

Rowing

Current Participation



UK Deaf Sport

2% of deaf/HoH people -- 23rd most popular sport

Sample size of 22

sample size inadequate for profiling

Rowing

Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 17th highest latent demand

Demographics

Prevalent Locations

7% of East Midlands

7% of London

7% of East



Prevalent Age Groups

10% of 16-25s



Gender

4% of females

5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

55% Spoken English

49% BSL



39% have other impairments or conditions

6% of those who currently play sports

3% of those who do not currently play any sports

Current Physical Activity

59% physically active

3x per week or more

Popular Types of Physical Activity

59% Walking

41% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

69% Enjoyment

68% Keeping fit & healthy

Common Barriers

41% Communication

30% Cost



Future Sport Environment

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

78% with anybody



Preferred Marketing Channels

40% UK Deaf Sport

34% Email updates

34% Facebook

