

Evaluation results

día del
deporte
en la calle

2025

13 y 14 septiembre
Pza. del Pilar



Zaragoza
2027 Capital Europea
del Deporte

DSSTREET
ERASMUS+



Co-funded by
the European Union

Zaragoza
AYUNTAMIENTO

Evaluation results report of the Street Sports Day 2025 event.

Authors:

Celia Marcen (University of Zaragoza)

José María Aranda Echeverría (University of Zaragoza)

María Isabel Cuadrado Santañes (University of Zaragoza)



© 2025. This work is openly licensed via CC BY NC SA 4.0.



Funded by the European Union. The views and opinions expressed are those of the author(s) alone and do not necessarily reflect those of the European Union or the European Executive Agency for Education and Culture (EACEA). Neither the European Union nor the EACEA can be held responsible for them.

Acknowledgements

We would like to thank all those who participated in the different phases of this study, without whom it would not have been possible to carry it out. We would especially like to thank all those who responded to any of the surveys and the team that carried out the fieldwork in the Plaza del Pilar, and the Basket Zaragoza Foundation for the excellent selection of the surveyors. Warm thanks to (in alphabetical order): Adrián Gracia Angós, Elena Lozano Puñet, Ismael Diarra Sáinz, Lucía Rufo Giménez, and Raúl Gracia Giménez.

Table of contents	1
1. INTRODUCTION	4
1.1. Sports participation in the city of Zaragoza.	4
1.2. The Zaragoza Street Sports Day.	5
1.3. The Erasmus + Sport Programme and the Street Sport Day 2025.	6
2. METHODOLOGY	8
2.1. The evaluation of sports events by means of a survey.	8
2.2. Methodology of the survey of workshop participants.	9
2.2.1. Fact sheet.	10
2.2.2. Stratification of the sample.	10
2.2.3. Data collection.	12
2.2.4. Data processing and analysis.	12
2.3. Methodology of the survey of entities organising the workshops.	13
3. RESULTS OF THE SURVEY OF PARTICIPANTS IN THE WORKSHOPS	14
3.1. Description of the sample.	14
3.2. Results of sport participation.	19
3.3. Results of satisfaction with the event.	24
3.3.1. Results of satisfaction of under-15s with the event.	28
3.4. Results of the impact of the event.	29
4. RESULTS OF THE SURVEY OF ORGANISATIONS ORGANISING THE WORKSHOPS	34
4.1. Description of the sample.	34
4.2. Results of the workshop organisation.	35
4.3. Results of satisfaction with the event.	39
4.4. Results of the impact of the event.	46
5. CONCLUSIONS AND RECOMMENDATIONS	53
REFERENCES	63
ANNEXES- SURVEYS	67

1. INTRODUCTION

1.1. Sports participation in the city of Zaragoza.

The promotion of sport by municipalities has evolved increasingly in recent decades. In addition to traditional competitive sporting activity, whether in its facet of sporting promotion or in its high-level aspect, there has been a demand from citizens for recreational and health services, care of the municipal facilities, the organisation of sporting events and the transformation of the urban environment to generate more active people for a healthier world. In this regard, the WHO states that regulatory measures by public administrations that promote physical activity and therefore sport are interconnected with 13 of the 17 Sustainable Development Goals proposed by the UN in the 2030 Agenda (WHO, 2019).

On the other hand, the "International Charter of Physical Education, Physical Activity and Sport" published by UNESCO in 2015, of which Spain is one of the signatories, indicates that physical education, physical activity and sport programmes should encourage lifelong participation (art. 4). This mandate to the Spanish public administrations' places town councils and local authorities as the main driving forces in the promotion of sport for their citizens, and with the obligation to offer spaces and programmes independently for all ages.

This was confirmed by the study commissioned by Zaragoza City Council, as part of the 2010-2020 Sports Master Plan for the city, on the "Analysis of the habits, demands and sporting trends of the population of Zaragoza", in which 69.7% of the population stated that they were very or fairly interested in sport.

In addition, 60.6% of the population practised physical activity. The gender gap showed a participation rate of 67.2% among men, compared to 54.5% among women. Likewise, the percentage of participants decreased with age (78.4% between 14-29 years, 67.3% between 30-44, 57.5% between 45-64, and 42.2% over 64 years).

In the same survey, 45% of respondents said they strongly agreed that "physical exercise and sport will become more important in the next 10 years".

Those ten years have passed, and today the city of Zaragoza has a total population of 686,986 inhabitants (INE 2025), and a population pyramid that increases its population strata from the age of 50 onwards, which represents important challenges in terms of adapting its sporting offer to the needs of its inhabitants.

The wide range of activities to be carried out by Zaragoza City Council in the field of sport is managed through Zaragoza Deporte Municipal S.A.U., a Municipal Private Company with 100% public capital, which, as indicated in its statutes, is constituted as the City Council's own means for the management of sports facilities, offering high-level sporting events and facilitating the sporting activity of sports clubs and associations in the municipality.

The promotion of sport by the city of Zaragoza in terms of scope, sporting offer and the wide range of international initiatives has positioned the Aragonese capital as a future European Capital of Sport for the year 2027.

1.2. [The Zaragoza Street Sports Day.](#)

Similar to other cities around the world that hold sporting events on their main thoroughfares, Zaragoza has opted to promote this type of initiative as a way of bringing sport closer to the citizens, as well as to demand new, healthier uses linked to sustainable mobility, active lifestyles and the promotion of physical education (Florez de la Sierra et al., 2016; Puig and Maza, 2008). Unlike *open streets* (temporary closures - usually on designated days or weekends - to motorised traffic so that pedestrians, cyclists, skaters and other people can use the space for recreational or sporting purposes, transforming the public space for recreational use), or the *cities that walk* (integrating sport directly into the urban fabric - streets and squares), both stimulating spontaneous (non-directed) practice, in Zaragoza a model was chosen for a one-off event (initially a single day), annual, with directed activities, in collaboration with the

associative fabric of the city (Ciudades que Caminan, s.f; Sarmiento et al., 2017; Velázquez-Cortés et al., 2023).

The Street Sports Day is an annual event that turns the central Plaza del Pilar in Zaragoza into an open urban sports space with multiple free activities for all audiences. With a long tradition in the city, it started in 2001, linked to the European Mobility Week, which gives an image of its early international orientation, offering twenty modalities in a single day (Muñoz del Valle, 2015; Ugarriza Hernández, 2012). The 2025 edition has reached 65 activities and workshops in two days in September and is already an institutionalised event, becoming a local landmark that attracts a large and varied public with an estimated 20,000 people in its last edition (Zaragoza Deporte Municipal, 2025).

This event has numerous benefits for the citizens. On the one hand, it is a space for meeting and coexistence, for promoting sport as a healthy habit and as a means of discovering new modalities and disciplines. In addition, its free nature makes it accessible to everyone, and its location in an emblematic place in the city, Plaza del Pilar, gives it visibility, turning the square into a huge sporting stage. As such, it generates a great media and social impact, having a presence in the main local and regional media (Hoy Aragón, 2025).

1.3. The Erasmus + Sport Programme and the Street Sport Day 2025.

The 2025 edition of the Day of Sport in the Street has had a special component, given its link to the *DSSStreet-Day of Sport in the Street* project, in the framework of the Erasmus + Sport programme of the European Commission (Erasmus + Sport SNCESE 101184476). In addition to Zaragoza (Spain), Pau (France), Rhodes (Greece), and Reykjavik (Iceland) are participating.

The Erasmus+ Sport programme is the European Union's line of action aimed at promoting physical activity and the values associated with sport as a tool for social cohesion, inclusion, education and health. Within this framework, it supports both international cooperation projects and local initiatives that promote citizen participation and equal access to sport. One of its specific axes

is the "European non-profit sporting events" sub-programme, which finances meetings, tournaments or open days organised by public administrations, clubs and social entities, always with a focus on the dissemination of healthy habits, awareness and transnational participation. In this way, activities such as the *Zaragoza Street Sport Day* are supported by Erasmus+ Sport, not only to grow in size and organisation, but also to become part of a European network of good practices that seek to bring sport closer to all citizens.

The event was structured in six thematic axes, according to the different target population groups. These axes are as follows (Figure 1).



Figure 1. Axes on which the Street Sports Day 2025 was structured.

To generate a highly inclusive event, a series of groups of special interest were also identified as being considered in a situation of social vulnerability, such as the elderly, migrants, people with disabilities or at risk of social exclusion, among others.

In view of the above, the purpose of this document is to report the results of the quantitative evaluation (by means of a survey) of the Street Sport Day 2025 carried out among the participants (active sportspeople and accompanying persons/visitors) and the entities organising the activities and workshops.

2. METHODOLOGY

2.1. The evaluation of sports events by means of a survey.

Popular sporting events promoted by local councils and framed within their competence for the promotion of sport are currently one of the essential events in municipal calendars and are celebrated by the citizens of the municipality. It is no less true that their evaluation is essential to improve municipal action in the organisation of this type of initiative.

The evaluation of popular sporting events has focused on the satisfaction of the participants of the event itself and their intention to do it again. The opinion of the participants can help the organisers - in this case, the City Council together with the private operators who organise the event - to be able to draw up more appropriate and effective strategies for future editions. In this regard, assessing the quality aspects of the event requires sensitivity on the part of the organisers to the opinions of the participants, the objective being to identify the elements that the users themselves perceive, to subsequently design strategies in future editions that are better suited to the taste of the participants and the objectives of the event (Angosto et al, 2016).

However, the ultimate aim of this type of popular sporting event, not framed within a specific sporting practice, does not end with the event itself. And it should not be forgotten that the final objective of all sports promotion actions, especially those of a municipal nature, should be to increase the sporting practice of the population of the municipality. Therefore, a second axis of evaluation of the event is the repercussion (impact) that this type of event has on the subsequent sporting practice of the citizens of the municipality. Collecting data on the tastes and future intentions of the citizens to maintain or initiate a regular sporting practice is necessary to be able to plan the proposal of sporting activities.

The most efficient *in situ* tool to cover both axes of evaluation in these scenarios is the survey. This survey should be based on the construction of an *ad hoc* questionnaire individualised for the event and adjusted to the

municipal reality. The data obtained should serve as a guide for the municipal sports manager in future actions, both in the organisation of future events and in the planning of the municipality's programme of sports activities.

2.2. Methodology of the survey of workshop participants.

To evaluate the event from the perspective of the participants, an *ad hoc* questionnaire was drawn up; two categories of participants were considered:

- Active participants. People who actively participated in the programmed activities and workshops.
- Accompanying persons/visitors. People who, without being actively involved in the activities and/or workshops, enjoyed the event, either accompanying active participants or as spectators.

The questionnaire design included socio-demographic variables, as well as variables related to sport participation in general, participation in the event, satisfaction, and opinion on the impact of the event. In the selection of these variables, previous surveys were taken into account to compare the results, such as local sports habits surveys (Marcen et al., 2017), or the opinion barometer of the Municipal Services of the city of Zaragoza (Colegio Profesional de Doctores y Licenciados en Ciencias Políticas y Sociología de Aragón, 2017), as well as the indicators established in the *DSSStreet-Day* project itself.

2.2.1. Fact sheet.

METHODOLOGY	Face-to-face structured interview
UNIVERSE	Participants in the Street Sport Day 2025 event.
SCOPE	Event "Street Sports Day 2025" in Plaza del Pilar and surroundings in the city of Zaragoza (Spain).
SAMPLE TYPE	Stratified random sampling by sex, age and axis.
SAMPLE	378 surveys
SAMPLE ERROR	Sampling error: $\pm 4.74\%$, with a confidence level of 95% and considering an expected proportion of 50% ($p=0.5$ and $q=0.5$), for an estimated population size (N) of 20,000 people.
FIELDWORK DATES	13 and 14 September 2025
TEAM	5 agents and 1 supervisor
CONTROLS	Training on the questionnaire for the team of interviewers. Supervision of the fieldwork (including 3 intermediate controls).

2.2.2. Stratification of the sample.

When stratifying the sample, it was considered that the Street Sports Day event, open to all citizens, could be considered a replica, almost identical or very similar to the social structure of the city. Thus, the strata were calculated as if they were the strata of the city, to scale, resulting in Table 1.

Table 1. Distribution of the sample by sex and age.

	Zaragoza	Street Sports Day	n
Population	691.000 inhab.	20.000	
Men	48%	48%	192
Women	52%	52%	208
Less 15	14,3%	14,3%	57
15-29 years	9,6%	9,6%	38
30-64 years	50,85%	50,8%	203
65 and over	25,25%	25,3%	101

Quotas were established for each axis according to the number of workshops offered by each of them, taking into account in the weighting that no axis should have fewer than 30 surveys so as not to prejudice their representativeness. Table 2 shows the distribution by axis according to the number of workshops/activities programmed in each of them.

Table 2. Distribution of the sample by workshops.

Axis	No. of workshops/activities	n
Recreation and leisure	11	60
Educational	5	30
Federated/ Grassroots	27	135
Inclusive and vulnerable groups	14	90
Intergenerational	2	30
Health	4	30

In addition, given that the composition of the participants could vary by time slot, quotas were established by sex, age and axis in four sessions: Saturday morning (n=110), Saturday afternoon (n=95), Sunday morning (n=90) and Sunday afternoon (n=80).

2.2.3. Data collection.

Interviews were conducted face-to-face at the event. Anonymity and confidentiality were guaranteed, and explicit consent to participate was obtained from all interviewees over 14 years of age. For children under 14 years of age, a physical information collection system was used, in the form of a traffic light, in which they were asked to place a coloured object in a container (like an urn) according to whether they liked the activity very much (green), not at all (red) or in between (yellow).

2.2.4. Data processing and analysis.

The data collected were downloaded into an Excel file, which was filtered and cleaned to eliminate duplicates, incomplete or invalid responses, or to supplement information according to the enumerators' notes.

Once this was done, we proceeded to analyse the responses with SPSS software through a descriptive exploration of contingency tables, where the independent variables are those that were taken into account when stratifying the sample and establishing the quotas, specifically:

- Thematic axis.
- Type of participation.
- Sex of the respondent.
- Age of the person surveyed.
- Degree of disability.
- Average gross annual income (estimated indirectly based on the postcode of residence).
- Areas of residence.

Specifically, the number of activities in which they participate is also analysed according to their country of origin.

2.3. Methodology of the survey of entities organising the workshops.

In order to assess the experience from the point of view of the entities organising the activities and workshops, an *ad hoc* survey was designed, which in this case was distributed online. The organisations were asked to distribute the survey among those who had collaborated in the organisation of the activity (non-probabilistic intentional sampling).

The survey was sent out the day after the end of the event (15 September 2025), and the deadline for responses was 19 September 2025, with a reminder in between. All participants gave informed consent, and confidentiality and anonymity were guaranteed.

The questionnaire included classification variables (entity, function, gender and age), as well as the type of participation in the event, impact of the event, satisfaction and suggestions and comments.

The collected data were downloaded into an Excel file, which was filtered and cleaned to eliminate duplicates or invalid responses. As in the case of the workshop participants' survey, the responses were analysed with SPSS software, also using descriptive exploration by means of contingency tables.

As for the independent variables, the classification variables are taken into account, maintaining the sex and age of the person answering the survey, and adding the type of organisation they belong to, as well as the group to which they belong.

Finally, the responses to the open-ended questions were coded: strengths and areas for improvement of the event, and final comments.

3. RESULTS OF THE SURVEY OF PARTICIPANTS IN THE WORKSHOPS

3.1. Description of the sample.

Of those who responded to the survey, 58.7% were active participants and 41.3% were accompanying persons or visitors to the event (Figure 3). 47.5% were men and 52.5% were women (Figure 4).

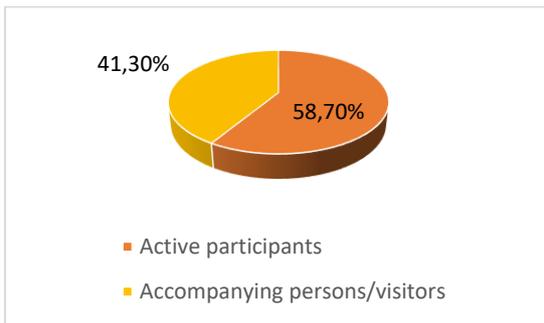


Figure 3. Type of participant.

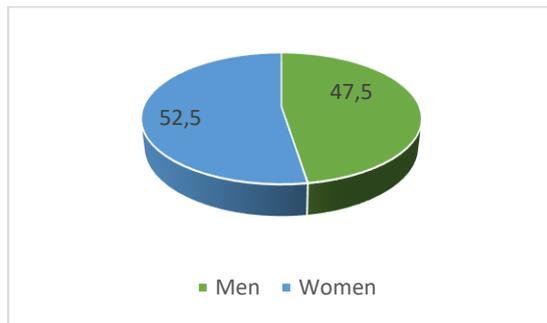


Figure 4. Distribution by gender.

By age range, 12.7% were between 15 and 29 years old (young people), 59.9% were between 30 and 64 years old (adults), and 27.3% were 65 years old or older (older adults) (Figure 5).

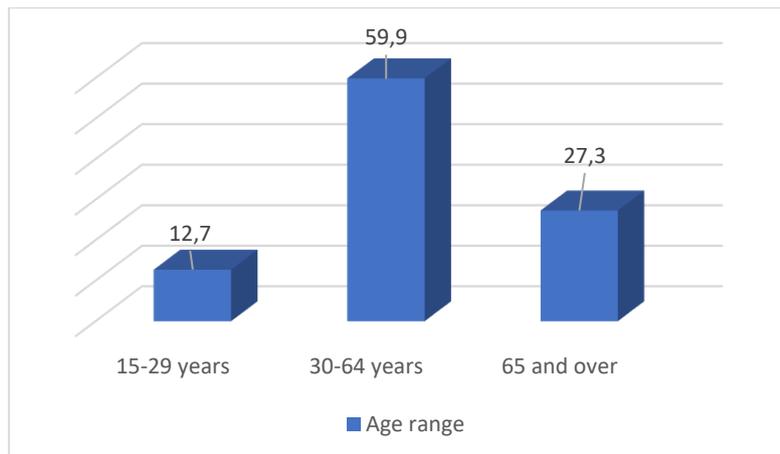


Figure 5. Distribution of the sample by age range.

