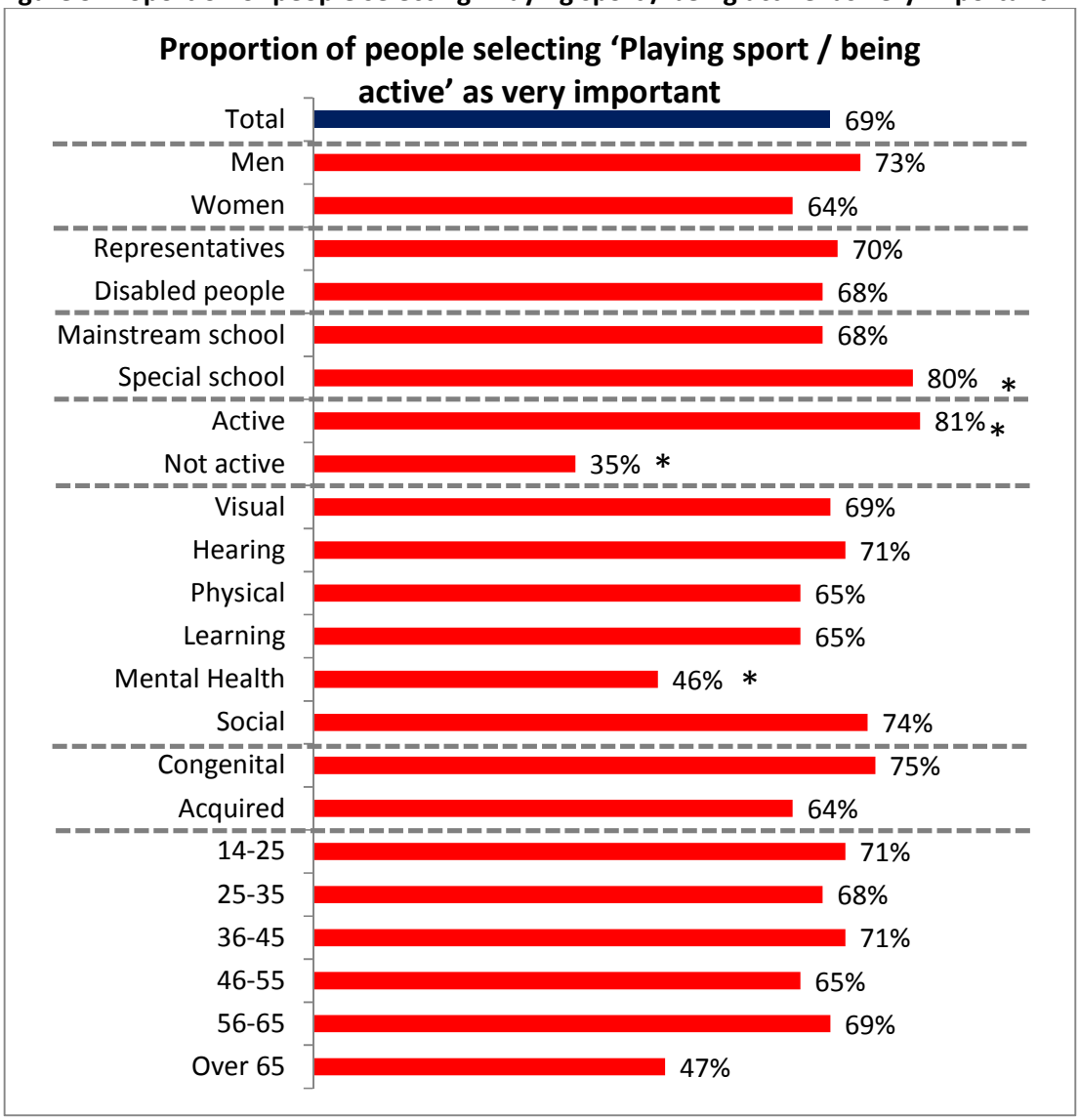


[5] ONS Opinions Survey 2012,
[6] Statements that are blank were not included in the easy read questionnaire

Figure 8 compares the responses of people with a learning disability who completed the main survey and those that completed the easy-read survey. In the main survey, spending time with friends was ranked fourth. However, the easy-read survey indicates that that 'spending time with friends' may be more important to people with a learning disability than the main survey might suggest.

Other differences that were seen across the demographic groups include 'learning new skills' being more important for disabled people who had a mental health issue. 'Meeting new people' was more important for older disabled people aged over 65 and 'playing sport / being active' being more important for disabled people with a social or behavioural issue and disabled people who attended a special school.

Figure 9 Proportion of people selecting 'Playing sport / being active' as very important



Overall, 'playing sport and being active' was ranked seventh, selected as very important by 7 in 10 people (69 per cent). Figure 9 shows the proportion of people from each demographic that saw 'playing / being active as important'. It was significantly more important to disabled people who are currently active (81 per cent) and those who attended a special school (80 per cent).

It was significantly less important to disabled people who are currently not active, with around half the proportion of non-active people (35 per cent) selecting it as important compared to the overall average. Disabled people with a mental health issue were also significantly less likely to see 'playing sport and being active' as important (46 per cent).

'Playing sport and being active' is ranked seventh overall in terms of importance, a very positive position. It is also worth noting that the options which were seen to be most important can be positively linked with sport and physical activity.

'Keeping healthy' was generally seen as most important to the majority of disabled people. Taking part in sport and physical activity helps people stay healthy so can be positively linked. Having time for hobbies and interests' was the third most important thing. For some taking part in sport and physical activity is a hobby for them, and for others, if new interventions can be developed that appeal to them, it will become one of their hobbies and interests.

'Spending time with family' was also identified as something which is important to the majority of the disabled people who completed the survey. Interventions that allow people to take part with their family could therefore be something that would be very appealing.

'Spending time with friends' was also something that was appealing; particularly for those disabled people with a learning disability, those who are currently not active and young disabled people aged 14 to 25. Therefore, to appeal to these groups, interventions need to be based on attracting groups of friends, something that can be done together regardless of ability.

For both of these interventions where friends and family are incorporated into the activities, to be successful, these interventions need to be inclusive. Provision needs to be adapted to allow people with differing abilities and requirements to take part together.

Disabled people who had a mental health issue were significantly less likely to say that 'taking part in sport and physical activity' was important to them. Therefore more needs to be done to adapt opportunities to make them more attractive to this group. 'Learning new skills' was more important to this group, so developing a sport or physical activity

intervention which is primarily focused and promoted on learning a new skill may be more attractive to this group.

Older disabled people aged over 65 found ‘meeting new people’ more important. Therefore, new interventions should focus on the social aspect to attract people in this group

Impact of previous experience of sport

Previous experiences of sport and physical activity can have an impact on the likelihood of disabled people continuing to take part as they get older. Research has shown that more than 3 in 10 (33 per cent) young disabled people said that they did not take part in PE as much as other pupils and less than half (46 per cent) said they took part in team games and activities all the time[7]. This lack of access and limited experience will have an impact on their views and perceptions as they get older.

Further research has also shown that 7 in 10 (68 per cent) disabled people said that they were put off by doing sport or physical activity as they had been made to feel uncomfortable in the past[8]. These are worrying statistics and suggest that even if relevant and suitable opportunities are provided, disabled people may still not want to take part in sport.

To further investigate these findings respondents were asked to indicate the extent to which they enjoyed sport and physical activity in a number of settings whilst they were at school. The statements captured formal and informal settings in which they took part in sport and physical activity, both inside and outside of school. For people with a learning disability who completed the easy-read questionnaire, the question asked the extent to which they enjoyed taking part in sport at school and outside of school.

Figure 10 shows the reactions to experiences of sport whilst at school. A comparison of the statements regarding activity in school and activity outside of school shows that generally disabled people prefer taking part in sport or games outside of school.

[7] WhizzKids Schools Consultation 2011
[8] Contact a family 2002

Figure 10 The extent to which disabled people enjoyed taking part in sport in each setting

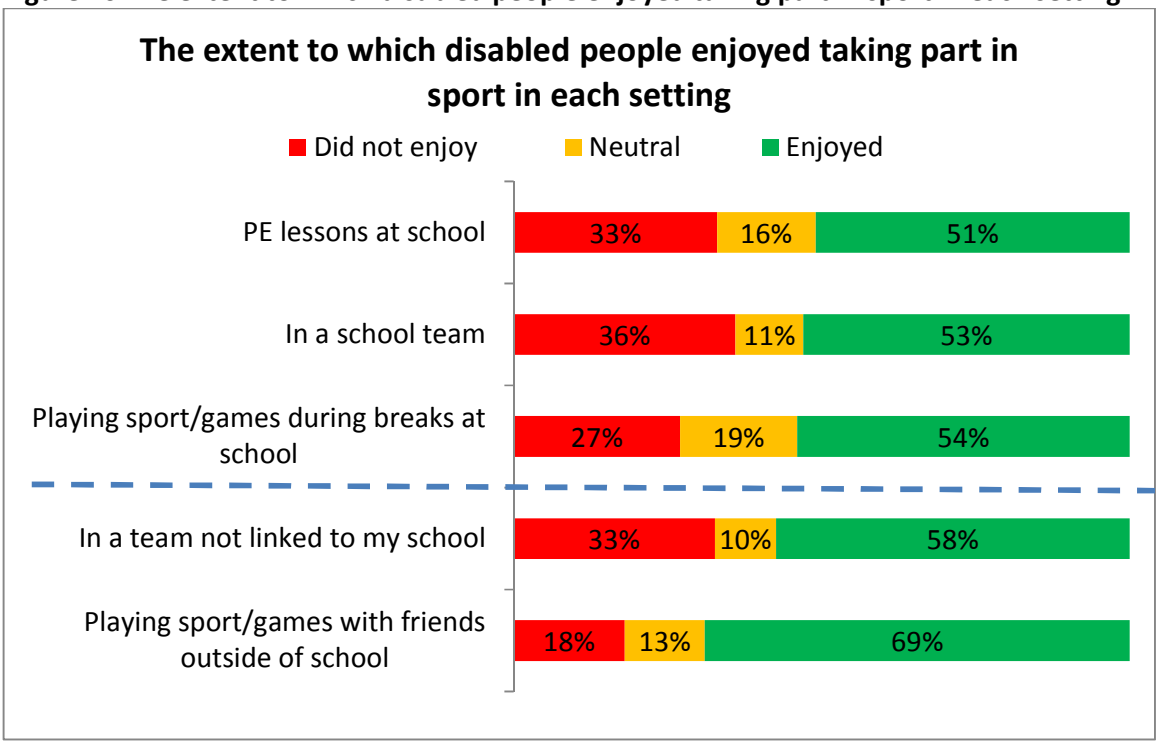
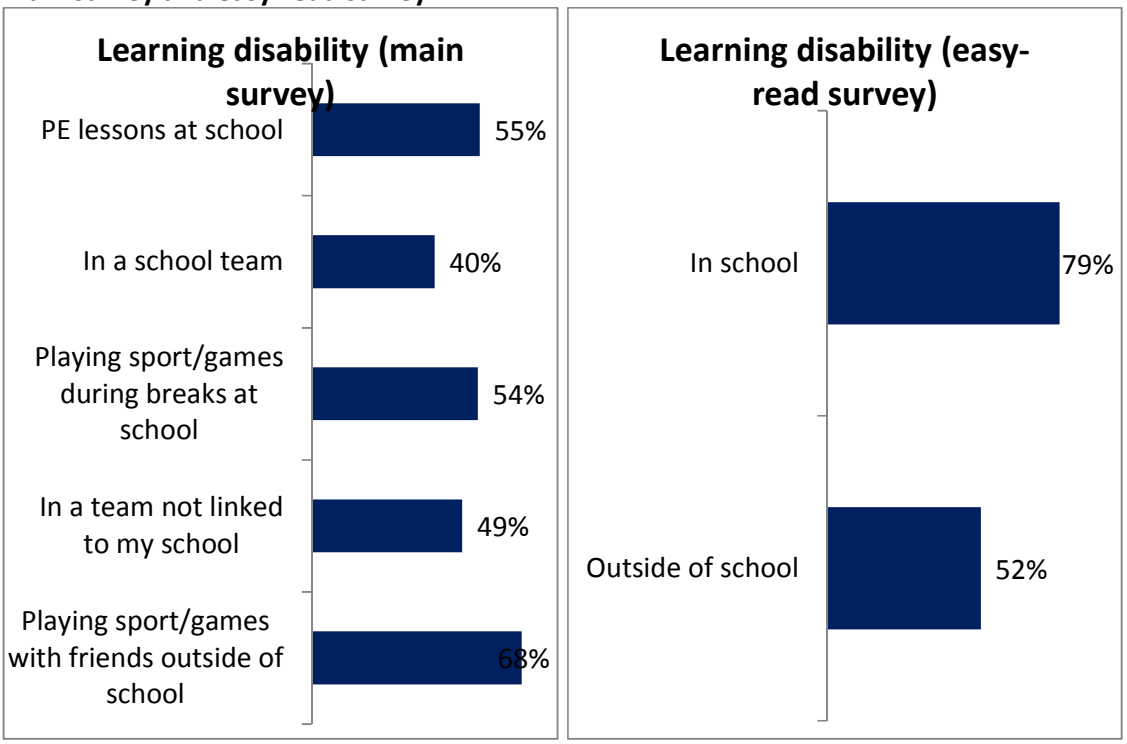


Figure 11 compares the responses between people with a learning disability who completed the main survey those who completed the easy-read survey.

Figure 11 Proportion of people enjoying sport in and outside of school: comparison of main survey and easy-read survey



The results for people with a learning disability from the main survey were in line with the overall results, showing that people enjoyed playing sports more outside of school. However the results from the easy-read survey were contradictory, with more people saying that they enjoyed playing sport in school.

The difference could be explained in that the people who completed the easy-read questionnaire had a more profound learning disability and were therefore more likely to have attended a special school. PE lessons in special schools are more likely to be adapted to be inclusive and therefore more enjoyable. Whereas outside of school, it was more difficult to find relevant opportunities that the individuals can take part in and enjoy.

In addition, when completing the surveys with people in this easy-read format, it was common that often they did not consider the sporting environment they were in or the associated activities. These activities are often conducted at social groups, such as a Gateway clubs, where the focus is on social interaction and spending time with friends rather than taking part in specific activities. So when asking people if they enjoyed sport outside of school, they may not associate the activities at social occasions as sport.

Referring back to figure 10, although disabled people tended to prefer taking part in sport outside of school, they were significantly more likely to enjoy 'taking part in sport and physical activity with friends outside of school' rather than in a team. Overall 7 in 10 (69 per cent) disabled people enjoyed taking part in sport in this more informal setting. The level of enjoyment in this setting changes very little across the different demographic groups.

Only half of disabled people enjoyed taking part in activities at school. Disabled people with visual impairments and those with mental health issues were even less likely to have enjoyed any type of sport at school- with only 4 in 10 on saying they enjoyed it.

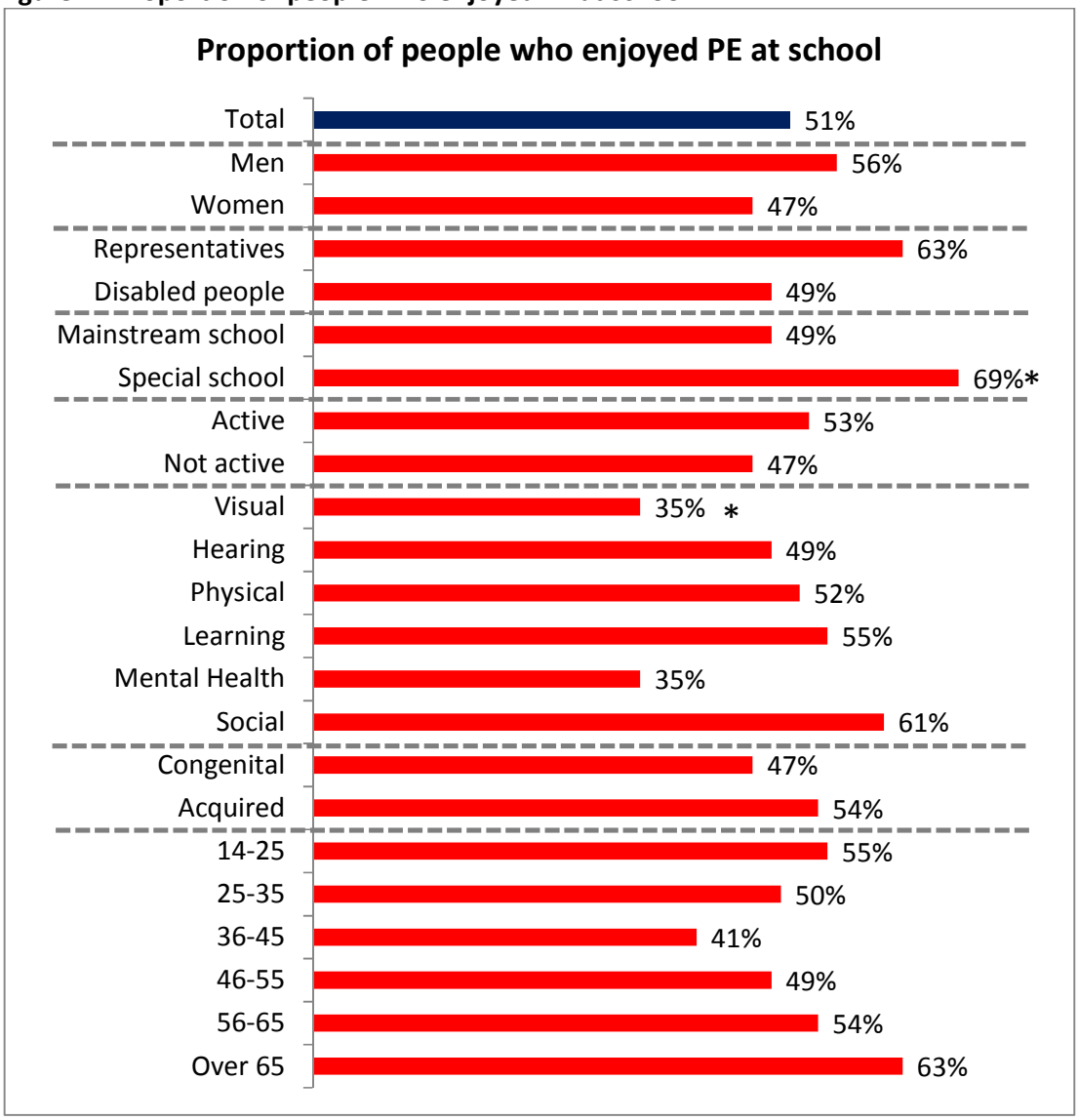
PE at school was the activity with the lowest level of enjoyment, with only 51 per cent stating they enjoyed it. 53 per cent said that they enjoyed taking part in sport or games in a school team and 54 per cent of disabled people said they enjoyed playing sport / games during breaks at school.

Figure 12 shows the extent to which the different demographic groups enjoyed taking part in PE at school. Almost 7 in 10 (69 per cent) disabled people who attended a special school enjoyed PE at school. They are most likely to have enjoyed PE at school, significantly more so than the overall average.

Whilst not significant, the proportion of disabled people who completed through representatives (63 per cent) stated that that they enjoyed PE at school, is notably higher

than the overall average as well. This is explainable, as the people who act as representatives are often representing people with more profound impairments who are more likely to have attended special schools. This may suggest there is a correlation between the higher levels of enjoyment in the two groups.

Figure 12 Proportion of people who enjoyed PE at school



People with a visual impairment are significantly less likely to have enjoyed PE at school with only 35 per cent saying that they enjoyed it.

The fact that people seemed to enjoy sport at school less suggests more needs to be done to improve provision in schools and make it more enjoyable. EFDS are aware of this and are involved in a number of initiatives with other partners including Sainsburys, Sport England and Youth Sport trust to improve sports provision in schools in England. It is important that

disabled children's initial exposure to sport and physical activity is positive so as not to develop a negative attitude toward it from a young age. In addition, it is important that non-disabled children are taught the importance of sport for all, shown the better practices on how to make it inclusive and adapt it to meet everybody's ability to take part.

This research only focused on the experiences of disabled people. It would interesting to see if non-disabled people were also more likely to enjoy sport outside of school, and whether the difference was the same, higher or lower than that for disabled people.

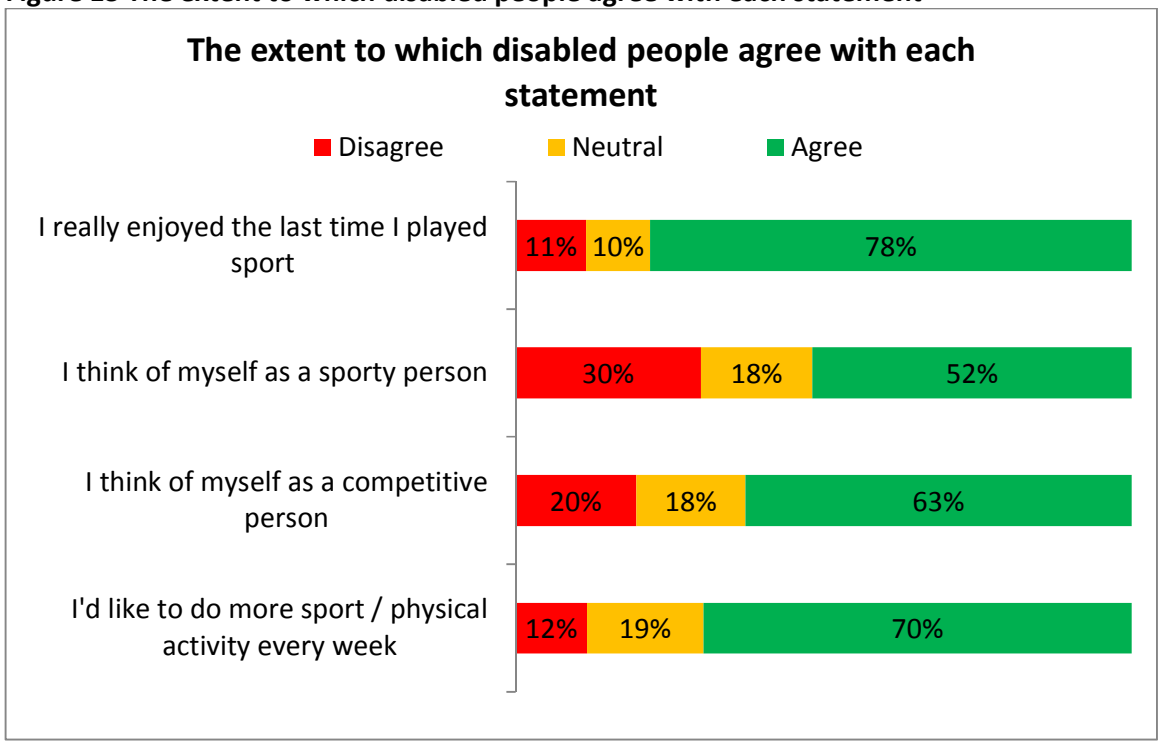
Attitudes to sport

In addition, to understanding past experiences, it is also useful to understand the perception disabled people have of themselves in terms of sport and physical activity.

Respondents were asked to rate how much they agreed with a number of statements around their perceptions of themselves and their attitudes to taking part in sport and physical activity. For people who completed the easy-read questionnaire, instead of asking them to rate each statement, they were just asked whether or not they considered themselves to be this particular kind of person.

Figure 13 shows the reaction disabled people had to a number of statements about their own attitudes to sport.

Figure 13 The extent to which disabled people agree with each statement



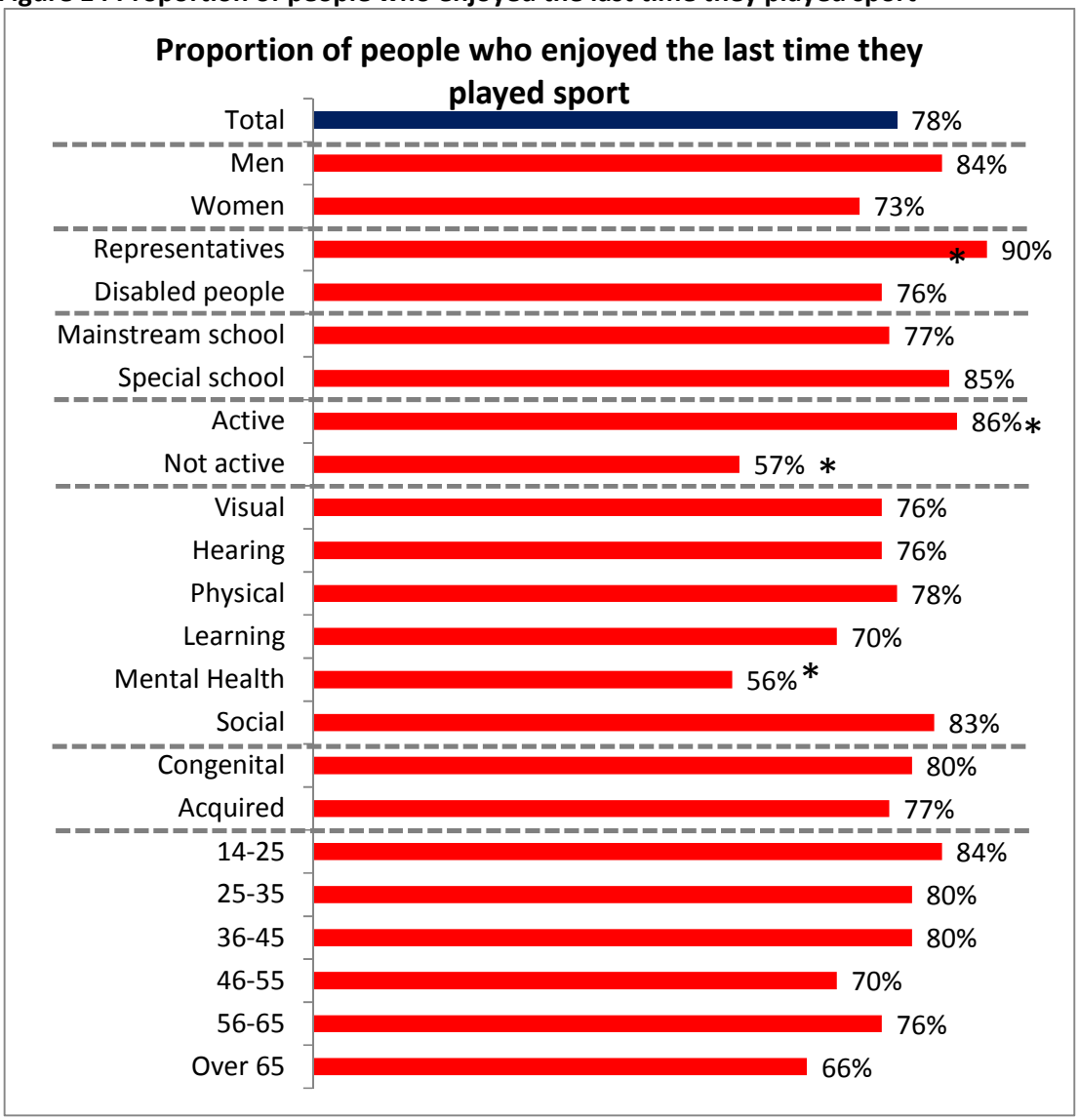
This shows that 7 in 10 disabled people said they would like to do more sport and physical activity each week. This level of agreement was similar across the demographic groups and suggests that there is a significant latent demand for sport and physical activity if the right opportunity is available.

Almost 8 in 10 (78 per cent) disabled people who took part in the survey enjoyed the last time that they played sport. Whilst the type of sport and the setting in which it was played

was not captured we can assume that this was not at school. 8 in 10 respondents were aged over 18, therefore older than school age.

So although half of people did not enjoy sport at school, they have continued to take part in sport and physical activity, and are more likely to have enjoyed it since. This does differ across demographic groups as demonstrated in figure 14.

Figure 14 Proportion of people who enjoyed the last time they played sport



The most obvious and unsurprising differences are between the people who are and are not currently taking part in sport or physical activity. 9 in 10 disabled people, who are currently active, enjoyed the last time that they played sport, significantly higher than the overall average. In contrast, less than 6 in 10 (57 per cent) disabled people who are not currently active said that they enjoyed the last time they played sport. Whilst this is significantly lower

than sample average, it is still a rather high proportion of the non-active disabled people who did enjoy the last time they played sport. This suggests that it was not the experience of sport that stopped them from playing.

Disabled people, who completed the survey through representatives, were significantly more likely to state that they enjoyed the last time that they took part in sport, with 9 in 10 believing this to be the case. Whilst this is a promising statistic, it should be noted that although the representatives are answering on behalf of the disabled people, it could be a more biased view of the representatives than the disabled person themselves.

Disabled people with mental health issues are significantly less likely to have enjoyed the last time they played sport, with less than 6 in 10 people (56 per cent) agreeing that they had enjoyed it.

