

Survey on the general public's awareness and interest in the Paralympics in Japan and in some selected countries

November, 2014

The Nippon Foundation's Research Group on the Paralympics

Overview of the Survey

- Target Countries: Japan, Germany, U.S.A., South Korea, France, and Australia
- Period: From September 19 to October 7, 2014 (two to six days in each country)
- Target Group: Registered questionnaire respondents
 - Males and females aged 20 to 69
 - Equal allocation of respondents by region, gender, and age in Japan
 - Equal allocation of respondents by gender and age in other countries

- Number of valid responses: 4,205
- Survey Method: Internet research
- Survey Partner: Sasakawa Sports Foundation

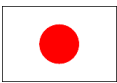
▼ Regional respondent structure by country

			(%)		
Germany	Berlin	78.7	South Korea	Seoul	57.4
	Free and Hanseatic City of Hamburg	21.3		Inchon	7.4
				Kyonggi	35.3
U.S.A.	State of New York	26.6	France	Ile de France	100.0
	State of New Jersey	11.7	Australia	Sydney	44.0
	State of Pennsylvania	0.6		Melbourne	39.0
	State of California	31.1		Brisbane	17.0
	State of Illinois	16.2			
	State of Indiana	1.3			
	State of Texas	12.5			

▼ Allocation by target country

(person)	
Japan	1,560
Germany	530
U.S.A.	530
South Korea	530
France	530
Australia	525

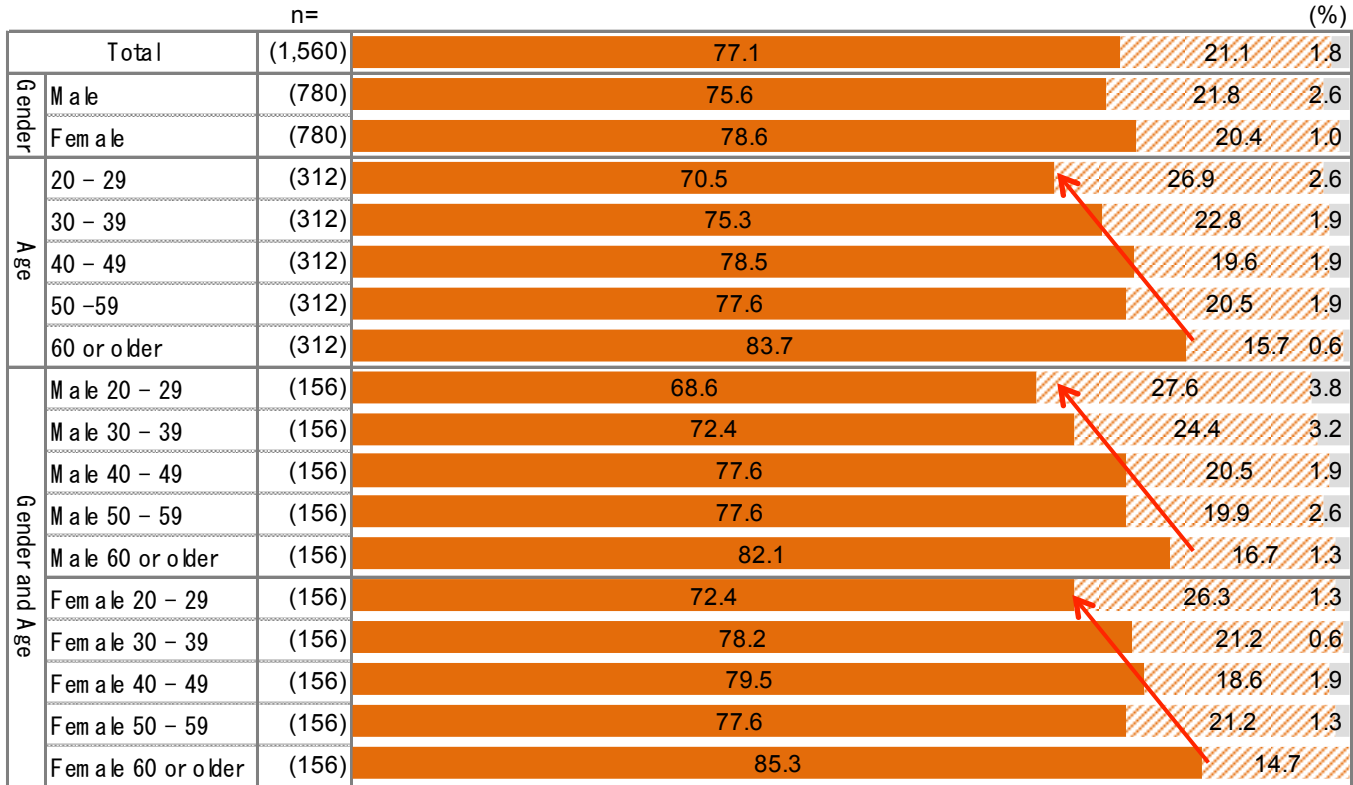
Summary of Findings



Q1 Do you know about the Paralympics? SA

※Respondents: all

■ Know the details (Awareness of details) ▨ Have only seen/heard of the name (Awareness of the name) □ Don't know it