10.9% of the respondents had some degree of recognised disability (13.2% men and 8.9% women), as shown in Table 3.

Table 3. Percentage of people with disabilities who responded to the survey.

% of people with disabilities who responded to the survey	Type of participation		Gender		Age range		
	Active	Visitor	Male	Woman	15-29	30-64	65 y +
	13,9%	6,8%	13,2%	8,9%	2,4%	14,1%	8%

People with origins in 20 countries participated in the survey, with those originating from Spain being the majority (82.3%), followed by those originating from Latin America (11.3%), other European countries (4.8%) and the rest of the world (1.6%) (Figure 6).

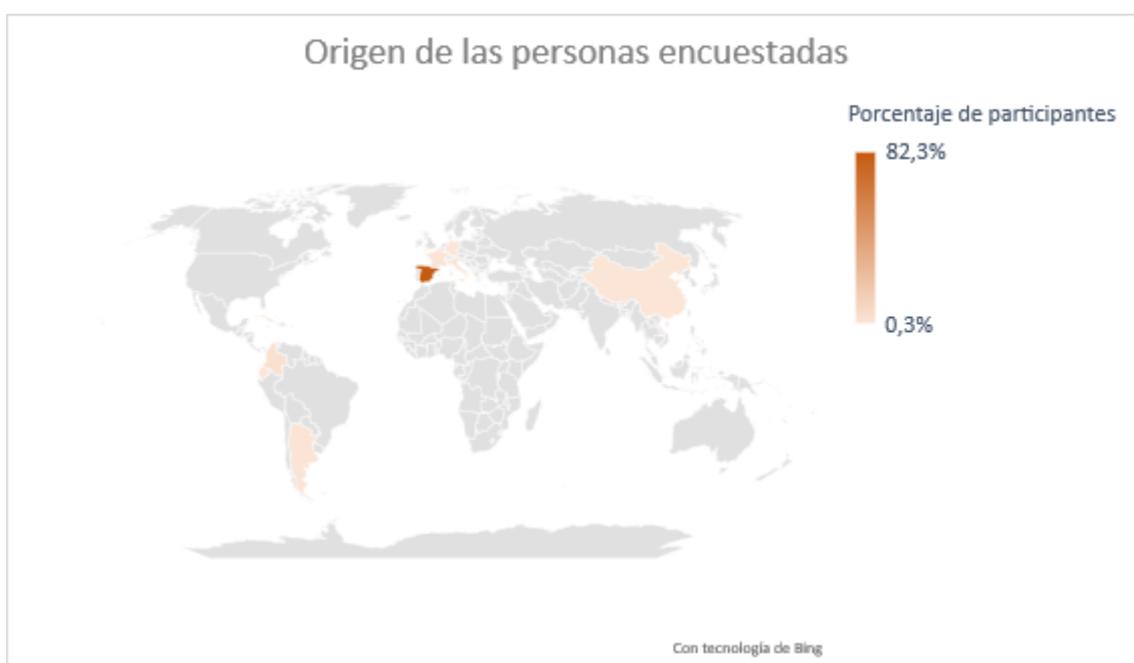


Figure 6. Origin of the people participating in the survey.

By areas of the city, the largest number came from the Actur Rey Fernando-El Rabal area (25.9%) followed by those who attended the event from the Centro-Casco Histórico (19.6%) and Las Fuentes-San José-Torrero (19.2%). People from Delicias-Almozara-Miralbueno-Oliver-Valdefierro (11.7%) and Casablanca-Universidad (11.4%) were the least likely to attend. 8.8% came from municipalities outside the city, while 2.5% came from rural neighbourhoods

and 0.9% from new urban developments (Arco Sur-Puerto Venecia) (Figure 7). In line with this, the postcodes with the highest frequencies were 50015 and 50018 (8.8%), 50007 (8.5%), 50014 and 50002 (above 7%), 50003 and 50019 (around 6%).

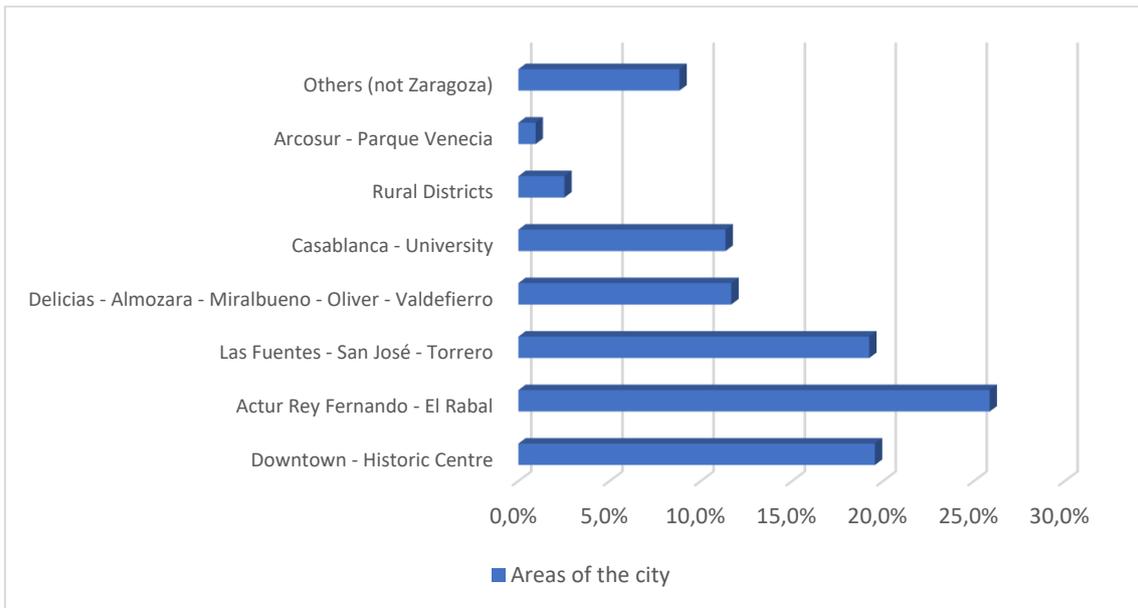


Figure 7. Areas of the city of residence of the participants.

Half of the participants travelled to the event by walking (50.5%) or by public transport (35.7%), with 11.3% by private vehicle, 2.2% by bicycle and 0.3% by personal mobility vehicle (Figure 8). The differences in this respect in terms of their active participation in the event and in terms of gender are small. However, in terms of age groups, it is the young people who attended in personal mobility vehicles (2.4%) and slightly more by bicycle (4.9%). People with disabilities used public transport the most (54.3%), and those living in high-income areas used the private car (16 percentage points) and walking the least (18 percentage points).

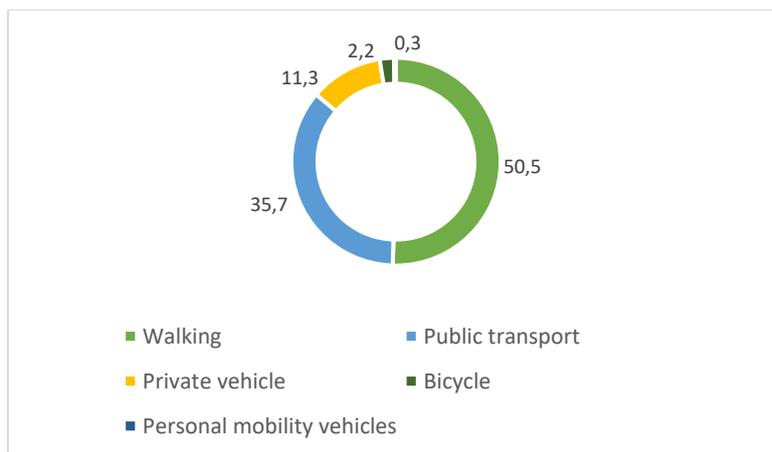


Figure 8. Means of travel to the event.

The family character of the event can be seen in the responses to the question about with whom they attended the event, with the highest percentage being with family (65.7%), with friends (17.8%), alone (10.3%), or with colleagues (5.6%), as shown in Figure 9. Attendance with family is more frequent among companions/visitors (75.8%), adults and older adults, while young people attend more frequently with friends (51.2%). Those with a recognised degree of disability came more often with companions (20%) than those without. Attending alone is more frequent among those living in high-income areas (21.7%).

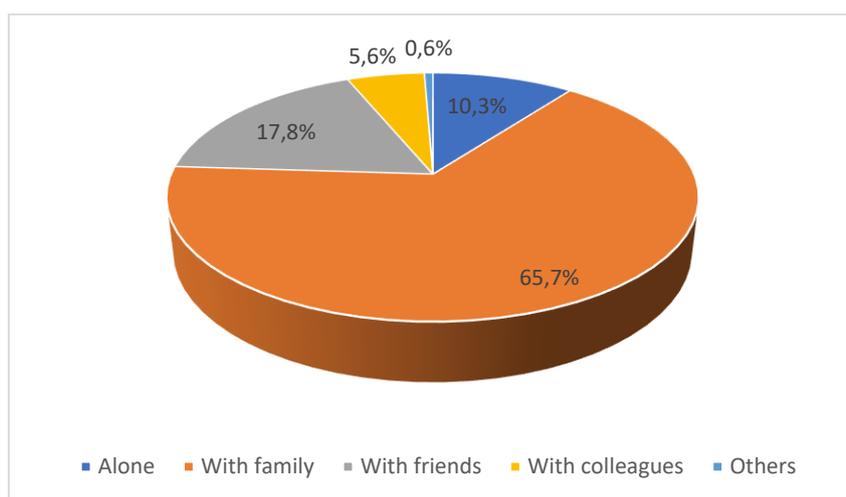


Figure 9. With whom they attend the event.

By average gross income level (estimated based on the average income of the postcode of residence-INE), 92.6% of the participants can be considered as living in middle-income areas and the remaining 7.4% in high-income areas, with those who participated in the Sport, Recreation and Leisure axis having the highest percentage living in high-income areas, as well as men with a slightly higher percentage than women, and people aged 65 years and over above the rest of the age groups.

By axes, federated and grassroots sport accounts for 47.5% of the sample, Recreation and Leisure 23.3%, Inclusive Sport 17.1%, Health Sport 7.8%, Intergenerational Sport 3.1% and Educational Sport 1.2%. Figure 10 shows the distribution of the sample by axes.

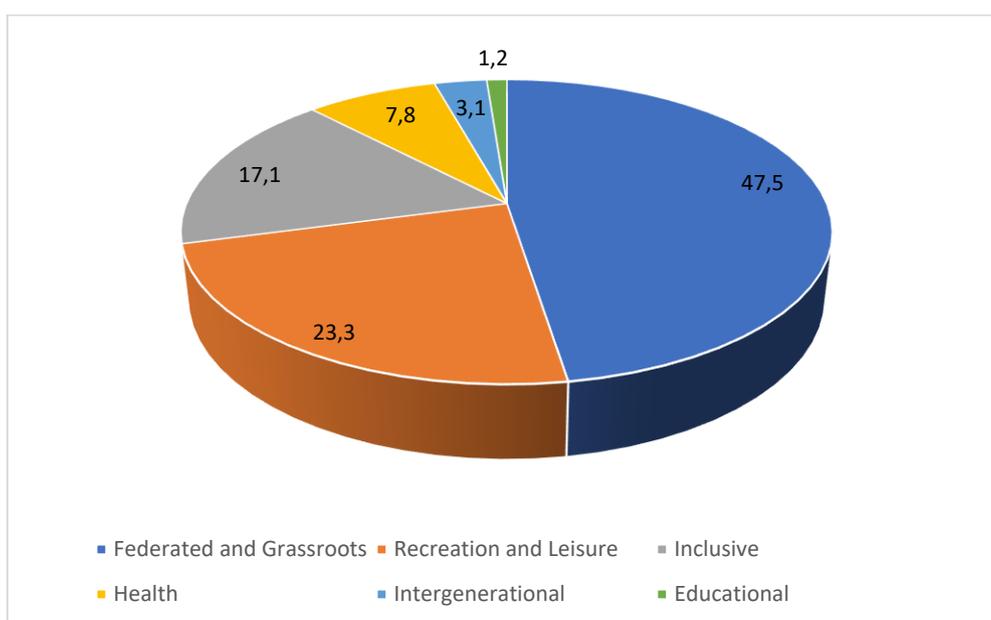


Figure 10. Distribution of the sample by axes.

3.2. Results of sport participation.

A large percentage of participants consider sport to be important or very important in their daily lives (87.3%). Those who actively participated in the event express this importance in a higher proportion (93.7%), women slightly more than men (88.2% vs. 86.3%), and this interest decreases with age (95.1% vs. 78.4% of older adults). Those who have a recognised degree of disability value sport as important in their daily life (57.1%), while those who do not have a disability value it as very important (49.8%). The results are shown in Table 4.

Table 4. The importance that participants attach to sport in their daily lives.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
Very important	48,8%	53,4%	42,1%	47,7%	49,7%	68,3%	47,7%	42,0%	37,1%	47,6%	56,5%
Quite important	38,5%	40,2%	36,1%	38,6%	38,5%	26,8%	42,0%	36,4%	57,1%	39,9%	26,1%
Not very important	10,2%	5,8%	16,5%	9,8%	10,7%	4,9%	8,8%	15,9%	5,7%	10,1%	17,4%
Not important	2,5%	0,5%	5,3%	3,9%	1,2%	0,0%	1,6%	5,7%	0,0%	2,4%	0,0%

Regardless of their assessment of sport, the attendees were shown to be a physically active population, as 76.9% of those who responded to the survey regularly practice physical activity or sport, with those who actively participated in the workshops being active in their daily lives to a greater extent than those who attended as companions or visitors (84.6% vs 66.2%), women slightly more active than men (79.9% vs 73.7%), young people to a greater extent than the other age groups (92.7% vs 68.2% of those aged 65 and over). Those who have a disability practice physical-sports activities to a lesser extent than those who do not (68.6% vs. 77.8%); however, the percentage is similar between residents in middle and high income areas (Table 5).

Table 5. Regular physical-sports practice.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
Practises											
Physical-Sporting Activity	76,9%	84,6%	66,2%	73,7%	79,9%	92,7%	77,6%	68,2%	68,6%	77,2%	78,3%

The highest frequency of practice is between 1 and 3 times a week (52%), followed by those who practice between 4 and 5 times a week (28.2%). A not inconsiderable 17.7% practice physical activity 5 or more times a week. Figure 11 shows the frequency patterns of regular practice, with a higher frequency (3 or more times or more per week) among men (50.4%) compared to women, who practice more frequently less than 3 times per week (57.8%). Adults (30-64 years) are the least frequent practitioners of the age groups (62% less than 3 times a week), while young people are the most frequent practitioners, with 71.1% practising at least 3 times a week. Those who have a recognised disability are more likely to do it between 1 and 3 times a week (66.7%), although 25% do it 5 or more times a week. In terms of average income level, the biggest difference is between those who practise sport 5 or more times a week, with a difference of 17 percentage points in favour of those living in higher income areas.

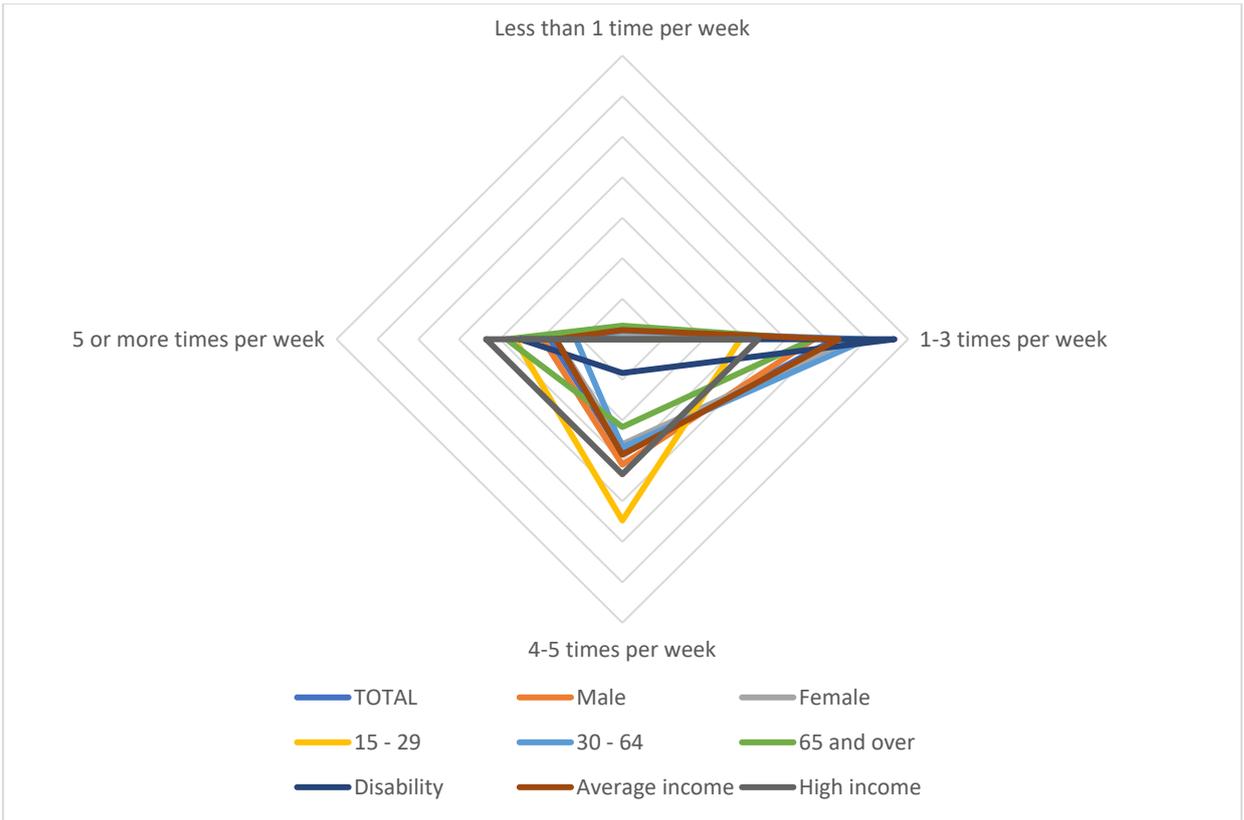


Figure 11. Frequency of regular sport practice according to the different variables.