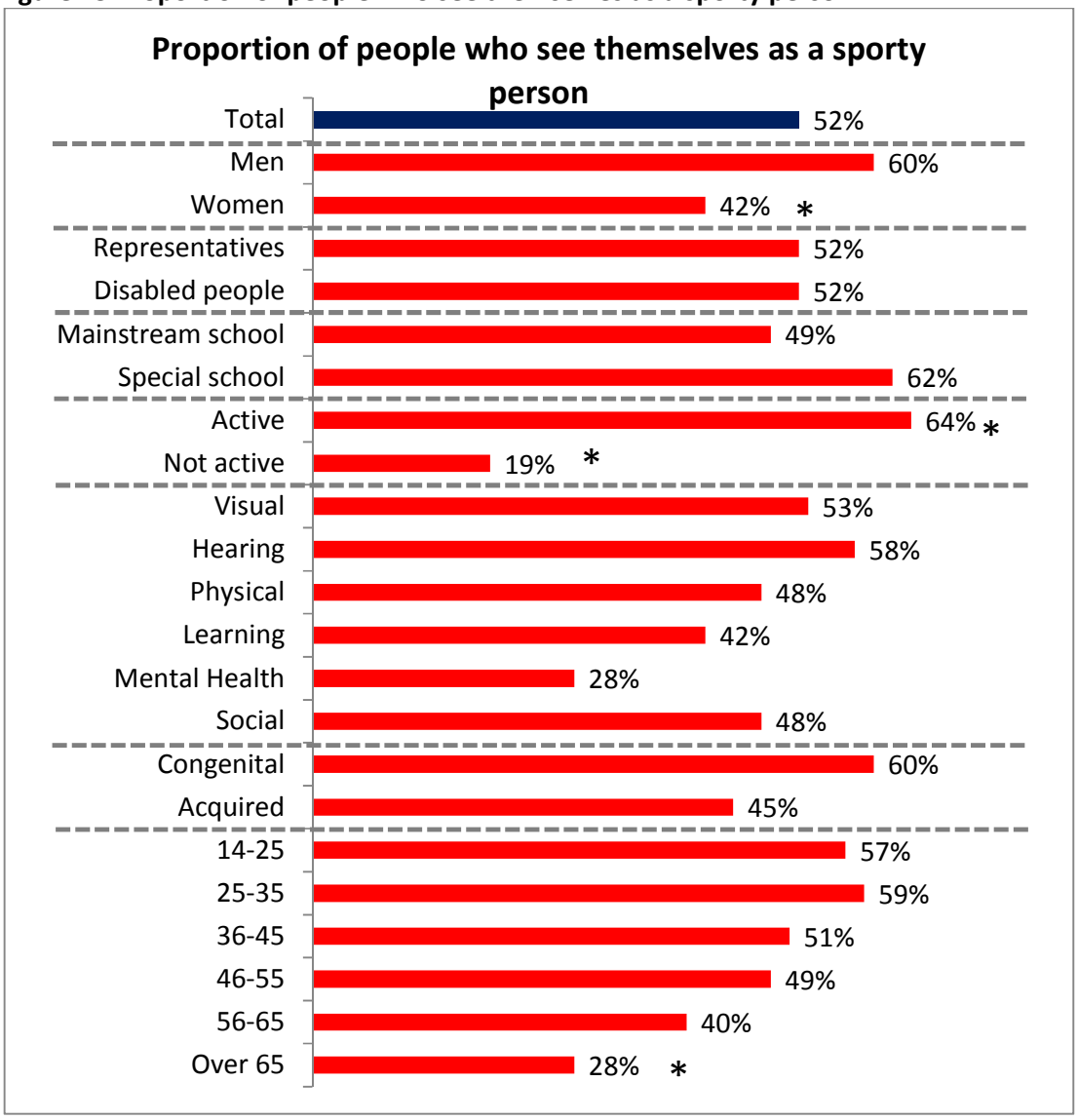
Respondents were also asked the extent to which they thought of themselves as a sporty person. Overall, only half of disabled people (52 per cent) see themselves as someone who is sporty, and there is significant differences between the demographic groups as highlighted in figure 15.

Disabled people who are currently active are more likely to think of themselves as a sporty person, with over 6 in 10 (64 per cent) agreeing. This is significantly higher than the overall average. In contrast, less than 2 in 10 (19 per cent) disabled people who are not currently active said that they saw themselves as sporty, significantly lower than the overall average.

Only 28 per cent of disabled people with mental health issues and 42 per cent of disabled women agreed that they saw themselves as sporty, significantly lower than the overall average.

There are also notable differences with age. Almost 6 in 10 (57 per cent) disabled people aged 14 to 25 consider themselves sporty but as they get older they are less likely to think this. There is a notable drop when people reach 36 and again at 56. By the time disabled people reach over 65, only 28 per cent consider themselves sporty, significantly lower than the overall average.

Figure 15 Proportion of people who see themselves as a sporty person



Respondents were also asked the extent to which they agreed that they were competitive. This could play a role in the sport and physical activity offers of that they find appealing.

Overall over 6 in 10 (63 per cent) disabled people considered themselves competitive. Figure 16 shows how the responses to this differed across demographic group. No group was significantly more likely to consider themselves as competitive compared to the overall average, but several groups were significantly less likely to think this.

It was most notable for disabled people with social or behavioural problems and those who completed the survey through representatives, where less than 4 in 10 of them considered themselves competitive. It was also significantly less common for disabled people who are

not currently active, disabled people with mental health issues and disabled people with a learning disability, where less than 5 in 10 considered themselves competitive.

Figure 16 Proportion of people who agreed that they were competitive

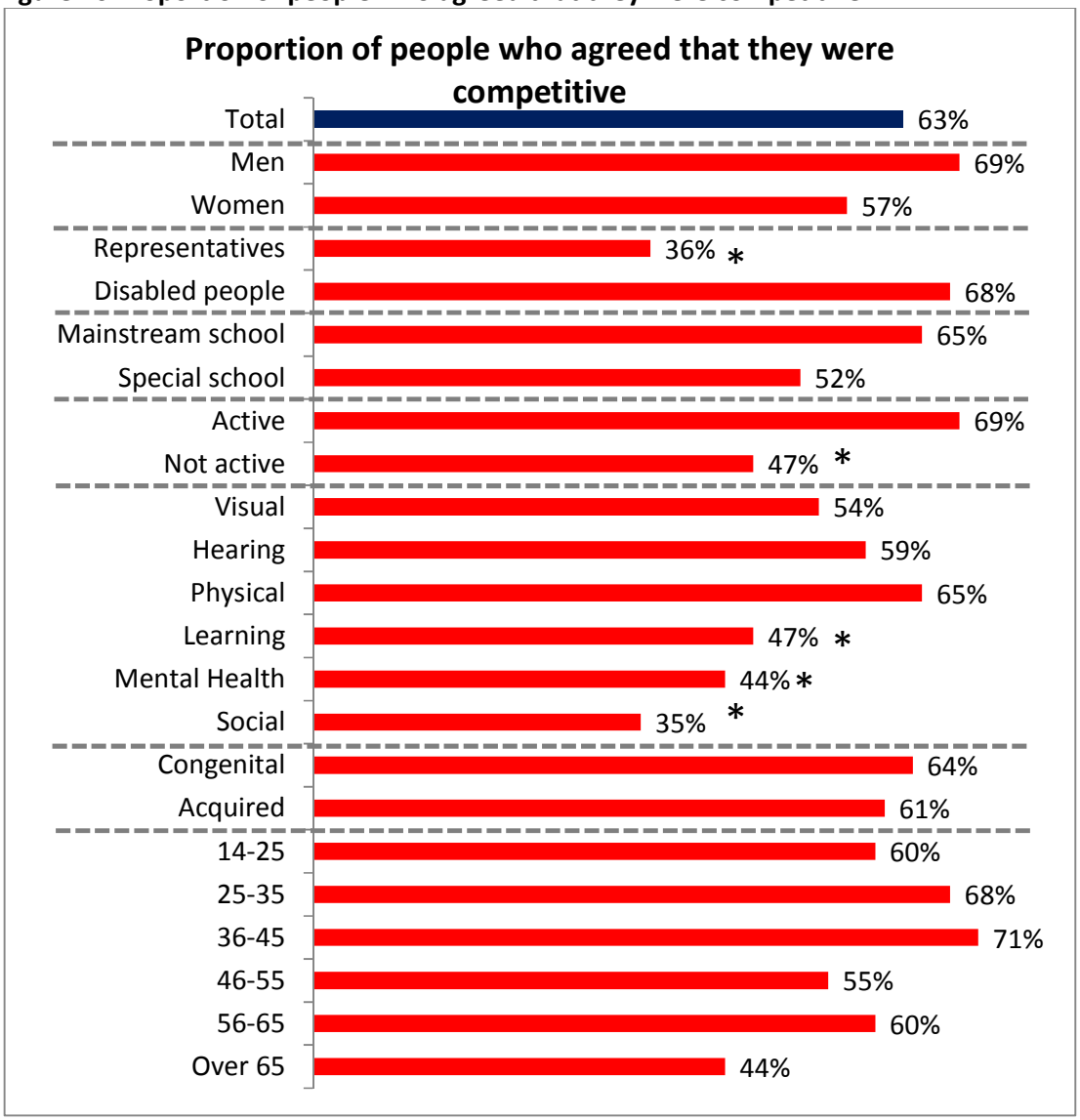
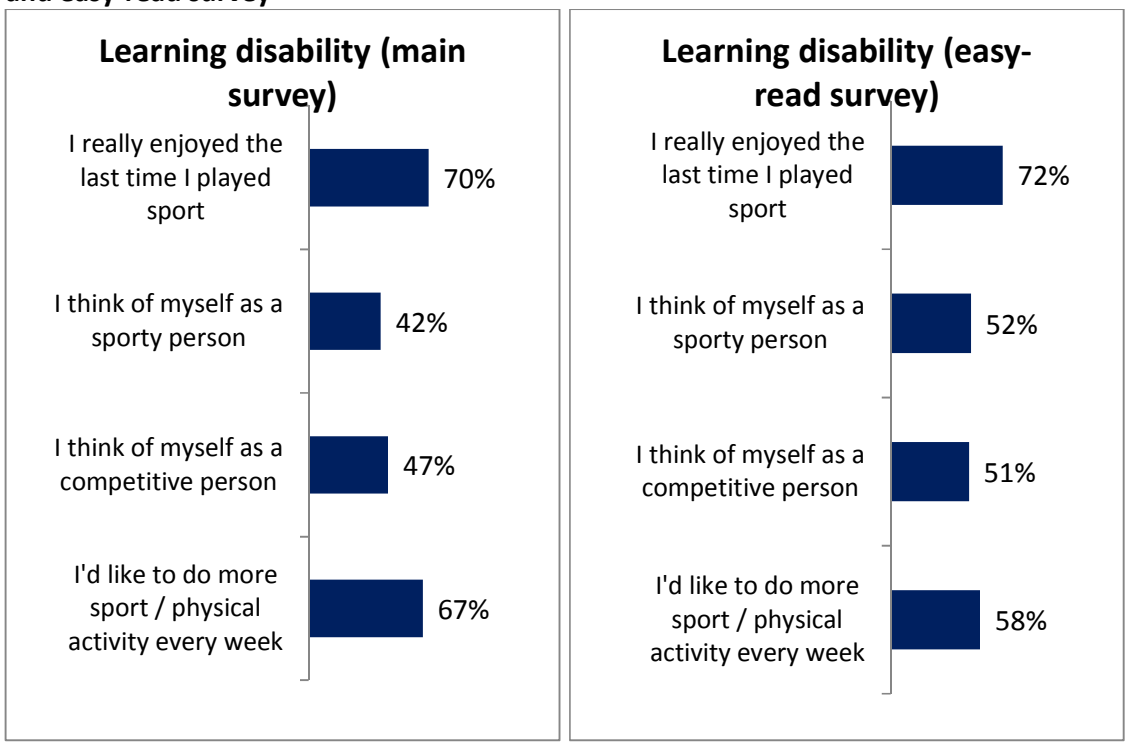


Figure 17 shows how the responses for people with a learning disability who completed the main survey compared with those who completed the easy-read survey. The chart shows that the responses were similar for both groups.

Figure 17 Proportion of people agreeing with each statement: comparison of main survey and easy-read survey



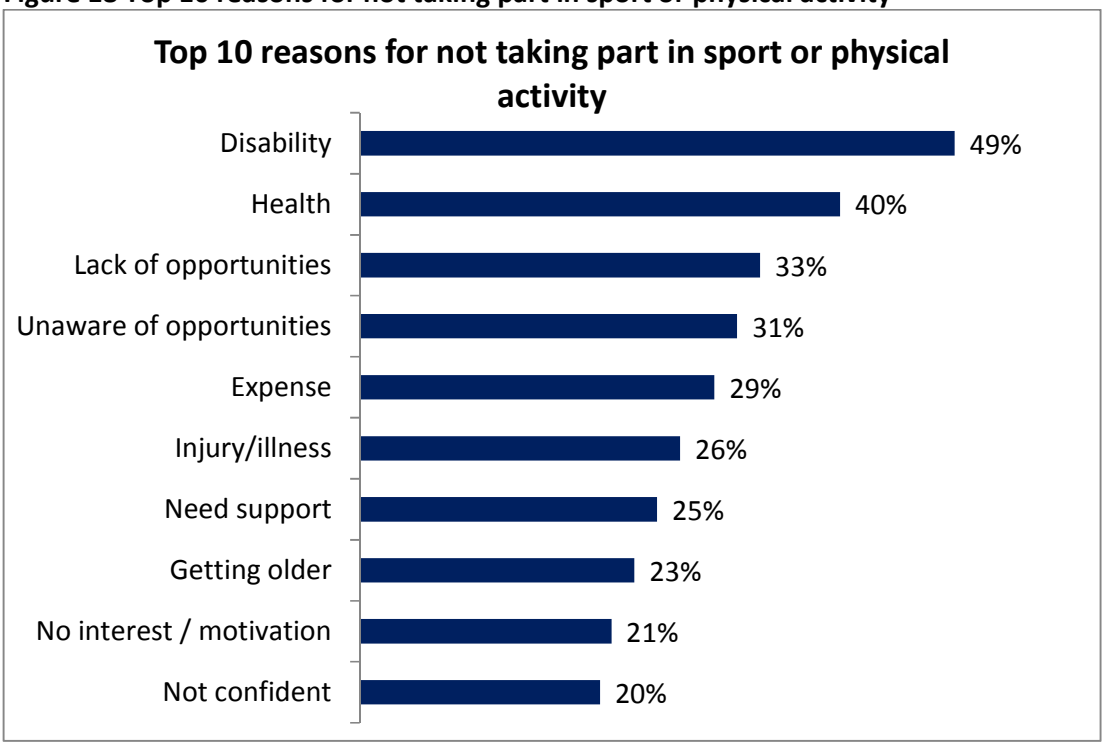
People with a learning disability who completed the main survey were more likely to have a lower level of agreement that those who completed the easy-read survey, with the exception of reacting to their likelihood to want to take part in more sport. People who completed the main survey were more likely to rate this highly.

Reasons for not doing sport

Around 3 in 10 disabled people who took part in the survey said that they currently do not take part in sport or physical activity. We asked these people what stopped them from taking part. An easy-read version of the question with fewer options was asked to people with a learning disability.

Figure 18 shows the top 10 reasons that disabled people said they do not take part in sport. 'Disability' (selected by almost half (49 per cent) of the sample) and 'health' (selected by 4 in 10 respondents) come out as the two main reasons disabled people do not take part in sport. And were the main barriers to participation for over 70 per cent of the sample. This is consistent with the main barriers identified in previous research[9].

Figure 18 Top 10 reasons for not taking part in sport or physical activity

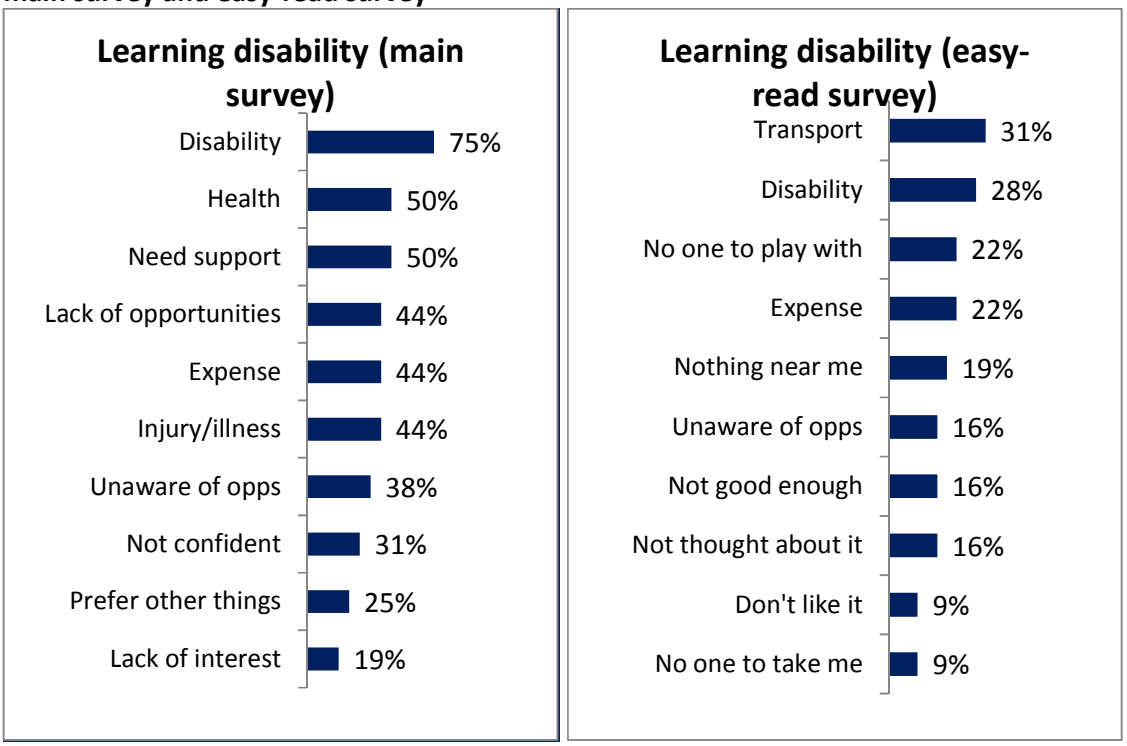


'Lack of available opportunities' and 'lack of awareness of opportunities' were also very common barriers, appearing in the top 3 barriers for two thirds (67 per cent) of respondents.

[9] Three out of four disabled adults (Sport England (2002) Adults with a disability and sport) and 37% children (Sport England (2001) The young people with a disability and sport report) cite "health reasons" as their main reason for not participating in sport. 48% of adults with an impairment said a health condition, illness or impairment prevented them from playing sport compared to 9% of adults without an impairment (Life Opportunity survey 2009-2011)

Figure 19 shows how the barriers to participation compare between people with a learning disability who completed the main survey and those who completed the easy read survey.

Figure 19 Top 10 reasons for not taking part in sport or physical activity : comparison of main survey and easy-read survey



For those who completed the main survey, the results match the overall sample with 'disability' and 'health' being the main barriers to participation. A 'need for support' was more prevalent as a barrier among people with a learning disability than the sample overall.

The results for the easy read survey are somewhat different than the main survey, but this reflects that the list of options in this survey was different. For people who completed the easy read survey, transport was the biggest barrier to participation, followed by disability and having no one to play with.

Similarities and differences of barriers across the demographic groups

Looking across the other demographic groups, whilst the main barriers of 'disability', 'health' and 'lack/awareness of opportunities' are rather consistent, for some groups other factors play a more important role. Table 2 lists out the top three barriers for each group highlighting where differences lie.

The most notable differences can be seen when looking across the age groups, with barriers changing as people get older. Although generally important across all groups, 'lack of

opportunities' and 'lack of awareness of opportunities' are much more important to younger disabled people aged between 14 and 25.

For people aged 36 to 45 'injury / illness' and 'expense' become more important and as people get over 45'disability' and 'health' become more important. This may be because as people get older their impairment or illness may worsen or they may acquire additional impairments. This emphasises that as disabled people age they have different motivations to take part in sport and physical activity.

'Lack of opportunities' and 'lack of awareness of opportunities' are also generally much more important to disabled people who attended a special school and those with a congenital impairment. There is some overlap in these groups, specifically for people with more profound impairments who require additional support or extra amendments to allow them to take part in sport. Extra effort is needed to ensure that people in these groups do not miss out on sport opportunities because they are not made aware of what they can do and what is available.

'Expense' is a strong barrier to people with social or behavioural issues, disabled people with congenital impairments and disabled people who completed the survey through representatives. Whilst the initial reaction to such a barrier is to remove it and offer free opportunities, this must be approached with caution. Focus should be given to providing fun but effective opportunities that are high quality and enjoyable. Experience has shown that often offering free opportunities can lead to people undervaluing the offer, perceiving them as less organised or structured and therefore not good value for money.

Table 2 Top three reasons for not taking part in sport by demographic group
Yellow indicates where top three reasons differ from overall sample

	Reasons for not taking part in sport					
Group	Most common		2nd most common		3rd most common	
Total	Disability	49%	Health	40%	Lack of opportunities	33%
Men	Disability	50%	Health	37%	Unaware of opportunities	29%
Women	Disability	50%	Health	39%	Lack of opportunities	39%
Representatives	Expense	42%	Disability	33%	Health	33%
Disabled people	Disability	51%	Health	40%	Lack of opportunities	33%
Mainstream school	Disability	55%	Health	40%	Lack of opportunities	35%
Special school	Lack of opportunities	31%	Unaware of opportunity	31%	Disability	23%
Visual	Disability	64%	Need support	43%	Getting older	43%
Hearing	Disability	64%	Health	36%	Other	36%
Physical	Disability	50%	Health	43%	Lack of opportunities	36%
Learning	Disability	75%	Health	50%	Need support	50%
Mental Health	Health	70%	Disability	60%	Expense	50%
Social	Expense	67%	Unaware of opportunity	67%	Need support	50%
Congenital	Unaware of opportunities	38%	Expense	36%	Lack of opportunities	36%
Acquired	Disability	59%	Health	48%	Injury/illness	33%
14-25	Unaware of opportunities	48%	Disability	43%	Lack of opportunities	38%
25-35	Unaware of opportunities	42%	Disability	42%	Health	42%
36-45	Injury/illness	56%	Expense	56%	Lack of opportunities	50%
46-55	Disability	64%	Health	50%	Lack of opportunities	29%
56-65	Disability	71%	Health	48%	Lack of opportunities	38%
Over 65	Getting older	75%	Disability	67%	Health	42%

Instead of offering free opportunities, the results from this research should be used to better understand what disabled people in these groups seek from their hobbies. By providing something with added value that is attractive will encourage disabled people to not see expense as a main barrier as they can see added benefit in taking part.

For disabled people with a visual impairment and those with a learning disability or social and behavioural issues, the fact that they 'need support' to take part in sport and physical activity is a noticeable barrier to participation. People in this audience can be reliant on third parties for transportation to activities and one to one support during sport and physical activity. It is important that opportunities take this into consideration. Offers could include benefits such as free membership for the support workers, two-for-one session costs etc.

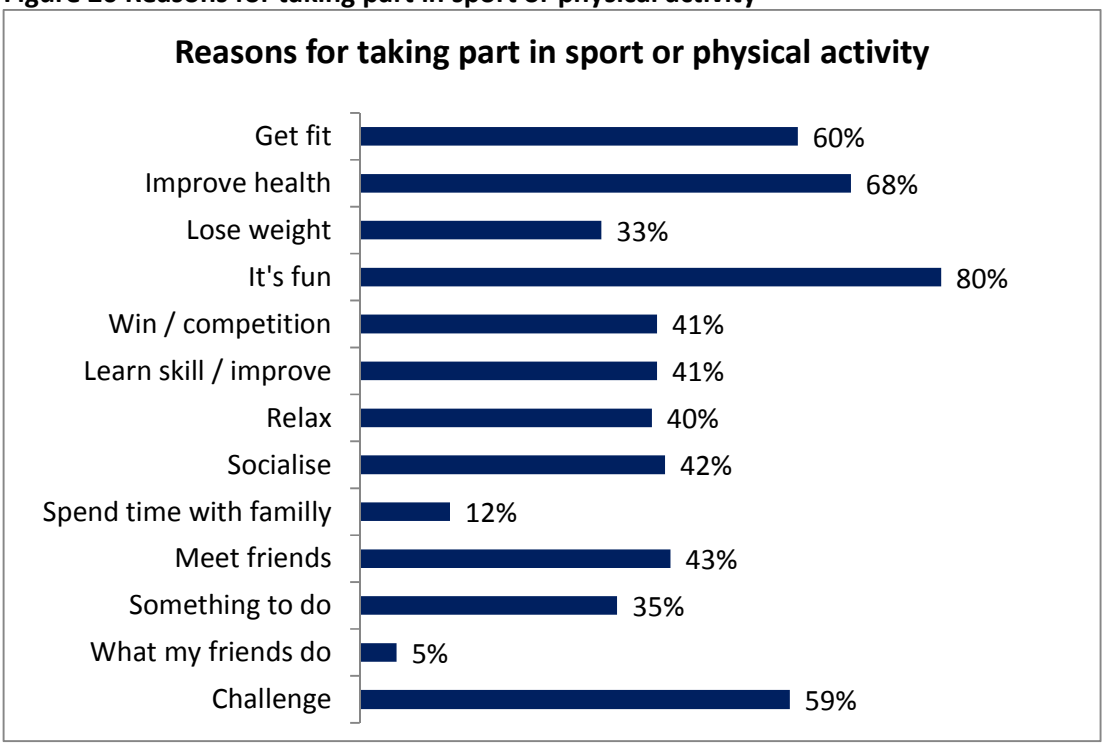
One of the important learning points is that those who support disabled people would also benefit from understanding the rewards of a healthy lifestyle, being active and their influence on others around them to take part.

Reasons for playing sport

Around 7 in 10 disabled people who took part in the survey said that they currently take part in sport or physical activity. It needs to be noted that the sample of this survey is biased toward active people. In reality the majority of disabled people do not take part in sport as highlighted in the Sport England Active People Survey[10] which showed that 7 in 10 (71 per cent) disabled people are actually not active compared to 5 in 10 (48 per cent) non-disabled people.

Figure 20 lists out the top 10 main reasons for taking part and shows that the main reason that disabled people take part in sport is because 'it is fun'. 'To improve health' and 'get fit' are also important drivers. Sports and physical activity which provide a 'challenge' are also important.

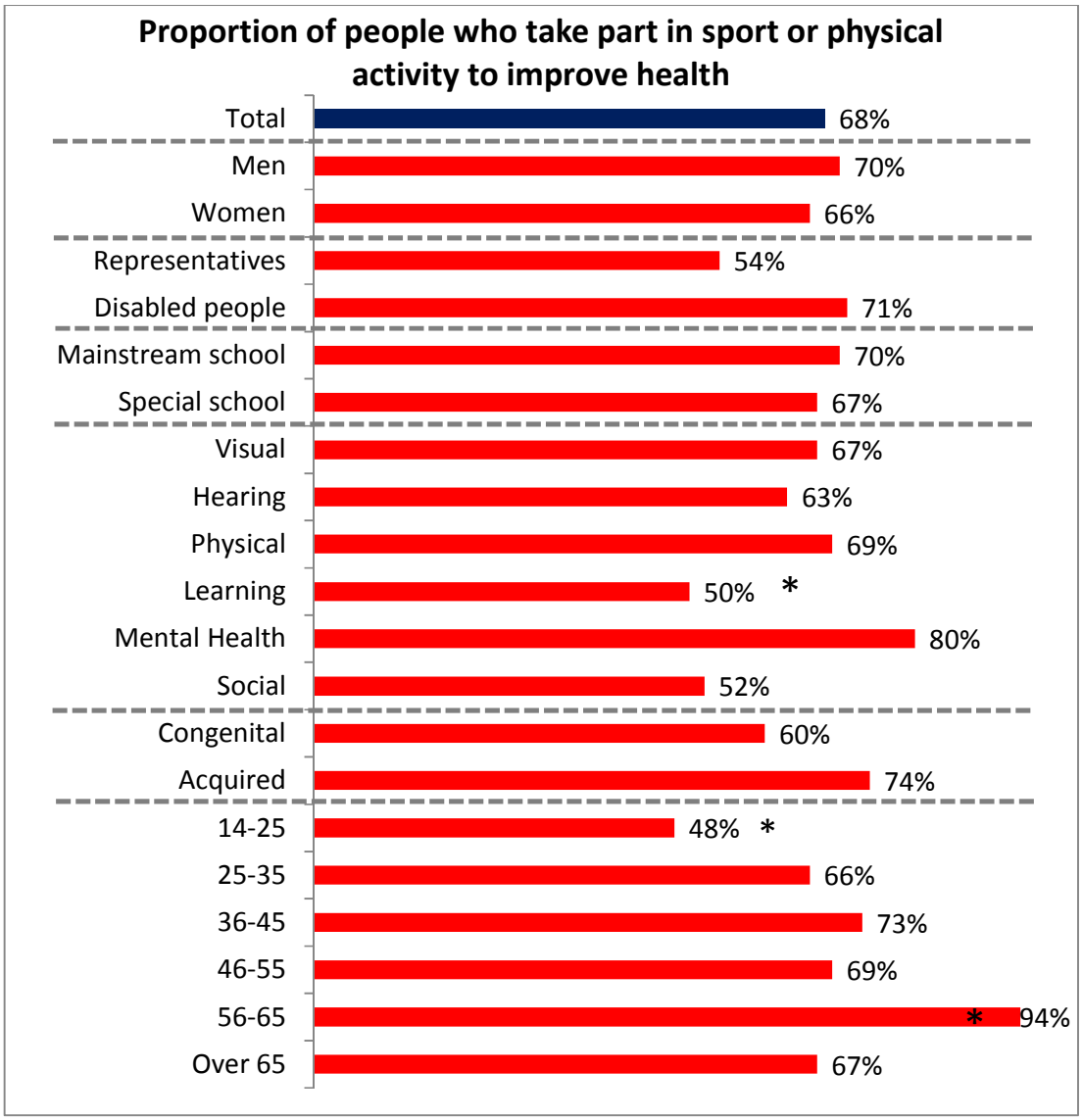
Figure 20 Reasons for taking part in sport or physical activity



Overall 8 in 10 respondents said that they take part in sport or physical activity because 'It is fun' with little differences across the demographic groups. 'Improving health' is the second most common driver overall, selected by almost 7 in 10 (68 per cent) respondents. Figure 22 shows how important 'improving health' is to different demographic groups.

