

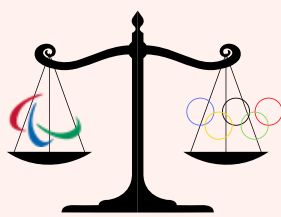


The Paralympics

"The Paralympics are the Olympic Games for persons with physical disability, visual impairment and/or cerebral palsy"

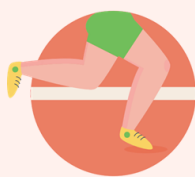
Perceptions about the Paralympics

"Elite performances of Paralympic athletes are important!"



80% of the European citizens value Paralympic medals equally high as Olympic medals.

Sport preferences



Athletics
33%



Swimming
26%



Cycling
18%



Wheelchair basketball
17%



Wheelchair tennis
12%

Inclusion in society & role models

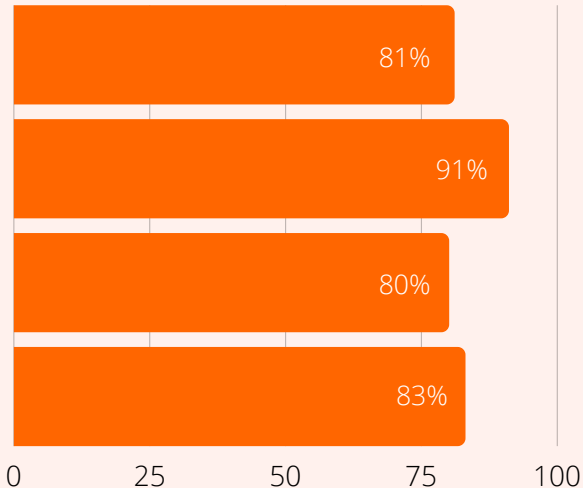


Paralympic athletes can promote the inclusion for people with disabilities in society

Paralympic athletes are role models for young people with disabilities

Paralympic athletes should actively promote para-sports among young people with disabilities

People with disabilities should be able to play sports according to their needs and abilities, whether or not in a regular sports club.



Paralympic success makes people happy.



Paralympic success makes people proud.



Paralympic athletes provide a positive image for the country of nation



Media coverage

47% indicates that the achievements of Paralympic athletes have sufficient media coverage

57% want to follow more para-sports on TV