To a large extent, participants identify themselves with Health Sport (59.1%), followed by Recreational Sport (26.7%) and, lastly, Competitive Sport (14.2%), as can be seen in Figure 12.

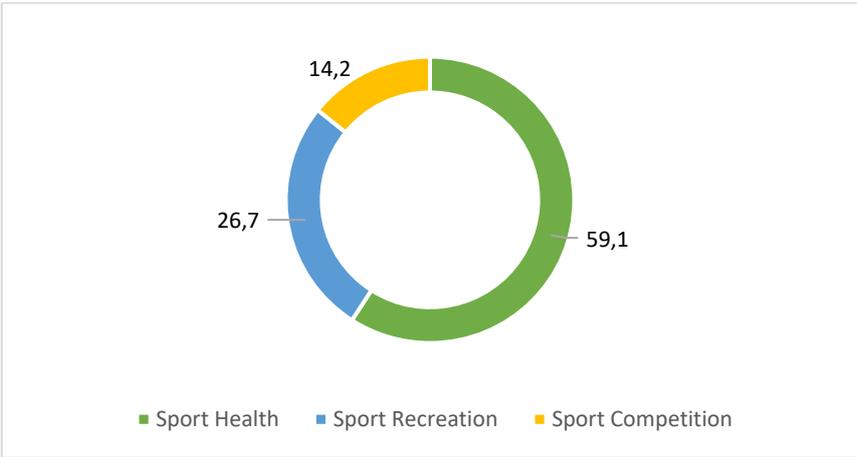


Figure 12. Participants' identification with sport orientations.

There are gender differences in this identification, with women opting more for health-oriented sport (68.7% vs. 47.8%), while men opt more for competitive sport (21.2% vs. 8.2%). Concerning age, health-oriented sport gains strength with increasing age, while competitive sport loses strength, although in all three age groups, health-oriented sport is the most frequently selected sport. The distribution of identification with the different orientations of people with disabilities slightly accentuates recreational sport and slightly decreases competitive sport, compared to people without a recognised disability. By income level, people with higher incomes opt to a greater extent for health sport, while middle-income earners achieve slightly higher percentages in recreational and competitive sport, with health sport being the majority for all the variables and groups analysed (Table 6).

Table 6. Main orientation of sport practice.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
Sport Health	59,1%	53,5%	69,3%	47,8%	68,7%	31,6%	59,1%	76,7%	56,5%	58,4%	77,8%
Sport Recreation	26,7%	28,9%	22,7%	31,0%	23,1%	23,7%	28,9%	23,3%	34,8%	26,2%	16,7%
Competitive Sport	14,2%	17,6%	8,0%	21,2%	8,2%	44,7%	12,1%	0,0%	8,7%	15,4%	5,6%

4 out of 10 participants are affiliated with a sports organisation (club or association); affiliation is higher among active event participants than among accompanying persons and visitors (17 percentage points), similar among men and women, as well as among people with and without disabilities, and decreases with age. People living in high-income areas belong less to sports clubs and associations (22.2%) than those living in middle-income areas (41.4%), as shown in Table 7.

Table 7. Membership of sports entities (clubs and/or associations).

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
Affiliation to sports organisations	39,7%	45,6%	28,7%	39,3%	40,0%	84,2%	36,9%	18,3%	41,7%	41,4%	22,2%

The majority of participants who attended workshops (active participants) had attended only one workshop at the time of the interview (70.4%), while 16.4% had attended two activities/workshops, 7.4% had attended three activities, and 5.8% had attended four or more workshops. Figure 13 shows the percentage of active participants according to the number of workshops/activities carried out.

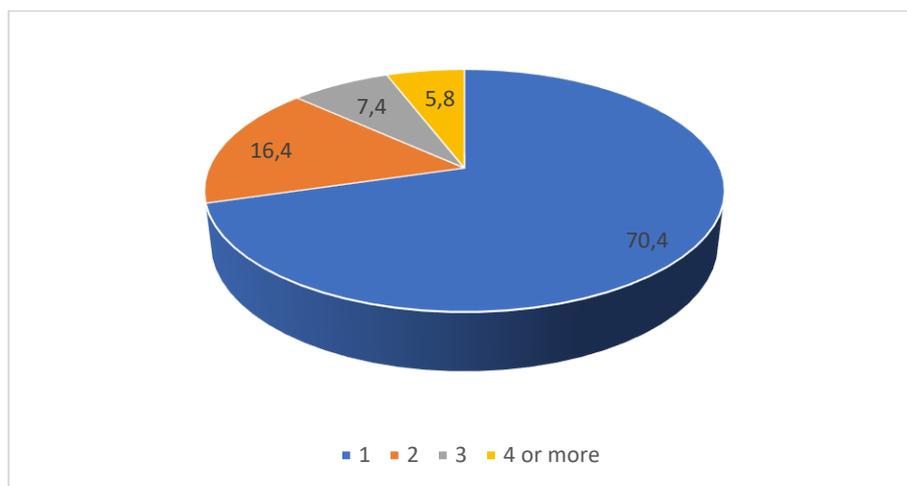


Figure 13. Number of activities/workshops carried out by active participants.

Considering the DSSTREET project indicators, Table 8 breaks down the participation in more than 2 activities/workshops of the *target* groups of the action.

Table 8. Percentage of participants of *target groups* who participated in 2 or more activities/workshops.

	Indicator	Base	Target	Actual
3.1	Percentage of people with disabilities who have participated in at least 2 activities	20%	25%	23,5%
3.2	Percentage of refugees or migrants who have participated in at least 2 activities	-	15%	17,5%
3.3	Percentage of people aged 64+ who have participated in at least 2 activities - 15% 17.5%	3%	5%	11,7%
3.4				
5.3	Percentage of people participating in at least 2 collaborative activities	0,8%	0,9%	3,1%
-	Total percentage of people who have participated in at least 2 activities			17,7%

3.3. Results of satisfaction with the event.

The evaluation of the activity was very satisfactory (Figure 14), with a total average of 9.04 out of 10 points, the minimum score being 6 and the maximum 10. Figure 14 shows the distribution of the ratings of the activity in which they participated (actively or as an accompanying person/visitor).

The highest frequency is reached in the maximum score, with 42.9% rating it as very good (10). This maximum satisfaction is higher among active participants (49.7%), young people (56.1%) and slightly higher among women than men (44.4% vs. 41.2%). People with disabilities have also shown a higher degree of maximum satisfaction (54.3%).

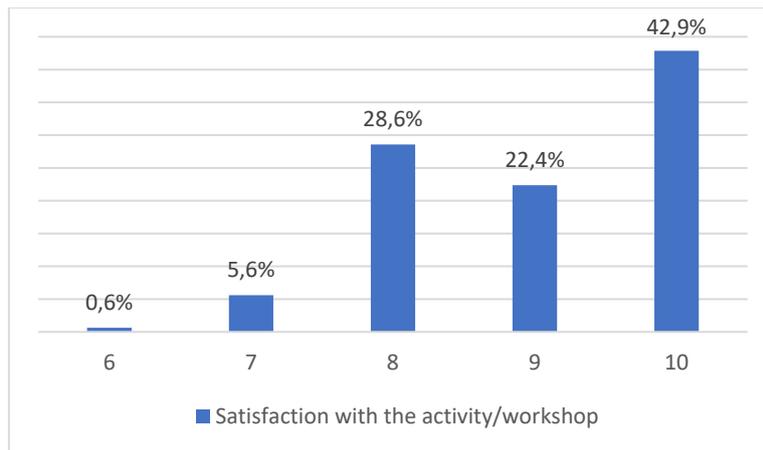


Figure 14. Distribution of satisfaction with the activity/workshop participated in.

The average scores for each of the groups analysed can be seen in Table 9 below. The highest satisfaction of the youngest participants and of people with origins other than Spain stands out, with an average of 9.4 points for both.

Table 9. Satisfaction (average score) with the activity/workshop carried out.

		Average score (max.10)
Type of participation	Active participant	9,1
	Accompanying person/visitor	8,8
Gender	Male	8,9
	Female	9,1
Age range	15-29	9,4
	30-64	9,0
	65 and over	8,8
Disability	Yes	9,2
	No	9,0
Migrant, refugee	Yes	9,4
	No	8,9
Total		9,0

Satisfaction with the event as a whole reached an average score of 8.85 points out of a maximum of 10, with the highest frequency of responses corresponding to the maximum score, given by 35.7% of the respondents. Figure 15 shows the distribution of scores. Maximum satisfaction has a higher incidence among active participants (40.6%), among young people (51.2%), as well as among those residing in middle-income areas over those residing in high-income areas (35.6% vs. 26.1%).

The average scores for each of the groups analysed can be seen below in Table 10. Satisfaction is highest on average among those with an origin other than Spain (9.4), followed by young people (9.3).

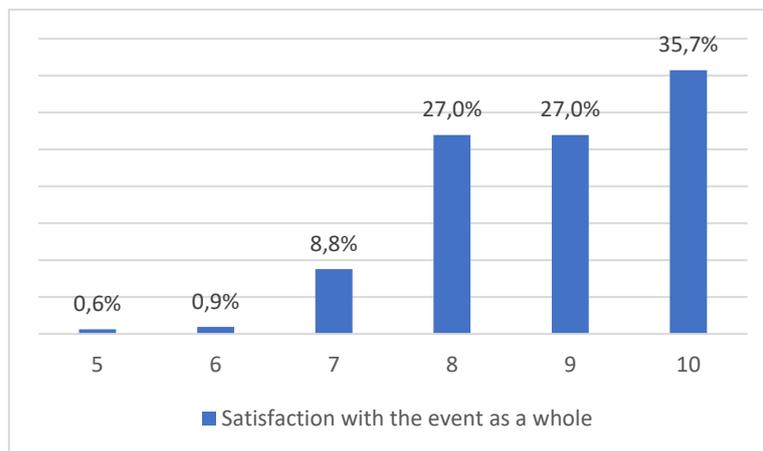


Figure 15. Distribution of satisfaction with the event as a whole.

Table 10. Satisfaction (average score out of 10 points) with the event as a whole.

		Average score (max.10)
Type of participation	Active participant	9,0
	Accompanying person/visitor	8,7
Gender	Male	8,8
	Female	8,9
Age range	15-29	9,3
	30-64	8,8
	65 and over	8,7
Disability	Yes	8,8
	No	8,9
Migrant, refugee	Yes	9,4
	No	8,7
Total		8,9

Concerning the aspects identified as needing improvement, the majority (61.8%) stated that none, while 13.4% would improve comfort (shade, temperature, fountains, resting places, etc.), 6.8% access, 4.3% the type of activities, 2.8% the use of public roads for the event or waiting times, 0.6% the opening times, and finally 7.5% would improve other aspects (Figure 16).

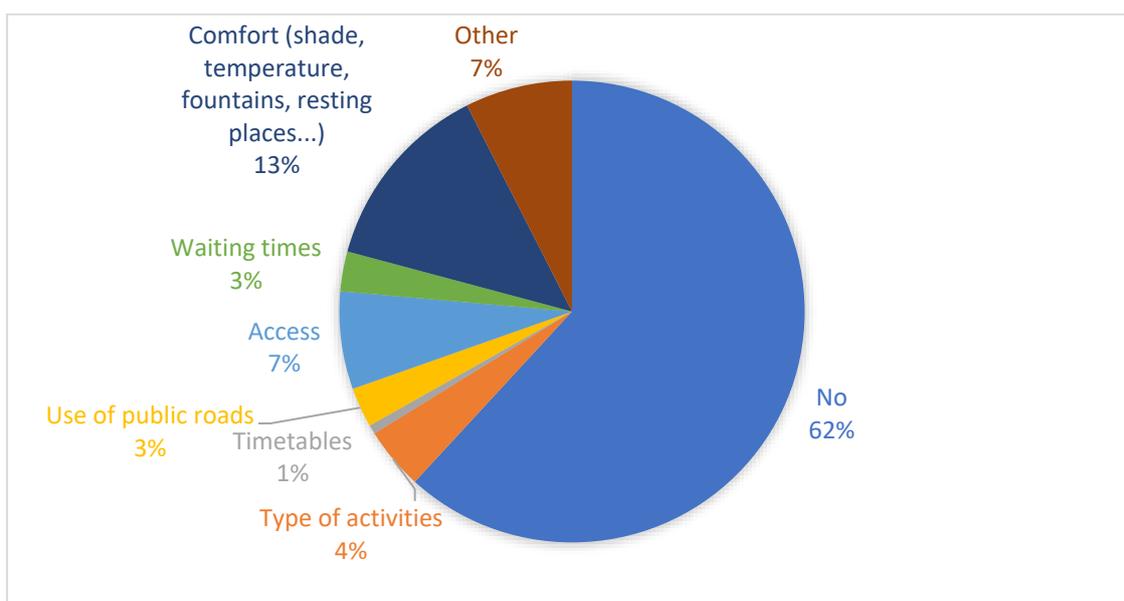


Figure 16. Aspects to improve at the event.

3.3.1. Results of satisfaction of under-15s with the event.

As mentioned in the methodology section, given the massive and popular nature of the event, it was impossible to obtain parental authorisation from children under 15, so a non-invasive, totally anonymous and public system was chosen, considering that, despite the aforementioned difficulties, the opinion of children is important.

56 children under 15 contributed their assessment of the activity in which they had participated using a traffic light system, in 11 different workshops, with the following results (Figure 17): 91% said they liked the activity very much (green), 8.9% liked it very much (yellow), and none did not like the activity.

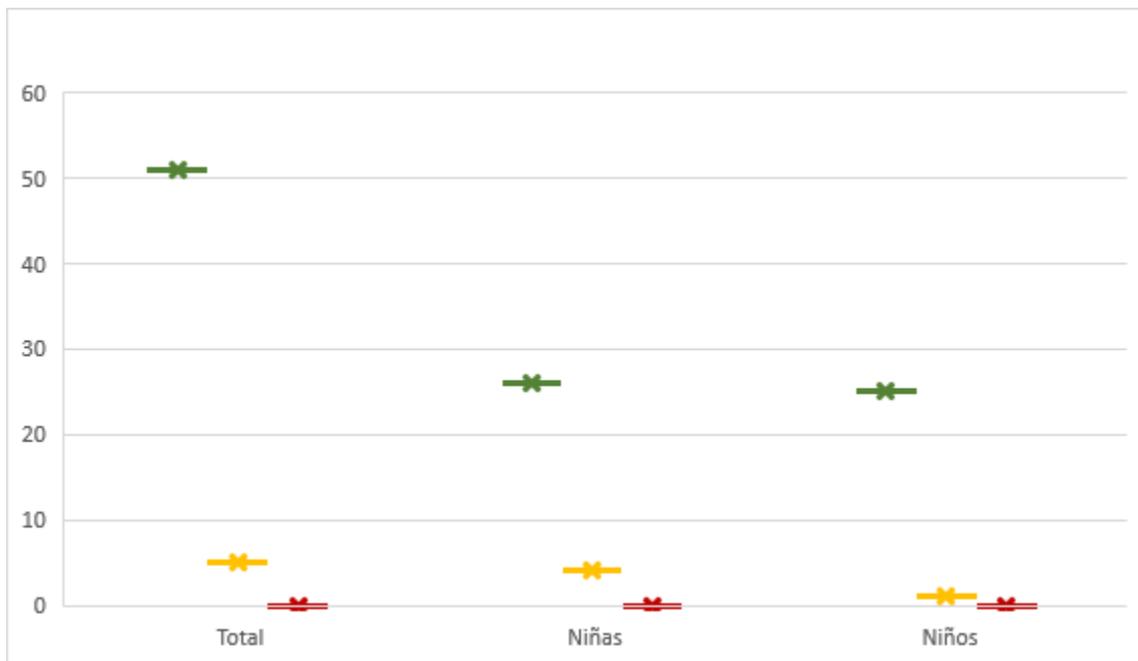


Figure 17. Satisfaction of under-15s with the activity.

3.4. Results of the impact of the event.

One in five respondents (19.3%) asked for information about one of the activities during the event. A higher percentage of active participants than spectators/visitors requested information (9 percentage points). Similarly, women have done so to a greater extent than men (5.6 points), and adults (30 to 64 years old) to a greater extent than young people and older adults. People with a recognised degree of disability, however, have requested information to a lesser extent than those without (8 points), and people living in middle-income areas have done so to a much greater extent than those living in high-income areas (16 points). Full details are given in Table 11.

Table 11. Percentage of people who have requested information about an activity at the event.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Femal	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
Has requested information	19,3%	23,8%	12,8%	16,3%	21,9%	12,2%	24,4%	11,4%	11,4%	20,6%	4,3%

As a result of the event, one third of the respondents would be interested in practising a new sport (32.7%), and 5% are not sure. Those who actively participated in the activities, as well as women, young people, people who do not have any recognised degree of disability, as well as those living in middle-income areas would like to take up a new activity to a greater extent (Table 12).