[10] Active People Survey y7, Apr 2012 to Apr 2013

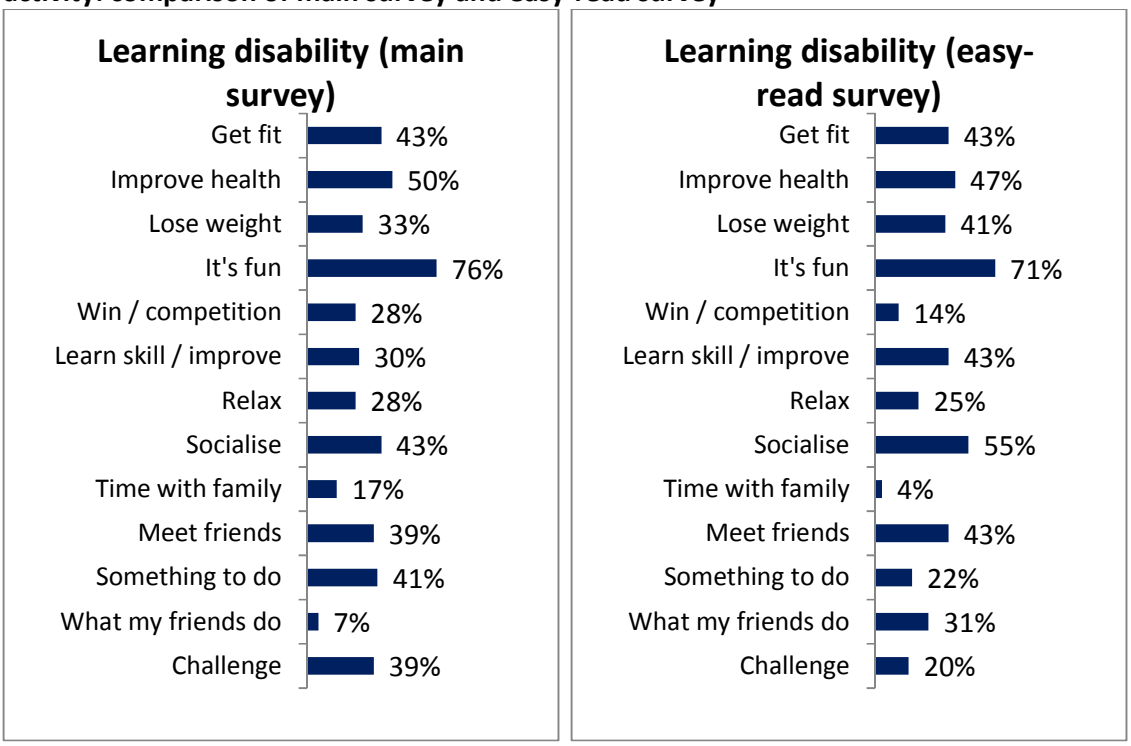
Figure 21 Proportion of people who take part in sport or physical activity to improve health



Young disabled people aged 14 to 25 are significantly less likely to take part in sport or physical activity to 'improve their health'. This suggests interventions which are advertised to promote health benefits may not appeal as much to people in this group. For older disabled people, particularly people aged 56- 65, 'improving health' is much greater influence in encouraging people to take part.

Based on the results from the main survey, disabled people with a learning disability are significantly less likely to want to take part to 'improve their health'. Figure 22 compares the results of people with a learning disability from the main survey and the easy-read survey.

Figure 22 Reasons why people with a learning disability take part in sport or physical activity: comparison of main survey and easy-read survey



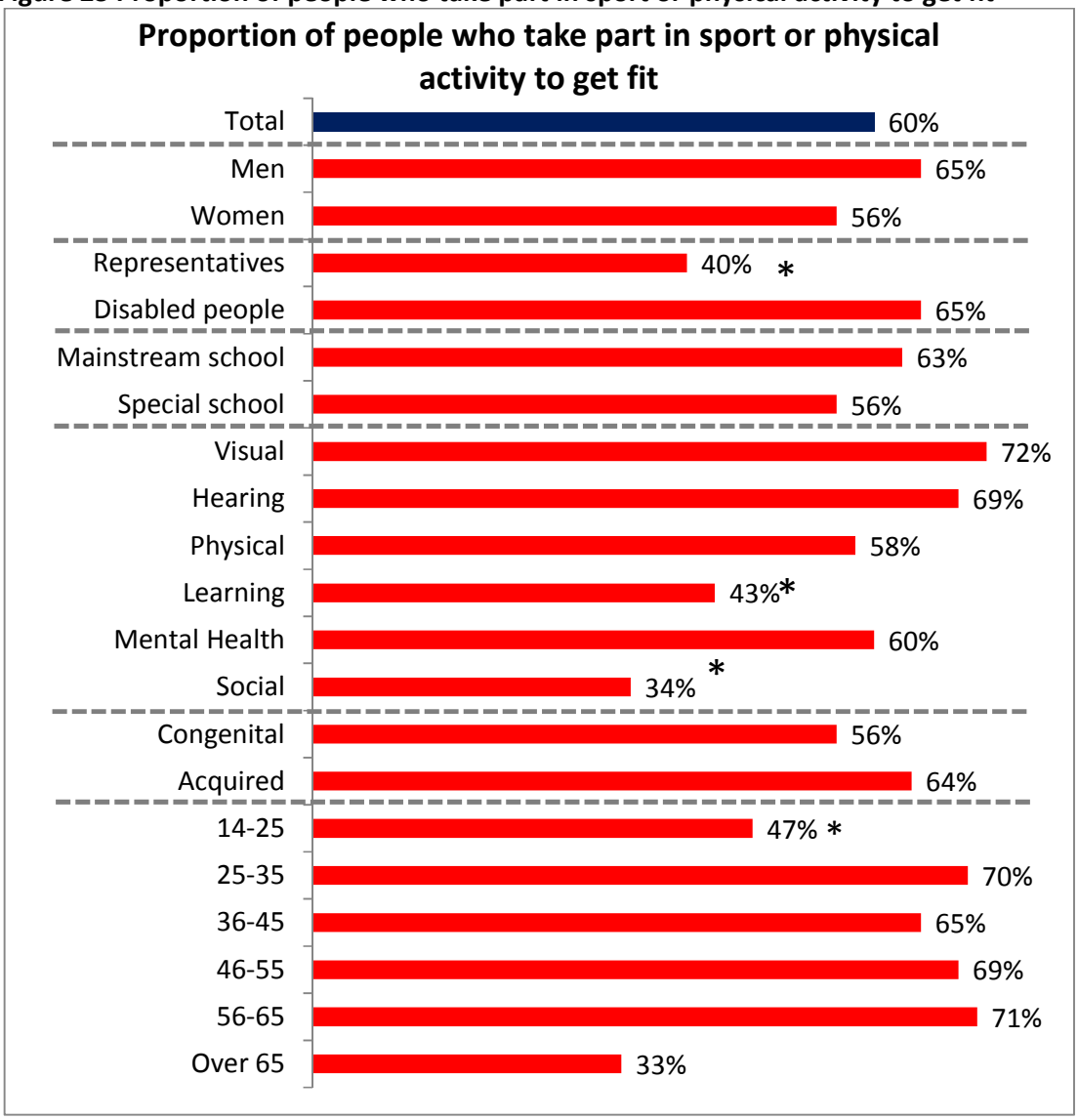
Results show that 'it is fun' is significantly more important for encouraging people with a learning disability to take part in sport or physical activity than any other driver, in both the main and easy-read survey. All other motivators are significantly less important, but the two questionnaires did seem to identify some differences.

'Getting fit' and 'improving health' are the next most important drivers for people with a learning disability who completed the main survey. For those who completed the easy-read survey, the opportunity to 'socialise' and 'spending time with friends' is more important. Unlike people in the main sample, the 'competition' and 'challenge' of sport is less important to people who completed the easy-read questionnaire.

When conducting these easy-read questionnaires, it was very apparent that people with a learning disability really do value being able to spend time with friends in social situations. Often, the majority of their time could be spent with personal assistants, family or guardians. Therefore, social opportunities where they get to spend time with friends away from these supporters are highly valued.

Figure 23 shows the differences across demographic groups of how frequently 'getting fit' is to a driver for motivation. No groups were significantly more likely to choose 'getting fit' as a reason for taking part, but a number are significantly less likely to choose this option.

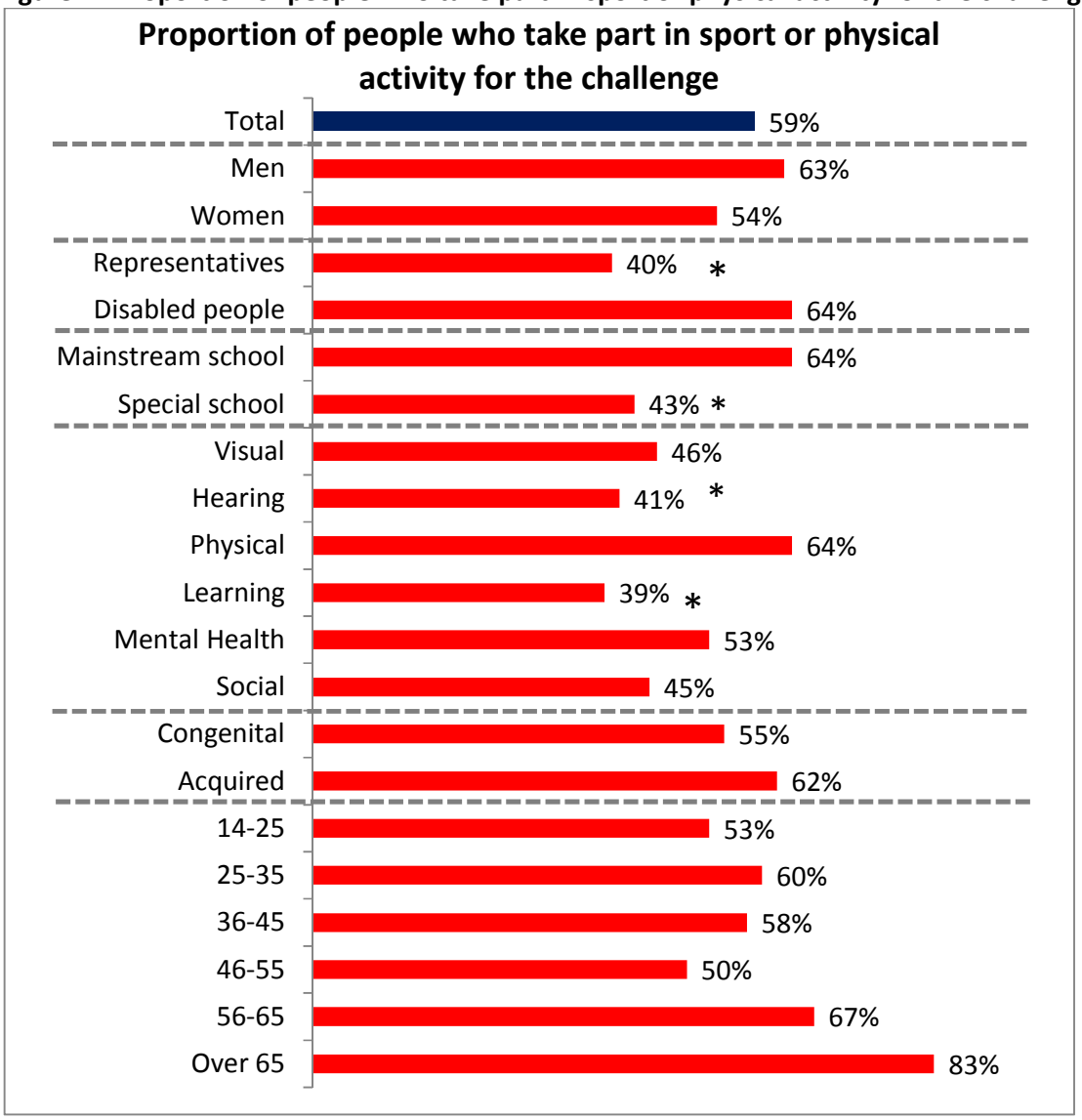
Figure 23 Proportion of people who take part in sport or physical activity to get fit



6 in 10 disabled people overall say they take part in sport and physical activity to get fit. However, only 4 in 10 disabled people who completed the survey through representatives take part in sport or physical activity to get fit, significantly lower. People with a learning disability, social or behavioural problems and young disabled people aged 14 to 25 are also significantly less likely to state getting fit as a reason for taking part in sport.

Figure 24 shows the extent to which the different demographic groups state that they take part in sport or physical activity for the challenge.

Figure 24 Proportion of people who take part in sport or physical activity for the challenge



Just less than 6 in 10 disabled people overall say they take part in sport and physical activity for the challenge, but only around 4 in 10 disabled people who completed the survey through representatives, people who attended a special school, people with a hearing impairment and people with a learning disability are likely to take part for the challenge, significantly lower than the overall average.

Interestingly, although 'spending time with family' was seen as something very important to disabled people, it is not a particularly important driver for taking part in sport or physical activity. Additional research is needed to understand whether this is because disabled people do not want to take part with their family, perhaps different depending on age, or whether the current opportunities that are available are not adequate enough to provide an environment which is fun and enjoyable for everyone when taking part with family.

It is clear that the main driver for taking part in sport is fun, however providers need to invest time to better understand what 'fun' means to people who take part in in their activities.

The impact on health and fitness also seem to play a strong role in motivating people to take sport in sport, so this should be a key consideration when thinking about attracting people to activities. However, this is not universally appealing, so providers must consider who their target audience is before emphasising their health and fitness benefits.

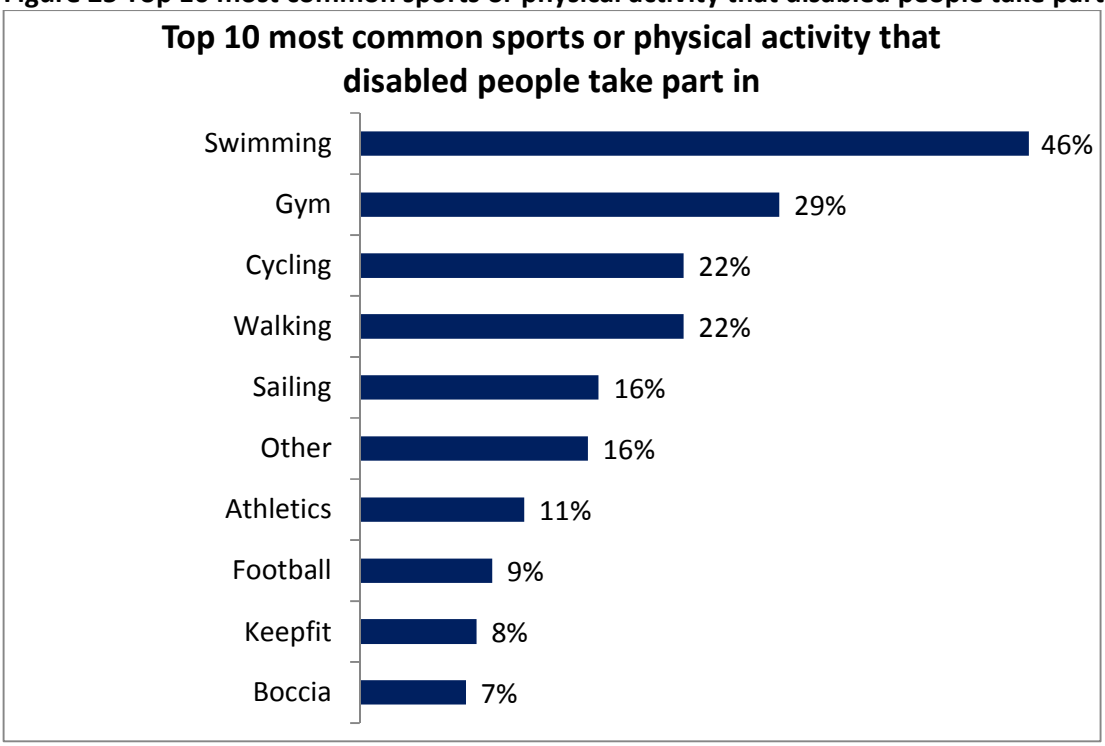
Type of sport and physical activity that disabled people like to do

Swimming was the most popular physical activity for those people in the survey that were active. Almost 5 in 10 (46per cent) disabled people said they took part in swimming, which mirrors the Sport England Active People Survey which also identifies swimming as the most popular sport.

Swimming was the most popular activity for all demographic groups with the exception of people aged 56 to 65 where going to the gym was more popular. Swimming was more common among disabled people who completed the survey through representatives (67 per cent), disabled people with social or behavioural problems (66 per cent), disabled people with a learning disability (63 per cent), disabled people aged 14 to 35 (58 per cent), and people who attended a special school (57 per cent).

As a sport, swimming is often recommended to disabled people as part of physiotherapy or rehabilitation routines. Therefore, it is not surprising swimming features highly in the most popular sports. It is often the sport most disabled people will take up early on for exercise and continue during the aging lifecycle.

Figure 25 Top 10 most common sports or physical activity that disabled people take part in



Although significantly less popular than swimming, with 3 in 10 (29 per cent) people stating that they went to the gym, this is the second most popular activity. Cycling and walking are also popular activities, with around 2 in 10 disabled people taking part in them.

There were no significant differences among demographic groups in terms of the proportion of people who said they went to the gym, although people with a visual impairment were slightly more likely to go to the gym (37 per cent). Whereas disabled people who completed the survey through representatives and people with a learning disability were much less likely to go to the gym (17 per cent and 20 per cent respectively).

Cycling appears to be slightly more popular amongst disabled people aged 36 to 45 (31 per cent) but it is much less popular among young disabled people aged 14 to 25 (11 per cent). It is also less popular among people disabled women, disabled people who completed the survey through representatives and people with a learning disability (all 15 per cent). Walking is more popular among people aged 26 to 35 (38 per cent), people who attend a special school (31 per cent) and people with a visual impairment (30 per cent).

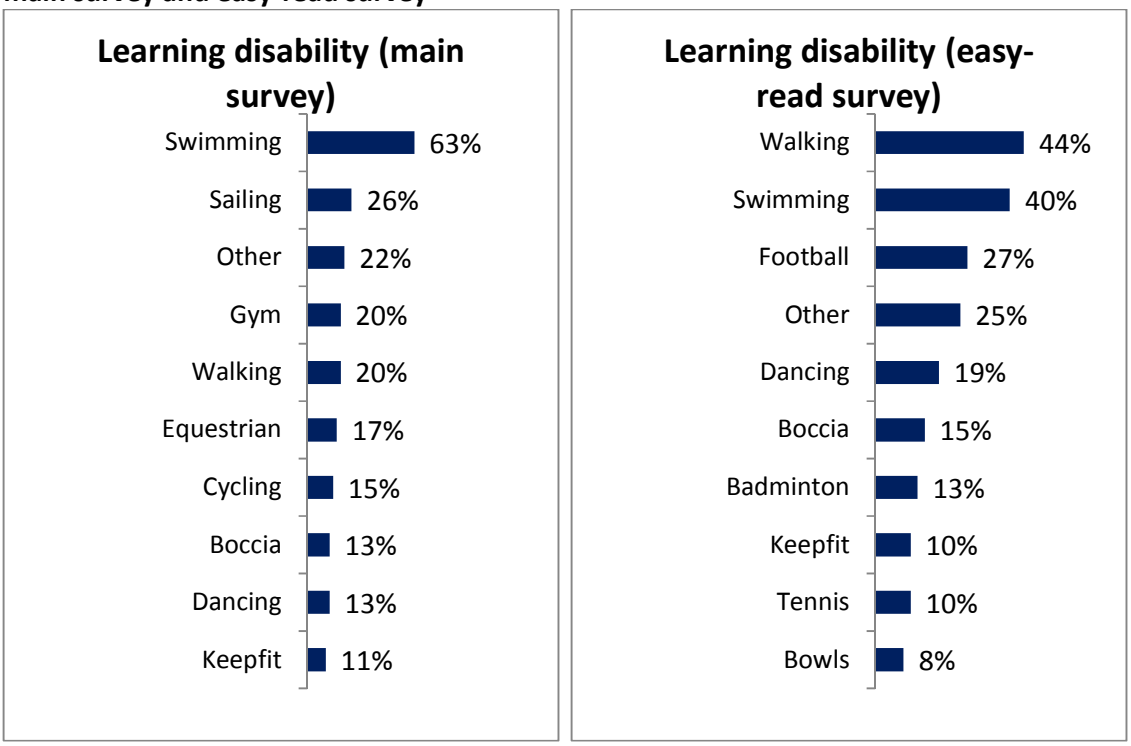
The interest in sailing is driven by people with a learning disability (26 per cent), people from a special school (22 per cent) and people whose impairment is acquired (21 per cent). Boccia participation is driven by disabled people who completed the survey through representatives (21 per cent), young disabled people aged 14- to 25 (19 per cent), people with a social or behavioural problems (14 per cent), people who have a congenital impairment , people who attended a special school and people with a learning disability (all 13 per cent)

Disabled women are more likely to do exercise videos at home, take part in aerobics classes or Pilates/yoga. They are also more likely to take part in equestrian activities and dancing. Dancing is also popular with people with a learning disability. Young disabled people aged 14 to 25 (21 per cent) are more likely to take part in athletics. People with mental health issues are more likely to want to take part in Keep fit classes (27 per cent).

Figure 26 compares the results for people with a learning disability from the main survey with the easy-read survey and shows some differences in the types of activities people with a learning disability take part in. Both samples confirm that cycling is not the most common activity for people with a learning disability. Whilst the order and prevalence of activities differ, both samples include swimming, walking, dancing, boccia and keep fit in the top 10 most popular activities.

The sample from the main survey matches the overall response, with swimming being the most preferred activity. However, the sample from the easy-read survey suggests that walking is the most preferred activity, although swimming does come a close second. From the main survey sailing, going to the gym and equestrian are popular choices, whereas in the easy-read survey sample, football and badminton are more common.

Figure 26 Top 10 most common sports for people with a learning disability: comparison of main survey and easy-read survey



Time people spend taking part and travelling to take part in sport or physical activity

Previous research indicated that only three in ten (34 per cent) adults with an impairment stated that they were too busy or did not have enough time for sport compared to seven in ten (71 per cent) without an impairment.[11] Although lack of time may be less of a barrier to participation for disabled people, they will still have limits on the amount of time they are willing to spend taking part in sport or physical activity. It is therefore important to understand what these limits are.

Respondents who took part in sport or physical activity were asked the average amount of time (in minutes) they spend doing sport or physical activity in a week. In addition they were asked how much time they are willing to spend traveling to take part in sport or physical activity. This was split between taking part generally compared to time spent travelling to competitions. When reviewing these findings, please remember that this sample is based toward active disabled people.

Figure 27 shows that on average active respondents spend five hours a week taking part sport or physical activity. Although there are no statistically significant differences between the demographic groups, there are some groups who spend a notably greater or lower amount of time taking part (defined by a difference of 30 minutes or more).

The most notable difference is for people with mental health issues who spend on average spend 3.4 hours per week taking part, the lowest level of all groups. Disabled people who attended a special school (4.2 hours), disabled women (4.3 hours), disabled people who completed the survey through representatives (4.3 hours), people whose impairment is acquired (4.4 hours) and people aged 56-65 (4.4 hours) also spend a notably lower amount of time taking part.

Although the data suggests that people aged over 65 spend the most amount of time taking part, this is based on a very small sample so the results should be taken with caution. More importantly, it should be noted that disabled men spend 5.7 hours on average taking part, with people whose impairment is congenital and people aged 46-55 spending 5.6 hours on average taking part.