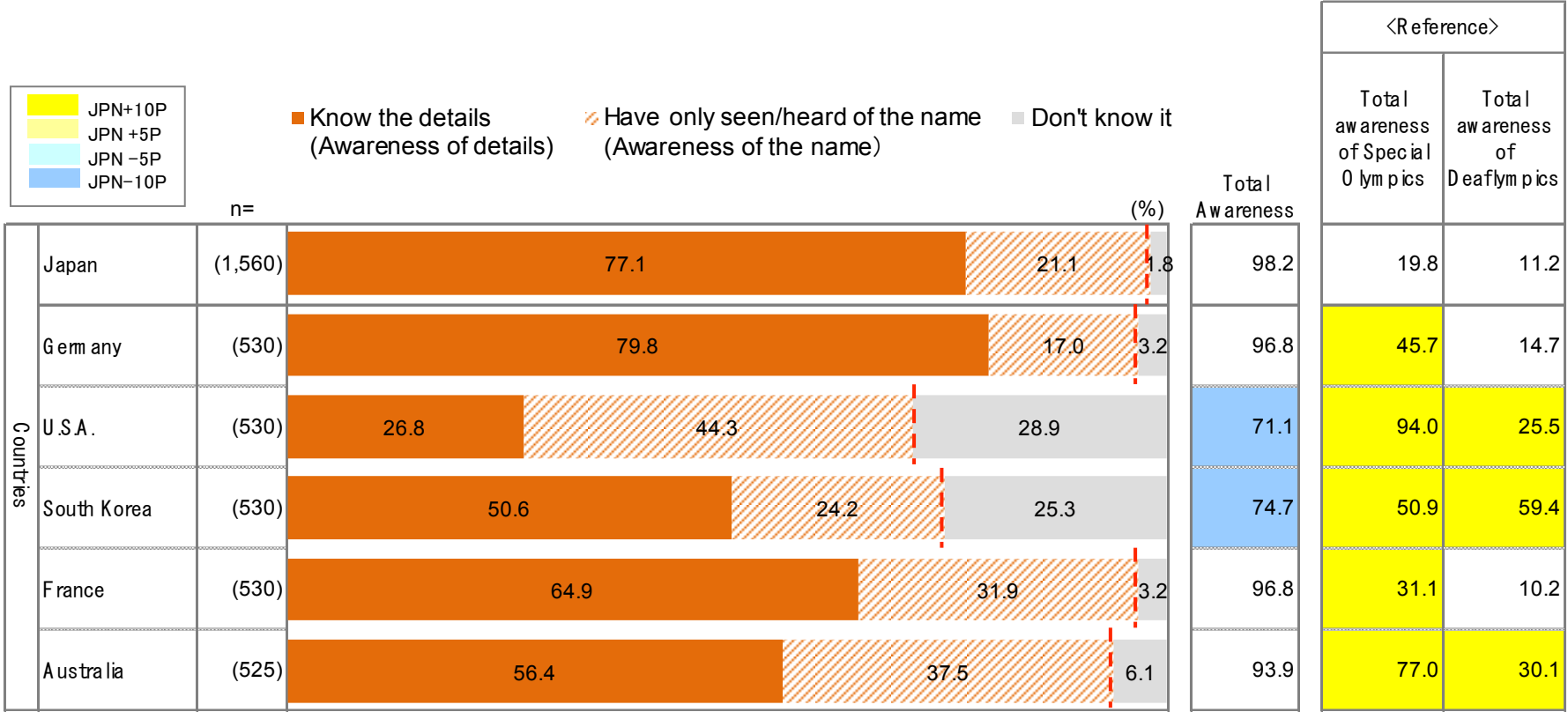
Total Awareness	<Reference>	
	Total awareness of Special Olympics	Total awareness of Deaflympics
98.2	19.8	11.2
97.4	23.5	11.8
99.0	16.2	10.5
97.4	16.3	11.5
98.1	24.4	14.1
98.1	18.3	8.7
98.1	19.9	9.6
99.4	20.2	11.9
96.2	21.2	16.0
96.8	27.6	14.7
98.1	23.7	8.3
97.4	24.4	7.7
98.7	20.5	12.2
98.7	11.5	7.1
99.4	21.2	13.5
98.1	12.8	9.0
98.7	15.4	11.5
100.0	19.9	11.5

※Total Awareness = Know the details (Awareness of details) + Have only seen/heard of the name (Awareness of the name)

Awareness of the Paralympics <Comparison among Countries>

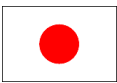
Q1 Do you know about the Paralympics? SA