Table 12. Percentage of people who would like to take up a new sport as a result of the event.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
New sport	32,7%	28,6%	35,6%	28,6%	31,6%	33,7%	48,8%	35,8%	18,4%	34,7%	17,4%

55% of the people surveyed consider it very important that Zaragoza City Council promotes sporting activities and events (in general), with an average score of 9.25 on a 10-point scale. This rating is higher among those who have actively participated in activities and workshops, young people, those who do not have a recognised disability, and those who live in a middle-income area. Table 13 shows the results of both the percentage of responses for each point on the scale and the average scores per study group.

Table 13. Importance attached to the City Council promoting sporting activities and events (in general).

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
5/10	0,3%	0,5%	0,0%	0,7%	0,0%	0,0%	0,0%	1,1%	2,9%	0,3%	0,0%
6/10	1,2%	1,1%	1,5%	2,0%	0,6%	2,4%	1,0%	1,1%	2,9%	1,4%	0,0%
7/10	6,5%	6,3%	6,8%	6,5%	6,5%	0,0%	6,7%	9,1%	17,1%	7,0%	4,3%
8/10	12,4%	11,1%	14,3%	11,1%	13,6%	7,3%	10,9%	18,2%	8,6%	12,9%	13,0%
9/10	24,5%	23,3%	26,3%	26,1%	23,1%	17,1%	23,3%	30,7%	25,7%	22,7%	47,8%
10/10	55,0%	57,7%	51,1%	53,6%	56,2%	73,2%	58,0%	39,8%	42,9%	55,6%	34,8%
Average	9,2	9,3	9,2	9,2	9,3	9,6	9,3	8,9	8,8	9,2	9,1

Equally positive is the view of the people surveyed that this type of event (Street Sports Day) favours a positive image of the city of Zaragoza, with 48.6% giving it the highest score and an overall average score of 9.1 points out of 10. Similar to the behaviour of the other variables, this perception is higher among

active participants, young people, those without a recognised disability, and those living in middle-income areas (Table 14).

Table 14. Assessment of whether the Street Sports Day favours a positive image of the city of Zaragoza.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
5/10	0,3%	0,5%	0,0%	0,0%	0,6%	0,0%	0,0%	1,1%	0,0%	0,4%	0,0%
6/10	0,9%	1,1%	0,8%	1,3%	0,6%	0,0%	1,0%	1,1%	2,9%	1,1%	0,0%
7/10	8,1%	6,9%	9,8%	7,2%	8,9%	4,9%	5,2%	15,9%	5,7%	9,1%	0,0%
8/10	14,0%	14,8%	12,9%	17,0%	11,3%	19,5%	12,5%	14,8%	22,9%	13,3%	21,7%
9/10	28,0%	24,9%	32,6%	27,5%	28,6%	9,8%	32,3%	27,3%	28,6%	27,7%	43,5%
10/10	48,6%	51,9%	43,9%	47,1%	50,0%	65,9%	49,0%	39,8%	40,0%	48,4%	34,8%
Average	9,1	9,2	9,1	9,1	9,2	9,4	9,2	8,8	9,0	9,1	9,1

People who participated in the Street Sport Day event were also asked to what extent they consider that the event promotes physical activity and sport in the city, with the same high scores, but somewhat lower than the previous questions. The most critical were men, older adults, those without a recognised disability and those living in high-income areas (Table 15).

Table 15. Rating of the Street Sports Day as promoting physical activity and sport in the city.

	Participation			Gender		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Female	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
5/10	0,6%	1,1%	0,0%	1,3%	0,0%	2,4%	0,0%	1,1%	0,0%	0,7%	0,0%
6/10	1,6%	1,6%	1,5%	2,0%	1,2%	0,0%	1,0%	3,4%	0,0%	1,8%	0,0%
7/10	10,3%	9,5%	11,4%	9,2%	11,3%	2,4%	9,4%	15,9%	8,6%	9,8%	17,4%
8/10	28,0%	28,6%	27,3%	32,0%	24,4%	34,1%	25,0%	31,8%	31,4%	28,4%	26,1%
9/10	24,0%	21,2%	28,0%	22,9%	25,0%	12,2%	25,5%	26,1%	14,3%	23,9%	34,8%
10/10	35,5%	38,1%	31,8%	32,7%	38,1%	48,8%	39,1%	21,6%	45,7%	35,4%	21,7%
Media	8,8	8,8	8,8	8,7	8,9	9,0	8,9	8,4	9,0	8,8	8,6

The relationship between the Street Sports Day and its contribution to the generation of sporting opportunities for disadvantaged populations is perceived to a lesser extent, with scores ranging from 3 out of 10, a maximum score given by around a third of the participants and an average score of 8.34 points (Table 16). The highest average scores are found among those with a recognised degree of disability (8.9), who are the ones who, in the highest percentage, rate this point with the maximum possible score (54.3%).

Table 16. Evaluation of the fact that the Street Sports Day generates sporting opportunities for disadvantaged populations.

	Participation			Sex		Age			Disability	Residence	
	Total	Active part.	Accomp. / visit.	Male	Femal	15 - 29	30 - 64	65 and over	Yes	Medium income level	High income level
0/0	0,3%	0,0%	0,8%	0,7%	0,0%	0,0%	0,5%	0,0%	0,0%	0,4%	0,0%
3/10	0,3%	0,0%	0,8%	0,0%	0,6%	0,0%	0,5%	0,0%	0,0%	0,4%	0,0%
4/10	1,3%	1,6%	0,8%	0,0%	2,4%	0,0%	1,6%	1,1%	0,0%	1,4%	0,0%
5/10	3,4%	1,6%	6,0%	2,6%	4,2%	0,0%	3,6%	4,6%	0,0%	3,5%	0,0%
6/10	8,1%	8,0%	8,3%	9,9%	6,5%	7,3%	4,7%	16,1%	5,7%	8,1%	13,0%
7/10	13,4%	11,2%	16,5%	13,8%	13,1%	17,1%	10,9%	17,2%	17,1%	14,1%	8,7%
8/10	23,4%	23,0%	24,1%	25,0%	22,0%	22,0%	25,0%	20,7%	17,1%	22,9%	21,7%
9/10	16,6%	17,6%	15,0%	19,1%	14,3%	14,6%	16,1%	18,4%	5,7%	16,2%	26,1%
10/10	33,1%	36,9%	27,8%	28,9%	36,9%	39,0%	37,0%	21,8%	54,3%	33,1%	30,4%
Average	8,3	8,5	8,1	8,3	8,4	8,6	8,5	8,0	8,9	8,3	8,5

Finally, survey participants were asked to summarise, in one word, what the Street Sport Day was for them. A total of 326 answers were obtained, which were grouped into 109 words, shown graphically in Figure 1.

"Fun" (n=24) and "Fun" (n=21) are the most mentioned, followed by "Cool" (n=12), "Entertaining" (n=11), and "Sport" (n=10).

4. RESULTS OF THE SURVEY OF ORGANISATIONS ORGANISING THE WORKSHOPS

4.1. Description of the sample.

A total of 79 responses were received to the questionnaire designed for entities, from 43 participating entities (67.2% of the total number of entities), of which the largest number corresponds to sports clubs (n=39), followed by social entities (n=18) and sports federations (n=15), with companies (n=5), associations and professional associations (n=1) being less represented (Figure 18).

58.2% of respondents identified themselves as men and the remaining 41.8% as women. By age group, 21.5% are between 18 and 30 years old, 29.1% are between 31 and 45 years old, 44.3% are between 46 and 65 years old and finally 5.1% are over 64 years old.

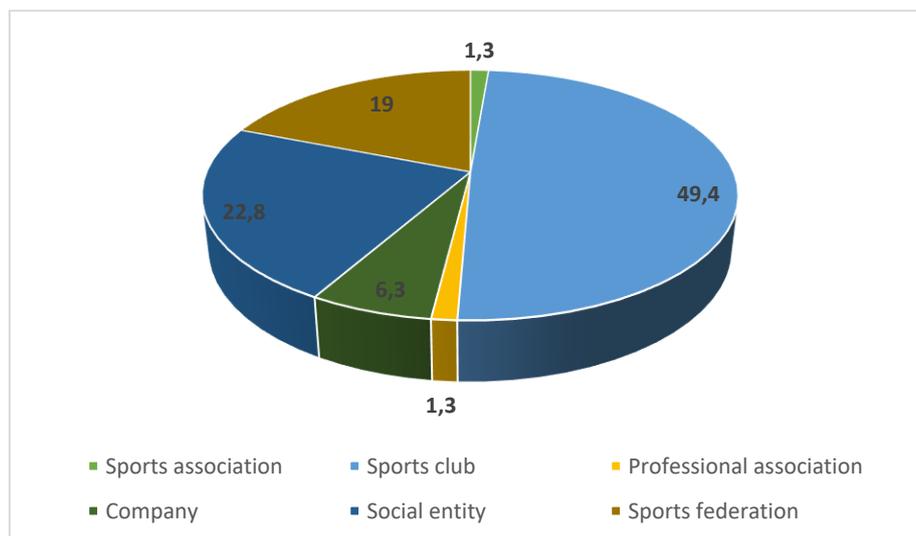


Figure 18. Distribution of the sample by type of entity.

The majority of the respondents belong to the board of directors of their organisation (n=31), are volunteers or collaborators (n=15), sports technicians (n=13), athletes (n=13) or have other roles (n=6), as shown in Figure 19.

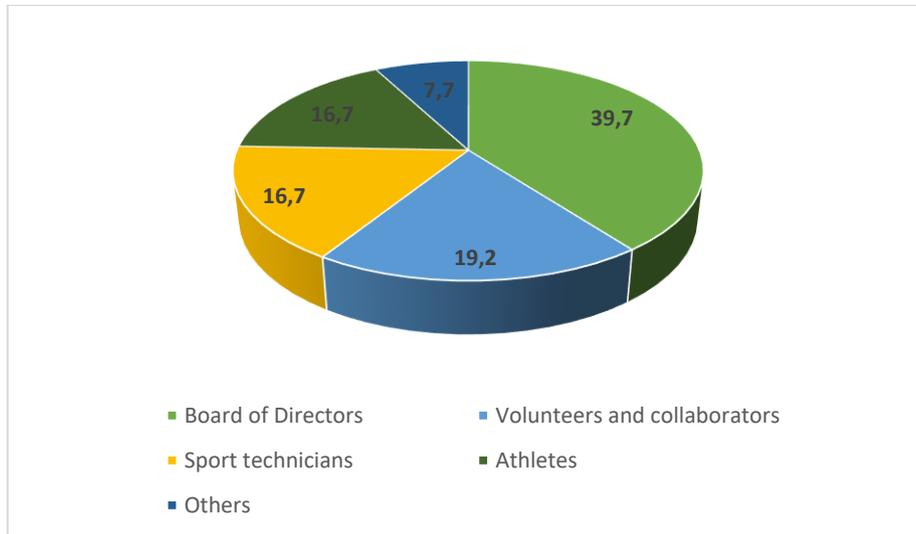


Figure 19. Distribution of the sample by role in the organisation.

4.2. Results of the workshop organisation.

The majority of respondents consider that the main reason for their organisation to participate in the Street Sport Day is to raise awareness of their sport or activity (81%), with a much lower incidence to increase the number of registrations (6.3%) or to improve their image (5.1%). The highest percentage of interest in improving the number of registrations is found among companies (20%), which are also the ones who say that they participate the most for reasons other than those mentioned above. Men are the ones who advocate participation for the improvement of the city's image (Table 17).

Table 17. Main reasons for participating in the Street Sports Day.

Reason	Total	Type of organisation						Gender	
		Sports association	Sports club	Professional association	Company	Social entity	Federation	Man	Women
To improve the number of registrations	6,3%	0,0%	7,7%	0,0%	20,0%	5,6%	0,0%	6,5%	6,1%
To improve the image of my organisation	5,1%	0,0%	5,1%	0,0%	0,0%	5,6%	6,7%	8,7%	0,0%
To raise awareness of my sport/activity	81,0%	100,0%	82,1%	100,0%	60,0%	83,3%	80,0%	78,3%	84,8%
Other	7,6%	0,0%	5,1%	0,0%	20,0%	5,6%	13,3%	6,5%	9,1%

In most cases, the workshops or activities offered involved a combination of contents, the most frequent being exhibitions (47.4%), guided classes (46.2%), free use of materials and spaces (44.9%), skill challenges (33.3%), informative workshops (30.8%) and finally competitions or tournaments (16.7%), as shown in Figure 20.

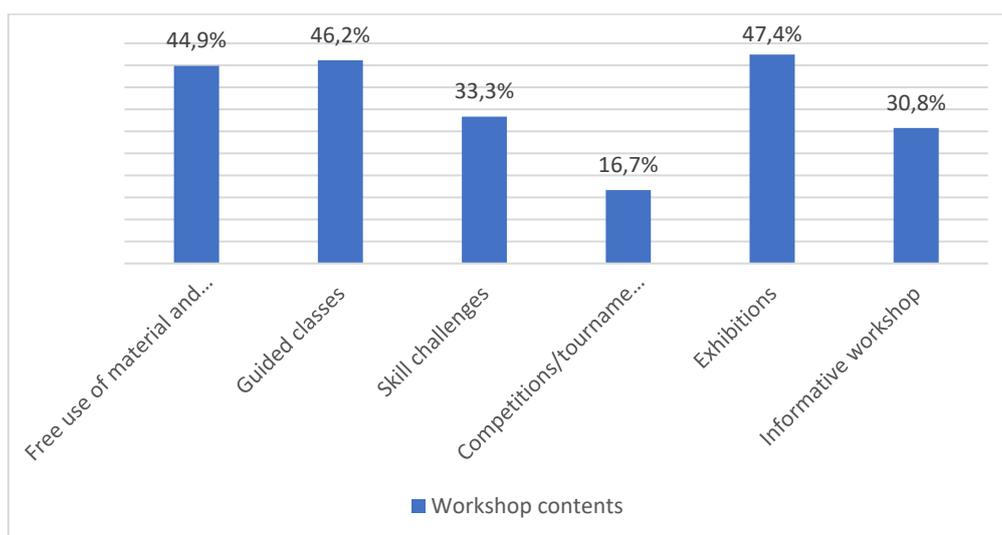


Figure 20. Contents offered in the workshops.

The majority considered the number of people attending their activity to be adequate (85.9%), while 6.4% considered it to be too few and 7.7% considered it to be too many (Figure 21). It is significant in this respect that there is a gap of 18 percentage points between men and women in terms of the perceived adjustment of the number of participants, with women perceiving the number to be too few (10 pp.) or too many (8 pp.).

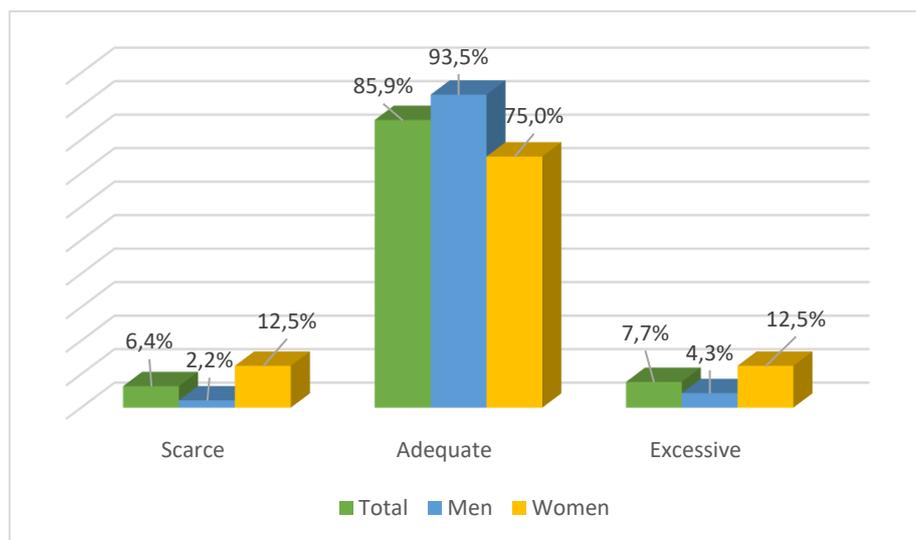


Figure 21. Adjustment of the number of participants in terms of quantity.

Similarly, most organisations have implemented a combination of information strategies and media, with around 70% using information leaflets, personal attention points and static advertising (posters, roll-ups, billboards, banners, etc.). To a lesser extent (8.1%), information screens were used.

Among the respondents to the survey, 58.2% belonged to organisations that had already participated in previous editions of the Street Sport Day. Among them, 44.4% perceived an increase in requests for post-event information, while 35.6% were not aware of this fact (Figure 22).

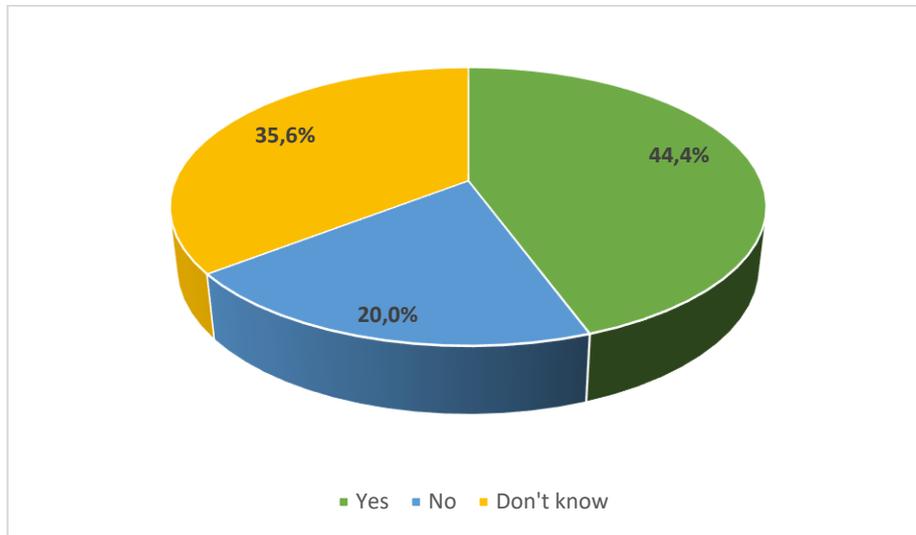


Figure 22. Increase in requests for information after the Street Sport Day event in previous editions (among those who had participated in previous editions; n=45).