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[11] Life opportunity survey2009-11

Figure 27 Mean amount of time spent taking part in sport of physical activity in a week (in hours)

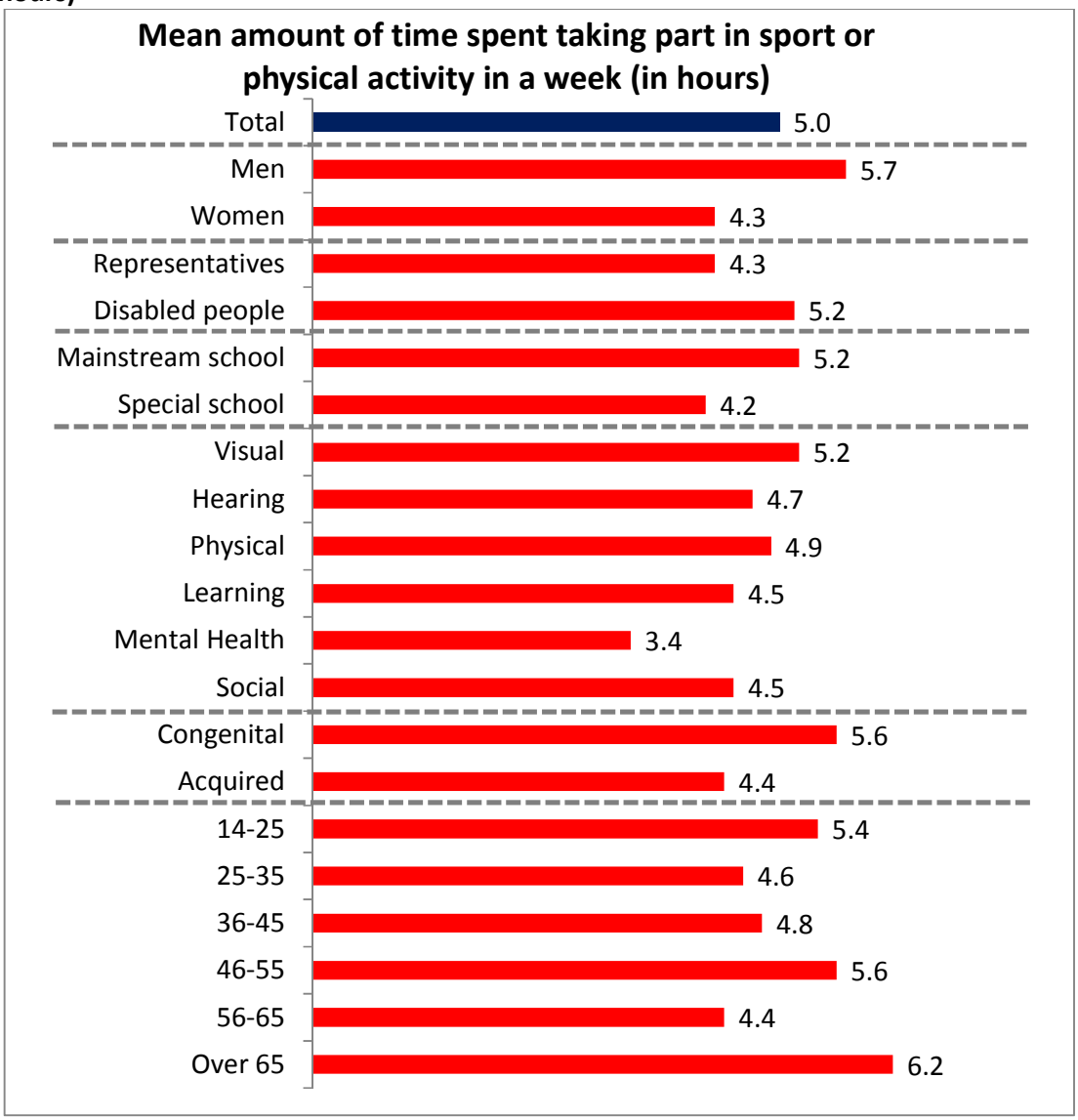
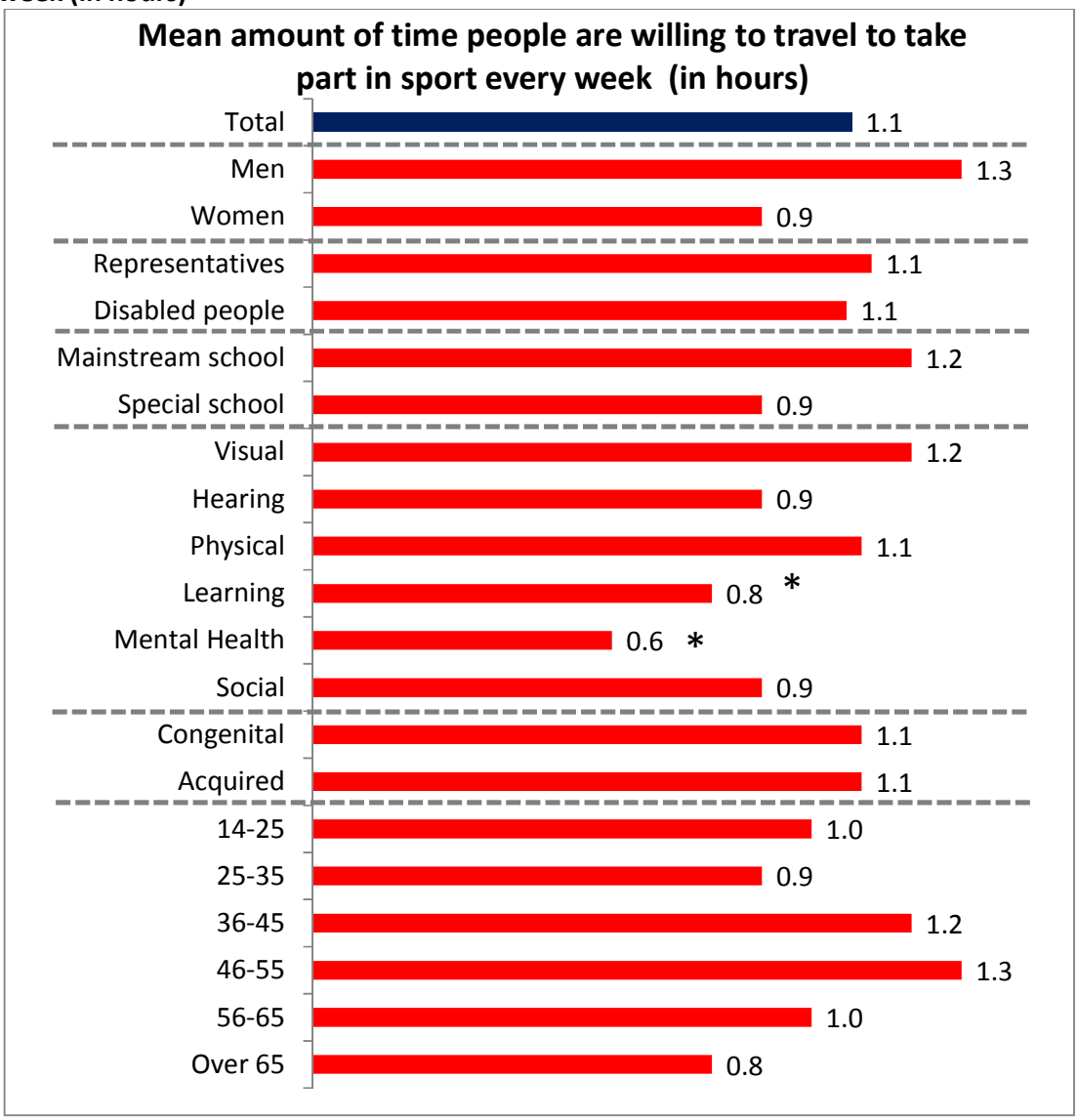


Figure 28 shows the amount of time disabled people said they were willing to travel to take part in sport or physical activity. Overall respondents are willing to travel for 1.1 hours to take part in sport or physical activity but there are some differences across the demographic groups

Figure 28 Mean amount of time people are willing to travel to take part in sport every week (in hours)

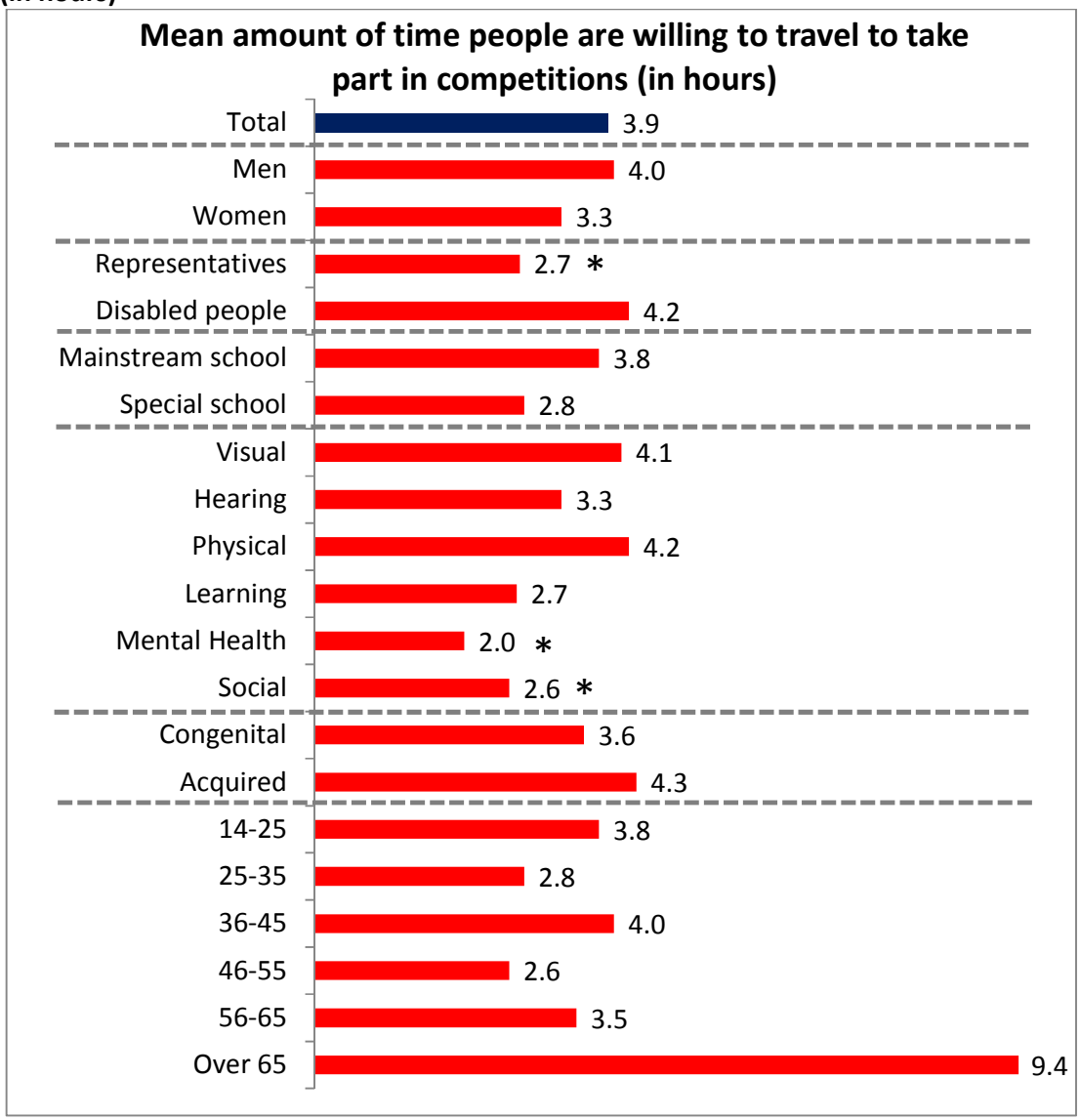


People with mental health issues are willing to travel for the shortest amount of time of all groups, 0.6 hours on average, significantly lower than the overall average. People with a learning disability (0.8 hours) and people aged over 65 (0.8 hours) also spend significantly less time travelling to take part.

Disabled men and people aged 46 to 55 spend the greatest amount of time travelling to take part, an average of 1.3 hours. However this is not statistically significant.

Figure 29 shows the average amount of time disabled people are willing to spend to travel to take part in competitions. Overall respondents are willing to spend 3.9 hours travelling to take part in competitions.

Figure 29 Mean amount of time people are willing to travel to take part in competitions (in hours)



People with mental health issues are only willing to travel for 2.0 hours on average, half the amount of time of the overall average. People with social or behavioural problems (2.6 hours) and disabled people who completed the survey through representatives (2.7 hours) also spend less time travelling to competitions.

Although this is not significantly higher, at 4.3 hours, people whose impairment is acquired are willing to spend the most amount of time to travel to competitions.

Whilst the results suggests that disabled people are willing to travel for a significant amount of time to take part in sport or physical activity it should be considered that this may be a

reflection of the limited local availability of sports for disabled people causing people to travel further.

There is also a notable difference between the amount of time people are willing travel to take part and the time they we willing to spend to travel to competitions with people generally willing to spend a greater amount of time to travel to competitions. This could be driven by disabled people who are enjoying the pathways in their sports and attending national competitions. These disabled people are obviously more committed to their sport/s.

Setting in which sport or physical activity is conducted

It is not only important to understand the sport and physical activity that disabled people currently do but also the setting that they currently do it in. This helps us to understand what is currently available and potential changes that could be made to make things more appealing.

Figure 30 shows that taking part 'as part of a club' is the most popular setting overall, with around half (47 per cent) of respondents stating this is what they do. However, it must be remembered that the sample of this survey was biased toward more active participants who may be responsible for the higher level of club involvement.

Figure 30 Settings in which disabled people take part in sport or physical activity

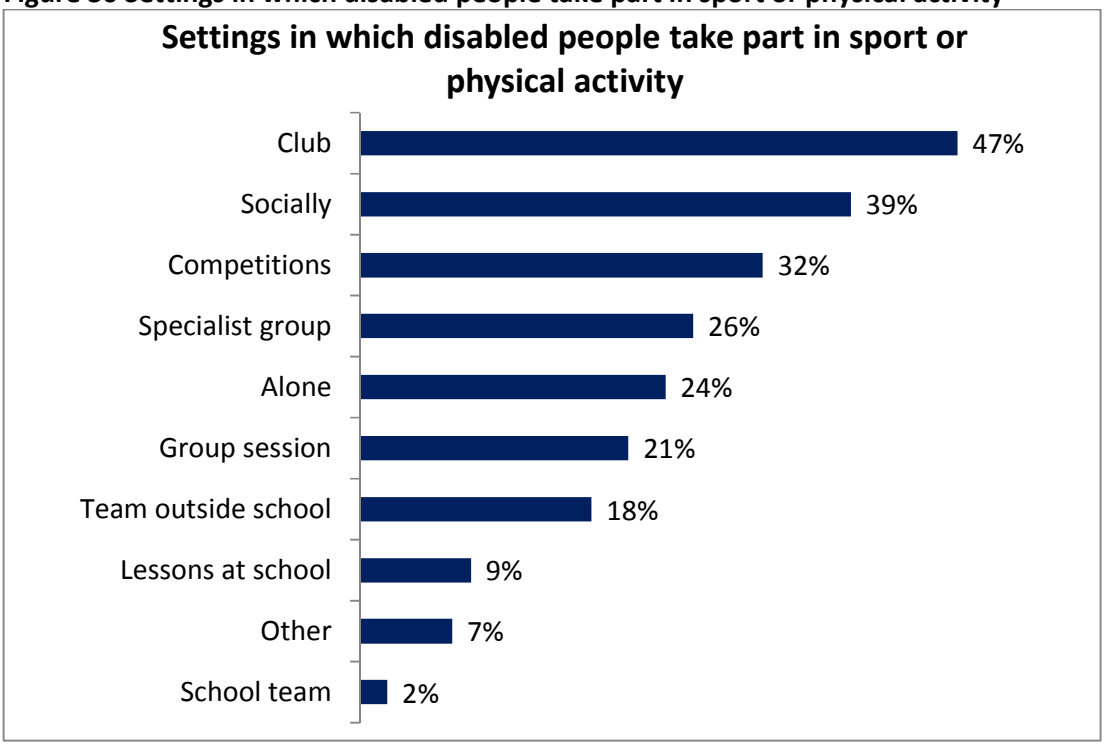
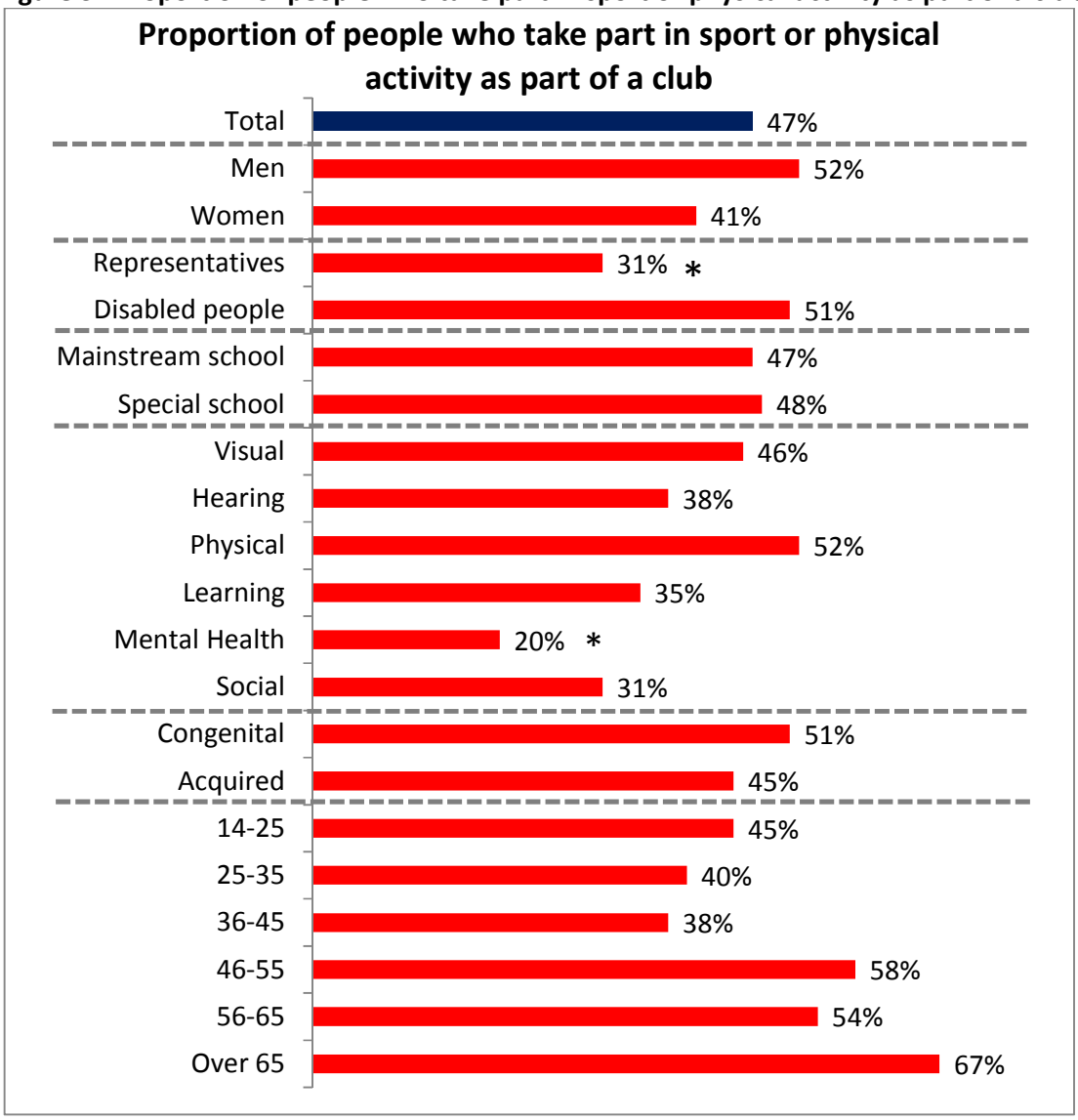


Figure 31 shows the extent to which different demographic groups say they take part 'as part of a club'. Only 20 per cent of people with mental health issues take part 'as part of a club', significantly lower than the overall average.

Disabled people who completed the survey through representatives are also significantly less likely to take part as part of a club (31 per cent). Although not significant, taking part 'as part of a club' seems to become more popular as people get older, after the age of 45.

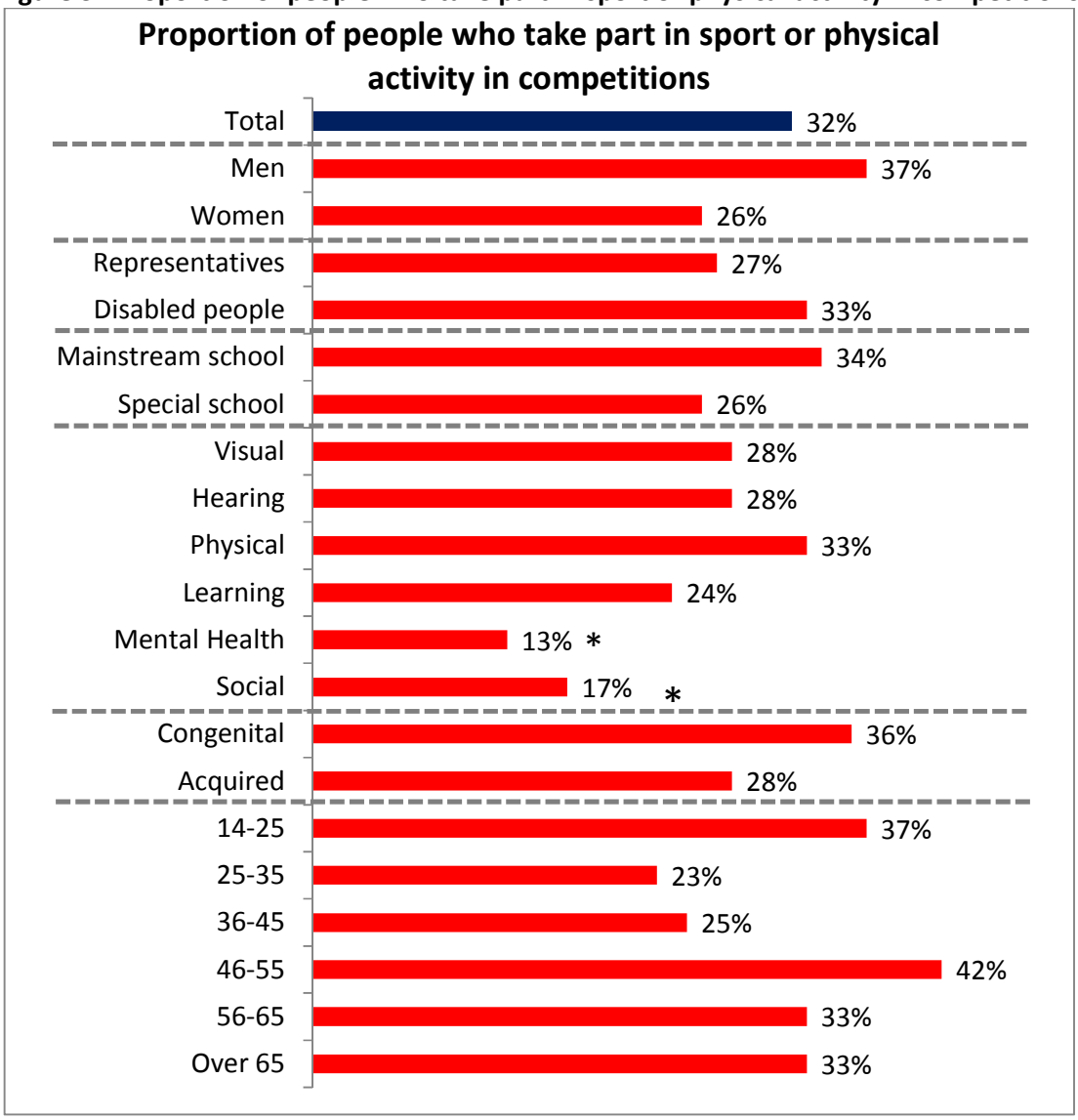
Figure 31 Proportion of people who take part in sport or physical activity as part of a club



Taking part 'socially' is the second most popular setting, with almost 4 in 10(39 per cent) respondents saying they take part this way. However, it is much less (but not significantly) prevalent among people with a social or behavioural issue, with only 24 per cent stating that they take part this way. There are no significant differences across the demographic groups for this setting.

Over 3 in 10 (32 per cent) say that they take part in competitions, making it the third most popular setting. However, it is significantly less common for people with a mental health issue (13 per cent) or a social or behavioural issue (17 per cent) to take part in this setting this, as demonstrated in figure 32.

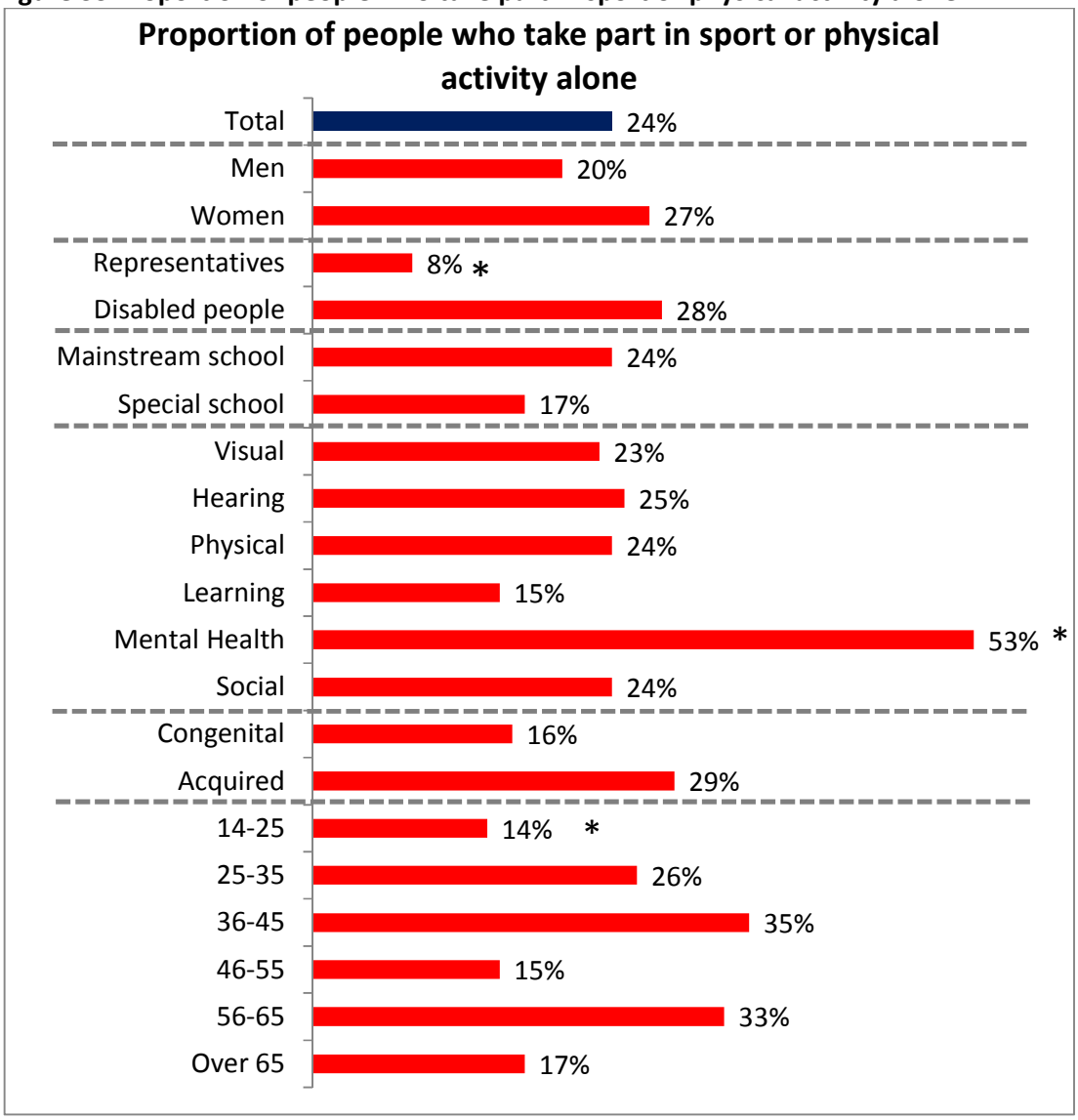
Figure 32 Proportion of people who take part in sport or physical activity in competitions



An interesting outcome of this question was the prevalence of taking part in sport and physical activity 'alone'. This was not an option in the pre-defined list, but almost 1 in 4 (24 per cent) respondents specified it as an 'other' option in terms of how they take part in sport or physical activity.

Figure 33 shows the extent to which different demographic groups indicated that they take part alone. It shows that taking part alone is significantly more prevalent among people with mental health issues, with more than twice as many as the overall average indicating this is how they currently take part.

Figure 33 Proportion of people who take part in sport or physical activity alone



Other groups however are significantly less likely to take part alone. Only 8 per cent of disabled people who completed the survey through representatives indicated that they take part alone and only 14 per cent of young disabled people aged 14 to 25 do so. This can be explained because of the extra support and child/vulnerable adult considerations.

Also, although not significantly different to the overall average, people whose impairment is congenital (16 per cent) are significantly less likely to take part alone compared to those whose impairment is acquired (29 per cent).

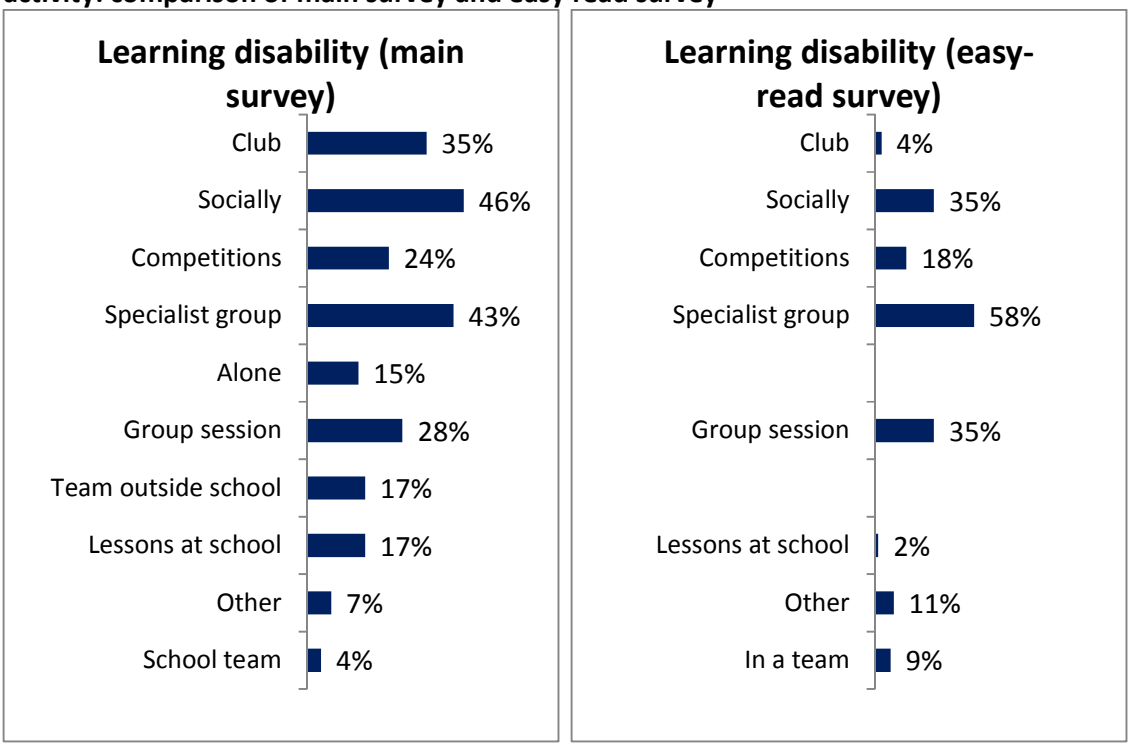
It must be noted that if 'taking part alone' had been an option within the pre-defined list the results may have differed.

One final notable difference was that whilst only 3 in 10 (26 per cent) respondents said they took part in a 'specialist group 'this was significantly more prevalent for some demographic groups. Disabled people who completed the survey through representatives (52 per cent) and people with a learning disability (43 per cent) were much more likely to take part in this setting. Disabled men were also significantly more likely to take part in a specialist group (32 per cent) compared to disabled women (20 per cent).

The term 'specialist group' was included to represent groups such as Gateway, designed for specific impairments. It would be interesting to determine whether that is how disabled men interpreted the option, or whether they saw it more as a specialist group for improving in their chosen sport.