※Respondents: all



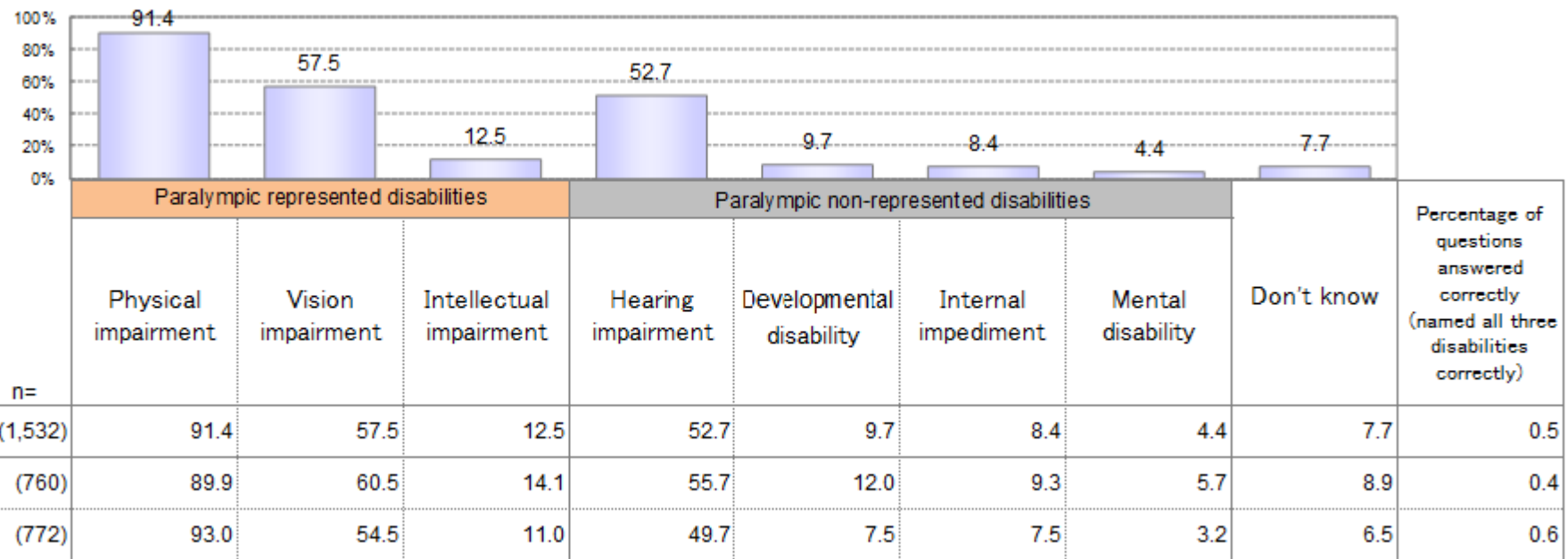
※Total Awareness = Know the details (Awareness of details) + Have only seen/heard of the name (Awareness of the name)

Awareness of Paralympic Represented Disabilities <Japan>



Q2 Do you know what sorts of disabilities Paralympics participants have? Please select all those you suppose. MA

※ Respondents: “Know the details” or “Have seen/heard of it.”

