

Orienteering

Current Participation



UK Deaf Sport

2% of deaf/HoH people -- 25th most popular sport

Sample size of 19

sample size inadequate for profiling

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Orienteering

Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 15th highest latent demand

Demographics

Prevalent Locations

7% of South West
6% of East



Prevalent Age Groups

10% of 35-44s
7% of 26-34s
6% of 45-54s



Gender

5% of females / 4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in
profoundly deaf people



Communication

61% Spoken English
49% BSL



26% have other
impairments or conditions



5% of those who currently
play sports

4% of those who do not currently
play any sports

Current Physical Activity

55% physically active
3x per week or more

Popular Types of Physical Activity

84% Walking
41% Running/Jogging



Sport Motivations and Barriers

Primary Motivations

73% Socialising
71% Keeping fit & healthy

Common Barriers

31% Communication
31% Lack of time



Future Sport Environment

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

76% with anybody



Preferred Marketing Channels

44% Facebook
43% Email updates
42% Internet search