Figure34 shows a notable difference in the settings where people with a learning disability take part in sport or physical activity.

Figure 34 Settings where people with a learning disability take part in sport or physical activity: comparison of main survey and easy read survey



Although at initial glance the results from the two samples seem somewhat different, there are actually quite similar. For the easy-read questionnaire, 'taking part in a team in school' and 'taking part in a team outside of school' were combined into one option of 'taking part in a team'. As with the main survey 'taking part alone' was not an option in the predefined list and but unlike the main survey it was not identified as a regular response in the 'other' category.

Both groups rate ‘specialist groups’ and ‘socially’ as the main settings where they take part, although ‘specialist groups’ is more prevalent for people who completed the easy-read survey. This could have been a reflection of the fact that the majority of the responses for this survey were collected from people whilst attending such sessions.

The most notable difference is the high prevalence of ‘taking part in a club’ among the people who completed the main survey; with around 3 in 10 (35 per cent) saying this is how they took part. For people in the easy-read survey, less than 1 in 10 people said they took part in a club.

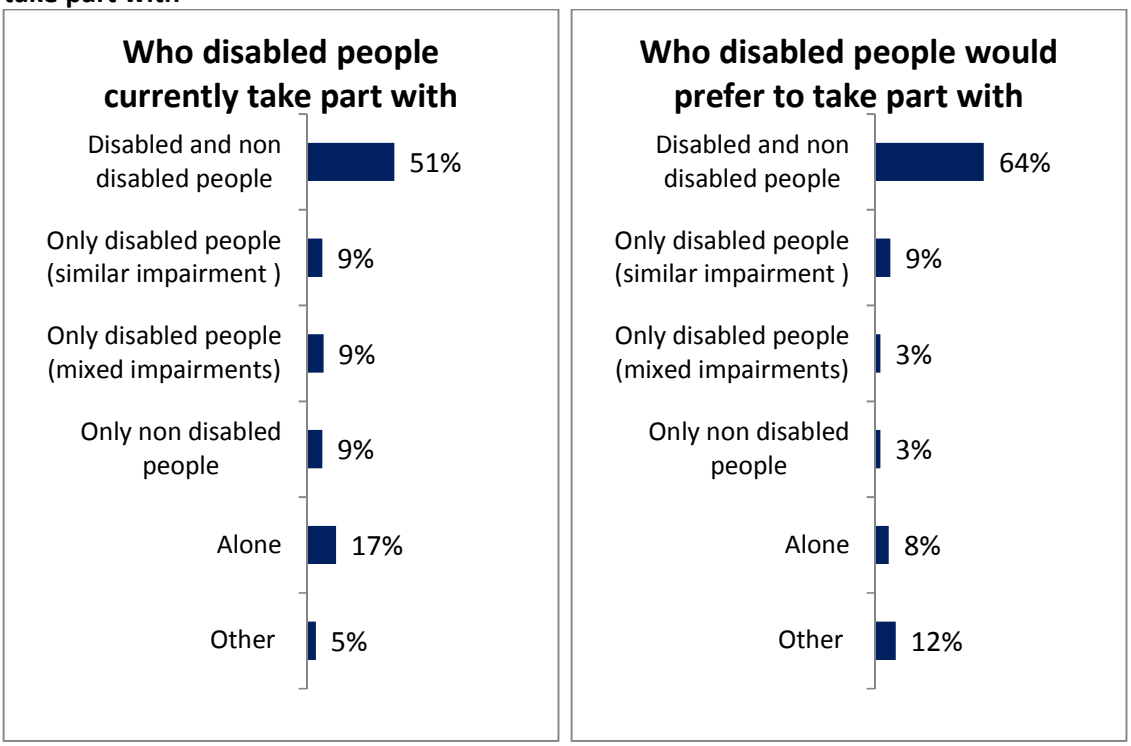
The results suggest that the club setting plays an important role in how disabled people take part in sport. It highlights the need for clubs to be prepared to accept disabled people by ensuring they have opportunities available for them to take part as well as staff trained to provide relevant coaching and support.

Who sport is currently played with and who people prefer to play with

It is important to understand the settings in which disabled people take part in sport and physical activity and who they currently take part with. This can then be compared to who they would prefer to take part with. If there is a mismatch, it could suggest new interventions may be needed.

Figure 35 has two charts. The chart on the left shows who disabled people currently take part in sport or physical activity with. On the right, the chart shows who they would prefer to take part with.

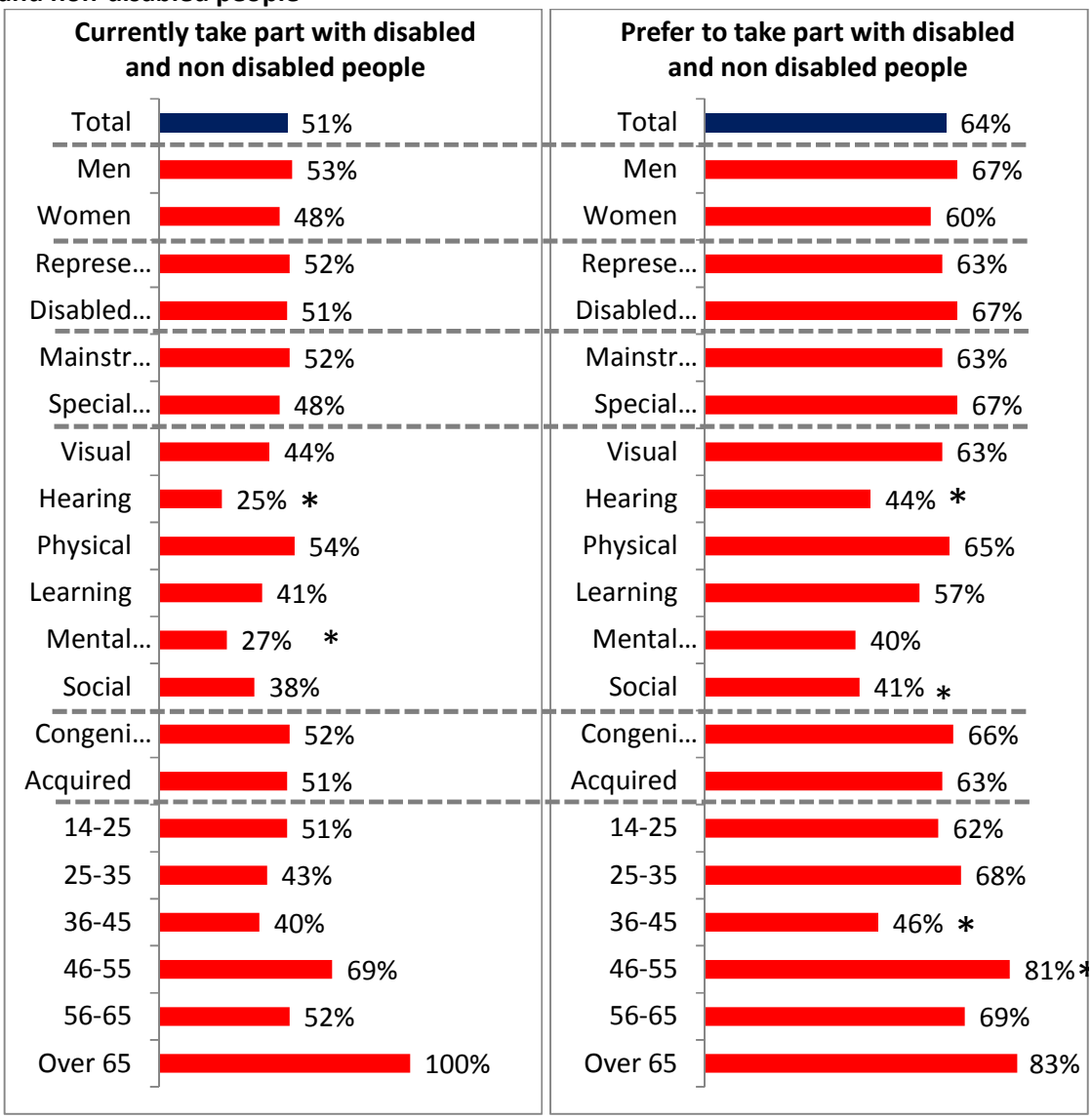
Figure 35 Who disabled people currently take part with and who they would prefer to take part with



The data shows that the majority of disabled people currently take part and prefer to take part with a mix of disabled and non-disabled people. , 51 per cent currently take part with a mix of disabled and non-disabled people. This increases to 64 per cent (almost two thirds of the sample) when asked who they would prefer to take part with.

A greater proportion (generally at least 10 per cent or more) of all of the demographic groups would prefer to take part with a mix of disabled and non-disabled people than those that currently do, as shown in Figure36. This suggests that there are not enough opportunities that allow disabled people to take part in an inclusive setting with a mix of disabled and non-disabled people.

Figure 36 Proportion of people who currently and prefer taking part with a mix of disabled and non-disabled people



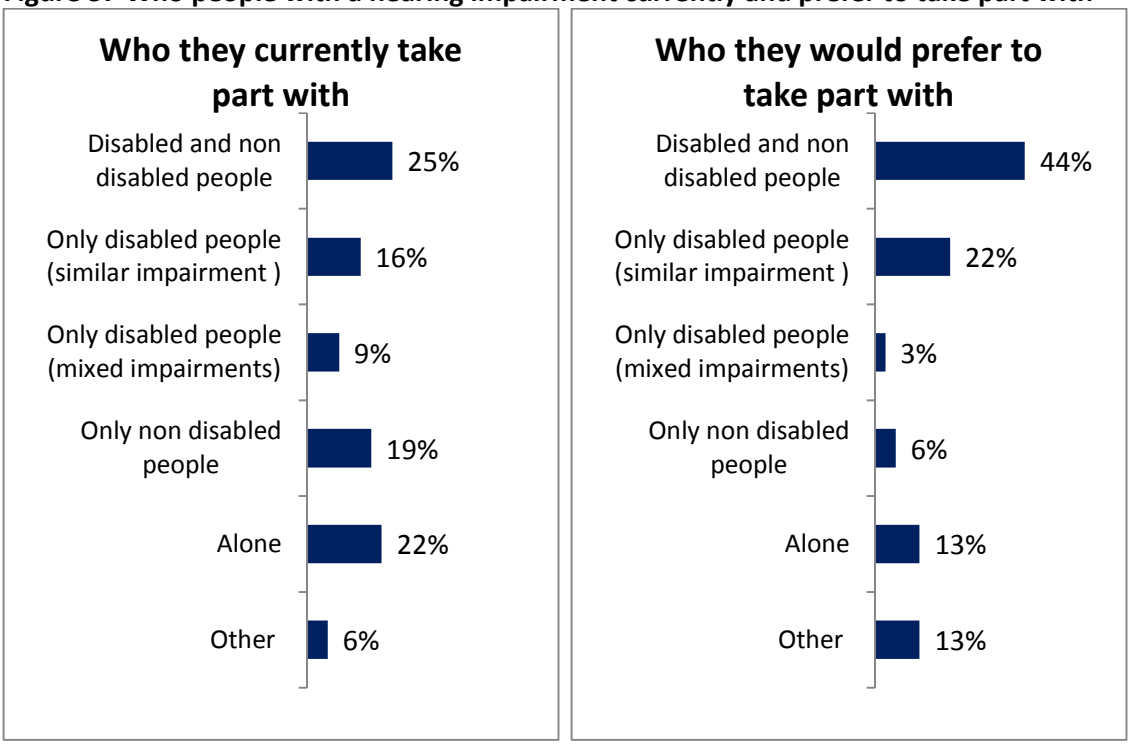
People with a mental health issue and people with a hearing impairment are significantly less likely to take part with a mix of disabled and non-disabled people. Only 25 per cent of people with a hearing impairment and 27 per cent of people with a mental health issue currently take part in a mixed setting with only 40 per cent of people with a mental health issue and 44 per cent of people with a hearing impairment preferring to take part this way.

This lower level of participation among people with a hearing impairment could be because they often find it limiting to take part in mixed groups with other disabled people, due to

the others' lower standard of physical ability. This was highlighted in previous EFDS research[12].

The research showed that people with a hearing impairment like taking part in sport or physical activity with non-disabled people, a reflection of their preference for taking part with people of a similar physical standard and capability. This is shown in figure 37 where there is a significantly higher proportion of people taking part with 'only non-disabled people' (19 per cent) compared to the overall average (9 per cent). They are the most likely of all the groups to take part this way.

Figure 37 Who people with a hearing impairment currently and prefer to take part with

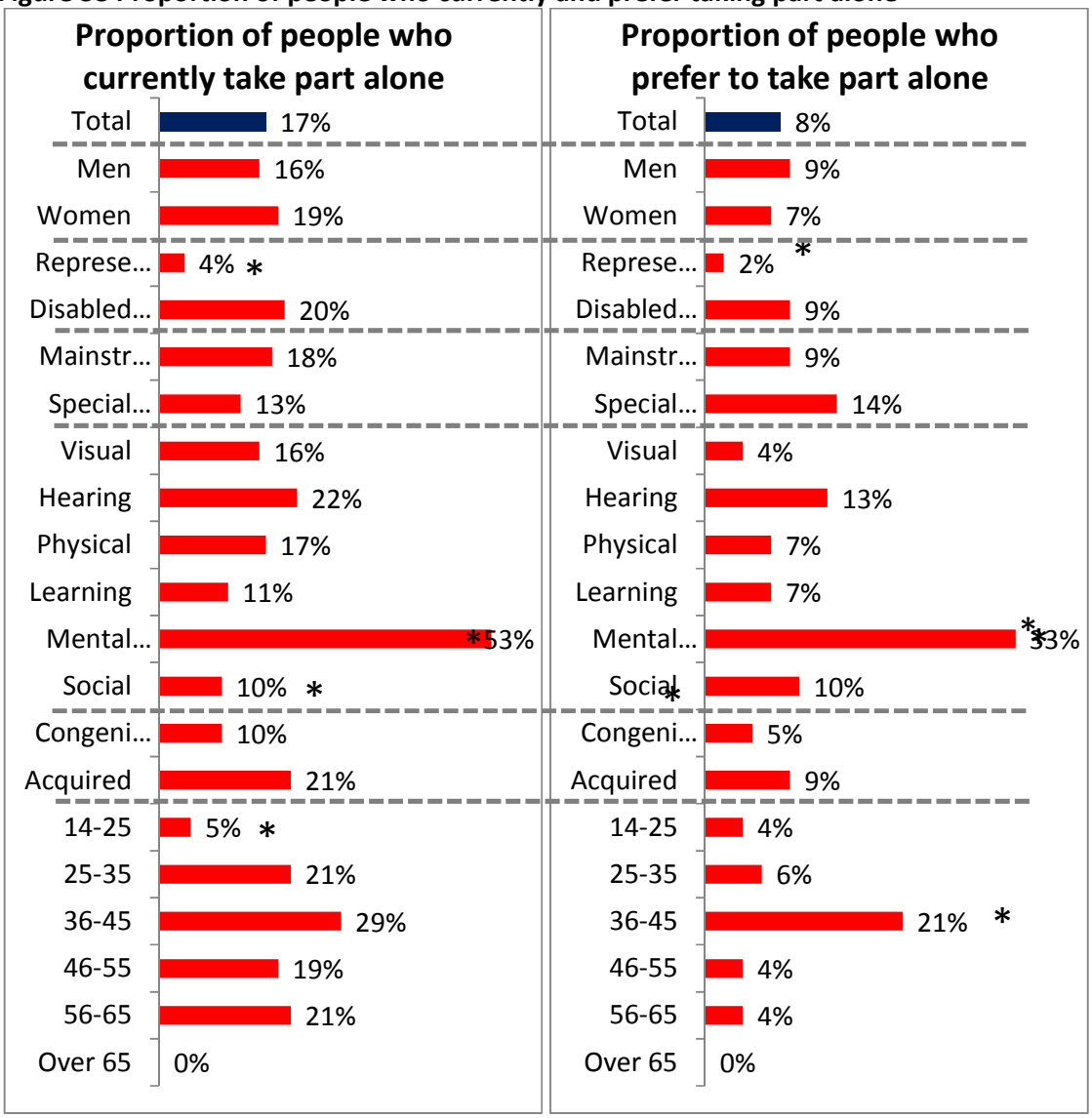


However, although they enjoy the physical challenge of taking part with non-disabled people, people with a hearing impairment can struggle to communicate in such settings. They are therefore more likely to currently take part (16 per cent) and prefer to take part (22 per cent) with other disabled people with a similar impairment.

Referring back to figure 35 almost 2 in 10 (17 per cent) of respondents said that they currently take part alone. However when asked who they would prefer to take part with less than half (8 per cent) said this was the case. This mismatch is common across the majority of the groups where only around half the number who currently take part alone actually prefer taking part this way (as shown in figure 38).

[12] Understanding the barriers to participation, EFDS May 2012

Figure 38 Proportion of people who currently and prefer taking part alone



There are a number of reasons that could explain this difference. It could be that disabled people are currently taking part alone due to the lack of other suitable settings. Alternatively they may take part alone due to a lack of support available to allow them to take part in another setting. Or perhaps taking part alone is the setting which fits best with disabled people's lifestyles (due to time, money and family commitments)

For disabled people who attended a special school, disabled people who completed the survey through representatives, people with social and behavioural problems and young disabled people aged 14 to 25 , the proportion of people who currently take part alone and prefer to take part alone are similar. This suggests that the people in these groups take part alone because they want to.

People with mental health issues are most likely to currently take part and prefer to take part in sport and physical activity alone. Over 6 in 10 (63 per cent) currently take part this way, significantly higher than the overall average. Whilst they follow the general trend with only around half of people in this group saying that they prefer to take part alone (33 per cent), they are significantly more likely to prefer to take part alone, with over four times the number of the overall average (8 per cent).

Overall, 18 per cent of respondents said that they currently take part in a setting that only involves disabled people. This is split evenly between groups that are impairment specific (9 per cent) and those that are mixed impairment (9 per cent). However, when looking at who they prefer to take part with, whilst the impairment specific option remains at 9 per cent, there is a notable drop in the proportion of people who choose to take part in a mixed impairment group, down to 3 per cent. This could again be explained by the mismatch of physical ability in mixed groups making people frustrated with taking part in settings which are like this.

When asked who they prefer to take part with, just over 1 in 10 (12 per cent) people selected 'other' as an option. The majority of people who selected this did so as they have no particular preference who they take part with. Also, for some, the type of sport or physical activity that they do can impact who they prefer to take part with. For example, someone who is blind may generally prefer to take part with friends (a mix of disabled and non-disabled people) but if they play something competitively this becomes less possible due to pathways and standards. So in this instance they are more likely to be used to playing with other visually impaired people.

Providing opportunities which allow disabled and non-disabled people to take part together is evidently very important. Whilst in some instances, such as talent development, a mixed opportunity may not be appropriate, for the majority of people such an opportunity would be the most appealing. If an intervention needs to be adapted and restricted to disabled people only, mixing impairments together can be discouraging. In this instance, impairment specific opportunities may be more relevant.

The ideal sporting environment

It is important to understand what disabled people find important when thinking about the ideal sport or physical activity scenario. This determines the different motivations which drive disabled people to take part.

Respondents were given a number of paired statements, which listed different factors that describe a sport or physical activity. They were asked to choose one statement from each pair which they felt best described an ideal sport or physical activity. Table 3 outlines the paired statements that respondents were asked to choose from.

Table 3: Statements used to determine the ideal setting for sport and physical activity

Something I would do on my own	Something I would do with my friends
Something I'd do indoors	Something I'd do outdoors
Something really energetic	Something moderately energetic
Something competitive so that I can win	Something focused on having fun
With music playing	Without music
It would be at the same time every week	Totally flexible to take part when I want
I would be focused on learning a new skill	I would be focused on enjoying myself
In a formal recognised setting/venue	In an informal setting (e.g. local park)
Pay upfront for a course or deal	Pay each time I attend
Mixed gender groups/sessions	Single gender groups/sessions
Coaches who increase my enjoyment	Coaches who increase my performance
Somewhere with social opportunities	Somewhere where I go just to take part
With other people like me	With people from different backgrounds
Somewhere where I can change in private	Somewhere I arrive ready to take part
Involves other disabled people only	Involves disabled and non-disabled people

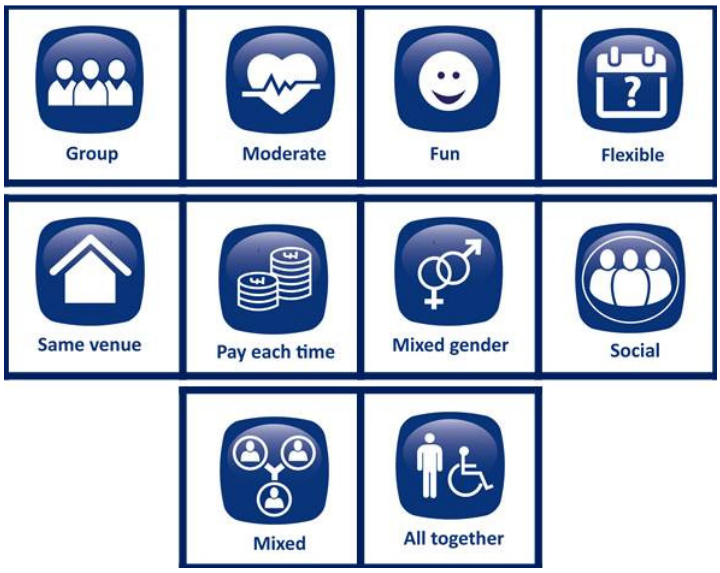
For the remainder of the report the following symbols will be used to depict the different statements.

Something I would do on my own		Something I would do with my friends	
Something I'd do indoors		Something I'd do outdoors	
Something really energetic		Something moderately energetic	

Something competitive so that I can win	Competitive	Something focused on having fun	Fun
With music playing	Music	Without music	No music
It would be at the same time every week	Same time	Totally flexible to take part when I want	Flexible
I would be focused on learning a new skill	Learning	I would be focused on enjoying myself	Enjoyment
In a formal recognised setting/venue	Same venue	In an informal setting (e.g. local park)	Mixed setting
Pay upfront for a course or deal	Pay once	Pay each time I attend	Pay each time
Mixed gender groups/sessions	Mixed gender	Single gender groups/sessions	Single gender
Coaches who increase my enjoyment	Coach for fun	Coaches who increase my performance	Coach to perform
Somewhere with social opportunities	Social	Somewhere where I go just to take part	Play and go
With other people like me	Mixed	With people from different backgrounds	Similar
Somewhere where I can change in private	Private changing	Somewhere I arrive ready to take part	Arrive ready
Involves other disabled people only	Disabled people only	Involves disabled and non-disabled people	All together

The ideal setting is determined by identifying the preferred statement from each pair. A statement must have been chosen by 55 per cent or more of the sample to be considered 'preferred'. In some cases there was no preferred statement so these are not listed in the description of an ideal setting.

Based on responses from the whole sample, disabled people describe the ideal sport or physical activity as something which is…



When looking at the differences across the demographic groups there were no notable or significant differences compared to the overall response for disabled people aged 36 to 45, disabled people who attended a mainstream school and people with a physical impairment, there. However, for all other groups some differences existed. These are outlined below:

Disabled men

Are more likely to find activities appealing that are outdoors, really energetic, without music and competitive

Disabled women

Are more likely to find activities appealing that are more informal indoor activities. They prefer something moderately energetic, focused on having fun or increasing enjoyment and with music playing. They also prefer to arrive ready to take part.

Disabled people who completed the survey through representatives

Are more likely to find activities appealing that focus on fun. These activities should also be more structured, at the same time every week, in formal indoor settings.

Disabled people who attended a special school

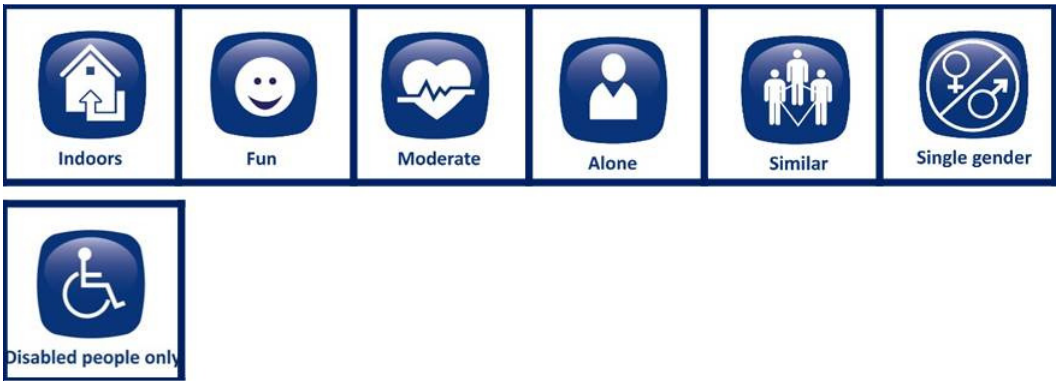
Are more likely to find activities appealing that are focused on fun at the same time every week. Although they generally prefer things which are moderately energetic they are more likely to be attracted by something which is really energetic. They are also more likely to want to do activities with people from similar backgrounds to themselves.

Disabled people who are currently active

Are more likely to find activities appealing that are fun. There are also more likely to seek things that allow them to learn a new skill, increases their performance and are really energetic.

Disabled people who are currently not active

Are more likely to find activities appealing that are indoors, which are fun and less strenuous. Whilst not their preference, this group are more likely to seek activities to do alone or with people similar to themselves (the same, gender, background and impairment).



People with a visual impairment

Are more likely to find activities appealing that are informal focusing more on the social opportunities. They are also more likely to seek things which are really energetic. Being able to get changed is also important to them.

People with a hearing impairment

Are more likely to find activities appealing that are indoors without music. They prefer activities focused on fun. They are more likely to find energetic activities appealing. Although not preferred, they are more likely to be attracted by activities that are with people with the same gender and background to themselves.

People with a learning disability

Are more likely to find activities appealing that are focused on fun. They are also more attracted by things indoors where music is playing.

People with mental health issues

Are more likely to find activities appealing that require minimal commitment. They prefer flexible activities, allowing them to take part when they want, which focus on fun and enjoyment. They are much more likely to want to take part in things alone, or just turn up and take part. Social opportunities are less appealing.

People with social or behavioural problems

Are more likely to find activities appealing that are structured, at the same time every week in a formal venue. They prefer things focused on fun with music playing. Although not a preference, they are more likely to be attracted by things they can do alone or with people with similar backgrounds or who are also disabled.

People whose impairment is congenital

Are more likely to find activities appealing that are really energetic and competitive where they can learn a new skill.

People whose impairment is acquired

Are more likely to find activities appealing that focused on having fun that are moderately energetic

Disabled people aged 14 to 25

Are more likely to find activities appealing that teach them a new skill and are really energetic. They prefer things that are done with friends, indoors with music playing which also have social opportunities.

Disabled people aged 26 to 35

Are more likely to find activities appealing that are really energetic. They are also more attracted by things which are competitive and where they can learn a new skill. Unlike the younger people, people aged 26 to 35 prefer activities without music and have no preference as to whether they are indoors or outdoors.

Disabled people aged 46 to 55

Are more likely to find activities appealing that are less strenuous and more focused on fun. Flexibility is also important.

…

Disabled people aged 56 to 65

Are more likely to find activities appealing that are fun, enjoyable and flexible. They are also more likely to pay upfront for a course.

Disabled people aged over 65

Are more likely to find activities appealing that are moderately energetic and indoors. They are also more likely to want to take part in things alone.

Section 2: How to attract disabled people

So far the report has covered areas, which provide insight into ways in which opportunities can be developed to be more attractive to disabled people. This is to appeal to new audiences or compete more effectively against other hobbies and interests that they may take part in.

Once the interventions have been created, to maximise their success it is important that they are promoted in the right way.

