

# Swimming

## Current Participation



UK Deaf Sport

18% of deaf/HoH people -- 2nd most popular sport

### Demographics

#### Prevalent Locations

24% of London  
23% of East



#### Prevalent Age Groups

27% of under 44s



#### Gender

21% of females  
16% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people



#### Communication

70% Spoken English  
48% BSL



17% have other  
impairments or conditions



### Sports Participation

#### Level of Sports Participation

62% play sport more  
than once per week



92% play sport for over  
30 minutes per session



£50 spent on average  
per month on sport

#### Travelling to Play Sport

66% travel under 30  
minutes to play sport



68% travel by car

#### Primary Motivations

86% Enjoyment  
68% Socialising



26% take part in swimming  
sport competitions



#### Sport Environment

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



**Current:** 76% with anybody  
**Preferred:** 89% with anybody

### Marketing Channels

#### Current

48% Friends & family  
44% Internet search

#### Preferred

49% Email updates  
46% Facebook



# Swimming

## Future Participation



UK Deaf Sport

17% of deaf/HoH people -- Highest latent demand

### Demographics

#### Prevalent Locations

24% of North East  
23% of East Midlands



#### Prevalent Age Groups

22% of 35-44s  
20% of 55-64s



#### Gender

22% of females  
13% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people



#### Communication

70% Spoken English  
36% BSL



20% have other  
impairments or conditions



9% of those who currently  
play sport

23% of those who do not currently  
play any sport

### Current Physical Activity

#### Frequency

44% physically active  
3x per week or more

#### Popular Types of Physical Activity

70% walking



### Sport Motivations and Barriers

#### Primary Motivations

61% Keeping fit & healthy  
54% Enjoyment

#### Common Barriers

30% Lack of time  
28% Lack of fitness



### Future Sport Environment

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

76% with anybody



### Preferred Marketing Channels

33% Facebook  
31% Internet Search  
27% Email Updates  
27% Friends & Family