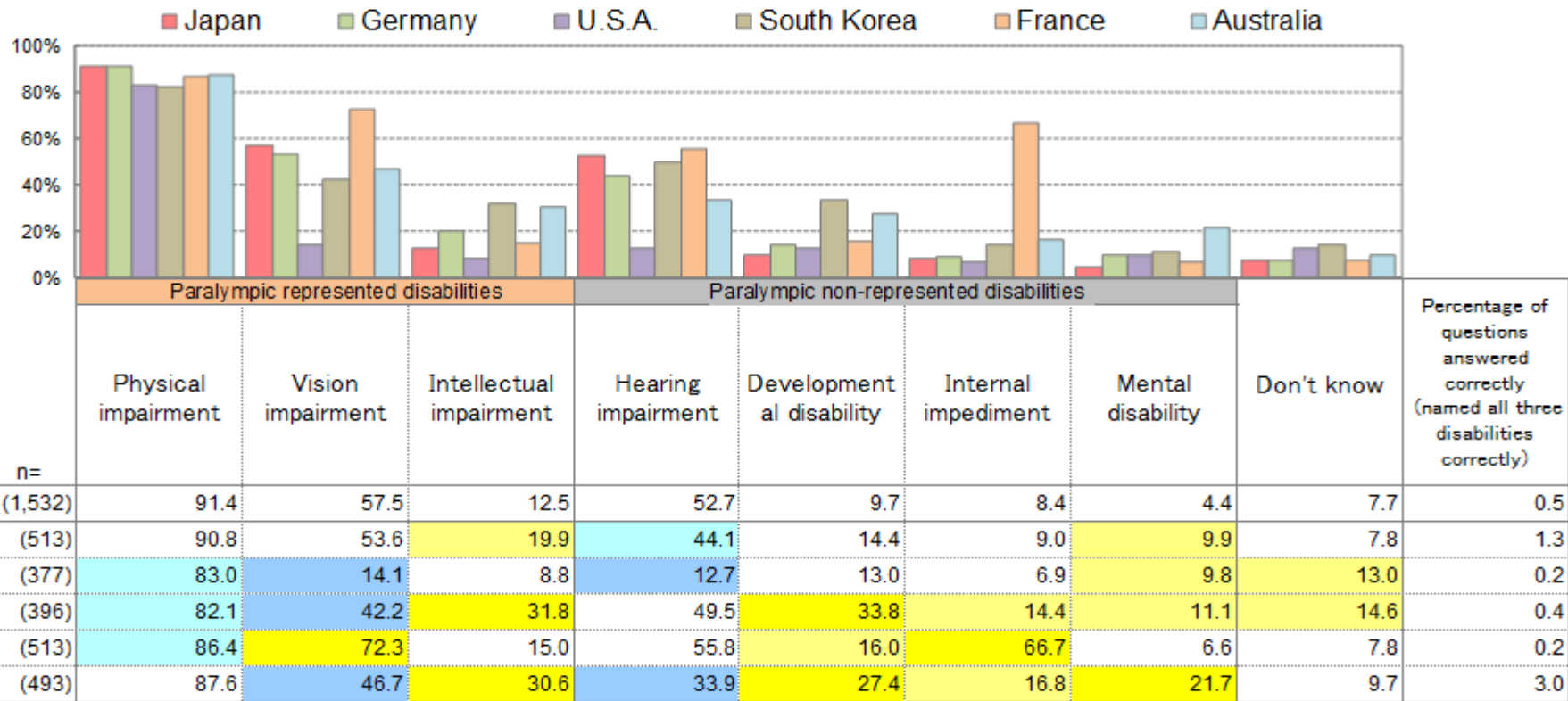


Awareness of Paralympic Represented Disabilities <Comparison among Countries>

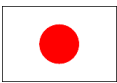
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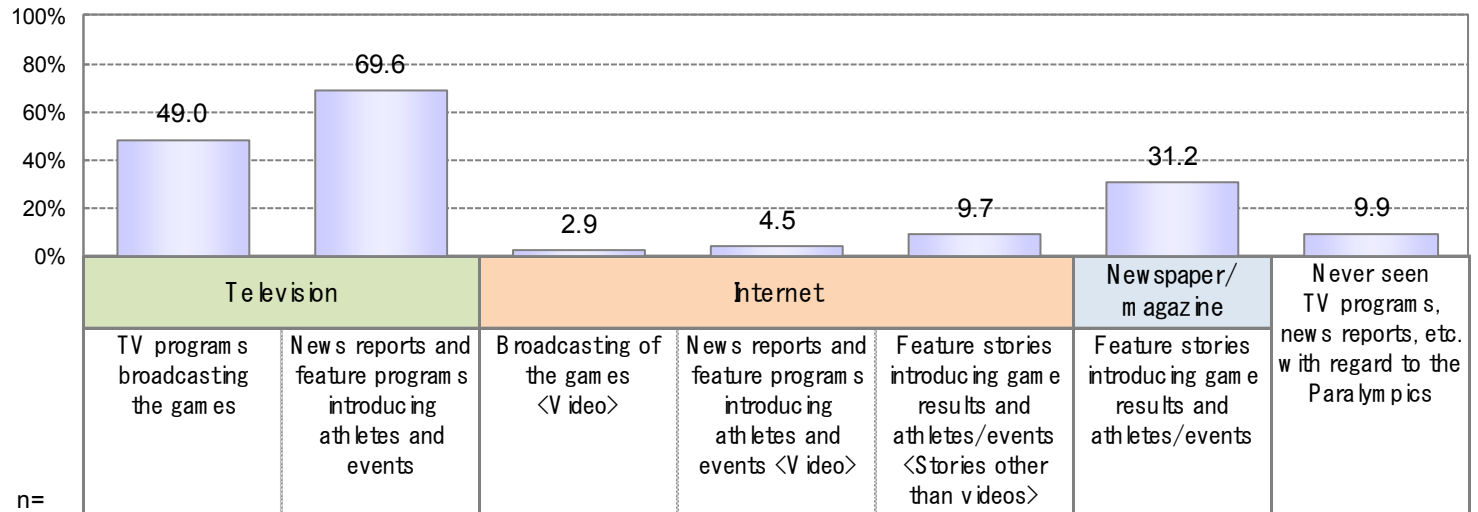
* Since there is no French word for “internal impediment,” “Handicaps physiques autres que tétra et paraplégiques (internal impediments other than physical handicaps)” was used in the survey.



Contact with Media about the Paralympics <Japan>

Q3 Have you ever seen broadcast programs or news reports about the Paralympics through any sorts of media?
Please select all that apply from the following. MA

※ Respondents: “Know the details” or “Have seen/heard of it.”



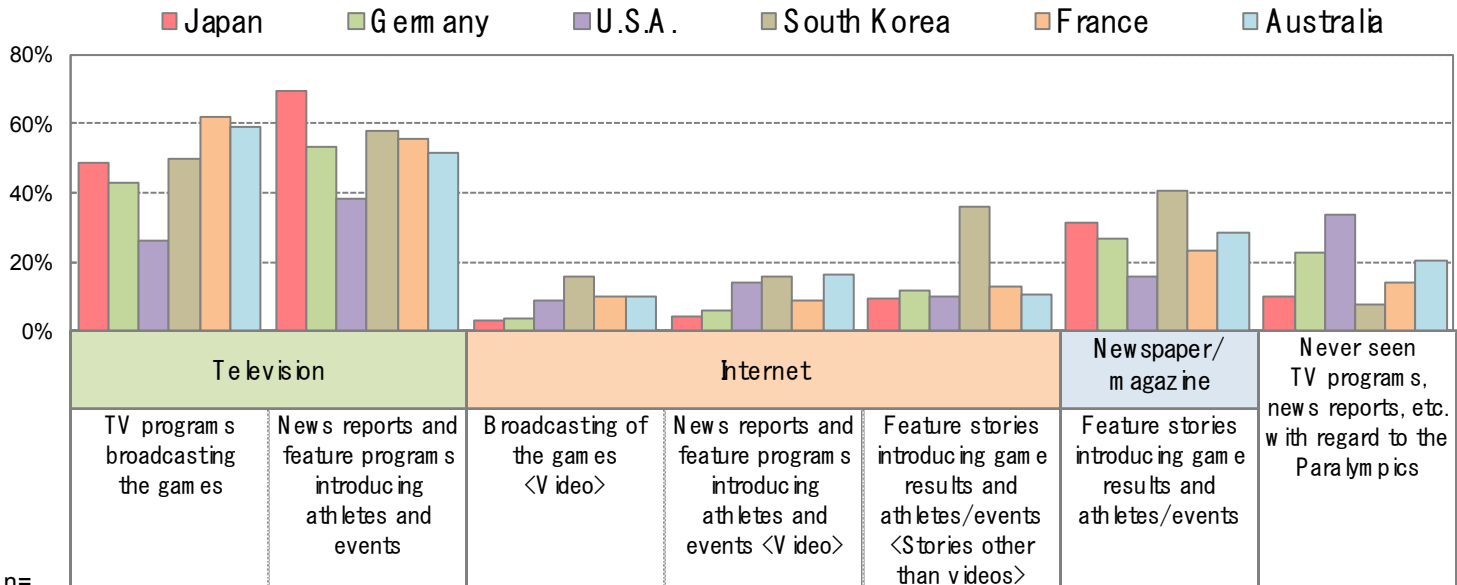
Total +10P
 Total +5P
 Total -5P
 Total -10P