Among those who had participated in previous editions, 35.6% stated that they perceived an increase in requests for registration following the event (Figure 23).

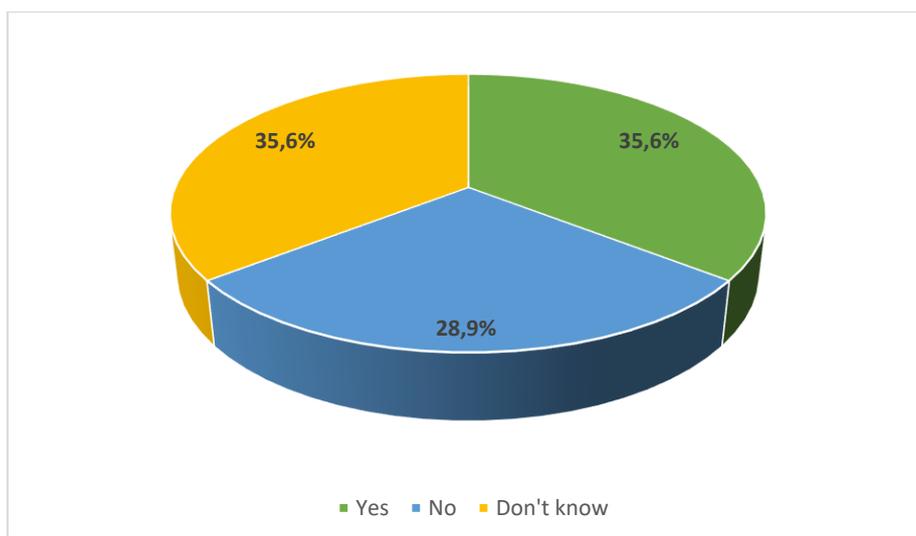


Figure 23. Increase in requests for registration after the Street Sport Day event in previous editions (among those who had participated in previous editions; n=45).

4.3. Results of satisfaction with the event.

Respondents representing their organisations rated the event very positively, with the lowest average score being the level of organisational complexity (which is positive), with 6.59 out of 10 points, and the highest score being overall satisfaction with the event, which reached 8.84 points. Figure 24 shows the mean scores for each of the satisfaction items of the entity questionnaire.

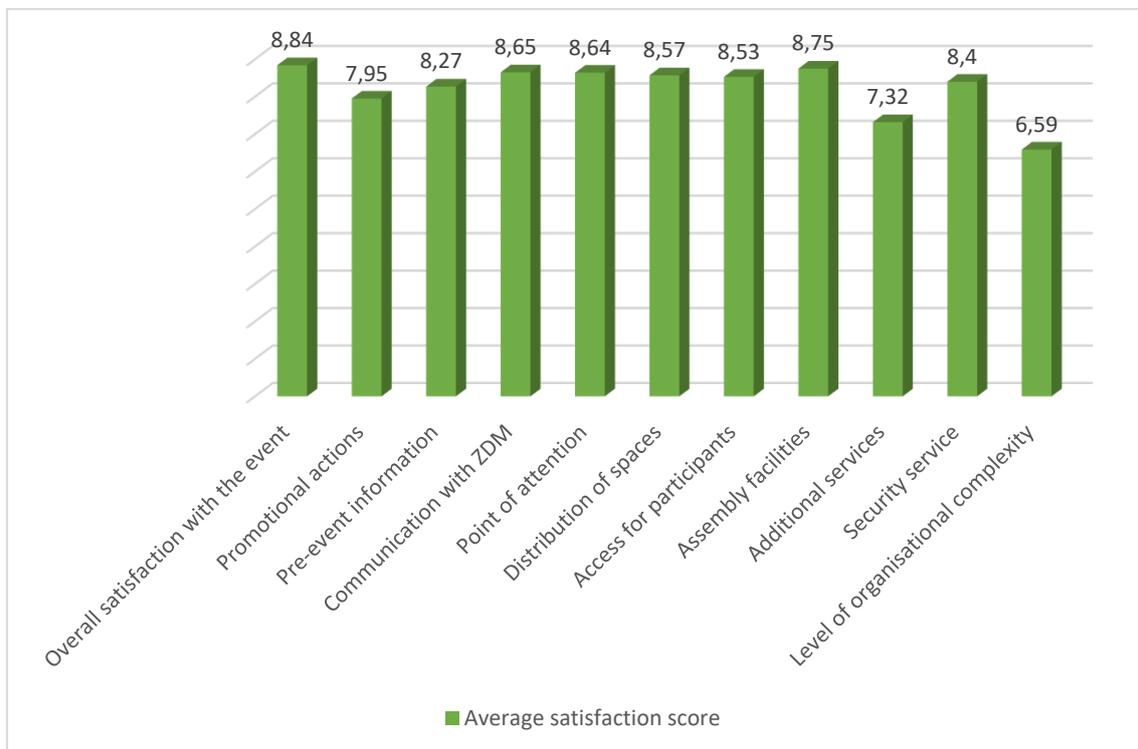


Figure 24. Overall satisfaction (mean scores) with the event and with different aspects of the event.

In terms of overall satisfaction with the event, the score with the highest frequency was the maximum, 10, with 39.2%, followed by 9 with 25.3%, with 6 being the lowest score. Figure 25 shows the distribution of overall satisfaction with the event. Volunteers and collaborators were the most satisfied (9.27).

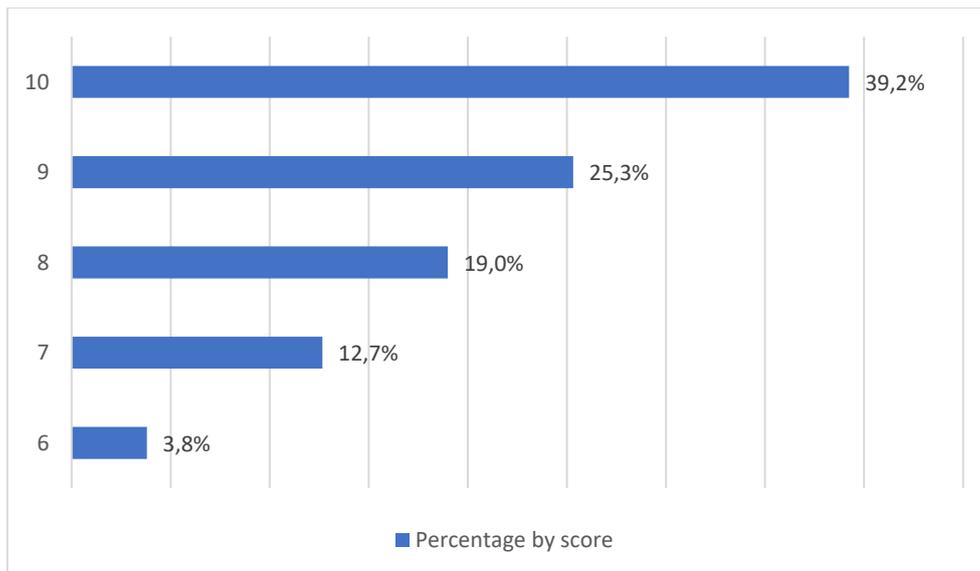


Figure 25. Distribution of overall satisfaction with the event.

In terms of satisfaction with the promotional actions carried out, the most frequent score was 8 with 28.2%, followed closely by 10 with 26.9%, with 1 being the lowest score. Figure 26 shows the distribution of overall satisfaction with the event. Social entities were the most satisfied (9.11).

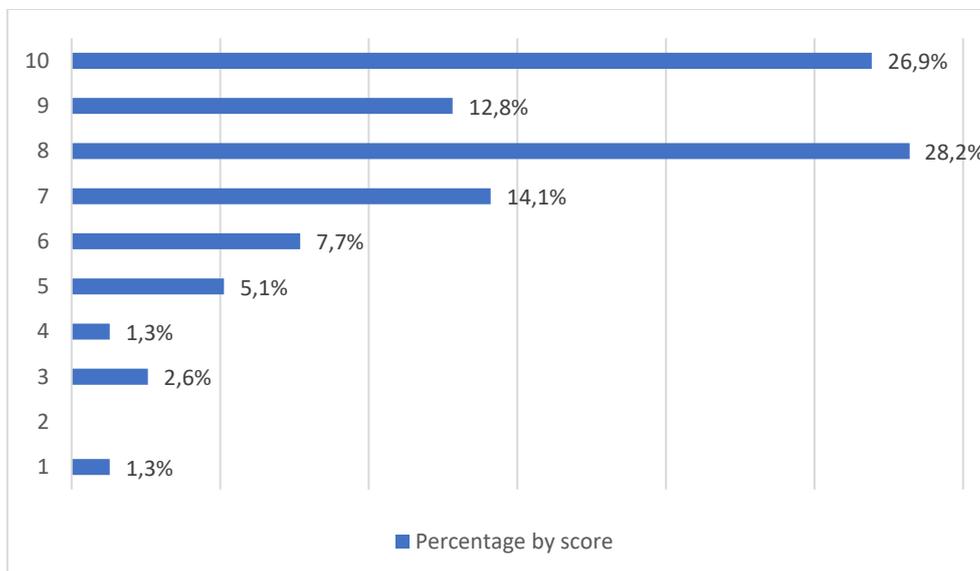


Figure 26. Distribution of overall satisfaction with the event.

When asked for their opinion about the previous information received, the most frequent score was 8 with 30.8%, followed by 10 with 26.9%, with 3 being

the lowest score. Figure 27 shows the distribution of overall satisfaction with the event.

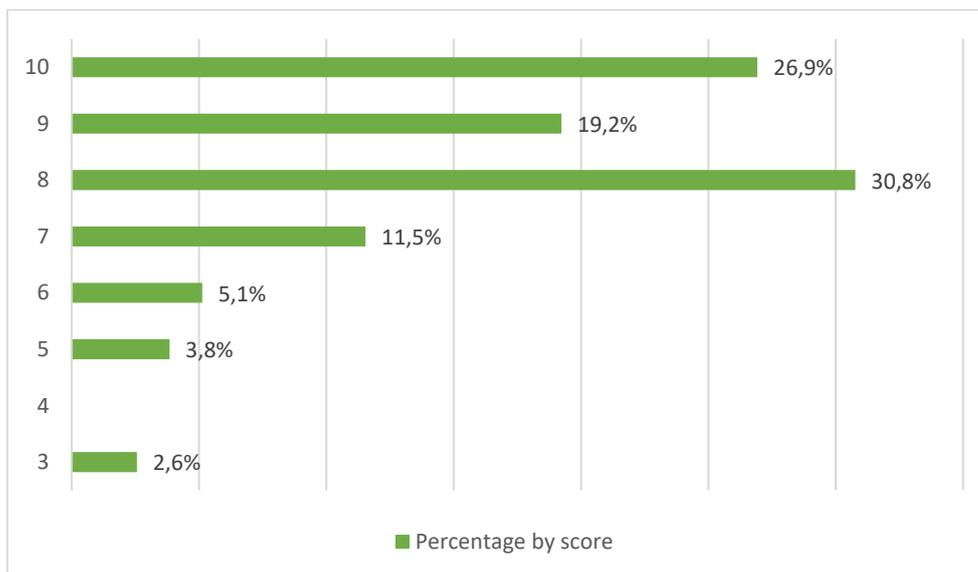


Figure 27. Distribution of satisfaction with prior information received.

With regard to the degree of satisfaction with the communication with Zaragoza Deporte Municipal, the most frequent score was the highest, 10, with 39.7%, followed by 9 and 8 with 23.1%, with 1 being the lowest score. Figure 28 shows the distribution of the overall satisfaction with the event, with the sports federations (9.20) and the sports technicians (9.23) being the most satisfied.

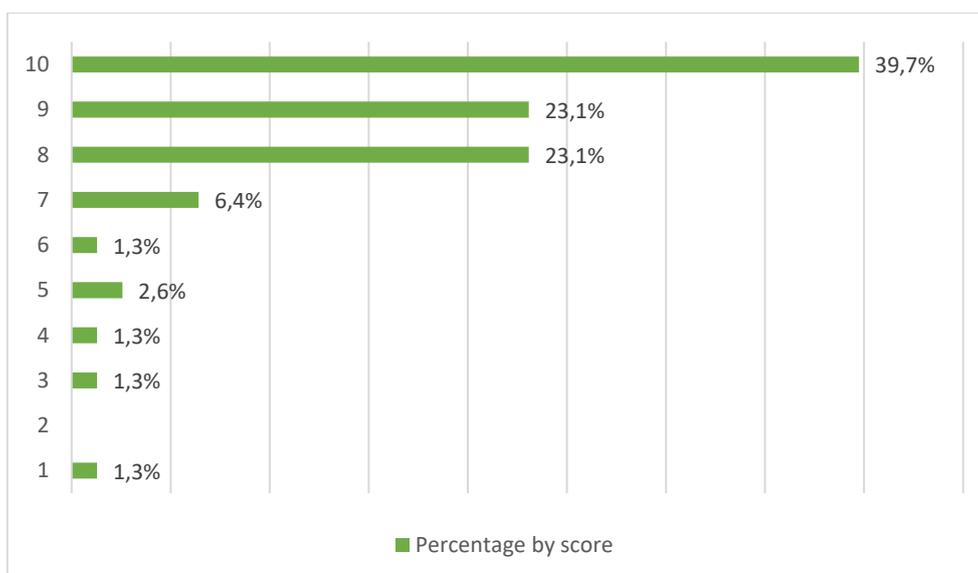


Figure 28. Distribution of satisfaction with communication with Z.D.M.

In terms of satisfaction with the point of care, the most frequent score was the highest score, 10, with 37.7%, with 5 being the lowest score. Figure 29 shows the distribution of overall satisfaction with the event. Social entities were the most satisfied (9.06) overall.

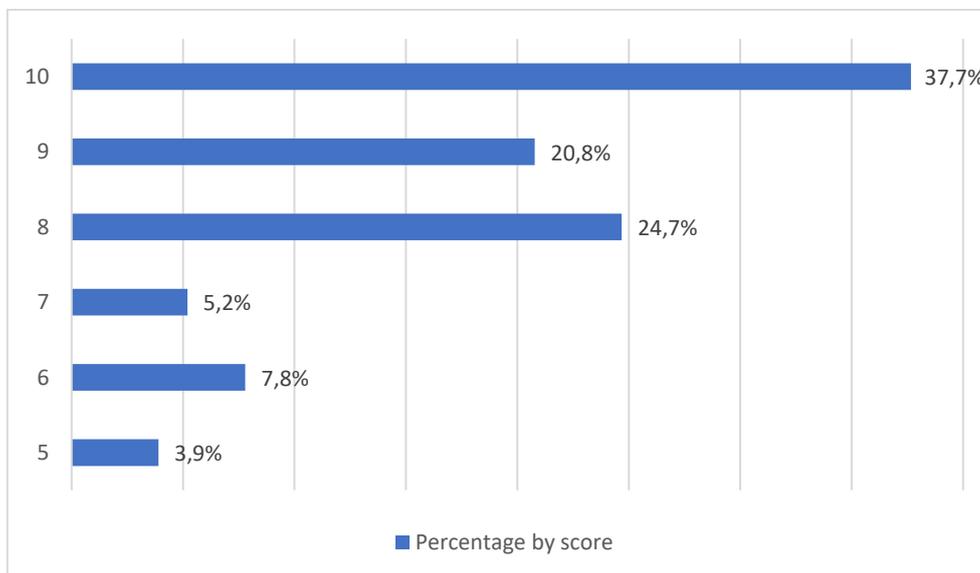


Figure 29. Distribution of satisfaction with the point of care.

The distribution of spaces was rated with an average of 8.57, with the maximum (10) being the most frequent score, with 43% (Figure 30) and the minimum score obtained being 2. The most satisfied with this aspect were the companies and social entities (8.40), as well as the sports technicians (9.54).

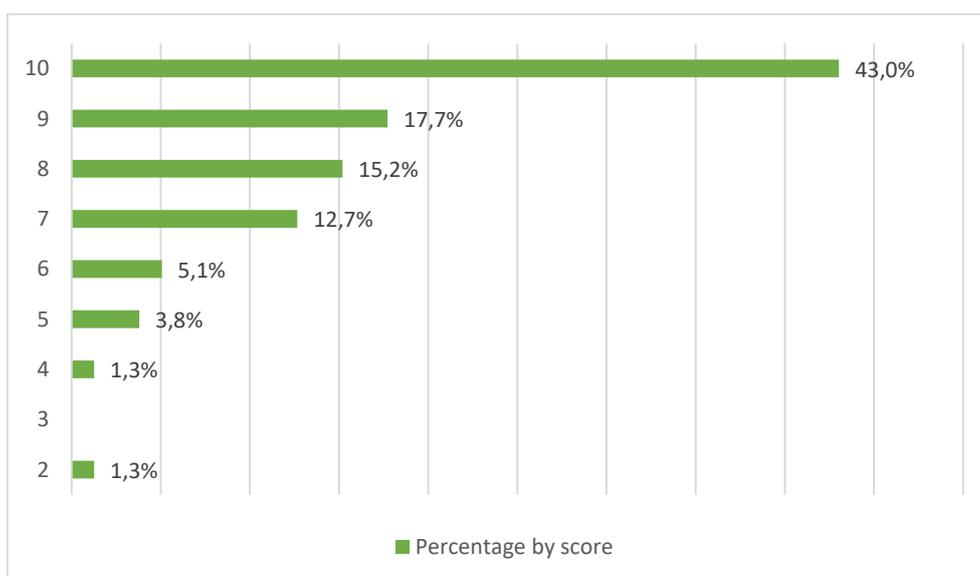


Figure 30. Distribution of satisfaction with the distribution of spaces.

