

Sample size of 42

Use data with caution

# Canoeing

## Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 16th most popular sport

### Demographics

#### Prevalent Locations

8% of East

7% of South West



#### Prevalent Age Groups

8% of under 35s



#### Gender

4% of females

4% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in severely deaf people



#### Communication

69% Spoken English

45% BSL



45% have other

impairments or conditions



### Sports Participation

#### Level of Sports Participation

79% play sport more than once per week

83% play sport for over 30 minutes per session

£62 spent on average per month on sport



26% take part in canoeing sport competitions



#### Sport Environment

*with deaf only or with anybody (disabled and non-disabled)*



**Current:** 66% with anybody  
**Preferred:** 80% with anybody

#### Travelling to Play Sport

49% travel under 30 minutes to play sport

63% travel by car



#### Primary Motivations

83% Enjoyment

73% Keeping fit & healthy



### Marketing Channels

#### Current

43% Internet search

35% Friends & family

#### Preferred

40% Internet search

35% UK Deaf Sport



Sample size of 48

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# Canoeing

## Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 20th highest latent demand

### Demographics

#### Prevalent Locations

7% of South West

6% of West Midlands



#### Prevalent Age Groups

7% of 35-44s

6% of under 26s

5% of 45-54s



#### Gender

4% of females/5% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people

#### Communication

63% Spoken English

46% BSL

21% have other

impairments or conditions



7% of those who currently play sports

2% of those who do not currently play any sports

### Current Physical Activity

63% physically active

3x per week or more

#### Popular Types of Physical Activity

75% Walking

40% Swimming



### Sport Motivations and Barriers

#### Primary Motivations

75% Keeping fit & healthy

71% Enjoyment

#### Common Barriers

31% Communication

31% Lack of time



### Future Sport Environment

*with deaf only or with anybody (disabled and non-disabled)*

79% with anybody



### Preferred Marketing Channels

53% Facebook

49% Email update

47% Internet search