		n=	TV program s broadcasting the gam es	News reports and feature program s introducing athletes and events	B roadcasting of the gam es <V ideo>	News reports and feature program s introducing athletes and events <V ideo>	Feature stories introducing gam e results and athletes/events <Stories other than videos>	Feature stories introducing gam e results and athletes/events	Never seen TV program s, news reports, etc. with regard to the Paralympics
Total		(1,532)	49.0	69.6	2.9	4.5	9.7	31.2	9.9
Gender	Male	(760)	48.6	67.4	4.5	6.7	11.4	33.2	10.9
	Female	(772)	49.4	71.9	1.3	2.3	7.9	29.3	8.8
Gender and Age	Male 20 - 29	(150)	53.3	58.7	6.7	5.3	16.0	29.3	14.7
	Male 30 - 39	(151)	48.3	58.9	4.6	9.3	14.6	29.1	15.2
	Male 40 - 49	(153)	43.1	72.5	4.6	5.9	9.2	24.8	9.2
	Male 50 - 59	(152)	48.7	73.0	3.9	7.2	8.6	39.5	8.6
	Male 60 or older	(154)	49.4	73.4	2.6	5.8	9.1	42.9	7.1
	Female 20 - 29	(154)	47.4	71.4	0.6	1.9	9.7	14.3	11.0
	Female 30 - 39	(155)	49.0	70.3	1.3	1.3	11.0	24.5	9.7
	Female 40 - 49	(153)	51.6	68.0	2.0	2.6	8.5	29.4	13.1
	Female 50 - 59	(154)	47.4	71.4	1.3	3.2	7.1	35.7	5.2
	Female 60 or older	(156)	51.3	78.2	1.3	2.6	3.2	42.3	5.1

Contact with Media about the Paralympics <Comparison among Countries>

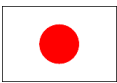
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JPN+10P
 JPN +5P
 JPN -5P
 JPN-10P

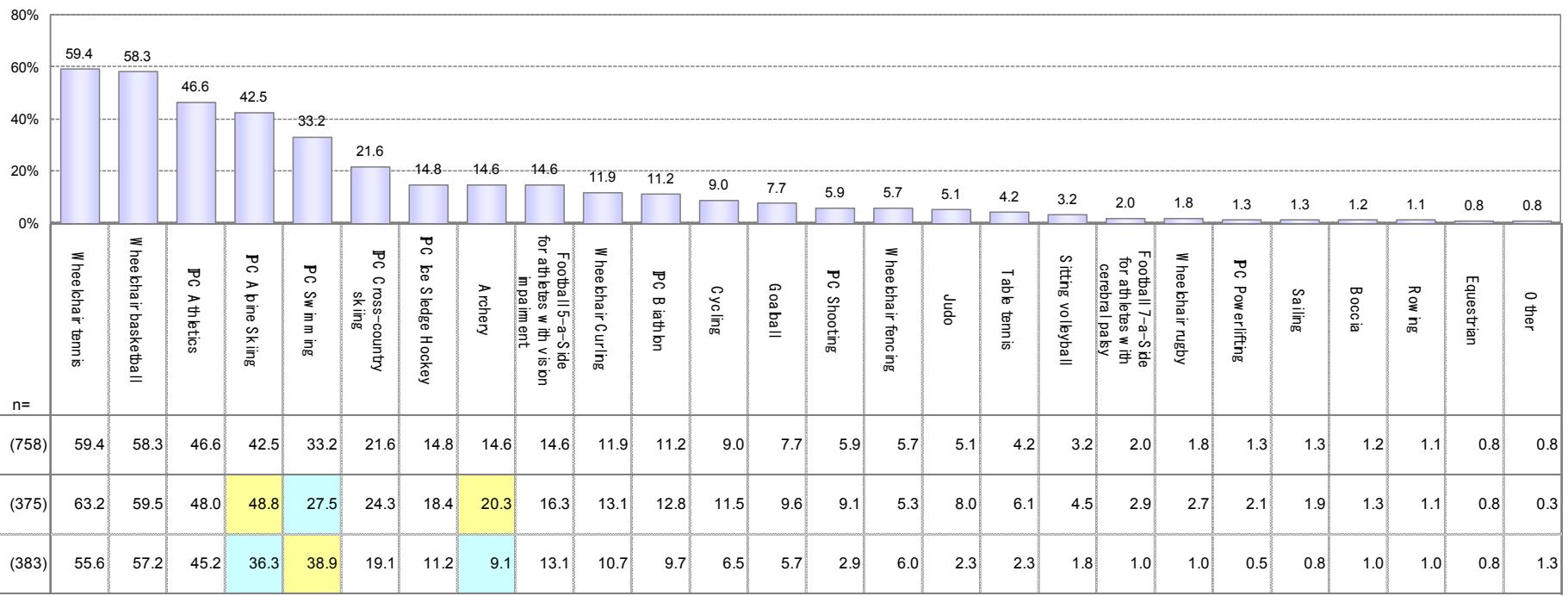
Countries	n	Television		Internet			Newspaper/magazine	Never seen TV programs, news reports, etc. with regard to the Paralympics
		TV programs broadcasting the games	News reports and feature programs introducing athletes and events	Broadcasting of the games <V ideo>	News reports and feature programs introducing athletes and events <V ideo>	Feature stories introducing game results and athletes/events <Stories other than videos>	Feature stories introducing game results and athletes/events	
Japan	(1,532)	49.0	69.6	2.9	4.5	9.7	31.2	9.9
Germany	(513)	42.7	53.6	3.5	5.8	11.7	26.5	23.0
U.S.A.	(377)	26.3	38.5	8.8	14.3	10.1	15.9	33.7
South Korea	(396)	50.0	58.1	15.9	15.9	36.1	40.9	7.8
France	(513)	62.2	55.6	9.7	9.0	12.7	23.6	14.0
Australia	(493)	59.2	51.5	10.1	16.6	10.8	28.4	20.5