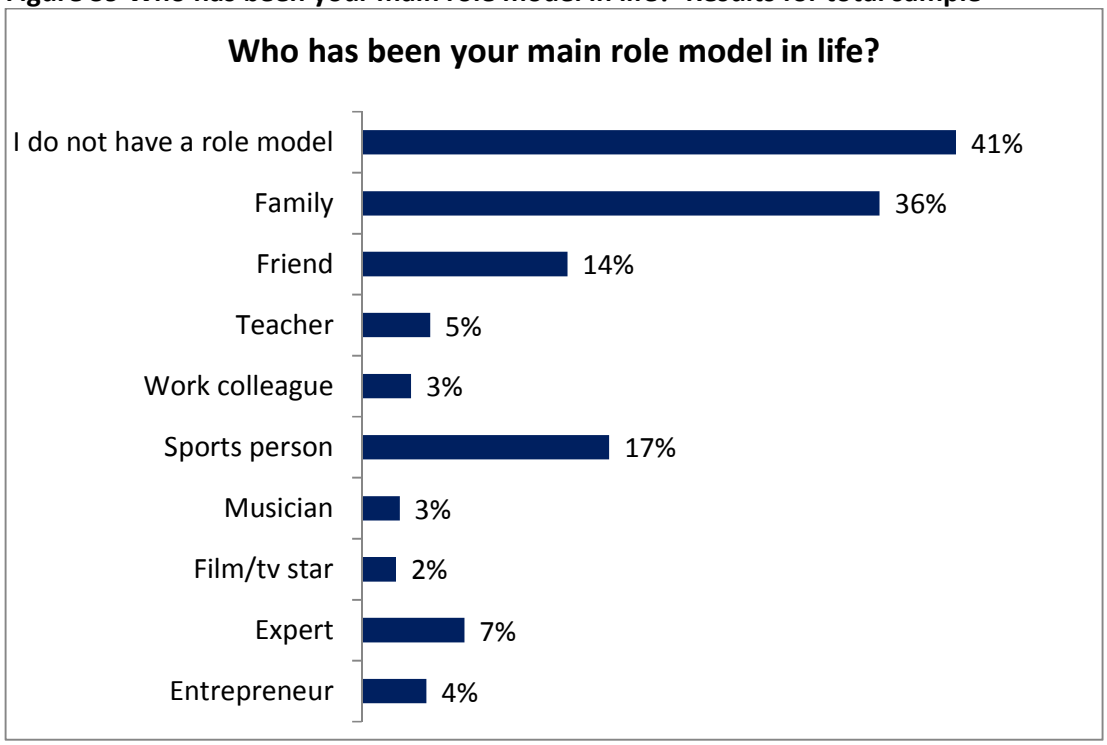
Role Models

Often people are motivated and inspired to start something new because the people they look up to in life - their role models- have inspired them to do it, suggested it or do it themselves. Role models influence on disabled people to take part in sport or physical activity could be useful to promote opportunities.

It may not be necessary or even suitable for someone's role model to take part in sport to be involved in sport themselves. Although some people, especially parents, may see Paralympians as good role models to promote sport, for the majority of disabled people they are unlikely to associate themselves with successful disabled athlete. Paralympians or other elite and professional sports people may have a limited role in disabled people's every day life, let alone their motivation to take part in sport or physical activity.

As part of the survey, respondents were asked whether or not they had a role model in their life and if so, what type of role model they were. The idea was to understand who the most popular role models were, and the extent to which sports people feature.

Figure 39 Who has been your main role model in life? Results for total sample

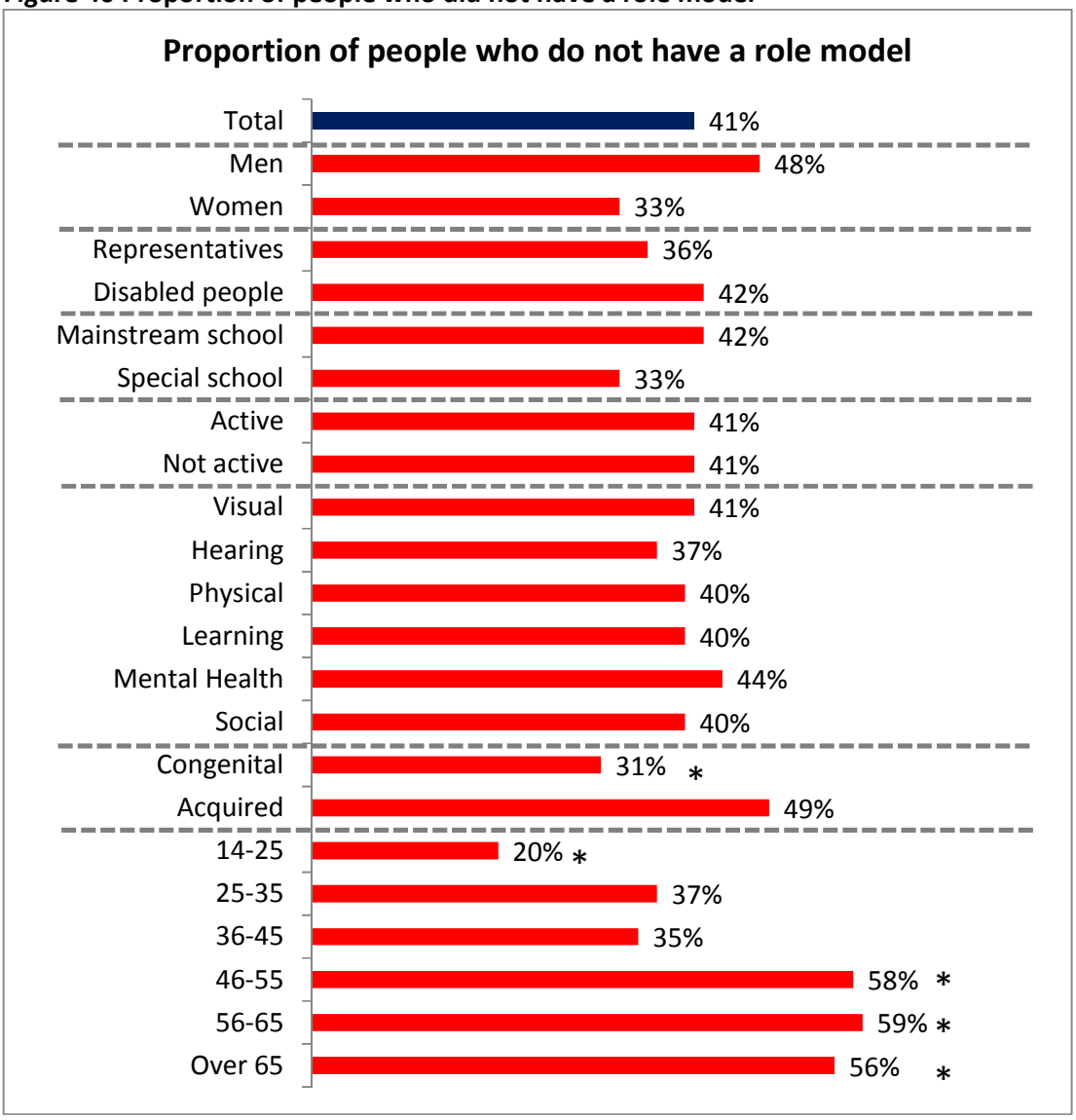


As figure 39 shows, four in ten (41 per cent) respondents said that they did not have a role model.

Figure 40 shows that older disabled people, aged over 46 (58 per cent) were significantly more likely to say they did not have a role model, whereas younger disabled people, aged

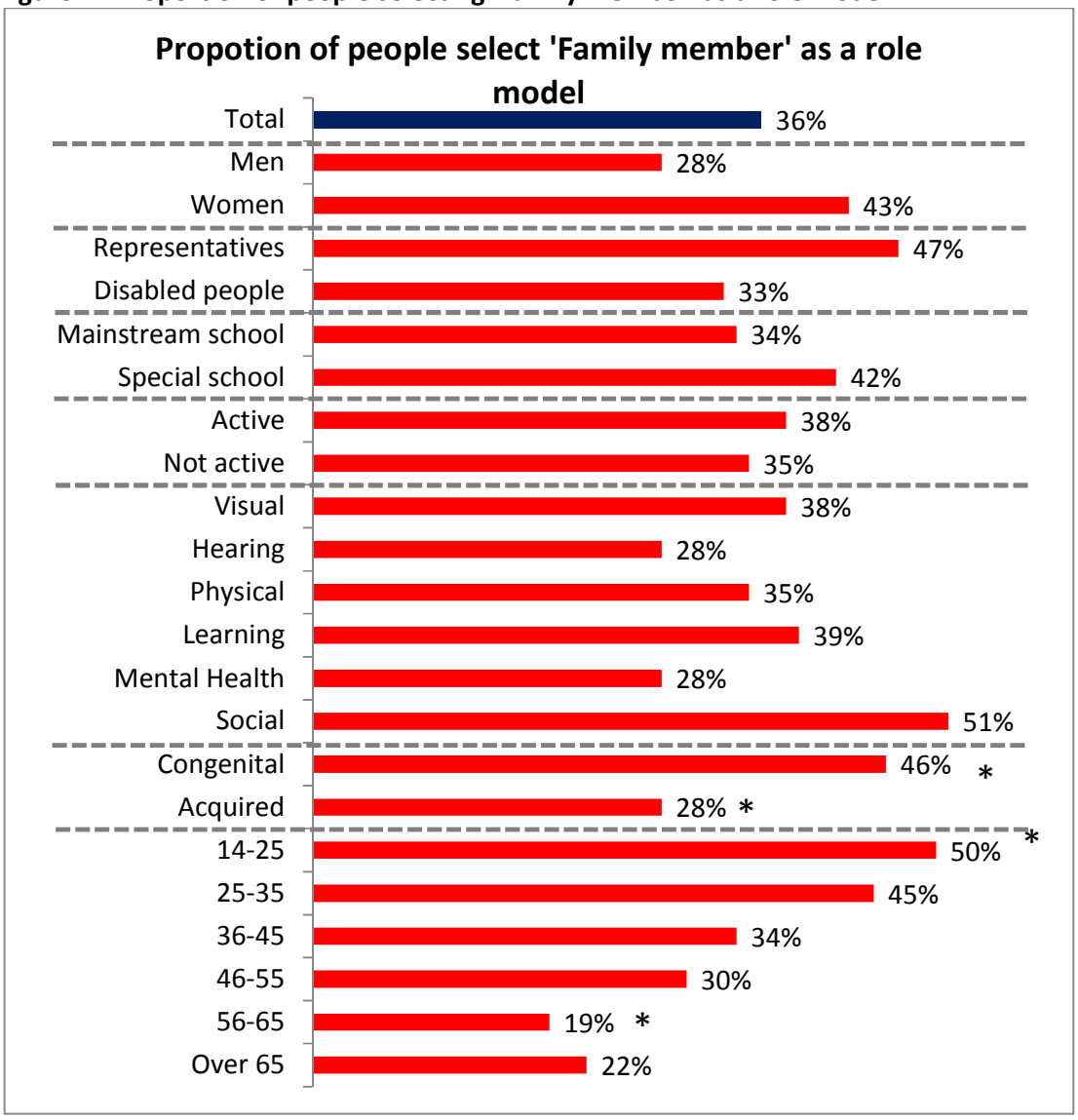
14 to 25 (20 per cent) are significantly less likely not to have a role model. Role models are also significantly more common among disabled people whose impairment is congenital with only three in ten (31 per cent) stating they do not have a role model.

Figure 40 Proportion of people who did not have a role model



For those that did have a role model, the most common choice was a family member (36 per cent). Figure 41 shows that a family member was significantly more common as a role model for disabled people whose impairment is congenital (46 per cent) and younger disabled people aged 14 to 36 (48 per cent).

Figure 41 Proportion of people selecting 'Family member' as a role model

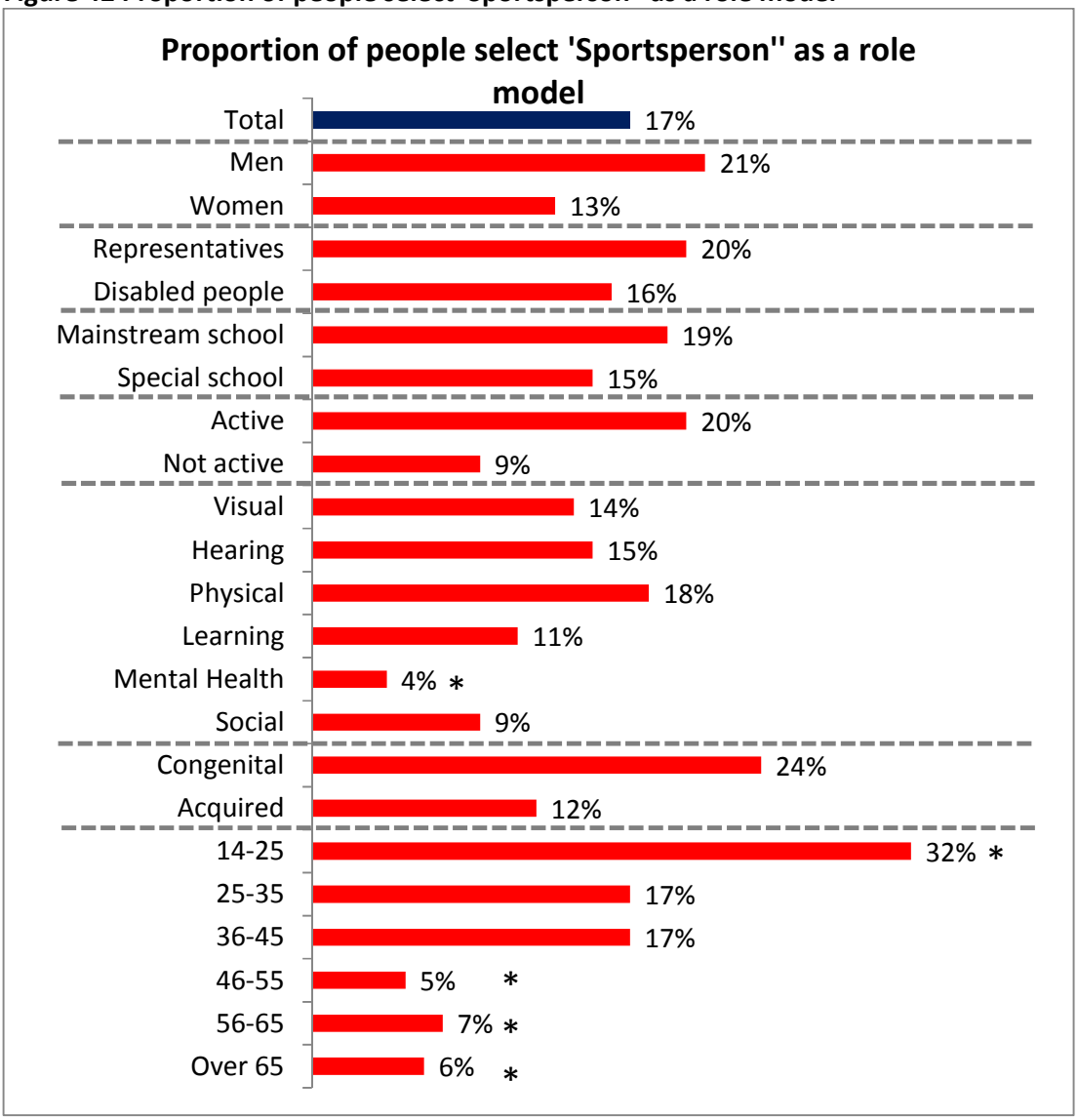


Whilst not statistically significant, family members were also a more common choice for disabled women (43 per cent), disabled people who completed the survey through representatives (47 per cent), disabled people who attended a special school (42 per cent) and disabled people who have social and behavioural disorders (51 per cent).

However, disabled people whose impairment is acquired (28 per cent) and those aged over 56 (19 per cent) were significantly less likely to choose a family member as a role model. Family members were also not as important to disabled people with a hearing impairment (28 per cent) or mental health issue (28 per cent) or disabled men (28 per cent), although these differences were not significant.

Although chosen as the second most popular role model, the proportion of disabled people selecting sportsperson (17 per cent) was less than half that who selected family member. However, young disabled people aged 14 to 25 are significantly more likely to choose a sportsperson as a role model (32 per cent), with the proportion being similar to the proportion of disabled people overall selecting a family member, as shown in figure 42.

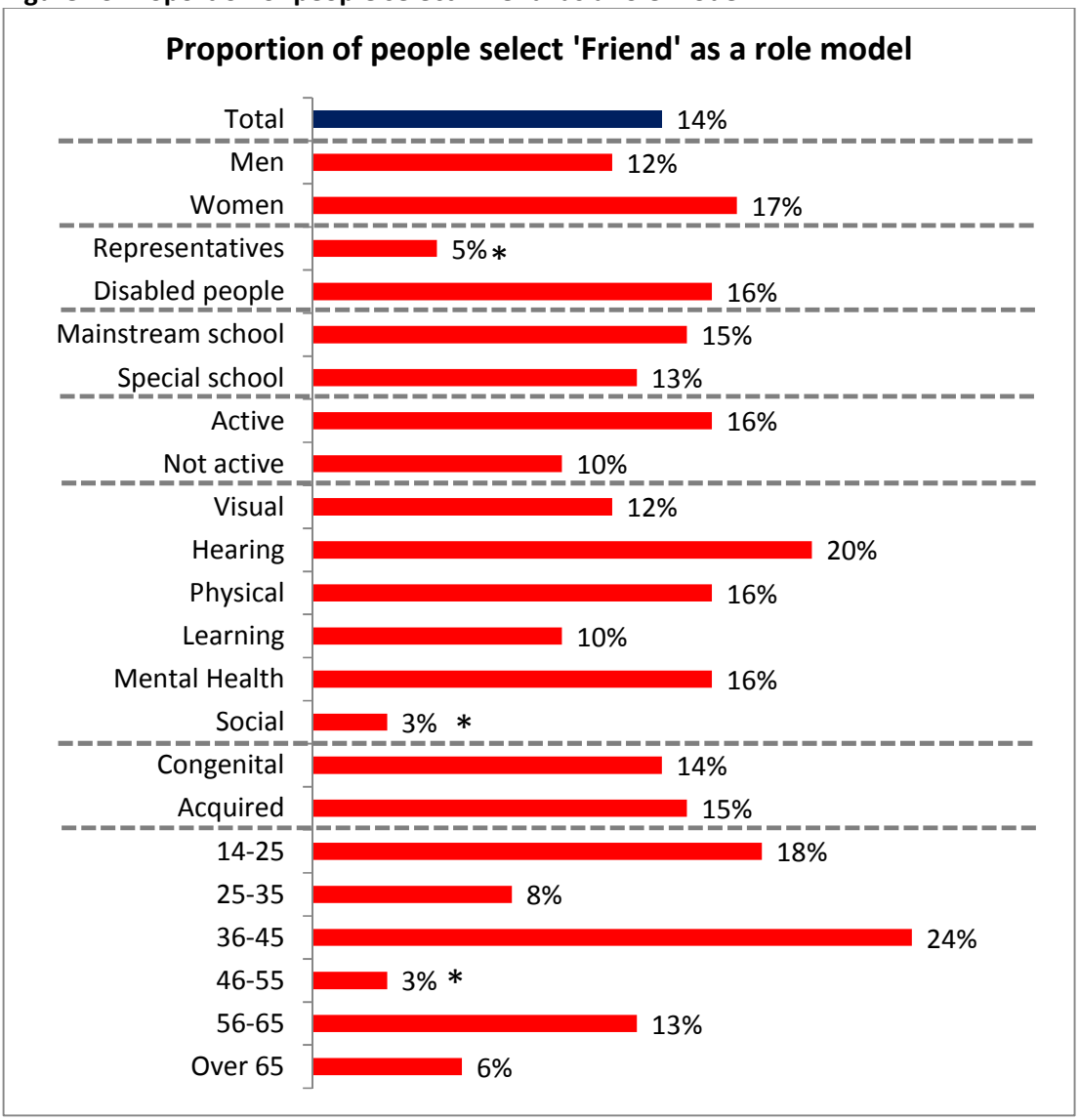
Figure 42 Proportion of people select 'Sportsperson'' as a role model



Unsurprisingly, disabled people who are not active are significantly less likely to choose a sports person as a role model (9 per cent). Disabled people with mental health issues (4 per cent) and those aged over 46 (6 per cent) are also significantly less likely to choose a sportsperson as a role model.

A friend was the third most popular choice as a role model chosen by 14 per cent of the sample. Figure 43 shows how this differs by demographic group.

Figure 43 Proportion of people select 'Friend' as a role model



Disabled people who completed the survey through representatives (5 per cent) and disabled people with social and behavioural problems (3 per cent) or aged 46 to 55 (3 per cent) are significantly less likely to choose a friend as a role model.

6 in 10 people have a role model of some kind in their life. Although sportspeople, such as Paralympians, are appealing to some people, they are not the most influential. For the majority, family members are more important. Therefore, when creating sport or physical activities opportunities, family members could be a useful influence to engage in the promotion and delivery of the offers.

Sporting terminology

The sporting terminology used to describe sport and physical activity opportunities could impact the extent to which they will appeal to people. It is important to understand how disabled people interpret different sporting terminology to ensure that it is used with the right messaging and setting.

As part of the research, respondents were give a number of different terms used to describe sport and physical activity: sport, exercise, recreation, fitness and physical activity. They were asked to summarise what each term meant to them.

The following diagrams[13] demonstrate what disabled people associate with each term. The size of the words are relative, so the bigger they are the more commonly they were stated as something disabled people associate with that term.

Figure 44: What does the word 'sport' mean to you?

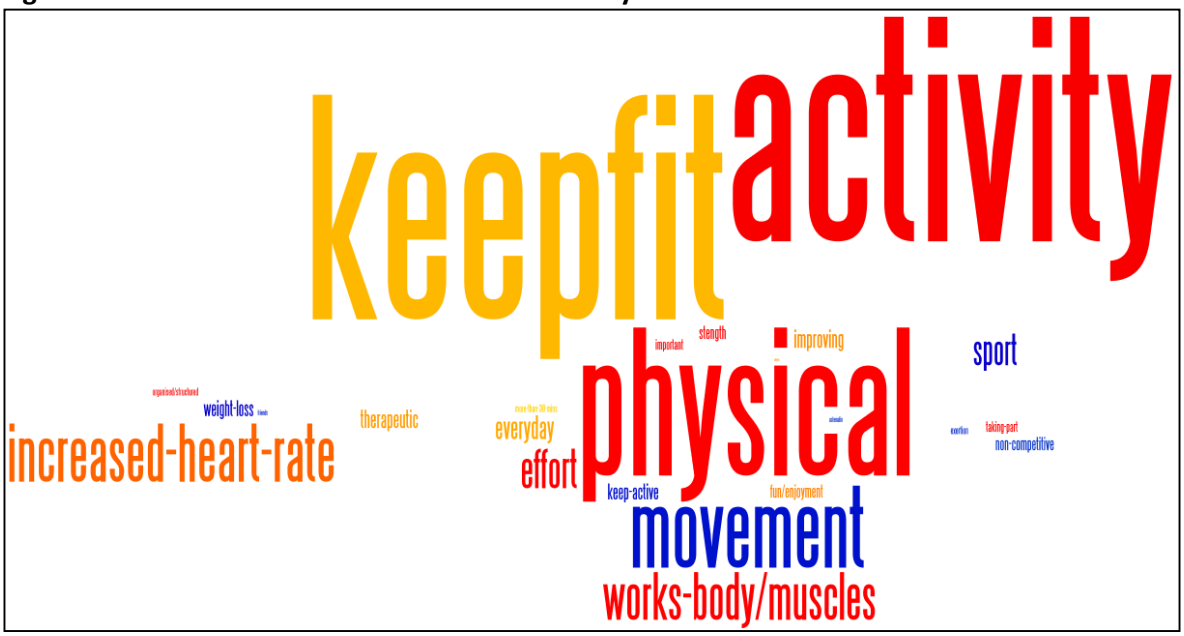
Sport as a term primarily conveys something that is competitive. It also suggests a physical activity, and something which is game based. It is commonly something which is organised or structured, rather than something more informal.

The previous survey results show that the main reason people take part in sport and physical activity is because it is fun. Competition, although appealing, is much less important than having fun. So by calling something 'sport', it immediately conveys competition which may put some people off.

[13] A table listing the term associated and their prevalence can be found in the appendix

Using the term ‘sport’ to describe an opportunity is more likely to appeal to disabled men and young disabled people aged 14 to 25. However disabled women, disabled people with a learning disability, mental health issue, social or behavioural issues or disabled people who attended a special school are less likely to be interested in things described as ‘sport’.

Figure 45 What does the word 'exercise' mean to you?

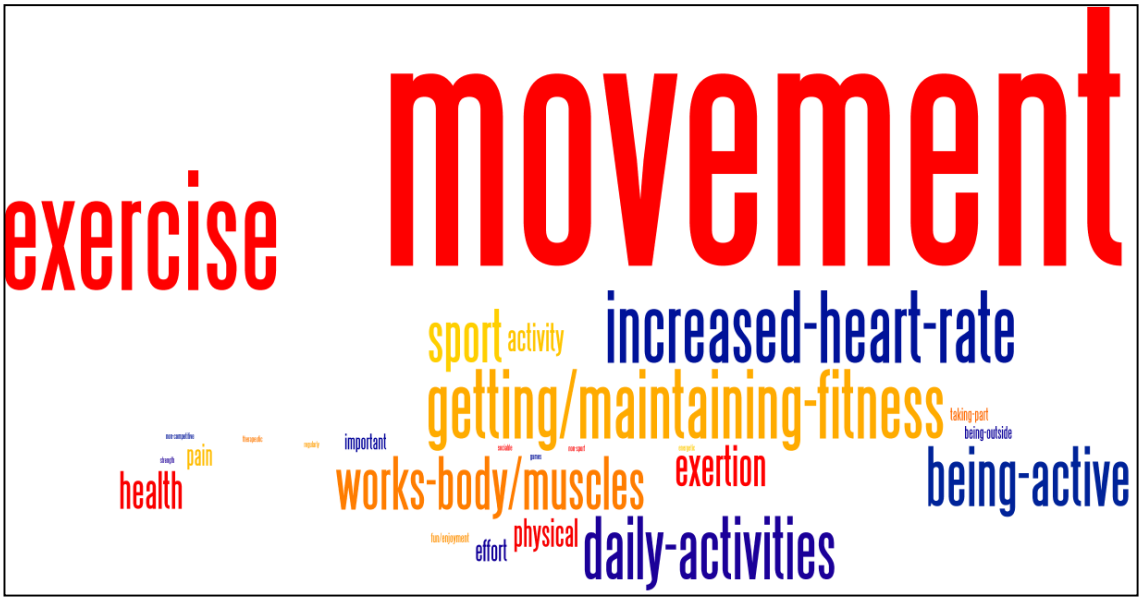


‘Exercise’ is primarily interpreted as an activity that is done to keep fit- something physical, involving movement, which raises the heart rate.

Keeping fit was shown to be an important driver for the majority of respondents when taking part in sport and physical activity. ‘Exercise’ could therefore be a good term to use to attract attention of people who want to keep fit, more commonly disabled people with a visual or hearing impairment and those aged 26 to 35, or 46 to 65.

However, something which suggests keeping fit is less likely to be attractive to disabled people with a learning disability or social or behavioural issue, or young disabled people aged 14 to 25, or old disabled people aged over 65.

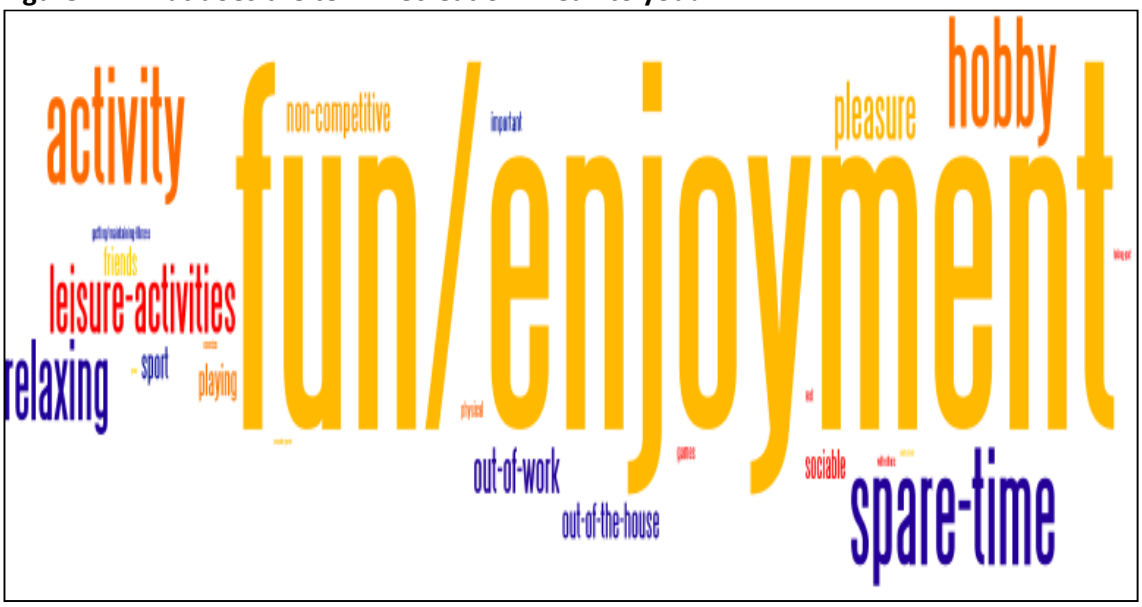
Figure 46 What does the term 'physical activity' mean to you?



For the majority of disabled people, the term 'physical activity' suggests movement. A more generic term, which can suggest forms of exercise and something which increases heart rate and fitness. However it is also linked to daily activities, such as getting out of bed.

'Physical activity' is commonly used within the sport sector to describe the wider offering, including health, outside of sport. However, depending on what the opportunity is, its goals and aims, 'physical activity' may be too generic to use as a descriptor.

Figure 47 What does the term 'recreation' mean to you?



