

Sailing

Current Participation



UK Deaf Sport

2% of deaf/HoH people -- 24th most popular sport

Sample size of 21

sample size inadequate for profiling

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Sailing

Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 16th highest latent demand

Demographics

Prevalent Locations

8% of South West

7% of West Midlands

7% of London



Prevalent Age Groups

6% of Under 55s



Gender

4% of females

5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

62% Spoken English

51% BSL



26% have other impairments or conditions

6% of those who currently play sports

4% of those who do not currently play any sports

Current Physical Activity

40% physically active

3x per week or more

Popular Types of Physical Activity

70% Walking

45% Swimming



Sport Motivations and Barriers

Primary Motivations

81% Keeping fit & healthy

68% Enjoyment

Common Barriers

40% Communication

34% Lack of time



Future Sport Environment

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

77% with anybody



Preferred Marketing Channels

48% Email updates

40% Facebook

37% UK Deaf Sport