Experience of watching Paralympic Games <Japan>

Q4 Please select all the games that you have watched on TV or on the Internet from among the following Paralympic sports.
 * Exclude games you watched in stadiums. MA

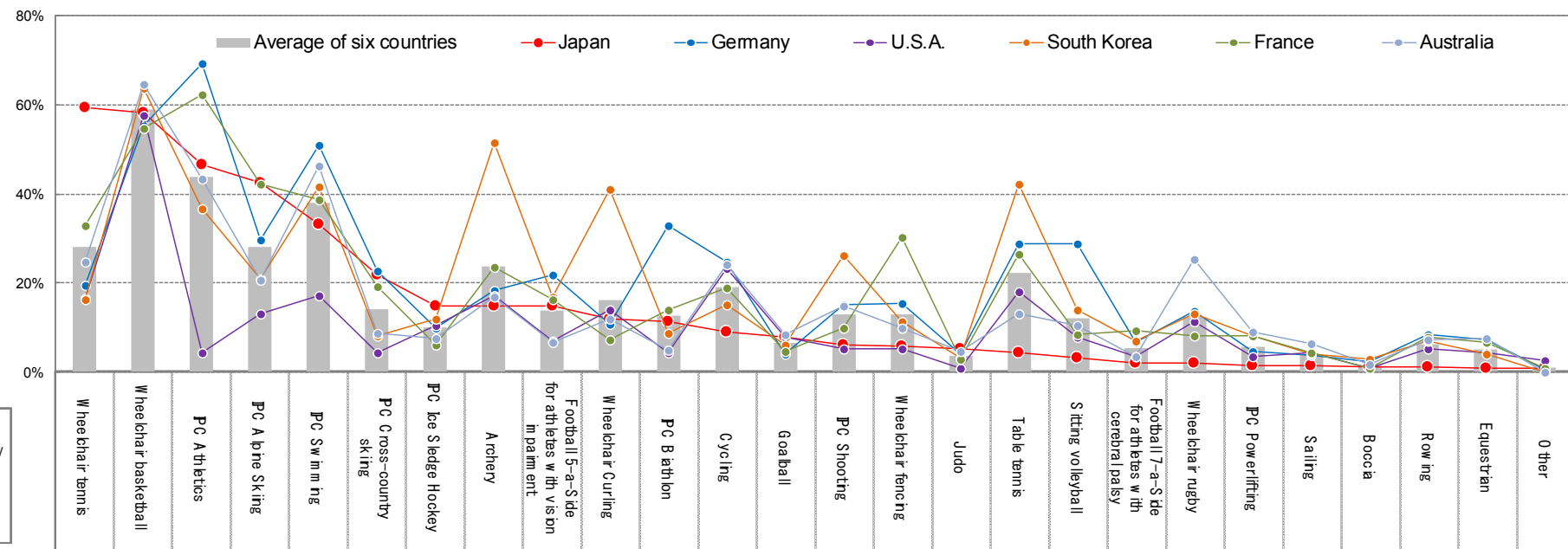
※ Respondents: those who have watched Paralympic games on TV or on the Internet.



Experience of watching Paralympic Games <Comparison among Countries>

Q4 Please select all the games that you have watched on TV or on the Internet from among the following Paralympic sports.
 * Exclude games you watched in stadiums. MA

※ Respondents: those who have watched Paralympic games on TV or on the Internet.



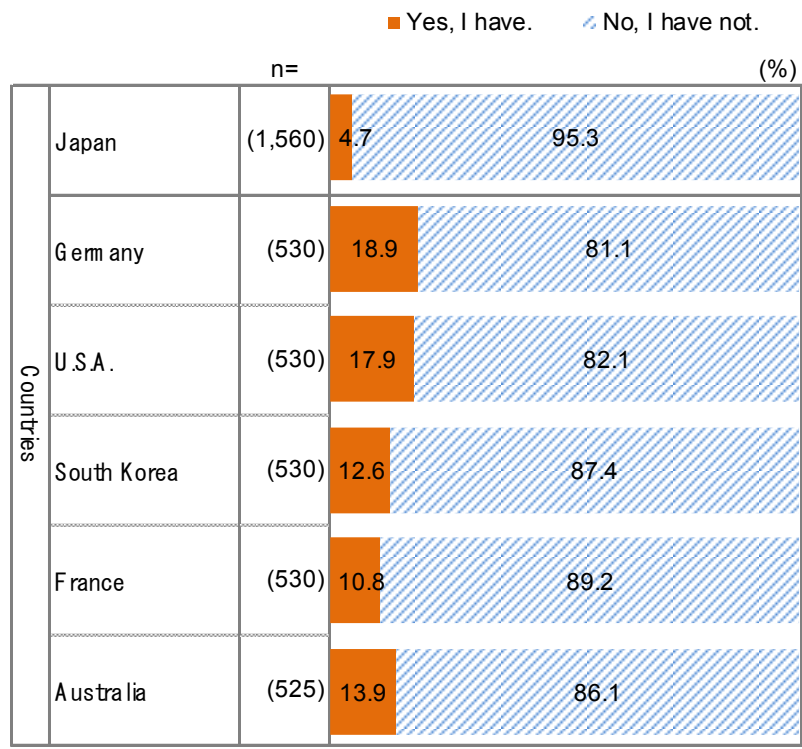
■ First in the country
■ Second in the country
■ Third in the country
■ Fourth in the country
■ Fifth in the country