The accesses provided for participants obtained an average score of 8.53 points, with 10 (34.6%) and then 8 (32.1%) being the most frequent responses. The lowest score given was 5 (Figure 31).

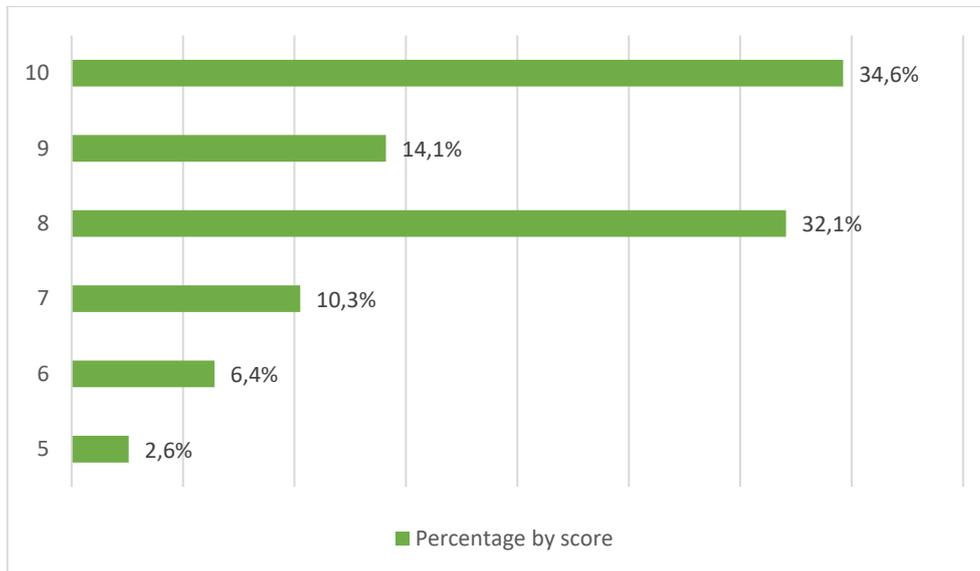


Figure 31. Distribution of participants' satisfaction with access.

The facilities offered for setting up the stand were also rated very positively (8.75), with the highest score (10) being the most frequent, 40.3% (Figure 32). Men scored higher than women on this item (9.07 vs. 8.27).

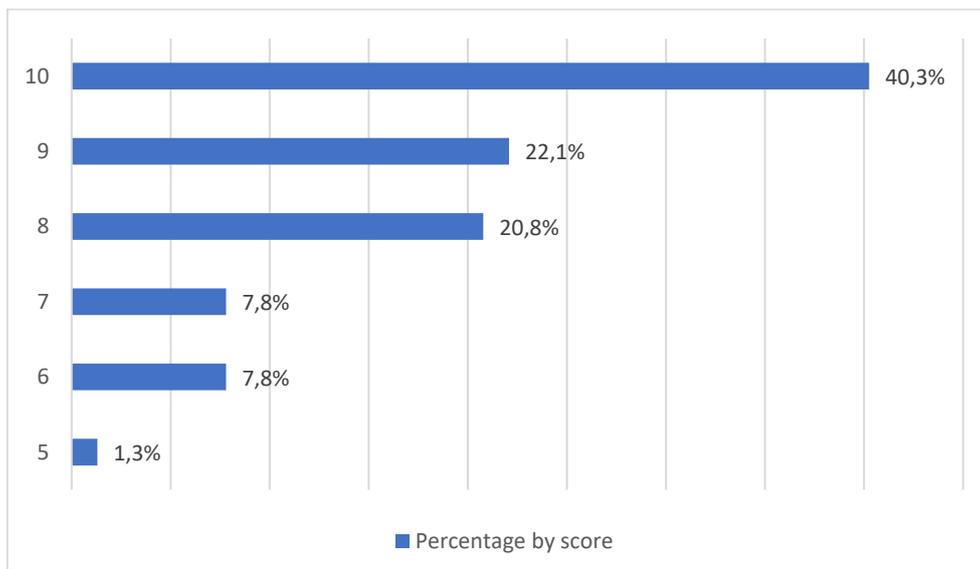


Figure 32. Distribution of satisfaction with access to stand facilities.

The complementary services (WC, hydration points, shades, etc.) are the ones that obtained a lower average score, but higher than 7 (7.32), with the lowest score obtained being 1 and the most frequent 8 (27.3%) (Figure 33). Men were more satisfied (7.98) than women (6.41) on this point.

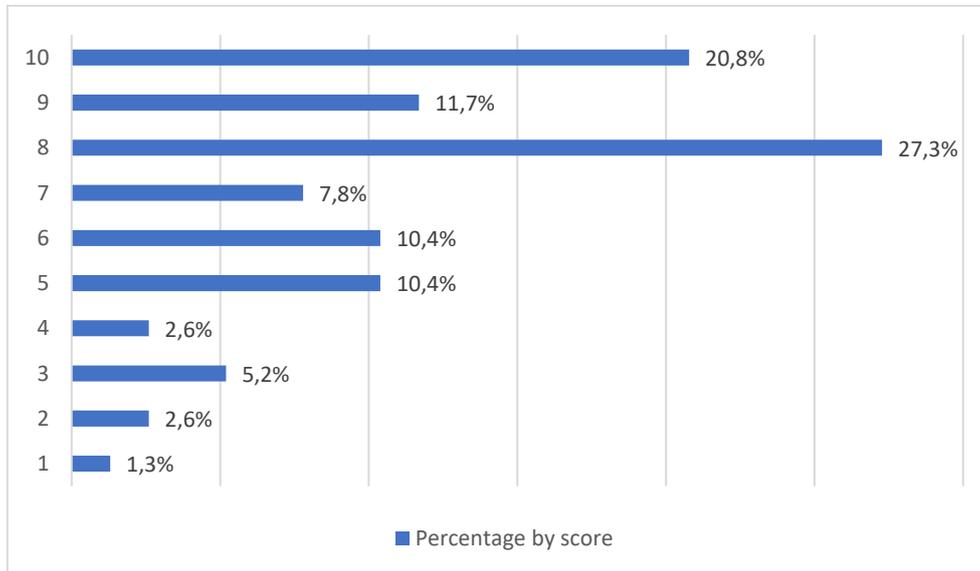


Figure 33. Distribution of satisfaction with complementary services.

The average value for the off-hours surveillance service was 8.40, with the lowest value being 4 and the most frequent values of 10 and 8, at around 29% (Figure 34).

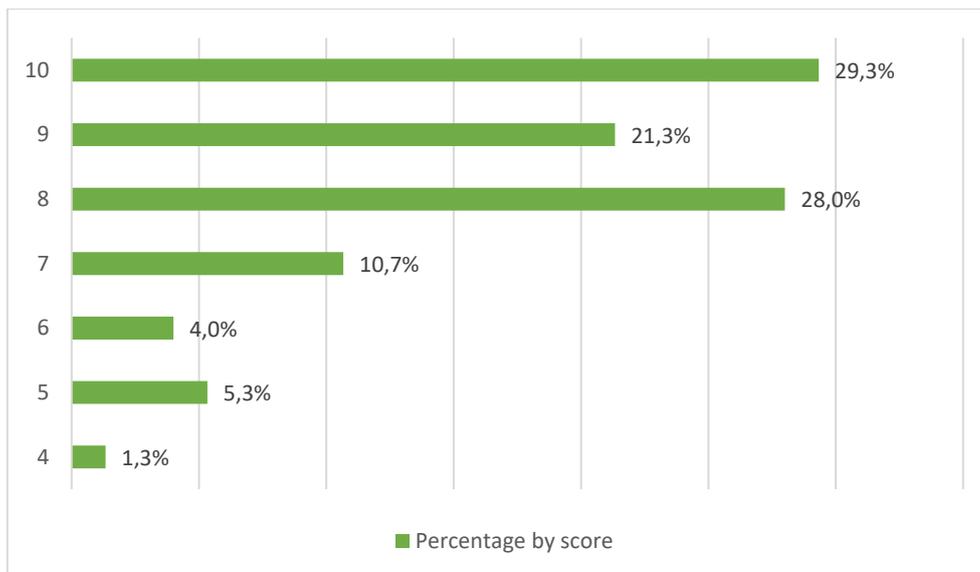


Figure 34. Distribution of satisfaction with the surveillance service.

Finally, we asked about the degree of complexity of the organisation of the workshop, obtaining an average score of 6.59 points, the lowest being 2 and the most frequent 8, selected by 22.4% (Figure 35).

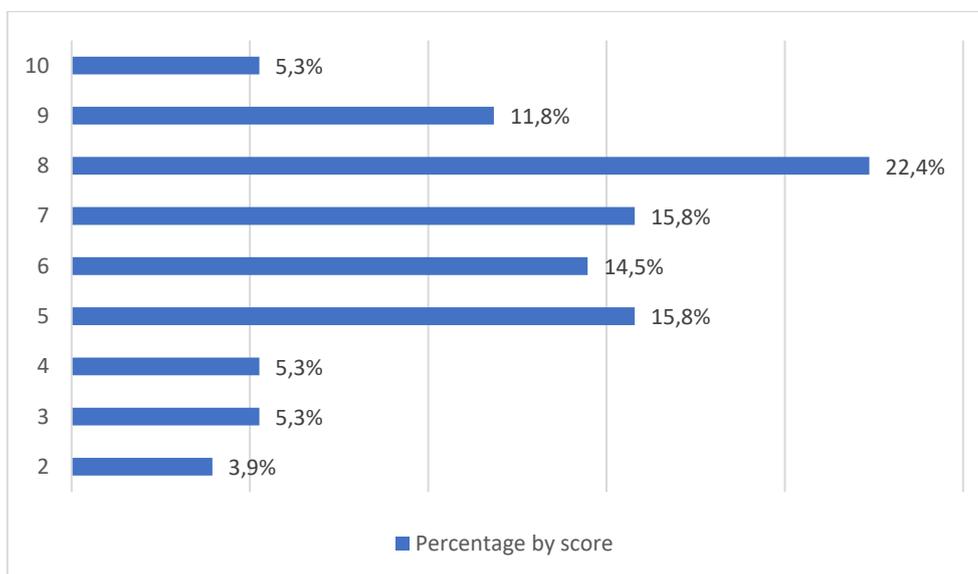


Figure 35. Distribution of the perceived complexity of organising the workshop.

Almost 9 out of 10 respondents believe that their organisation would like to participate in future editions of the Street Sports Day; the rest are not sure, and there were no negative answers to the question (Table 18). Companies (20%), sportspeople (16.7%) and sports coaches (15.4%), as well as women (15.6%), have more doubts in this respect.

Table 18. Projection of the entity's participation in the following editions.

Reason	Total	Collective within the entity					Sex	
		Board of directors	Volunteers and collaborators	Sports technicians	Athletes	Others	Men	Woman
Yes	89,7%	93,5%	93,3%	84,6%	83,3%	100,0%	93,5%	84,4%
Maybe	10,3%	6,5%	6,7%	15,4%	16,7%	0,0%	15,6%	0,0%

In the case of wishing to participate in future editions of the Street Sports Day, the majority preference is for a single day (40.8%), followed by one or two days indifferently (33.8%) and two days (25.4%), as shown in Figure 36.

Companies (75%) and sports technicians are the most likely to prefer a single working day (54.5%), as well as the youngest (53.3% for 18-30 years) and the oldest (75% for 65 and over).

The two-day model is more popular among social entities (50%), as well as volunteers and collaborators (42.9%).

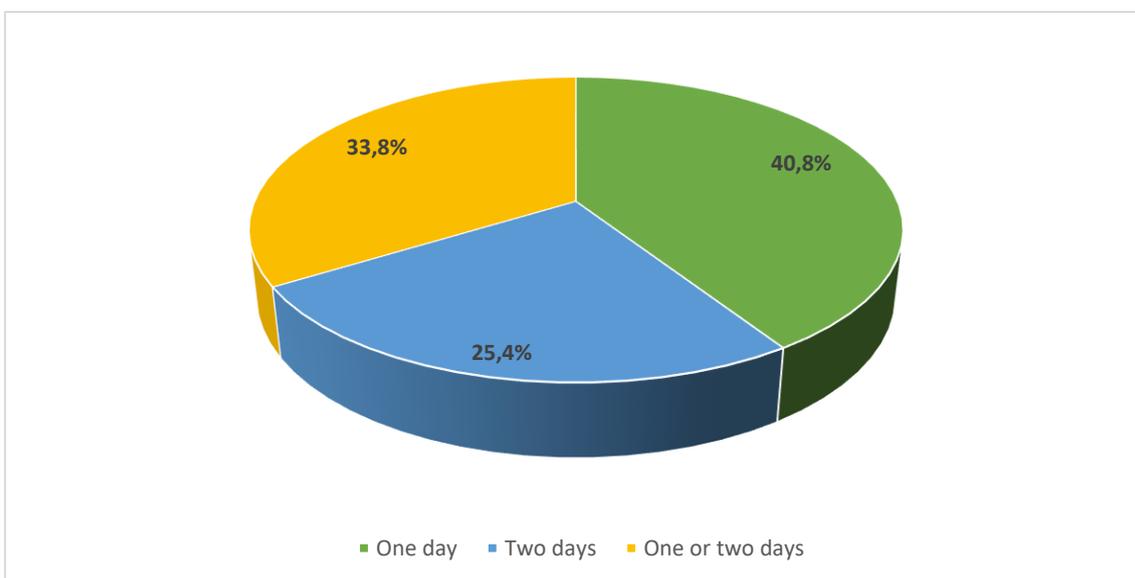


Figure 36. Preference for future conferences.

4.4. Results of the impact of the event.

On a scale of 1 to 10, where 1 is the minimum and 10 is the maximum, the survey participants gave an average score of 8.8 points to the question of whether this type of event favours sport participation in the city. Figure 37 shows how the scores are distributed, with 5 being the minimum score and 10 the maximum.

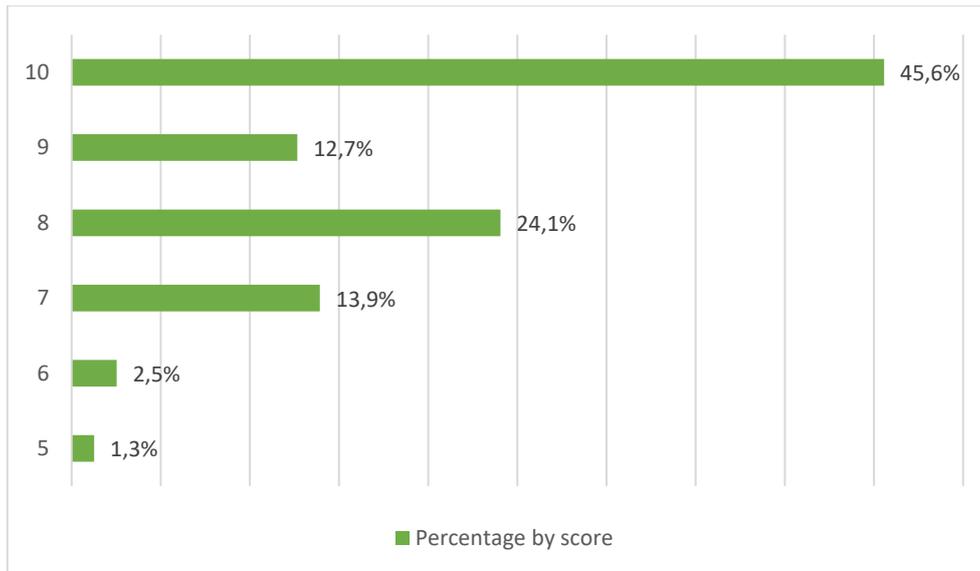


Figure 37. Distribution of scores on the effect of this type of event on sport participation in the city.

Also very positive was the evaluation of the fact that Zaragoza City Council promotes this type of event, with an average score of 9.4 (Figure 38). The same score was obtained for the perception that this type of event favours a positive image of the city (Figure 39). In the first of these, the minimum score was 6 out of 10, while in the second, all participants scored 7 or more points.

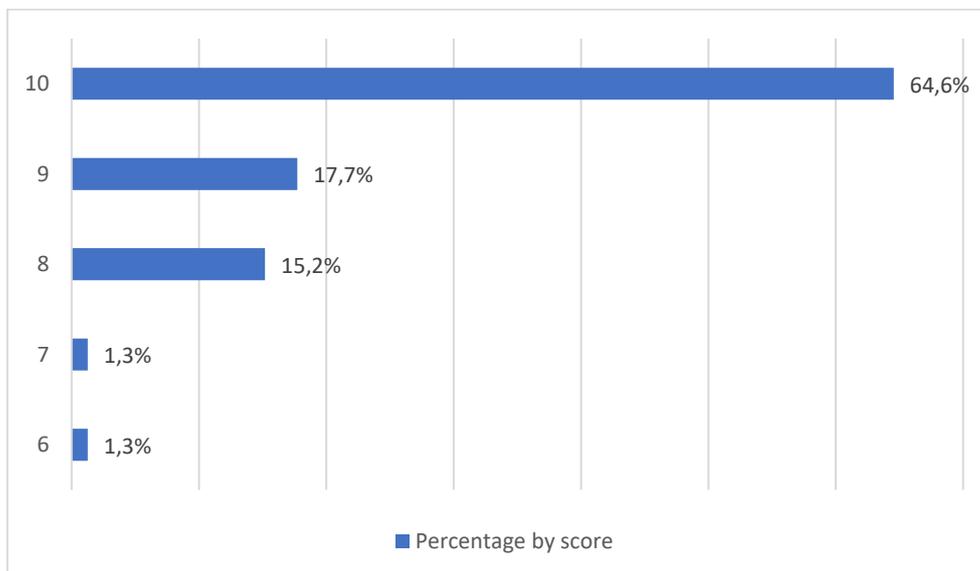


Figure 38. Distribution of scores on the evaluation of the City Council's promotion of events such as the Street Sports Day.

