

Water Sports*

Current Participation = 5% of deaf/HoH people



UK Deaf Sport

68% Canoeing

36% Rowing

34% Sailing

Demographics

Prevalent Locations

9% of London
8% of South West



Prevalent Age Groups

13% of 26-34s
11% of under 26s



Gender

6% of females / 5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people



Communication

65% Spoken English
45% BSL



37% have other impairments or conditions



Sports Participation

Level of Sports Participation

76% play sport more than once per week



87% play sport for over 30 minutes per session



£66 spent on average per month on sport



Travelling to Play Sport

51% travel under 30 minutes to play sport



65% travel by car

Primary Motivations

81% Enjoyment
76% Keeping fit & healthy



27% take part in water sports competitions



Sport Environment

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



Current: 70% with anybody
Preferred: 83% with anybody

Marketing Channels

Current

47% Internet search
36% Friends & family

Preferred

45% Internet search
40% Facebook



Water Sports**

Future Participation = 10% of deaf/HoH people



UK Deaf Sport

39% Canoeing

43% Rowing

43% Sailing

2% Other

Demographics

Prevalent Locations

14% of London

12% of East Midlands



Prevalent Age Groups

15% of 16-25s

13% of 35-54s



Gender

9% of females

11% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

57% Spoken English

46% BSL



28% have other impairments or conditions



12% of those who currently play sports

8% of those who do not currently play any sports

Current Physical Activity

48% physically active

3x per week or more

Popular Types of Physical Activity

61% Walking

31% Swimming



Sport Motivations and Barriers

Primary Motivations

72% Keeping fit & healthy

66% Enjoyment



Common Barriers

35% Communication

28% Lack of time



Future Sport Environment

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

79% with anybody



Preferred Marketing Channels

39% Facebook

37% Email update

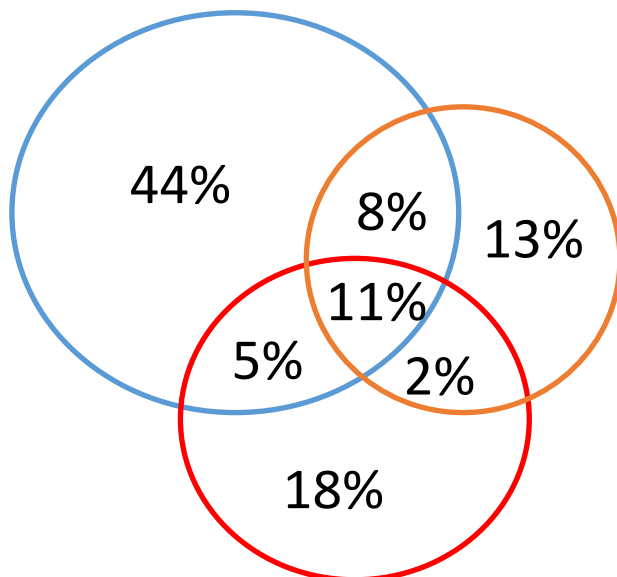
36% Internet search







*Water Sports Current Participation

Sample size 62 = 5% of deaf/HoH people

Breakdown of which water sports* people within the current participation profile currently take part in.

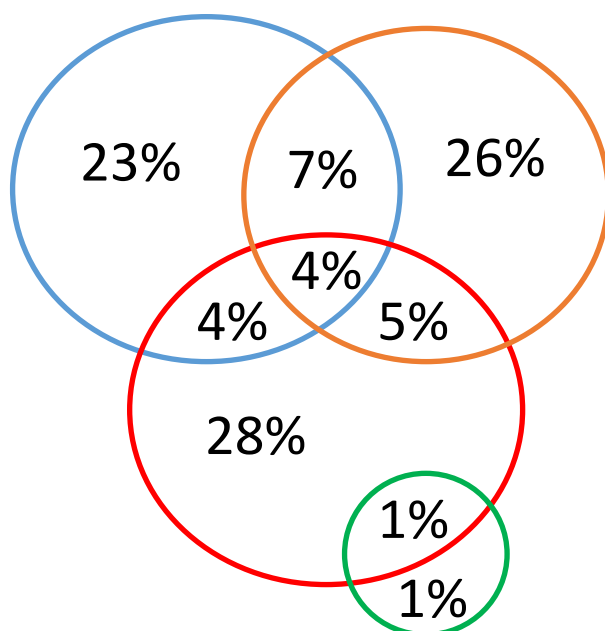


Canoeing	
Rowing	
Sailing	
Other	

**Water Sports Future Participation

Sample Size 112 = 10% of deaf/HoH people

Breakdown of which water sports* people within the future participation profile are interested in playing in the future, excluding those that currently participate in any water sports.



*'Other' includes windsurfing and wakeboarding, neither were included as answer options in the original survey question. These responses could only be provided through selecting the 'other' option and specifying windsurfing or wakeboarding.