n=		Wheelchair tennis	Wheelchair basketball	PC Athletics	PC Alpine skiing	PC Swimming	PC Cross-country skiing	PC Ice Sledge Hockey	Archery	Football 5-a-side for athletes with vision impairment	Wheelchair Curling	PC Biathlon	Cycling	Goalball	PC Shooting	Wheelchair fencing	Judo	Table tennis	Sitting volleyball	Football 7-a-side for athletes with cerebral palsy	Wheelchair rugby	PC Powerlifting	Sailing	Boccia	Rowing	Equestrian	Other
Average of six countries	-	28.2	59.1	43.8	28.2	38.0	14.1	10.0	23.6	13.8	16.1	12.6	19.1	6.3	12.9	13.0	3.4	22.1	12.1	5.2	12.2	5.7	3.9	1.6	6.1	5.1	0.8
Japan	(758)	59.4	58.3	46.6	42.5	33.2	21.6	14.8	14.6	14.6	11.9	11.2	9.0	7.7	5.9	5.7	5.1	4.2	3.2	2.0	1.8	1.3	1.3	1.2	1.1	0.8	0.8
Germany	(226)	19.5	55.3	69.5	29.6	50.9	22.6	9.7	18.1	21.7	10.6	32.7	24.8	4.0	15.0	15.5	4.0	28.8	28.8	6.6	13.7	4.4	3.5	2.2	8.4	7.1	0.4
U.S.A.	(116)	16.4	57.8	4.3	12.9	17.2	4.3	10.3	17.2	6.9	13.8	4.3	23.3	7.8	5.2	5.2	0.9	18.1	7.8	3.4	11.2	3.4	4.3	0.9	5.2	4.3	2.6
South Korea	(221)	16.3	63.8	36.7	20.8	41.6	8.1	11.8	51.6	16.7	41.2	8.6	14.9	5.9	26.2	11.3	3.2	42.1	14.0	6.8	13.1	8.1	4.1	2.7	6.8	4.1	-
France	(333)	32.7	54.7	62.5	42.3	38.7	19.2	6.0	23.4	16.2	7.2	13.8	18.9	4.5	9.9	30.3	2.7	26.4	8.4	9.3	8.1	8.1	4.2	0.9	7.8	6.6	0.9
Australia	(304)	24.7	64.8	43.4	20.7	46.4	8.6	7.6	16.8	6.6	11.8	4.9	24.0	8.2	14.8	9.9	4.6	13.2	10.5	3.3	25.3	8.9	6.3	1.6	7.2	7.6	-

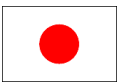
※Sorted in descending order of "Japan"

Q5 Have you watched any sporting events for people with disabilities other than the Paralympics in stadiums? SA

※ Respondents: all



Intention to watch the Tokyo 2020 Paralympics <Japan>



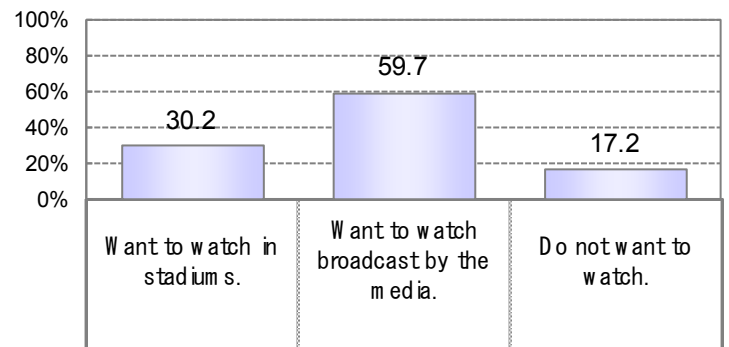
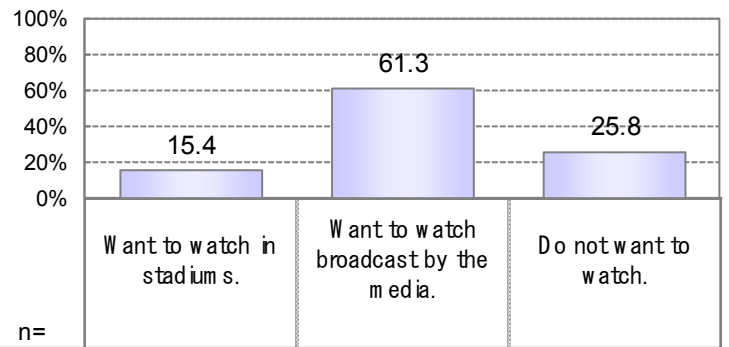
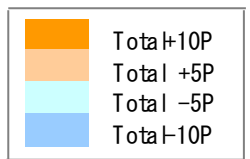
Q7 Do you want to watch the Tokyo 2020 Paralympics? Please select all that apply.