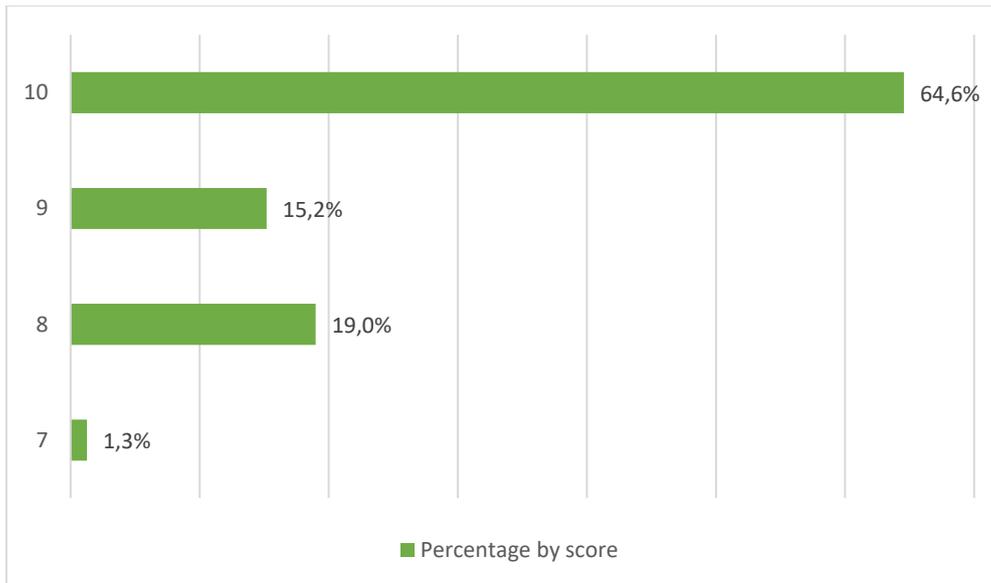


Figure 39. Distribution of scores on the effect of this type of event on the positive image of the city.

Slightly lower, but still above 9 points, is the evaluation made by the participants of the organisations of the effect that this type of event has on the positive image of their organisation, with a minimum of 7 points (Figure 40).

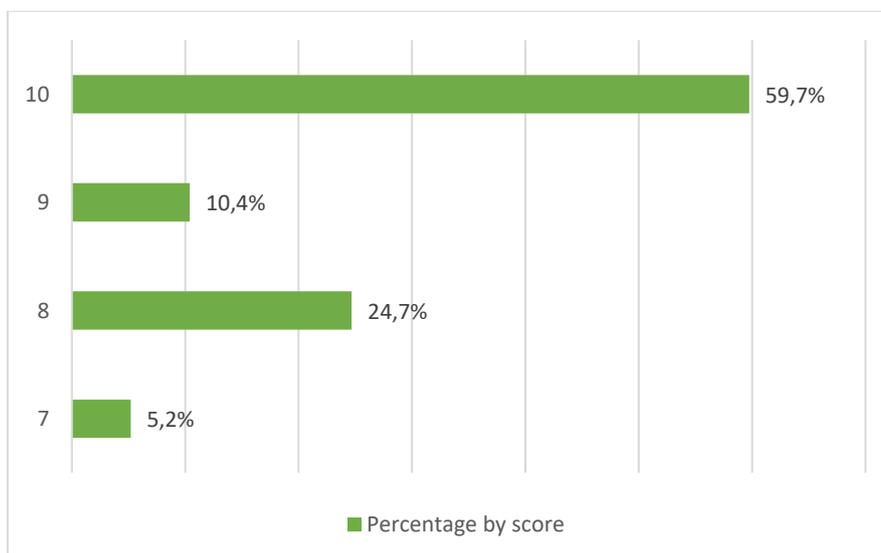


Figure 40. Distribution of scores on the effect of this type of event on the positive image of the organisation.

The consideration that participation in this event contributes to improving the quality of its sports offer reached an average score of 8.5. In this case, scores from 1 to 10 were received, the distribution of which is shown in Figure 41.

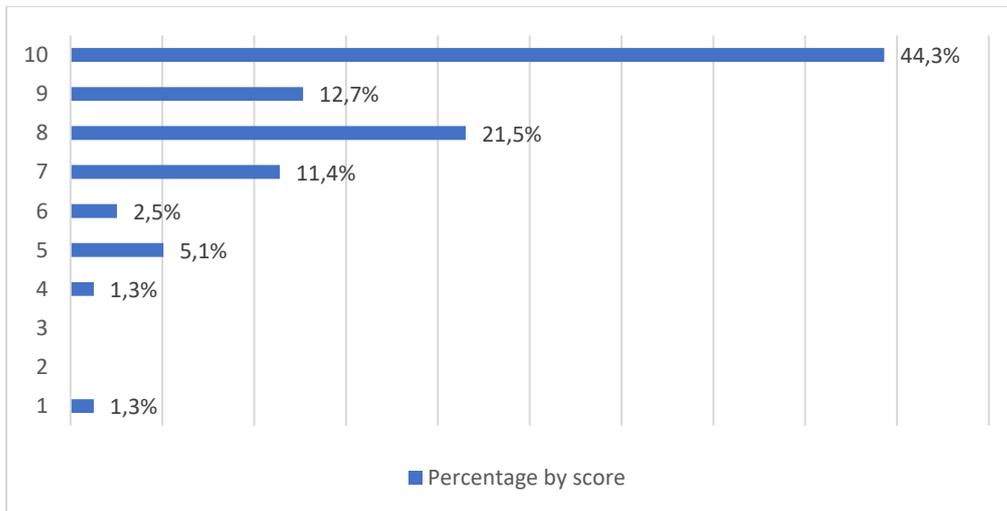


Figure 41. Distribution of the scores on the effect of this type of event on the quality of its sports offer.

The participants in the survey consider the event highly inclusive, with an average of 8.82, although with a greater dispersion in the scores (Figure 42).

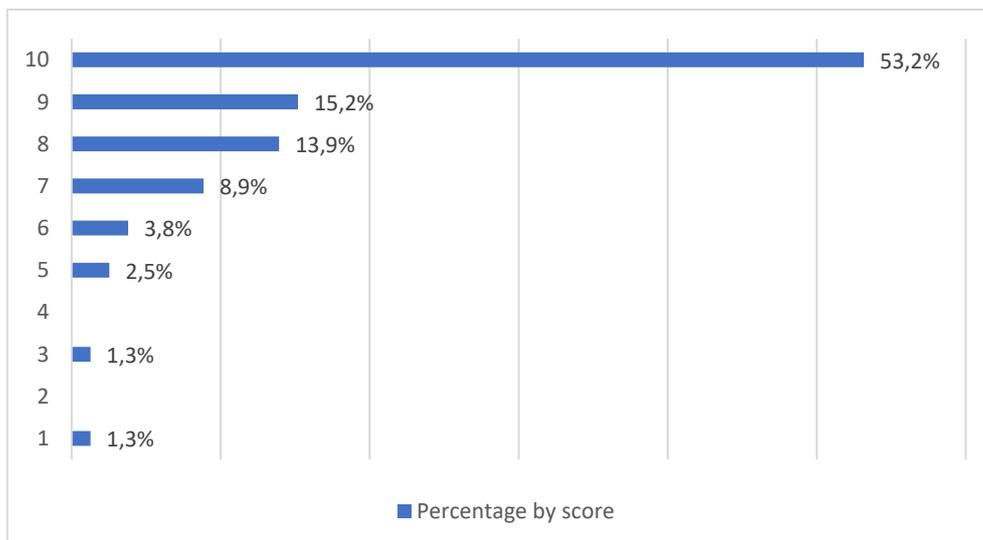


Figure 42. Distribution of scores on the effect of this type of event on the quality of its sporting offer.

The possibility of this type of event contributing to the improvement of the city's sports ecosystem (relationship between entities, network of contacts, etc.) was rated with an average of 8.58, with scores ranging from 3 points (Figure 43).

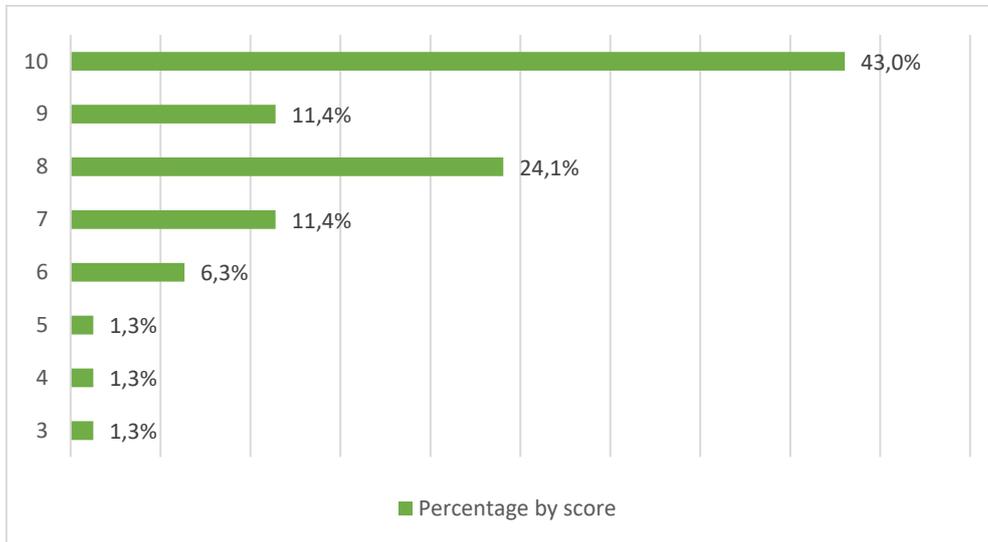


Figure 43. Distribution of scores on the effect of this type of event on the quality of its sports offer.

When considering whether the event contributes to generating sporting opportunities for disadvantaged populations (such as people with disabilities, minorities, the elderly, among others), the average is somewhat lower but still in the parameters of high support, with an average of 8 points (Figure 44).

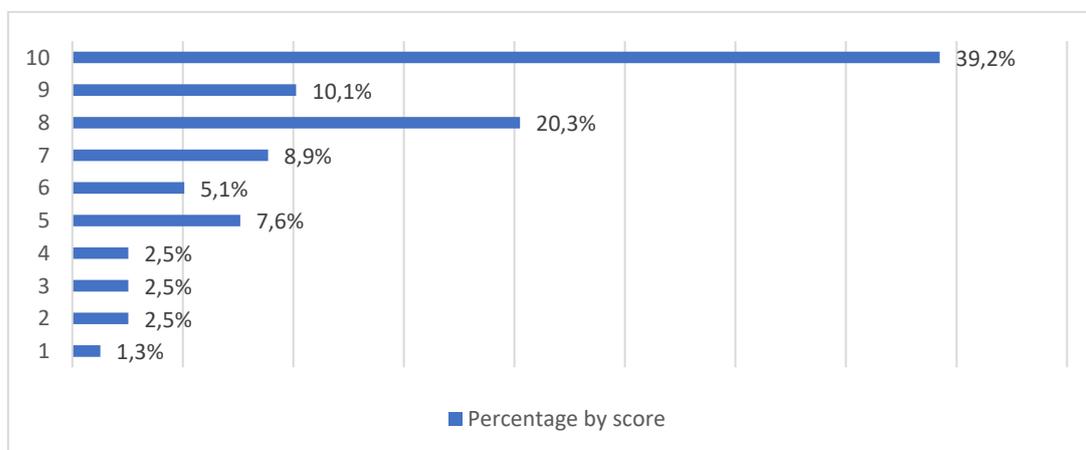


Figure 44. Distribution of scores on the contribution of these types of events to generating sporting opportunities for disadvantaged populations.

As a summary, Figure 45 summarises and compares the mean scores per item.

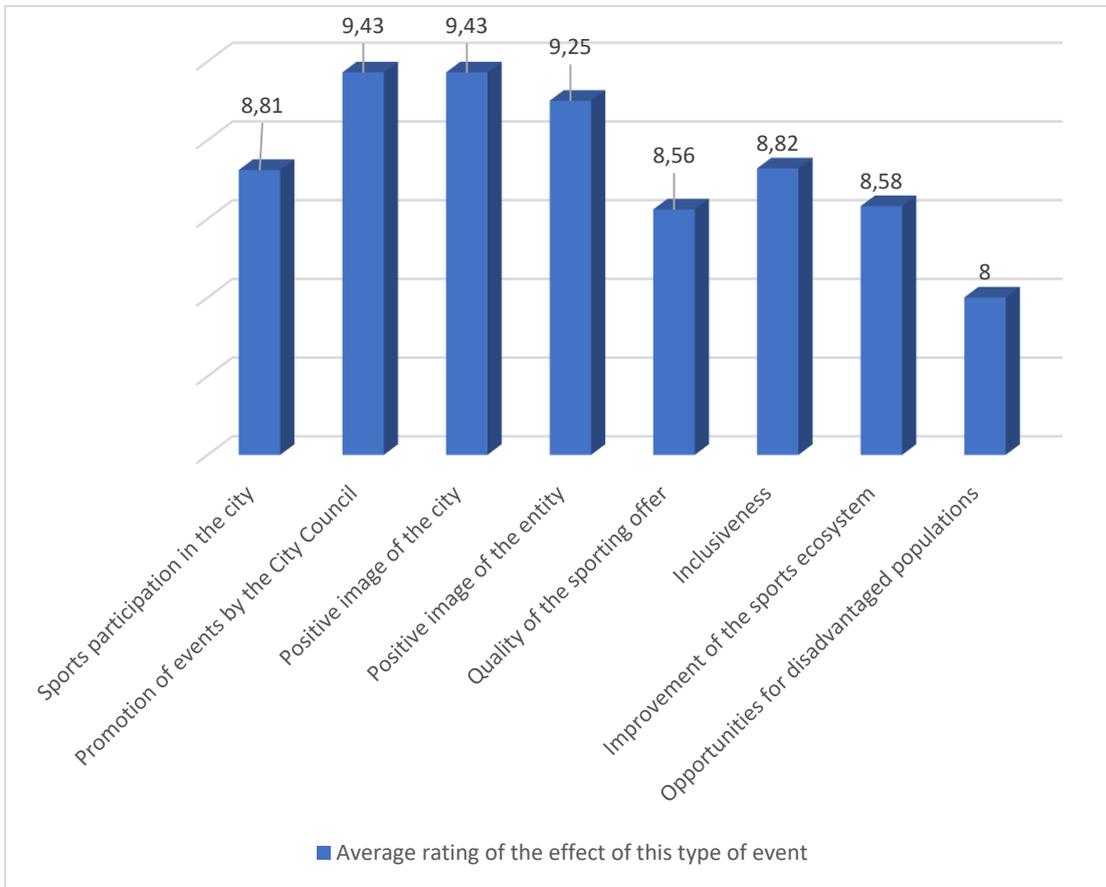


Figure 45. Mean scores for rating the impacts of the event.

According to the survey participants, the participation of vulnerable groups in their workshops was high, with 87.3% of the 79 participants reporting that they had a vulnerable group participating in their workshops. 56.5% attended to people with disabilities, 50.7% to people in situations of social vulnerability, 42% to people aged 65 and over, 39.1% to migrants or refugees and 21.7% to people from socially discriminated groups for reasons of gender and/or sexual orientation (Figure 46).

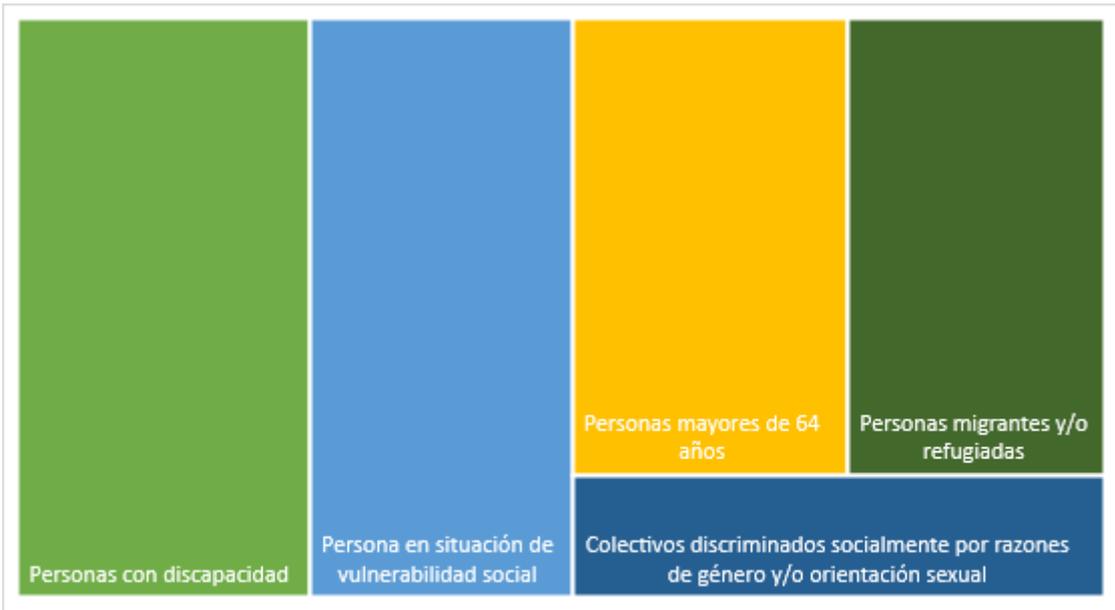


Figure 46. Participation of vulnerable groups in the workshops.