'Recreation' is a term which strongly conveys something that is fun and enjoyable. Considering fun and enjoyment is the main driver of people taking part in sport and physical activity, perhaps 'recreation' is something that should be used more often.

Figure 48 What does the term 'fitness' mean to you?

‘Fitness’ is something that is much more strongly linked to health. Therefore much more attractive to disabled people with acquired impairments, those with mental health issues and aged over 55.Promoting something as beneficial for health is less attractive to young disabled people aged 14 to 25, those with a learning disability, or social or behavioural issues.

After providing their interpretation of the different terms, respondents were asked which of the terms were most appealing to them.

Figure 49 Most preferred term

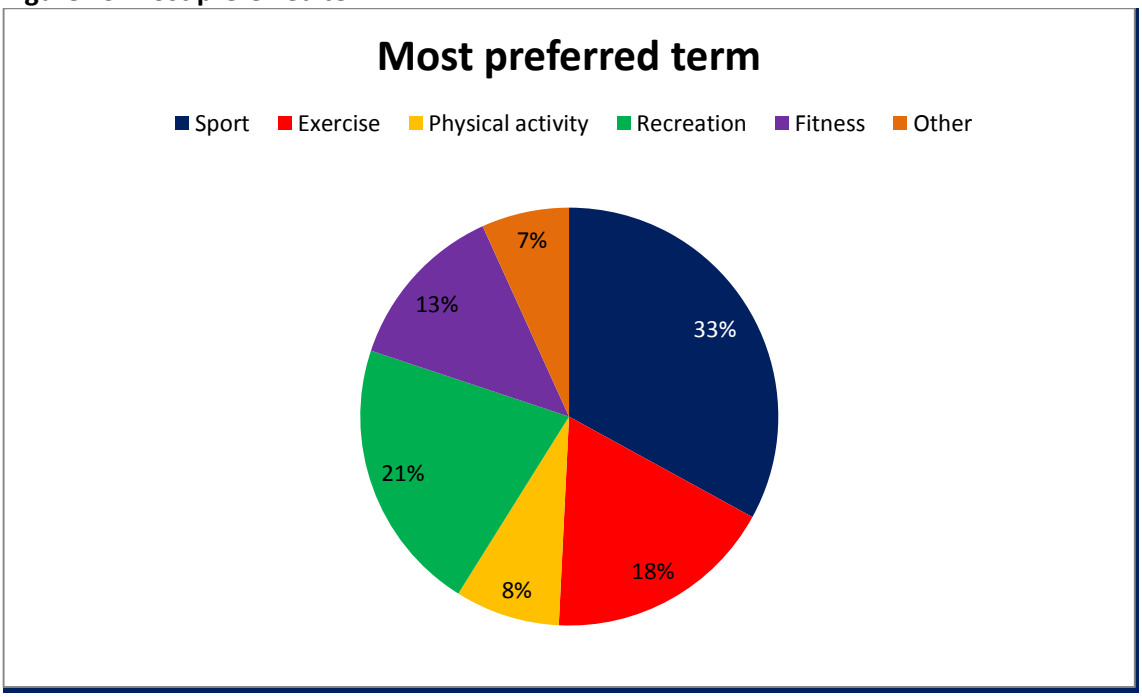
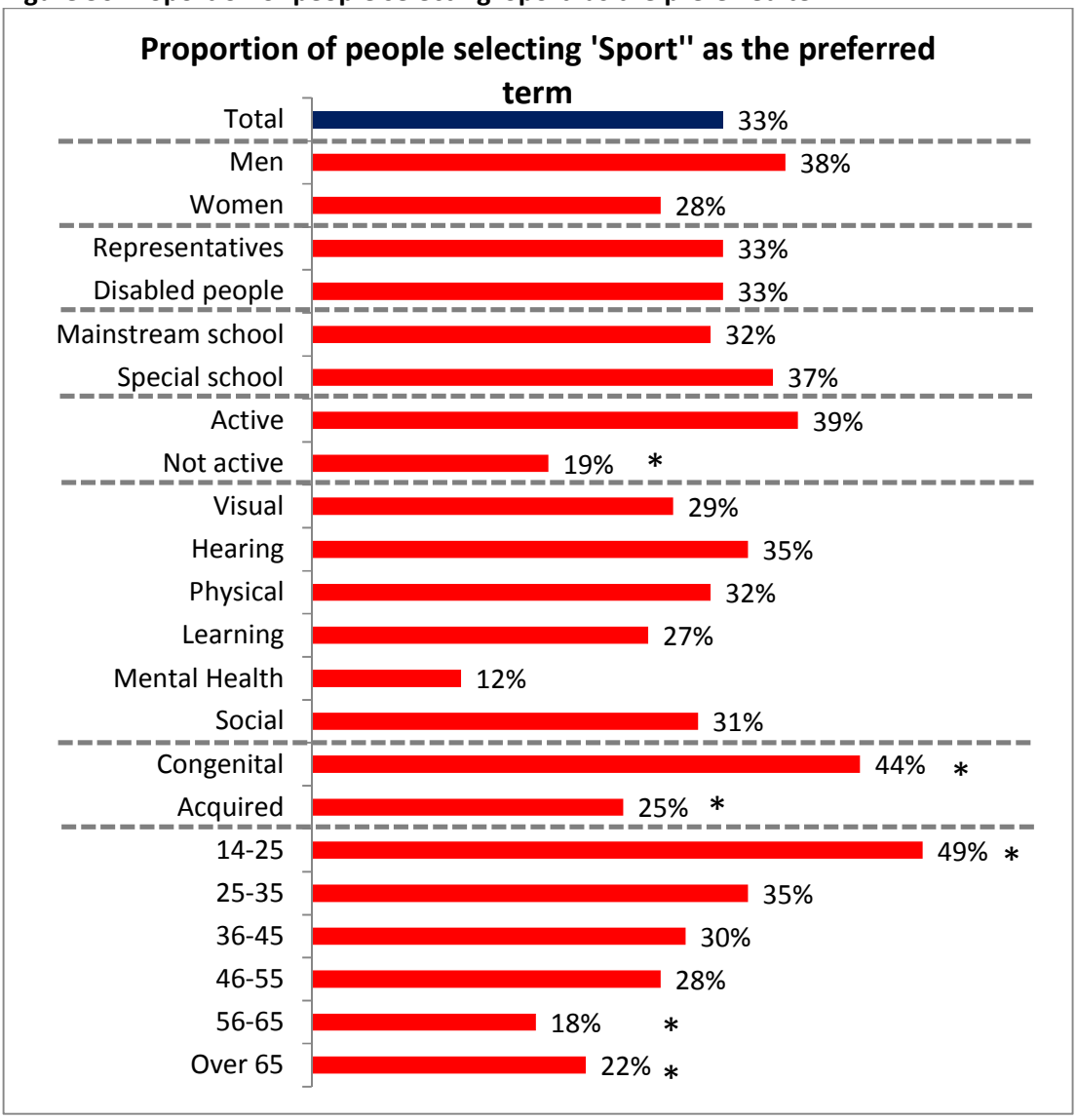


Figure 49 shows that overall; the most popular term was 'sport', selected by over 3 in 10 respondents (33 per cent). 'Recreation' was the second most popular, selected by 2 in 10 respondents (21 per cent) and 'physical activity' was the least preferred term overall, selected by less than 1 in 10 respondents (8 per cent).

Figure 50 shows the extent to which the different groups chose 'sport' as their preferred term. Young disabled people aged 14 to 25 were most likely to choose 'sport' as their preferred term. Nearly half of them (49 per cent) chose it, significantly higher than the sample average. Disabled people whose impairment was congenital were also significantly more likely to prefer 'sport' (44 per cent).

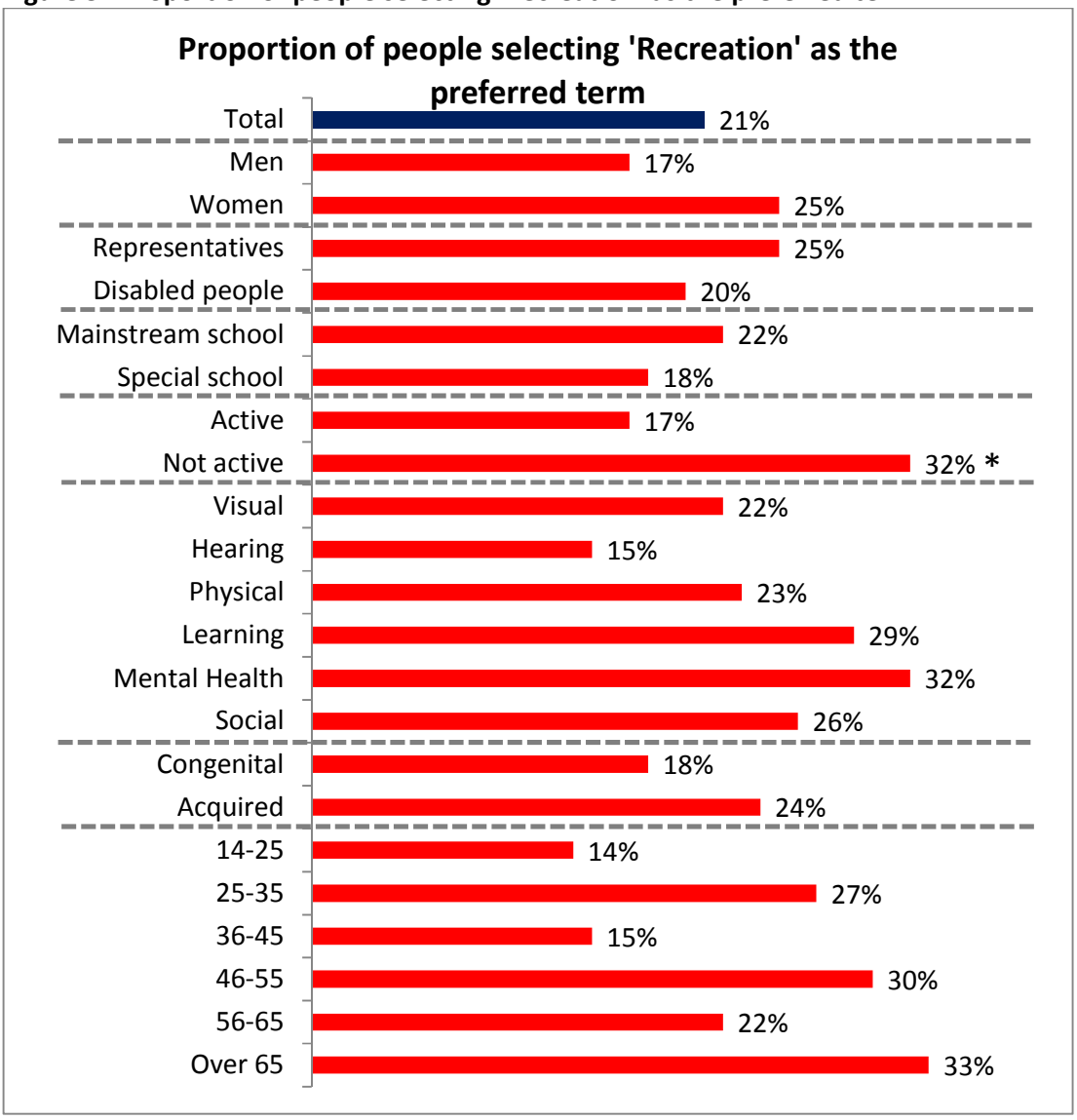
Figure 50 Proportion of people selecting 'Sport' as the preferred term



Unsurprisingly those people who were not active we significantly less likely to choose 'sport' as their preferred term (19 per cent). Disabled people with an acquired impairment (25 per cent) and those aged 56 and over (19 per cent) were also significantly less likely to choose 'sport'.

Instead of 'sport', disabled people who are not active are significantly more likely to choose 'recreation' as their preferred term (32 per cent) as shown in figure 51

Figure 51 Proportion of people selecting 'Recreation' as the preferred term



Whilst there is some variation in levels of preference for the other terms, none of the differences between the groups were significant.

Although the majority of respondent stated that 'sport' was the preferred term for them, the survey indicates that there is a clear difference in how the terms used in the sport sector are interpreted. This can have a big influence on what people expect from activities described in such a way. Consideration must be given to the wording used so that the opportunity meets disabled people's expectations. The right words can be used to promote the opportunities to the relevant people.

The purpose of this section of the questionnaire was to test a number of common terms used to describe sport and physical activity. It can determine when and where certain terms

should be used. After our research had been completed, a member of the EFDS team attended a conference where a discussion took place around the relevance and suitability of the term ‘inclusive’ when describing sport opportunities for disabled people.

The discussion highlighted that ‘inclusive’ is used frequently in sports development, used to describe opportunities where disabled people can take part. However, it is unclear how disabled people interpret this term and what impact it has on the appeal of interventions that are described this way.

Unfortunately, this term was not tested within the research. However, this is something that can be tested in the on-going phases of the study, in order to gain a better understanding of how disabled people interpret it. Again this highlights the importance of terminology, and being aware of how your target audience interprets the words that you use.

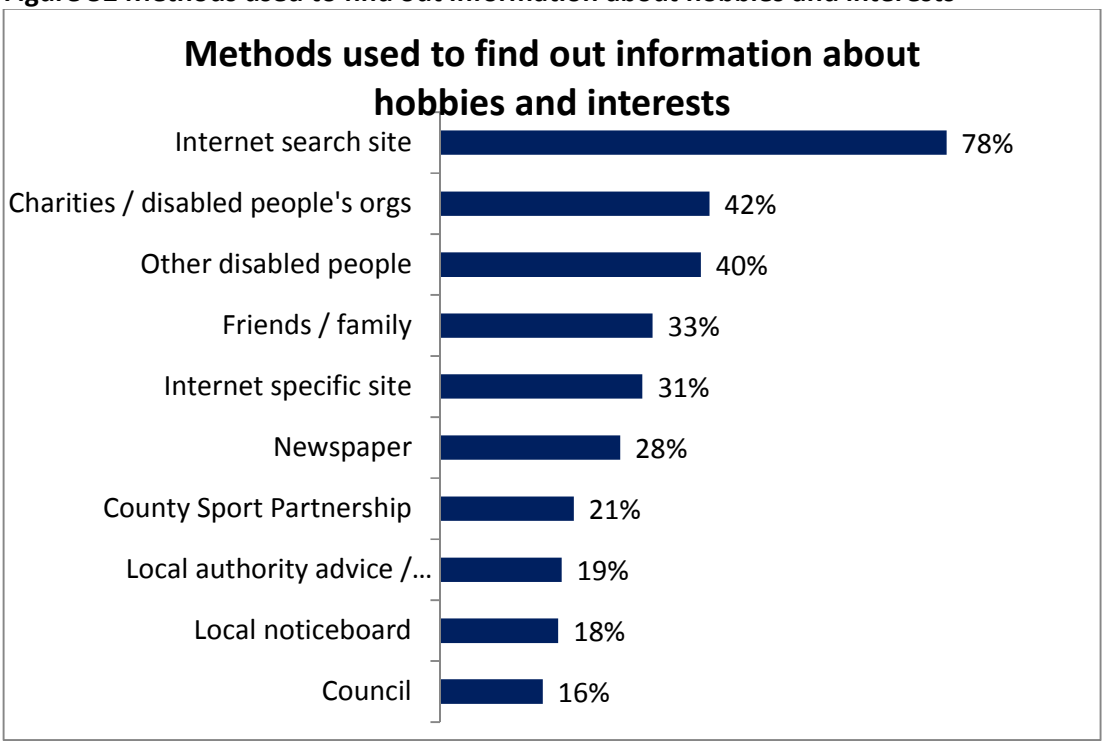
Information seeking

To ensure that the interventions created are as successful as possible, it is important that people know that they being delivered. There are many different ways in which sport and physical activity offers can be promoted. But for them to be more successful, they need to be promoted in the right place, for the right target audience and at the right time.

In the survey, disabled people were asked the places and channels they go to find out more information on hobbies and interests. This was to gain an understanding of the ways in which new sports opportunities need to be promoted.

Figure 52 shows that internet search sites are the most common way in which disabled people find out about hobbies and interests. Almost twice as many disabled people use internet search sites (78 per cent) compared to the second most popular method, which was to speak to charities or disabled people's organisations (42 per cent).

Figure 52 Methods used to find out information about hobbies and interests

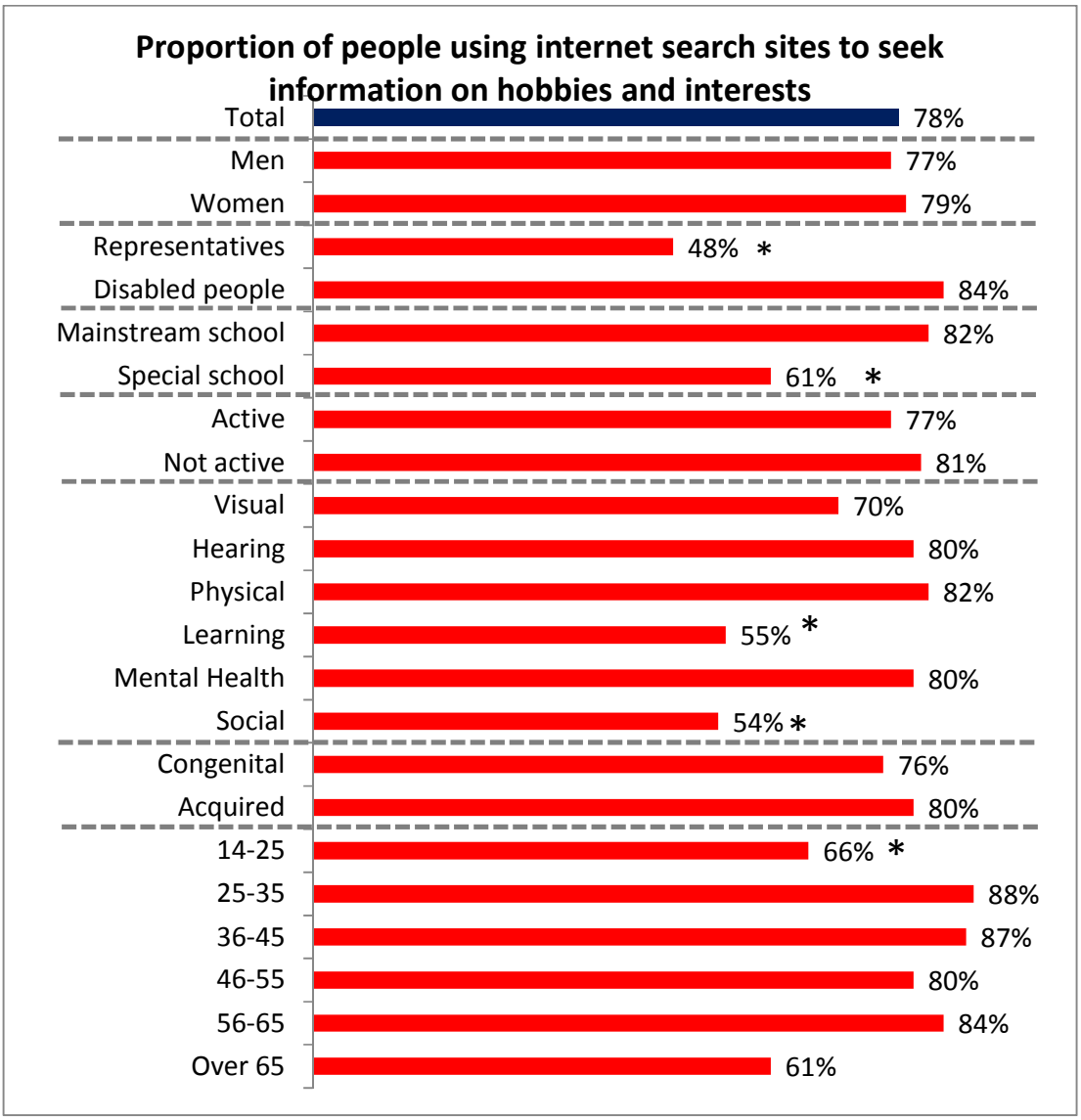


Internet search sites were the preferred method to seek information of all demographic groups, but some groups are significantly less likely to use them as demonstrated in figure 53.

Disabled people who completed the survey through representatives, disabled people with a learning disability or social and behavioural problems and disabled people who attended special school are significantly less likely to use internet search sites. Friends and family are

a more important information source for people in these groups and more important than charities or disabled people's organisations,

Figure 53 Proportion of people using internet search sites to seek information on hobbies and interests



Disabled people at the different ends of the age spectrum, younger disabled people aged 14 to 25 and people aged over 65, are also less likely to use internet as an information source.

Whilst some groups are less likely to use them, it is clear that internet search sites are an important tool for disabled people when learning about new hobbies and interests. It is therefore crucial for sport and physical activity providers to maximise their Search Engine Optimisation (SEO). Providers should ensure that they are visible on these search sites, using relevant tags which ensure they appear in as many searches as possible and use words disabled people are likely to search for within their website content. It is also important to

ensure websites and information are accessible, as well as to have various contact methods for audiences on the websites. For example, just having a phone number is not useful to someone who is deaf.

Figure 54 shows that almost all the people who use the internet, use a computer to do so (98 per cent), However a lot of people also use a smart phone (52 per cent) or a tablet (31 per cent). This highlights that it is a missed opportunity not to make a website compatible with other devices. If providers are scheduled to update their websites, this should be seen as part of the criteria.

Figure 54 Proportion of people using internet on different devices

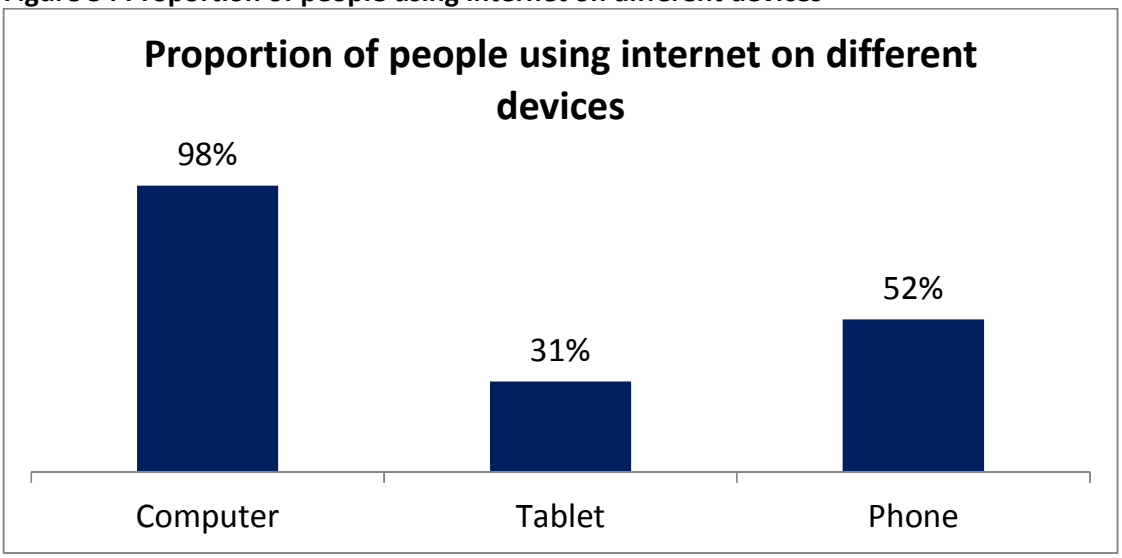


Figure 55 shows the different tasks people perform on the internet with a computer. Over 8 in 10 people use it to research hobbies and interests

Figure 55 Tasks they perform on the internet on a computer

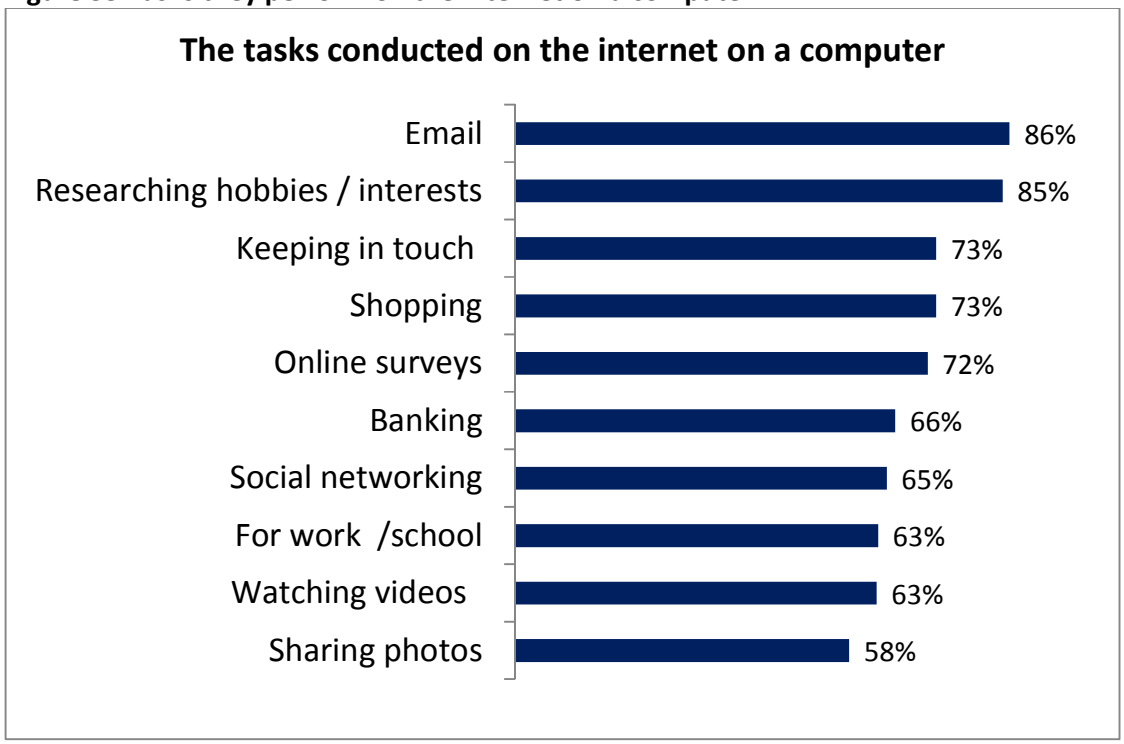
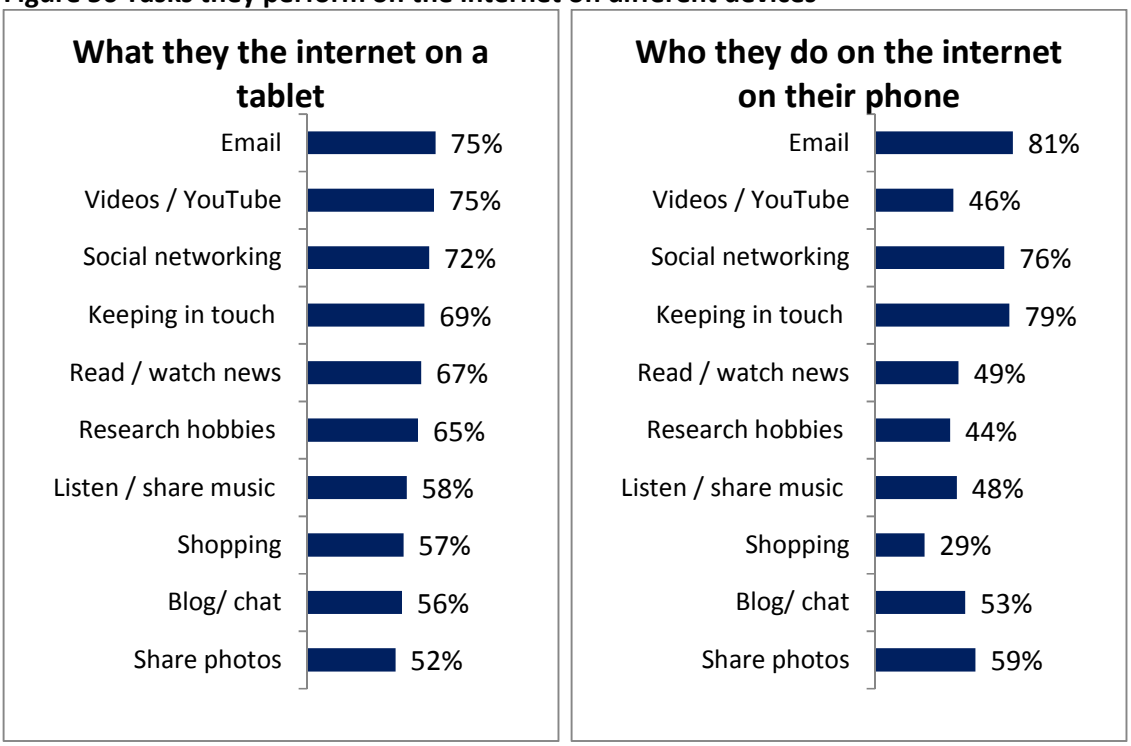


Figure 56 shows how the tasks conducted on a phone and tablet differ. Whilst fewer people use the devices to research hobbies and interests than a computer, figures are still relatively high.