MA

※ Respondents: all

Intention to watch the Tokyo 2020 Paralympics

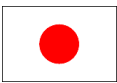
<Reference> Intention to watch the Tokyo 2020 Olympics



		n=	Want to watch in stadiums.	Want to watch broadcast by the media.	Do not want to watch.
Total		(1,560)	15.4	61.3	25.8
Gender	Male	(780)	16.5	57.6	29.1
	Female	(780)	14.4	65.1	22.6

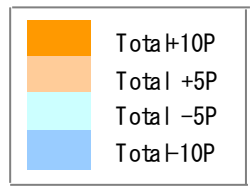
		Want to watch in stadiums.	Want to watch broadcast by the media.	Do not want to watch.
Total		30.2	59.7	17.2
Gender	Male	30.9	57.3	19.2
	Female	29.5	62.2	15.3

Intention to participate in the Tokyo 2020 Paralympics as a volunteer <Japan>



Q8 Are you interested in working as a volunteer at the Tokyo 2020 Paralympics? Please select one that applies. SA

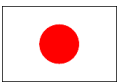
※ Respondents: all



<Reference>
Intention to work as a volunteer at the Tokyo 2020 Olympics.

		n=	Total (%)					Total intention	Total non intention	Total intention	Total non intention
Total		(1,560)	6.0	21.0	24.1	24.8	24.0	27.1	48.9	29.7	47.8
Gender	Male	(780)	6.7	19.5	23.6	29.4	20.9	26.2	52.9	29.9	51.0
	Female	(780)	5.4	22.6	24.6	20.3	27.2	27.9	44.9	29.5	44.5

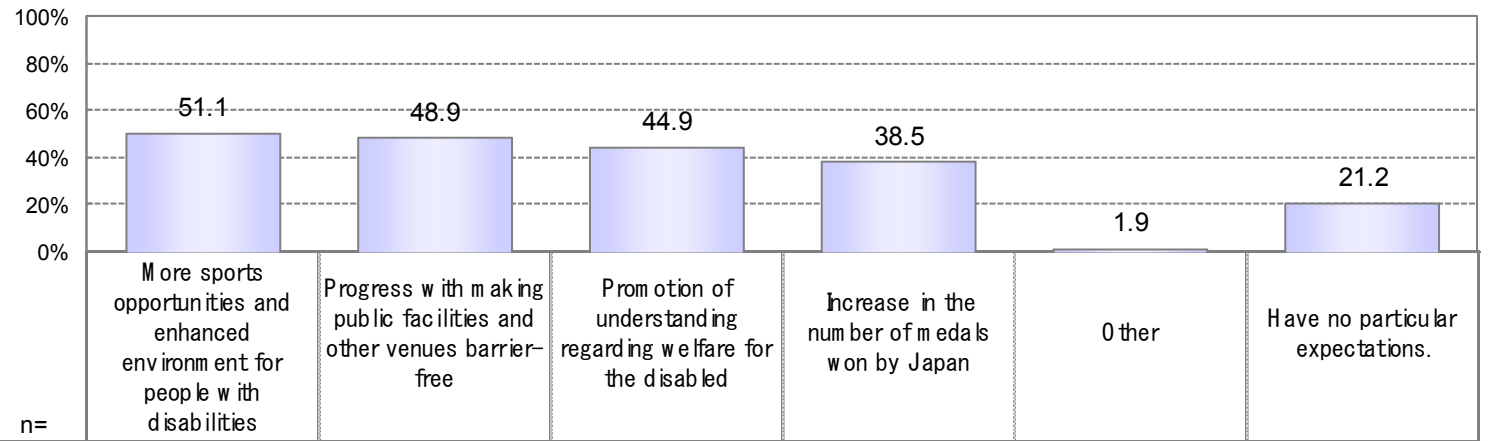
※ Total intention = Very interested + Somewhat interested ※ Total non intention = Somewhat not interested + Not at all interested



What you expect from the Paralympics <Japan>

Q9 Please select all that you anticipate from hosting the Tokyo 2020 Paralympics. MA

※ Respondents: all



- Total +10P
- Total +5P
- Total -5P
- Total -10P

		n=	51.1	48.9	44.9	38.5	1.9	21.2
Total		(1,560)	51.1	48.9	44.9	38.5	1.9	21.2
Gender	Male	(780)	46.9	43.7	41.9	36.9	1.9	25.3
	Female	(780)	55.3	54.1	47.8	40.1	1.8	17.1
Gender and Age	Male 20 - 29	(156)	44.2	40.4	35.9	39.7	1.3	25.6
	Male 30 - 39	(156)	39.7	39.7	34.0	37.8	3.2	33.3
	Male 40 - 49	(156)	41.7	41.0	39.7	32.1	2.6	28.2
	Male 50 - 59	(156)	46.8	50.6	46.8	37.8	0.6	23.1
	Male 60 or older	(156)	62.2	46.8	53.2	37.2	1.9	16.0
	Female 20 - 29	(156)	53.2	51.9	42.9	47.4	-	17.3
	Female 30 - 39	(156)	55.1	55.8	46.8	48.7	2.6	15.4
	Female 40 - 49	(156)	51.9	47.4	46.2	35.3	1.9	21.8
	Female 50 - 59	(156)	56.4	55.8	47.4	41.0	2.6	16.7
	Female 60 or older	(156)	59.6	59.6	55.8	28.2	1.9	14.1
By active level	High active	(363)	64.2	59.5	55.6	50.7	1.4	9.9
	Middle active	(930)	52.7	51.1	46.6	37.5	2.3	19.2
	Passive	(267)	27.7	27.0	24.3	25.5	1.1	43.1