5. CONCLUSIONS AND RECOMMENDATIONS

The main objective of this report is to present the results of the evaluation of the Day of Sport in the Street 2025 event in the city of Zaragoza, within the framework of the *DSSStreet-Day of Sport in the Street* project (Erasmus + Sport SNCESE 101184476), co-funded by the European Commission. For this purpose, two questionnaires were elaborated, one addressed to the participants in the event (athletes or active participants and accompanying persons/visitors) and the other to the entities organising workshops and activities.

One of the aspects to be highlighted is the high representativeness of the sample in both surveys; in the survey of participants, representativeness was also achieved in a variable that is not usually taken into account in this type of instrument, such as whether or not a degree of disability has been recognised. Practically 11% of the people surveyed had a disability, with the disabled population of the city of Zaragoza standing at 7.9% (Ebrópolis Urban Observatory, 2024).

Due to the inclusive and integrating nature of this is highly relevant given the fact that more than 25,000 people with disabilities in Aragon stated in a national survey that they would like to spend their free time doing physical activity, but are unable to do so because of their disability (INE, 2022).

Likewise, 18% of the people surveyed have their origin in a country other than Spain, with the migrant population in the city being approximately 16% (Municipal Statistics Observatory of Zaragoza, 2021).

The largest influx of citizens comes from the left bank of the city, the city centre and the historic centre, as well as from the district of Las Fuentes-San José-Torrero, with participation from other areas of the city. A medium influx is found in Delicias-La Almozara-Miralbueno-Miralbueno-El Olivar, as well as in Casablanca-Universidad. The lowest presence is found in the population of the rural neighbourhoods and the new urban developments in the south (Parque

Venecia and, above all, Arcosur). Comparing these results with the city's sports participation survey (Zaragoza Deporte Municipal, 2016), we find that participation in the event has been inverse to the level of sports participation in the city, with the caution that the difference of a decade in the two data takes deserves.

The event has been shown to have a strong family character, with two thirds of the people surveyed having attended with family members.

The people surveyed attach great importance to sport in their daily lives, with almost 8 out of 10 of them practising it, which seems to imply that the event attracts people who are very involved in sport and who attend in order to enjoy the day and/or to learn about new sports. This high level of involvement is also reflected in the frequency of practice, which is mostly between 1 and 3 days per week, but with 46% practising more than 3 days per week.

In line with other studies in the city (Marcen and Malcolm, 2023; Malcolm et al, 2024; Marcen et al, 2025), the orientation towards health sport is in the majority, followed by recreation and finally competition.

Some 40% of the respondents were affiliated with a sports organisation, and around 30% had taken part in two or more activities or workshops at the time of the survey.

Concerning the DSSTREET project indicators, Table 8 shows that they have been excellently achieved, with only one indicator, Percentage of people with disabilities having participated in at least 2 activities, above the baseline and only 1.5% of the target, but this may be conditioned by the timing of the survey. Moreover, it should be considered that this value is higher than the total average of people who have taken part in at least 2 activities.

Satisfaction with the activity in which they took part and with the event in general was very high, around 9 points out of 10, coinciding with the fact that 62% did not suggest any aspect for improvement. Among the under-15s, satisfaction was also very high, with 91% giving the activity a rating of "I liked it very much".

The impact results are very positive, with nearly 20% of participants having requested information on activities at the event itself, and a third interested in practising a new activity. The evaluation of the City Council's promotion of this type of event is also above 9 points, as is the effect these events have on the positive image of the city. Slightly lower, but still above 8 points, is the impact that the event has on the practice of sport in the city, in general and among the most vulnerable population groups.

From a qualitative point of view, aspects of fun and entertainment have been highlighted to a greater extent among the respondents to the survey, as shown in the word cloud.

Two-thirds of the organisations organising activities and workshops responded to the questionnaire, most of them being members of their boards of directors.

Based on the results obtained, we can conclude that the event shows a wide variety not only of sport modalities but also of workshop types, which in many cases have proposed a combination of contents. The main motivation for participating in the event is the promotion and dissemination of their sports. Based on previous experience, the survey shows the impact of the event on sport promotion, with a rate of 0.44 increase in requests for information after the event and a rate of 0.36 increase in registrations as a result of the event.

The satisfaction with the event of the entities organising activities and workshops was very high, with a score of 8 or more in all the items assessed,

except for "complementary services" which scored 7.3 and the inverse item (i.e. the lower, the higher the satisfaction) called "level of organisational complexity" which was rated at 6.6. It should be noted, however, that 40% of the people surveyed scored 8 or more on this item, which should lead to a simplification of the organisation for the organisations, insofar as an event of this nature allows it.

The impact of the event on sport participation in the city, the positive image it favours, the importance of the City Council promoting it, and its positive effect on the sport ecosystem are very high, and in the items that coincide with the participants' survey, higher than in the latter.

Their perception of the inclusiveness of the event was high, and almost 9 out of 10 representatives of organisations that responded to the survey stated that they had attended to people from vulnerable groups in their activities and workshops.

Table 19 shows a comparative and qualitative analysis of the satisfaction and impact perceived by both participants and organisations.

Table 19. Comparative qualitative analysis of satisfaction and perceived impact.

	Participants	Level	Entities	Level
SATISFACTION				
Activity/workshop	9,0	Very high		
Overall, with the event	8,8	High	8,8	High
Promotional actions			7,9	High
Prior information			8,3	High
Communication with ZDM			8,6	High
Point of care			8,6	High
Distribution of spaces			8,6	High
Access for participants			8,5	High
Assembly facilities			8,7	High
Complementary services			7,3	Adequate
Surveillance services			8,4	High
Organisational complexity			6,6*	Low
IMPACT				
Promotion of events by the City Council	9,2	Very high	9,4	Very high
Positive image of the city	9,1	Very high	9,4	Very high
Sports participation in the city	8,8	High	8,8	High
Opportunities for disadvantaged populations	8,3	High	8,0	High
Positive image of the entity			9,1	High
Quality of the sports offer			8,6	High
Inclusiveness			8,8	High
City sports ecosystem			8,6	High

Finally, from the analysis of the results of the two surveys, a series of strong points and aspects to be improved in the event have been established as a summary, which are detailed in Table 20 and identified by the participating organisations.

Table 20. Strengths and areas for improvement in the Street Sports Day event according to the participating organisations.

CATEGORY	STRENGTHS	ASPECTS TO IMPROVE
<p>Organisation by Zaragoza City Council</p>	<ul style="list-style-type: none"> ● Organisation and coordination. ● Interest in facilitating everything. ● Ease of setting up the event. ● Personal attention. 	<ul style="list-style-type: none"> ● Improve the sending of communication in a more structured and synthesised way. ● Facilitate bureaucracy, fewer obstacles and logistical help. ● Improve the channels of communication with those in charge of the City Council (channelling requests...). ● Organise some kind of simple meal for volunteers during the 3 hours of rest (generate community between entities).
<p>About the event itself</p>	<ul style="list-style-type: none"> ● Show character and good atmosphere. ● Fun, enthusiasm and closeness with the participants and among the participants. ● Inclusive and festive atmosphere. ● Free activities and workshops. ● It aims to promote the practice of sports and the knowledge of new activities among the citizens. 	

<p>Location (Plaza del Pilar)</p>	<ul style="list-style-type: none"> • The location in the Plaza del Pilar is a unique space and an emblematic place in the city ("carrying out an activity in the Plaza del Pilar is an exciting experience"). • Unbeatable space in the city centre. • Accessibility. • Possibility of parking. • Safety and prevention provided by the space • Open-air space that allows activities outside the facilities. 	<ul style="list-style-type: none"> • Improve the cleanliness of the site. • To provide free parking for the organisers and volunteers of the participating organisations. • The square is an open space and has no trees, so shaded areas and awnings are requested to protect from the heat ("more shade"). • Shaded areas for participants waiting to take part in an activity. • Availability of toilets for public use. • More hydration points (water, fountains...).
<p>Dates / Timetable</p>	<ul style="list-style-type: none"> • Good dates and days for the event. • Still good weather. 	<ul style="list-style-type: none"> • Improve the flexibility of participation of the entities with respect to the "obligatory" of being two days. Two days is "heavy". • The timetable is too long (many hours). • Improve the coordination of timetables to avoid overlapping.

<p>Distribution of spaces for entities and workshops</p>	<ul style="list-style-type: none"> • Few commented on the good distribution/division of spaces. • Provisioning space (water). 	<ul style="list-style-type: none"> • Although some entities understand the limitation of the Plaza, most point out the lack of space or just enough space to carry out their activities. • A more balanced distribution of spaces among the organisations (both in terms of size -spaces of different sizes depending on the organisation- and in terms of location -centre or sides-). • Distributing the spaces differently in each edition. • Better distribution of information points (not only in the centre). • Some organisations indicate that the event should prioritise minority and little-known activities, placing them in more central spaces.
<p>Participation</p>	<ul style="list-style-type: none"> • The high level of participation and the large number of people attending. • Accessible to all types of users, as well as families. 	<ul style="list-style-type: none"> • Need to improve access to the spaces, taking into account the peaks of affluence ("when there were a lot of people, you couldn't get through"). Incorporate signage to indicate passage areas and access to workshops. • Organisation of queues. • Incorporate rest areas. • Low turnout on Sunday afternoon. • High participation of children/families. Encourage

		the attraction and participation of young people in the event.
Types of activities and workshops	<ul style="list-style-type: none"> • Proposals for all ages and accessible to all types of participants. • Wide-ranging programme with proposals for different sports. • Proposals for minority and little-known sports. • Inclusive and diverse activities. 	<ul style="list-style-type: none"> • Some activities require musical support, and the high volume of the music hindered the development of other workshops. • Excessive noise pollution was mentioned. A request was made for common music throughout the venue. • Incorporate retaining equipment such as fences or nets in activities involving balls or other implements (e.g. archery). • Improve the delimitation of spaces to avoid theft of material ("it was easy to get out through the fence").
Generating contacts between entities	<ul style="list-style-type: none"> • Collaboration, companionship and relationships between people and volunteers from different organisations. • Awareness of the existence of other organisations. 	

	<ul style="list-style-type: none"> • Generation of positive synergies between organisations 	
Visibility and promotion	<ul style="list-style-type: none"> • The event generates great visibility and promotion for the participating organisations. • The location in the Plaza del Pilar provides great visibility. • Opportunity to publicise minority and little-known activities and sports. • Good presence in the media. 	<ul style="list-style-type: none"> • Improve the promotion of the event. • Reinforce information before and during the activities. • Improve the balance of appearance in the media and social networks of all sports and spaces.
Other aspects to highlight	<ul style="list-style-type: none"> • Entities highlight that this type of event generates community and belonging within their own entity (commitment, team, volunteering...). 	<ul style="list-style-type: none"> • Moving some activities from Plaza del Pilar to other places in the city to "decentralise" the event. Using free urban/tourist buses that will make an established route of stops in the places of the activities located in other spaces.

REFERENCES

- Tax Agency (2023). *Estadística de los declarantes de IRPF de los mayores municipios por código postal*. https://sede.agenciatributaria.gob.es/AEAT/Contenidos_Comunes/La_Agencia_Tributaria/Estadisticas/Publicaciones/sites/irpfCodPostal/2023/jrubikf630c42ae814821437647fee985c1e1016af5c29c.html.
- Angosto Sánchez, S., López Gullón, J.M. y Díaz Suárez, A. (2016). The quality perceived by participants in two editions of a popular race. *Intangible Capital*, 12(3), 789-804. <https://doi.org/10.3926/ic.782>.
- Barca, F. (2024). *The Plaza del Pilar is transformed into a sports showcase*. La Ser. <https://cadenaser.com/aragon/2024/09/15/la-plaza-del-pilar-se-transforma-en-un-escaparate-deportivo-radio-zaragoza>.
- Ciudades que caminan. <https://ciudadesquecaminan.org/blog/cuando-el-deporte-toma-la-calle>.
- Professional Association of Doctors and Graduates in Political Science and Sociology of Aragon (2025). *Barómetro de los Servicios Municipales de la ciudad de Zaragoza*. <https://www.zaragoza.es/sede/servicio/publicacion-municipal/12426>.
- Flórez de la Sierra, F., García Busto, Ó., & Aznar Cebamanos, M. (2016). Physical education day in the street: 28000 people for an active lifestyle for life. *Revista Española De Educación Física Y Deportes*, (413), Pág. 109-120. <https://doi.org/10.55166/reefd.v0i413.430>
- Today, Aragon (2025). *Zaragoza celebrates a more inclusive Street Sports Day with record participation*. <https://www.hoyaragon.es/articulo/zaragoza/zaragoza-celebra-dia-deporte-calle-mas-inclusivo-record-participacion/20250914134317108834>.
- INE (2022). *Disability. Absolute figures. Leisure and Free Time. Activities to which they would like to devote their free time but cannot because of disability*,

by Autonomous Community, sex and age. Population aged 6 and over with disability. Aragón.
https://www.ine.es/jaxi/Datos.htm?tpx=51426#_tabs-tabla

Marcén, C., Marcén-Cinca, N., Bataller-Cervero, A. V., & Valero-Campo, C. (2017). Social structure of sport practice in the city of Zaragoza, 2015. *Spanish Journal of Physical Education and Sports: REEFD*, 418, 579-586.

Marcen, C., & Malcolm, D. (2023). Health and democratisation as contradictory policy goals: sport in Zaragoza city. In *Eric Dunning and the Sociology of Sport* (pp. 151-168). Routledge.

Malcolm, D., Marcen, C., & Pullen, E. (2024). The World Health Organisation, physical activity and the contradictions of neoliberal health promotion. *International Journal of Sport Policy and Politics*, 16(4), 593-607.

Marcen, C., Arbones-Arque, I., & Malcolm, D. (2025). Changes in Sports Participation Trends: A Comparative Theoretical Analysis of the Case of the Municipality of Zaragoza. *Social Sciences*, 14(7), 418.
<https://doi.org/10.3390/socsci14070418>

Muñoz del Valle, A. (2015). *Zaragoza takes sport to the streets*. aragondigital.
<https://www.aragondigital.es/articulo/zaragoza/zaragoza-saca-deporte-calle/20150920195100545842>.

Nuviala, A., Grao-Cruces, A., Tamayo, J.A., Nuviala, R., Álvarez, J. y Fernández-Martínez, A. (2013). Design and analysis of the sport services evaluation questionnaire (EPOD2). *International Journal of Medicine and Sciences of Physical Activity and Sport*, 13(51), 419-436.
<http://cdeporte.rediris.es/revista/revista51/artdiseno388.htm>

Municipal Observatory of Statistics of Zaragoza (2021). *Figures for Zaragoza. Demographic data obtained from the municipal census of inhabitants*.
www.zaragoza.es/cont/paginas/estadistica/pdf/Cifras-Zaragoza-2021.pdf.

- Ebrópolis Urban Observatory (2024). *Disability in Zaragoza. Report.* www.zaragoza.es/contenidos/servicios-sociales/accesibilidad/informe-discapacidad.pdf
- World Health Organisation (2019). *Global action plan on physical activity 2018-2030: more active people for a healthier world.* <https://apps.who.int/iris/handle/10665/327897>
- Puig, N., & Maza, G. (2008). Sport in urban public spaces. Introductory reflections. *Apunts Educación Física y Deportes* (91), 3-8.
- Quirante-Mañas, M., Fernández-Martínez, A., Nuviola, A., & Cabello-Manrique, D. (2023). Event quality: intention to participate in a popular race again. *Apunts Educación Física y Deportes*, 151, 70-78. [https://doi.org/10.5672/apunts.2014-0983.es.\(2023/1\).151.07](https://doi.org/10.5672/apunts.2014-0983.es.(2023/1).151.07)
- Royo Ramos, J., Cerro Herrero, D., Madruga Vicente, M. y Prieto Prieto, J. (2021). Evaluation of sporting events: the case of the Spanish downhill canyoning championship 2019. *Riccafd: Revista Iberoamericana de Ciencias de la Actividad Física y el Deporte*, 10(2), 60-78.
- Sarmiento, O. L., Del Castillo, A. D., Triana, C. A., Acevedo, M. J., González, S. A., & Pratt, M. (2017). Reclaiming the streets for people: Insights from Ciclovías Recreativas in Latin America. *Preventive medicine*, 103, S34-S40.
- Ugarriza Hernández, M.C. (2012). *Zaragoza takes sport to the streets.* aragondigital. <https://www.aragondigital.es/articulo/deportes/zaragoza-saca-deporte-calle/20120916205900674029.html>.
- Velázquez-Cortés, D., Nieuwenhuijsen, M. J., Jerrett, M. & Rojas-Rueda, D. (2023). Health benefits of Open Streets programmes in Latin America: a quantitative health impact assessment. *The Lancet Planetary Health*, 7(7), e590-e599.

Zaragoza Deporte Municipal (2016). *Análisis de los hábitos, demandas y tendencias deportivas de la población zaragozana 2015*.
www.zaragozadeporte.com/docs/documentos/Documento1353.pdf

Zaragoza Deporte Municipal (2025). *Street Sports Day*.
https://www.zaragozadeporte.com/deportecalle/?utm_source=chatgpt.com.

ANNEXES- SURVEYS