Figure 56 Tasks they perform on the internet on different devices



Over 6 in 10 people (65 per cent) use a tablet to research hobbies. This still equates to two thirds of people who have a tablet. The proportion of people who use a smart phone to research hobbies and interests is lower still at only 44 per cent, but again, this is still nearly half of the people who use a smart phone.

This is important to ensure that any information developed for the internet must also take into account the different devices used to access it. Tablets and phones can use different software so therefore sometimes it may not be compatible or display correctly on a different device.

However, whilst internet search sites do play a big role in seeking information about hobbies, it is important to note that previous research has shown that 1 in 3 disabled adults have never used the internet[14]. It is therefore important to ensure opportunities are communicated using other methods to reach those disabled people who do not use or do not have access to the internet.

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[14] *ONS Internet Access Quarterly Update June 2012*

After internet search sites, charities / disabled people's organisations (DPOs) and friends and family were the next most popular sources of information. DPOs are increasingly being given more focus within the sport sector. It is believed that improved relationships with DPOs could play a significant role in helping promote sport and physical opportunities for disabled people.

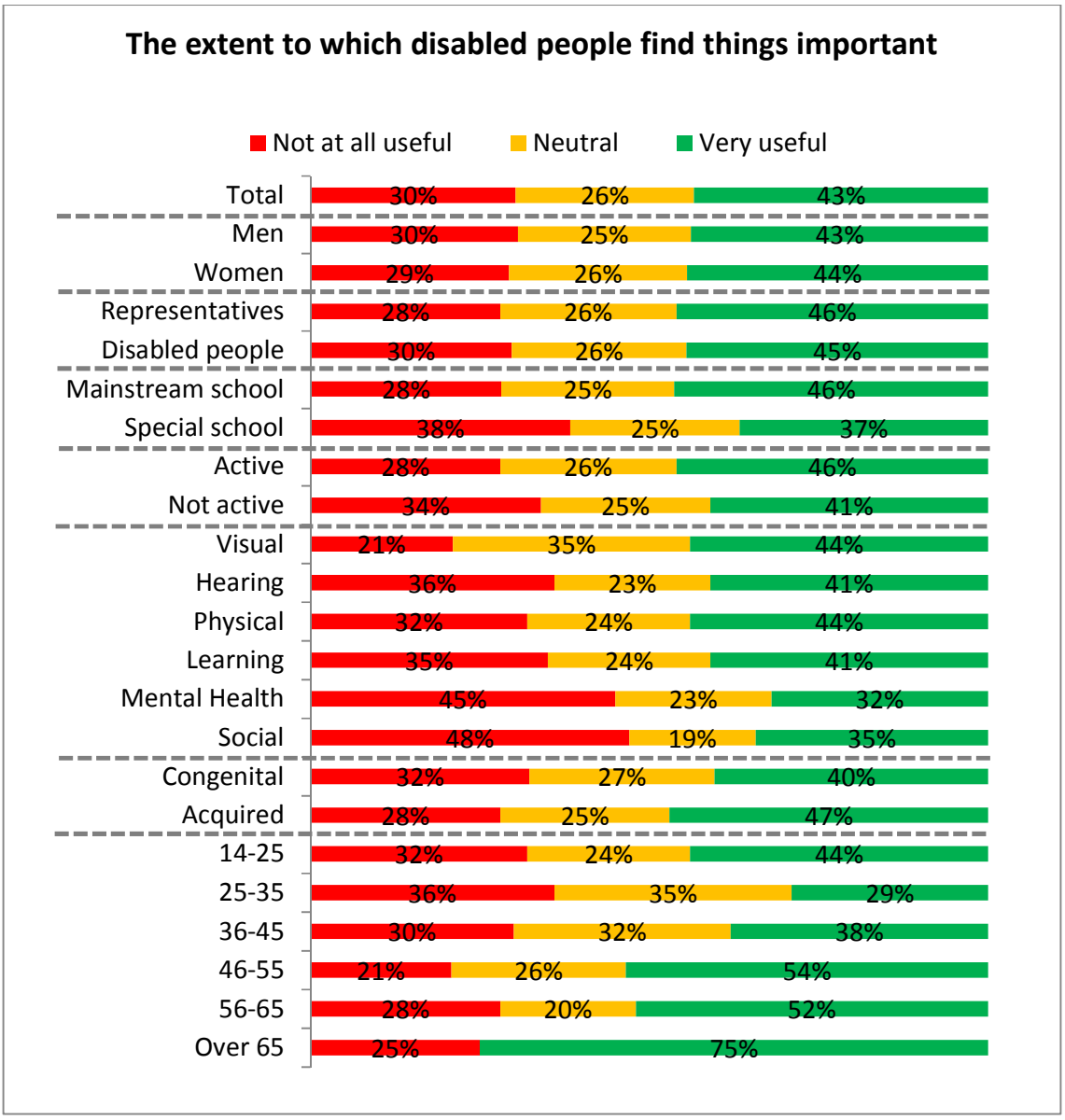
The data from this study seems to suggest that this could be a worthwhile task. Results show 4 in 10 disabled people claim that they use charities / DPOs as an information source about hobbies. However, although a reasonable proportion of people use the organisations to seek information, they do not necessary find them particularly useful.

Figure 56 shows the extent to which the different demographic groups thought DPOs were useful in providing information on hobbies and interests. Only 4 in 10 (43 per cent) thought that they were a useful source of information about hobbies and interests, with 3 in 10 (30 per cent) believing that they are not at all useful.

Whilst the majority of disabled people agree with the overall average response, there is some difference in opinion depending on age, highlighted in figure 57. Disabled people aged over 65 are significantly more likely to believe that DPOs are helpful. However, disabled people aged 25 to 35 are significantly less likely to think these organisations are useful.

People with mental health issues (48 per cent) and social or behavioural problems are much more likely to think that DPOs are not at all useful.

Figure 57 How useful disabled people find Disabled People's Organisations as a source of information about hobbies and interests



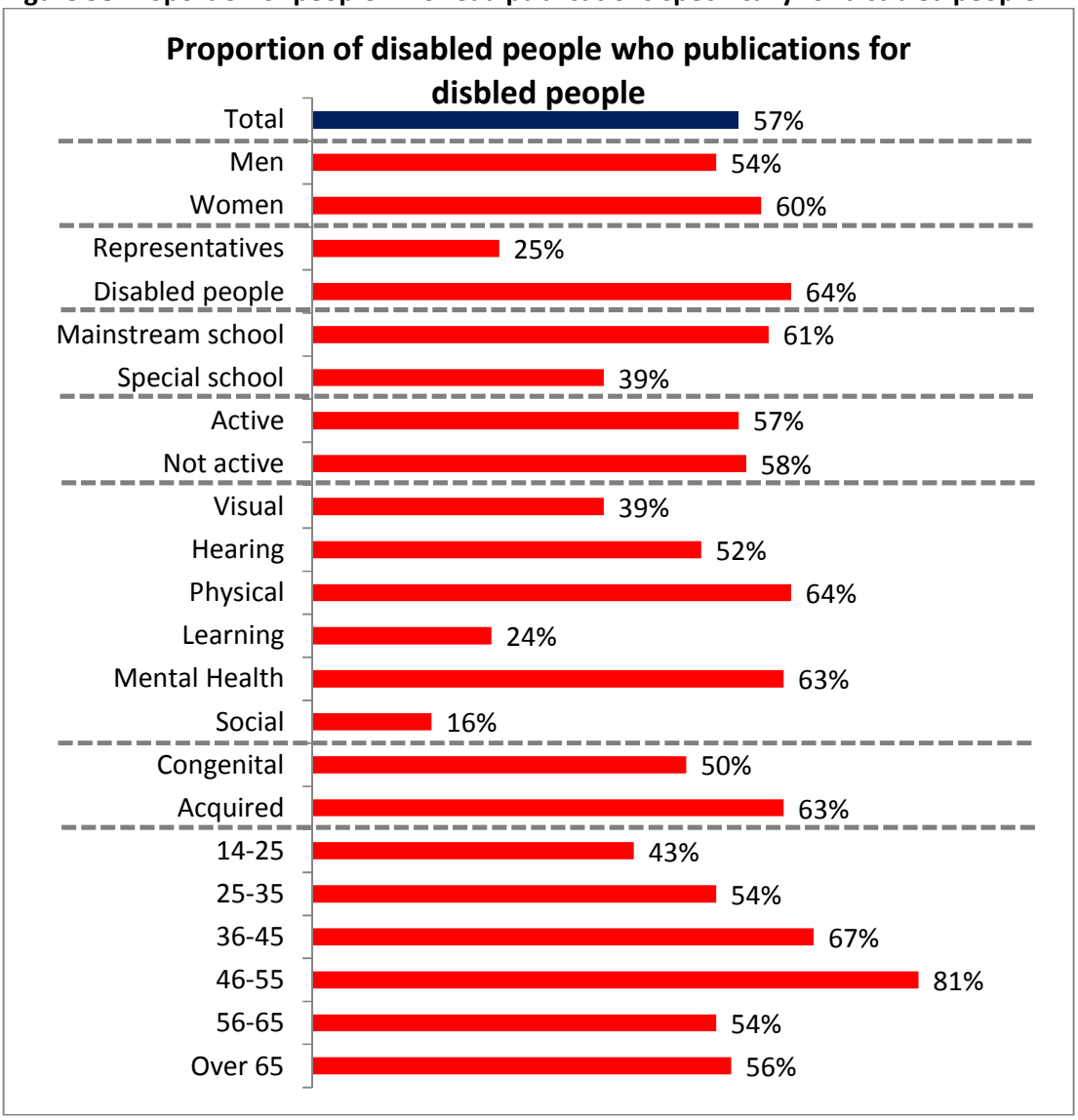
So whilst DPOs may be the secondary source of information, they are generally not seen to be very useful for that particular request. It is therefore important to ensure that further effort is put into improving relationships between the sport sector and DPOs so that disabled people find the information they are looking for.

The DPOs would benefit from fully understanding the value and benefit of sport and physical activity. This means they are then encouraged to promote it among their members. They could also benefit from the sports sector regularly providing them with up to date and relevant information, so they can pass it on to their members. Partnerships could be formed

between DPOs and sport providers, promoted to disabled people so they can see the collaboration.

In addition to DPOs, there is some belief that printed publications specifically for disabled people may also be a useful channel to promote new sport and physical activity opportunities. Figure 58 shows that on average almost 6 in 10 disabled people read specific publications for disabled people. This suggests it could be a good place for promotion. However, this is less common among some groups.

Figure 58 Proportion of people who read publications specifically for disabled people



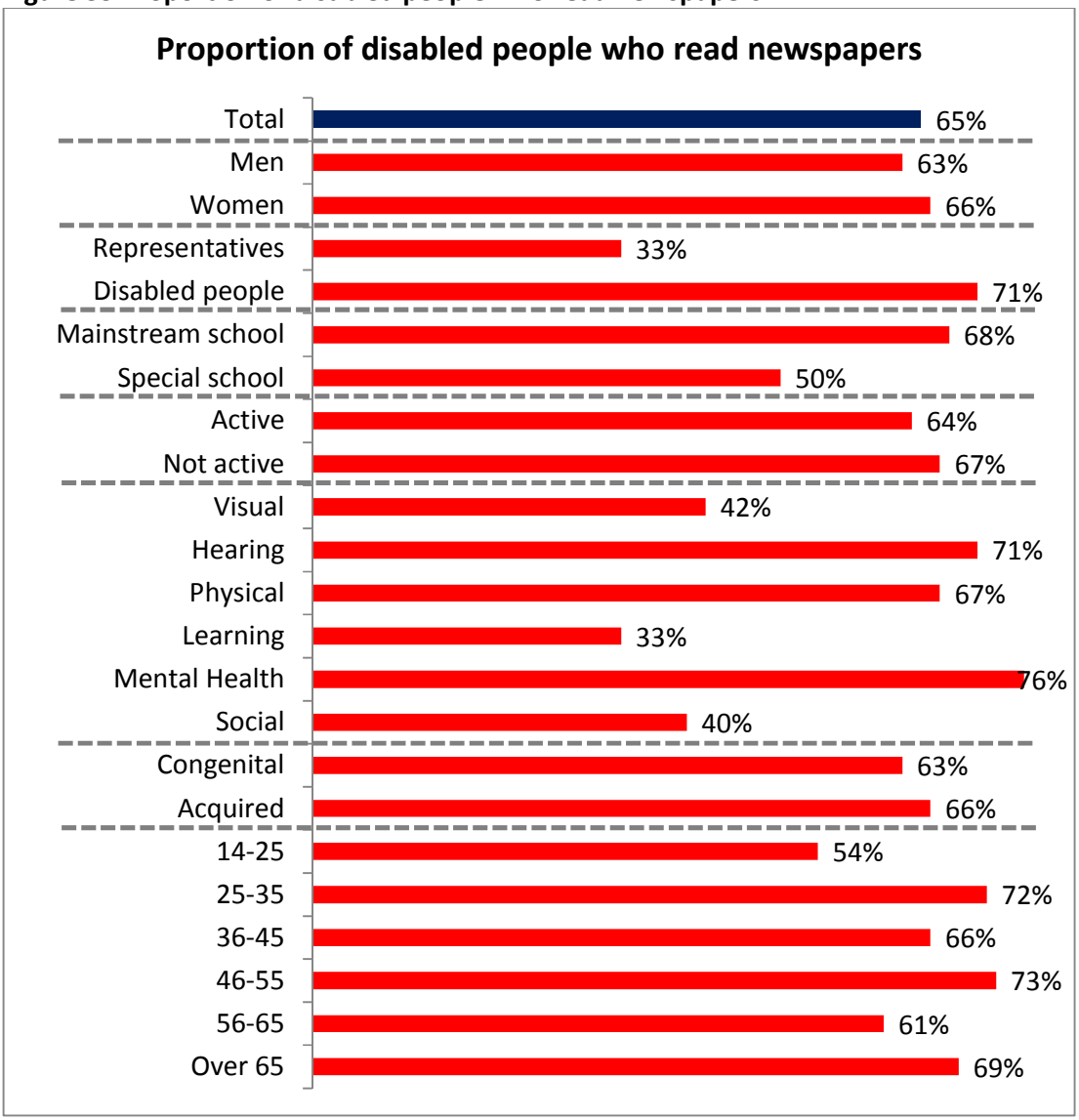
Disabled people who completed the survey through representatives, people with a visual impairment, a learning disability or a social or behavioural issue are less likely to read these publications.

Newspapers are the second most used information source among disabled people who are not active. 42 per cent of disabled people in this group use newspapers, significantly higher than the 28 per cent of the overall sample that use newspapers as an information source.

Although the majority may not use newspapers as an information source, two thirds of people (65 per cent) currently read newspapers, as shown in figure 59. This suggests that newspapers could be a useful way to increase awareness of opportunities for more than just those who are not active.

They could also be a good way to inform friends and family of the opportunities. Friends and family were seen as the third most common information source, so it is important to promote activities to them as well.

Figure 59 Proportion of disabled people who read newspapers



The extent to which people read newspapers does differ somewhat across demographic groups, so may not be suitable for all groups. Disabled people who completed the survey through representatives and those with a learning disability or social or behavioural problem are less likely to read newspapers. Unless an 'easy read' version of the newspaper is available, it is likely that a proportion of people in these groups can not access newspapers in a standard format. People who have a visual impairment are also less likely to read newspapers, but may listen to audio versions.

It is also worth noting that other disabled people are an important information source for disabled people whose impairment is acquired. Whilst not selected by a significantly higher proportion compared to the sample overall, it is the second most used information source in this group of people.

Conclusions

The overall purpose of this research is to act as the basis for a long term project to better understand the motivations that encourage disabled people to take part in sport and physical activity and this will take time to complete. However, there are a number of useful findings within this research that can have a more immediate impact on the provision of sport for disabled people.

The research is not exhaustive, and in places may actually generate more questions about disabled people's involvement in sport and physical activity. However there are some interesting results which can be used to guide and influence sport and physical activity provision for disabled people.

The following pages outline the main findings which could have a notable impact in the immediate future. These findings focus on things that impact both the supply and demand side of sport and physical activity for disabled people.

By supply side we mean all of those activities, facilities, programmes and clubs that could or should offer opportunities for disabled people to take part in sport and physical activity. By demand side we not only mean the needs and wants of disabled people themselves but also all those services, resources, contacts and channels that could be improved to provide better access and engagement of sport and physical activity for disabled people.

There is a strong need for the supply and demand side of this market to be brought together more effectively to deliver insight led improvements to the sector which will hopefully increase and sustain the number of disabled people taking part in sport and physical activity

1	**KEY FINDING**	The sample for the research was biased toward active disabled people.
	IMPACT	Whilst the sample size of non-active people was large enough to be able to identify some key findings it was not representative. Additional research is needed to better understand the views, opinions and motivators for non-active disabled people.

2	**KEY FINDING**	There appears to be a sizeable latent demand for sport and physical activity among disabled people, with 7 in 10 people saying they would like to do more.

	IMPACT	The report provides a number of findings which can be used to Improve the provision of sport and physical activity for disabled people. If changes are made to opportunities to make them more relevant and appealing disabled people are more likely to take part in sport and physical activity, thereby changing latent demand to actual participation.

So what can be done to provide relevant and suitable opportunities…

3	KEY FINDING	Sport and physical activity related hobbies do regularly feature among disabled people's most common hobbies. However other hobbies are more appealing, competing for their time and money. This is more prevalent among certain demographic groups like women and those people who are currently not active.
	IMPACT	To maximise the appeal of sport and physical activity, aspects of the more popular hobbies could be incorporated into new opportunities. For example incorporating the latest music into the activity or emphasising the social aspects of the activity rather than the challenge or competition.

4	KEY FINDING	There are some sports which show significant popularity and others with much lower popularity.
	IMPACT	Providing multi-sport opportunities which incorporate the most popular sports alongside less popular sports will encourage people to try new things that they may not be aware of or had previously considered.

5	KEY FINDING	When at school, disabled people preferred playing sport outside of school, finding it more enjoyable.

	IMPACT	Provide informal, social opportunities outside of school where people can attend with friends.

6	**KEY FINDING**	Swimming is a popular sport among disabled people.
	IMPACT	To maintain its popularity perhaps swimming opportunities need to look outside of the competitive structure and provide more social fun activities that families can take part in together.

7	**KEY FINDING**	There is a notable mismatch between the type of people disabled people are currently taking part with compared to who they would prefer to take part with. Generally disabled people prefer to take part in settings with a mix of disabled and non-disabled people. A lack of such opportunities contributes to the numerous reasons, such as accessibility and staff attitudes, why disabled people are often forced to take part in other ways. The lack of suitable opportunities allowing disabled people to take part in their most preferred way can lead to less enjoyable experiences and may even prevent people from taking part at all.
	IMPACT	To increase participation and level of satisfaction with current opportunities it is vital that the sector pays more attention to who disabled people want to take part with. Although the results suggest that a mix of disabled and non-disabled is the most preferred setting activity providers must also consider the relevance and suitability of this mix for their activities. Different settings may not be suitable depending on the type and focus of the activity. For example a mixed session of disabled and non-disabled people may be relevant to increase grassroots participation but may be unsuitable in a more progressive pathway setting where the focus is to improve participant's skills in a competitive setting.

8	**KEY FINDING**	Family play a significant role in the lives of disabled people. Not only is spending time with family one of the most important things to disabled people, family members are identified as the most common role models. This suggests that family members are the people that disabled people look up to for advice and guidance. Family can therefore play a considerable role in influencing and encouraging disabled people to take part in sport and physical activity.
	IMPACT	It is important to ensure that family members see the benefit of taking part in sport and physical activity in order to encourage the disabled people in their lives to consider taking part. In order to do this, family members understand what opportunities are available and what they entail. They must be encouraged to get involved in the activities so that they understand what benefits they provide. Providing ways in which family members can be involved, not necessarily taking part but perhaps supporting the activities, will give them a greater sense of what the disabled people can get out of the sport. Consideration should also be given to provide opportunities where disabled people can take part with their families. Sessions where family members can take part together or opportunities that provide alternative activities that run parallel at the same time.

9	KEY FINDING	People with mental health issues appear to be the most disillusioned and least engaged with sport and physical activity. The initial findings from this study suggest that people with mental health issues seek sports which require minimal commitment. They prefer things where they do not have to travel too far to take part. They prefer flexible activities, allowing them to turn up as they want to take part, which focus on fun and enjoyment. They are much more likely to want to take part in things alone, with activities which provide additional social opportunities being less appealing. Despite the vast amount of evidence which shows that sport and physical activity can have a positive effect on mental health it appears that current provision is not appealing.
	IMPACT	It appears that opportunities with minimal commitment are most likely to appeal. So new opportunities in localised settings with no long term commitment and a focus on individual participation rather than team games will be most attractive There are also many funding streams within the health sector that could be used to fund such activities.

10	KEY FINDING	There are a proportion of disabled people who currently take part in sport and physical activity alone.
	IMPACT	This presents are opportunities for the fitness sector to offer provision to meet the demand for activities that people can do alone. For example videos demonstrations could be created to show exercises that can be performed in home gyms or home exercise and workout DVDs can be produced showing exercises suitable for different impairments.

Providing opportunities is not enough, make sure you promote them correctly as well

11	**KEY FINDING**	The internet (search sites) is the most common way in which disabled people seek information about new hobbies.
	IMPACT	Effort must be made to maximise search engine optimisation (SEO) to make sure that when searches are done the activities are found. Ensure the layout and format is relevant for different impairment groups – large text, use of pictures to help describe, compatibility with screen readers and other devices (mobiles and tablets). Also consider links to social media networks to promote opportunities. But be aware that use of internet is lower among disabled people than non-disabled people so alternative promotion through other media is also needed.

12	**KEY FINDING**	Lack of awareness of opportunities is one of the main barriers to participation.
	IMPACT	Simply offering an opportunity is not enough, you must ensure that disabled people are aware that is exists. Opportunities must be promoted widely, in relevant formats for the target audience for example not just text but include pictures / easy read for people with lower levels of reading capabilities.

13	**KEY FINDING**	The terminology that is used to describe sport and physical activity is interpreted differently by different groups who prefer different terms.
	IMPACT	The terminology and language that is used to promote opportunities will impact how disabled people interpret that opportunity and the extent to which it is relevant and appealing to them. It is important to understand who the target audience is for each opportunity and use relevant terminology for them. For example disabled women are less likely to choose sporty activities which refer to competition and challenge, but are more likely to seek recreational activities which are fun

14	**KEY FINDING**	Disabled people should not be seen as a single target audience. Their responses indicate that age, whether the impairment is from birth or acquired, as well as the type of impairment can all depict the type of opportunity they are interested in.
	IMPACT	You must understand the target audience of any activity to ensure that it is promoted correctly

For more information on this survey or report, please contact Emma Spring at EFDS. Email espring@efds.co.uk or telephone 0161 2005442

The report is available to download on www.efds.co.uk

Twitter @EFDSInsight

Join our insight panel

EFDS is always looking for disabled people's support on our insight projects. There are many occasions we may get asked to help with other organisations' research or for our own development plans.

If you would like to join our panel of disabled people, please contact us on research@efds.co.uk or 0161 2005442. It will be mainly communication via email or telephone, so you do not have to commit to any unnecessary time or travel.

Appendix

Demographics

Table 4 Age

Age	Main survey
14 to 25	22%
26 to 35	18%
36 to 45	19%
46 to 55	14%
56 to 65	19%
Over 65	7%

Table 5 Geography

Region	
East	13%
East Midlands	10%
London	7%
North East	2%
North West	13%
South East	19%
South Wes	21%
West Midlands	4%
Yorkshire and Humber	11%

Table 6 Impairment

There was a list of 17 different impairments that people could select:

Impairment	
Vision.	18.6%
Hearing.	12.0%
Permanent power wheelchair user	7.3%
Permanent manual wheelchair user	17.5%
Wheelchair or scooter user for all long distances	15.4%
Occasional wheelchair or scooter user, but not every day	9.9%
Mobility due to imbalance or coordination but not a wheelchair user (e.g. cerebral palsy)	11.0%
Mobility issues due to illness and pain discomfort (such as back problems) but not a wheelchair user	14.7%
Upper limb amputee or congenital limb absence	2.4%
Lower limb amputee or congenital limb absence	7.9%
Learning or concentrating or remembering	16.2%
Mental Health problems	6.5%
Stamina or breathing difficulty	8.9%
Social or behavioural issues,	8.6%
Difficulty speaking or making yourself understood	10.5%
Dexterity difficulties-	14.7%
Long-term pain or discomfort	24.1%
Don't know	0.0%
Prefer not to say	.3%
Affects me in some other way	11.5%

For the presentation, this list was condensed into 6 groups to align with Sport England's Active People survey:

- Blind/VI = blind or visually impaired
- Deaf/HI = Deaf or hearing impaired
- Physical = including permanent power wheelchair user; Permanent manual wheelchair user; Wheelchair or scooter user for all long distances; Occasional wheelchair or scooter user, but not every day; Mobility due to imbalance or coordination but not a wheelchair user (e.g. cerebral palsy); Mobility issues due to illness and pain discomfort (such as back problems) but not a wheelchair user; Upper limb amputee or congenital limb absence; Lower limb amputee or congenital limb absence
- Learning: No further criteria around the learning disability was captured so this covers a wide range of potential impairments
- Mental Health
- Social = Social or behavioural issues,

The physical impairment accounted for a wide range of options:

Table 7: Physical impairment groups

Breakdown of physical impairment	
Permanent power wheelchair user	7%
Permanent manual wheelchair user	18%
Wheelchair / scooter user for all long distances	15%
Occasional wheelchair or scooter user, but not every day	10%
Mobility due to imbalance or coordination but not a wheelchair user (e.g. cerebral palsy)	11%
Mobility issues due to illness and pain discomfort (such as back problems) but not a wheelchair user	15%
Upper limb amputee or congenital limb absence	2%
Lower limb amputee or congenital limb absence	8%

Terminology

Table 8: Terms associated with sport

Term	Proportion of people choosing term
competitive	**33%**
activity	22%
physical	16%
games	11%
fun/enjoyment	9%
taking part/joining in	8%
organised / structured	8%
team	8%
playing	7%
exercise	5%
team or individual	5%
watching	5%
health and fitness	4%
has a conclusion / a winner	4%
rules	4%
formal / recognised	3%
energetic	2%

sociable	2%
skill	2%
personal challenge	2%
different abilities	2%
professional /elite	1%
against others	1%
friendship	1%
training	1%
exertion	1%
important	1%
require fitness	1%
improving	1%
entertainment	1%
achievements	1%
passion	1%
other	10%

Table 9: Terms associated with exercise

Term	Proportion of people choosing term
keep fit	26%
activity	23%
physical	17%
increased movement	10%
raises heart rate	7%
works body/muscles	6%
effort	5%
sport	4%
everyday	3%
therapeutic	2%
keep active	2%
weight loss	2%
fun/enjoyment	2%
improving	2%
non competitive	2%
strengthen	2%
taking part/joining in	1%
important	1%

PE	1%
organised / structured	1%
exertion	1%
> 30 minutes	1%
friendship	1%
adrenalin	1%
other	8%
the same as the other terms	4%

Table 10: Terms associated with physical activity

Term	Proportion of people choosing term
movement	26%
exercise	12%
raises heart rate	7%
getting/maintaining fitness	7%
daily activities	6%
being active	6%
sport	5%
works body/muscles	5%
exertion	4%
health	4%
physical	3%
activity	3%
effort	2%
pain	2%
important	2%
taking part/joining in	1%
being outside	1%
fun/enjoyment	1%
games	1%
sociable	1%
energetic	2%
non competitive	1%
regularly	1%
strengthen	1%
therapeutic	1%
non sport	1%

other	9%
the same as the other terms	4%

Table 11: Terms associated with recreation

Term	Proportion of people choosing term
fun/enjoyment	36%
activity	11%
spare time	11%
a hobby	11%
relaxing	8%
leisure activities	7%
pleasure	6%
outside of work	4%
non competitive	4%
out of the house	3%
sport	3%
playing	3%
sociable	3%
friends	3%
important	2%
games	2%
physical	2%
getting/maintaining fitness	1%
rest	1%
exercise	1%
with others	1%
taking part/joining in	1%
group	1%
playing computer games	1%
unstructured	1%
other	8%
the same as the other terms	3%

Table 12: Terms associated with fitness

Term	Proportion of people choosing term
health	25%
ability to perform tasks/exercise	18%
exercise	13%
getting/maintaining fitness	7%
well being	5%
gym	5%
physical	5%
strengthen	5%
stamina	4%
body and mind	3%
important	3%
top form	3%
diet	3%
healthy lifestyle	2%
activity	2%
regularly	2%
feeling good	2%
workout	2%
works body/muscles	2%
weight loss	2%
level of fitness	2%
looking good	2%
sport	2%
raises heart rate	2%
measurable	1%
ability to do sports	1%
movement	1%
training	1%
being active	1%
fun/enjoyment	1%
energetic	1%
effort	1%
other	9%
the same as the other terms	3%