

Disability Data Analysis



Disability Insight

Almost 1 in 5 people in England are disabled

Over 50% of disabled people experience long term pain

Nearly 75% of disabled people have more than one impairment

Almost 70% of disabled people are aged over 50

For more information go to [Mapping Disability: the facts](#)

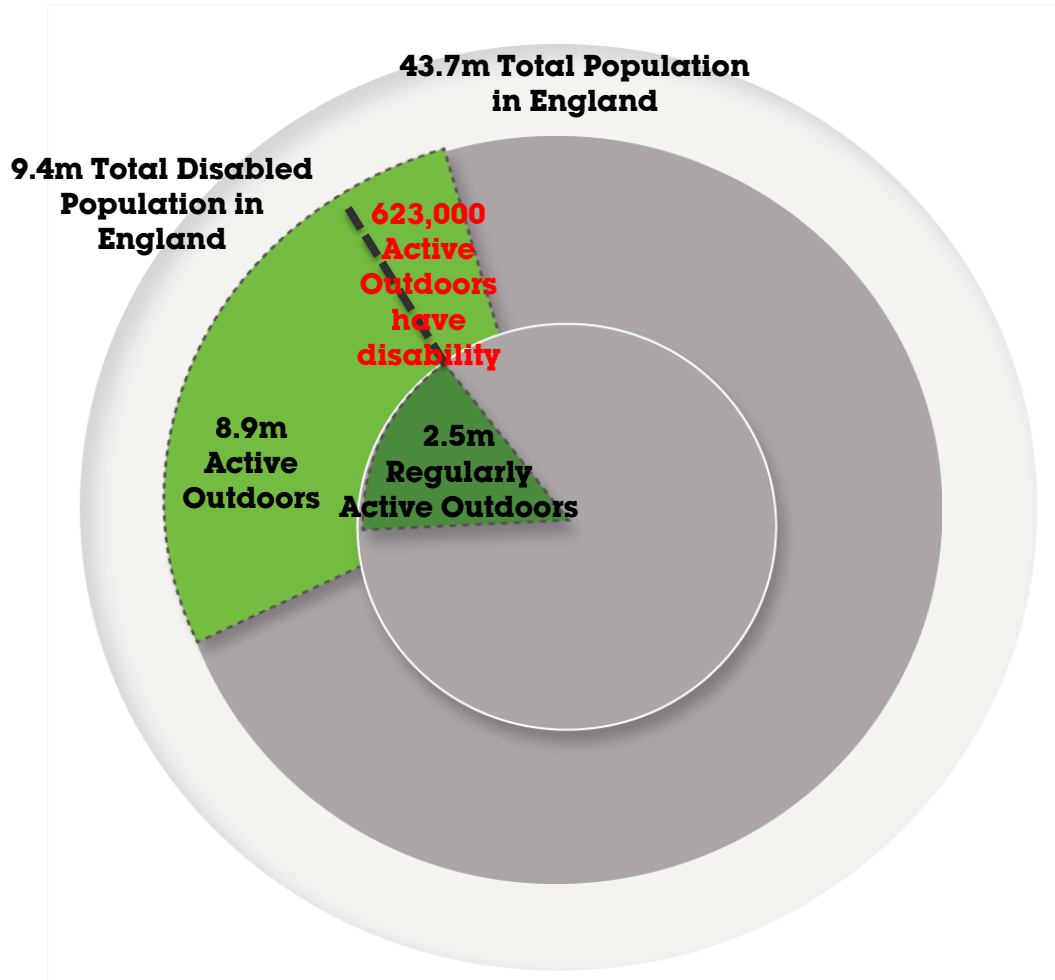


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Outdoors Participation Market



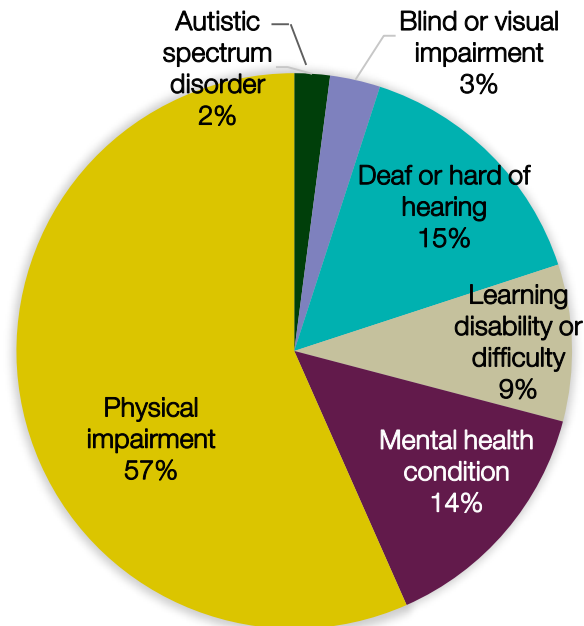
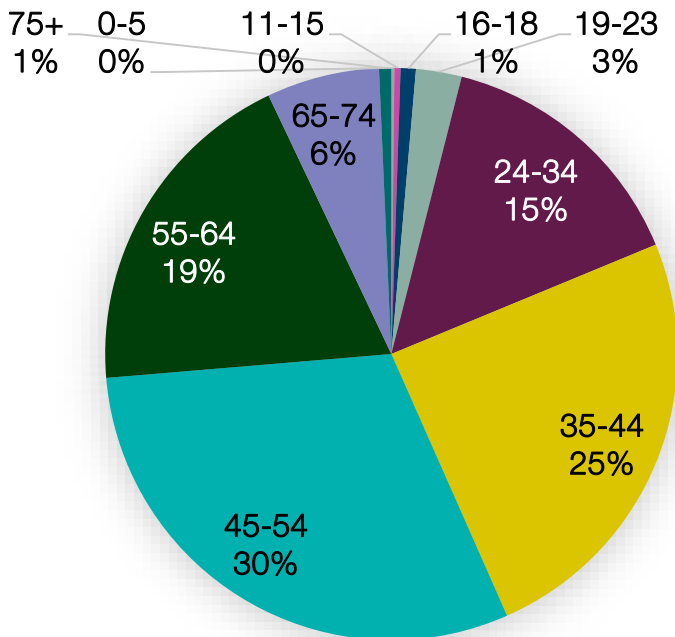
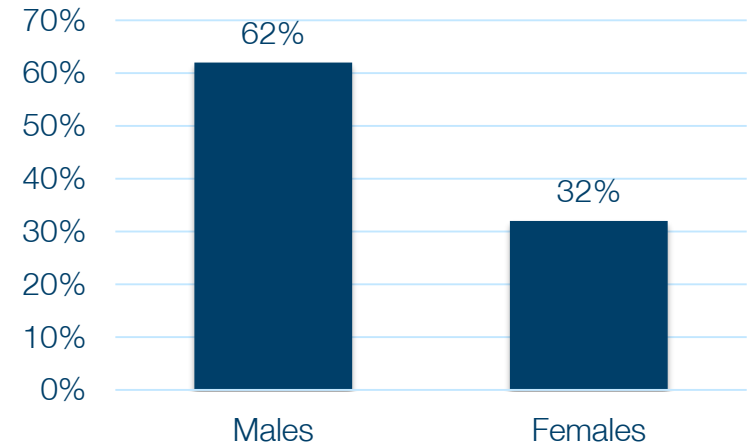
There are 8.9m people in England who are active outdoors, out of those 623,000 are disabled (7%)

Sources: See methodology section

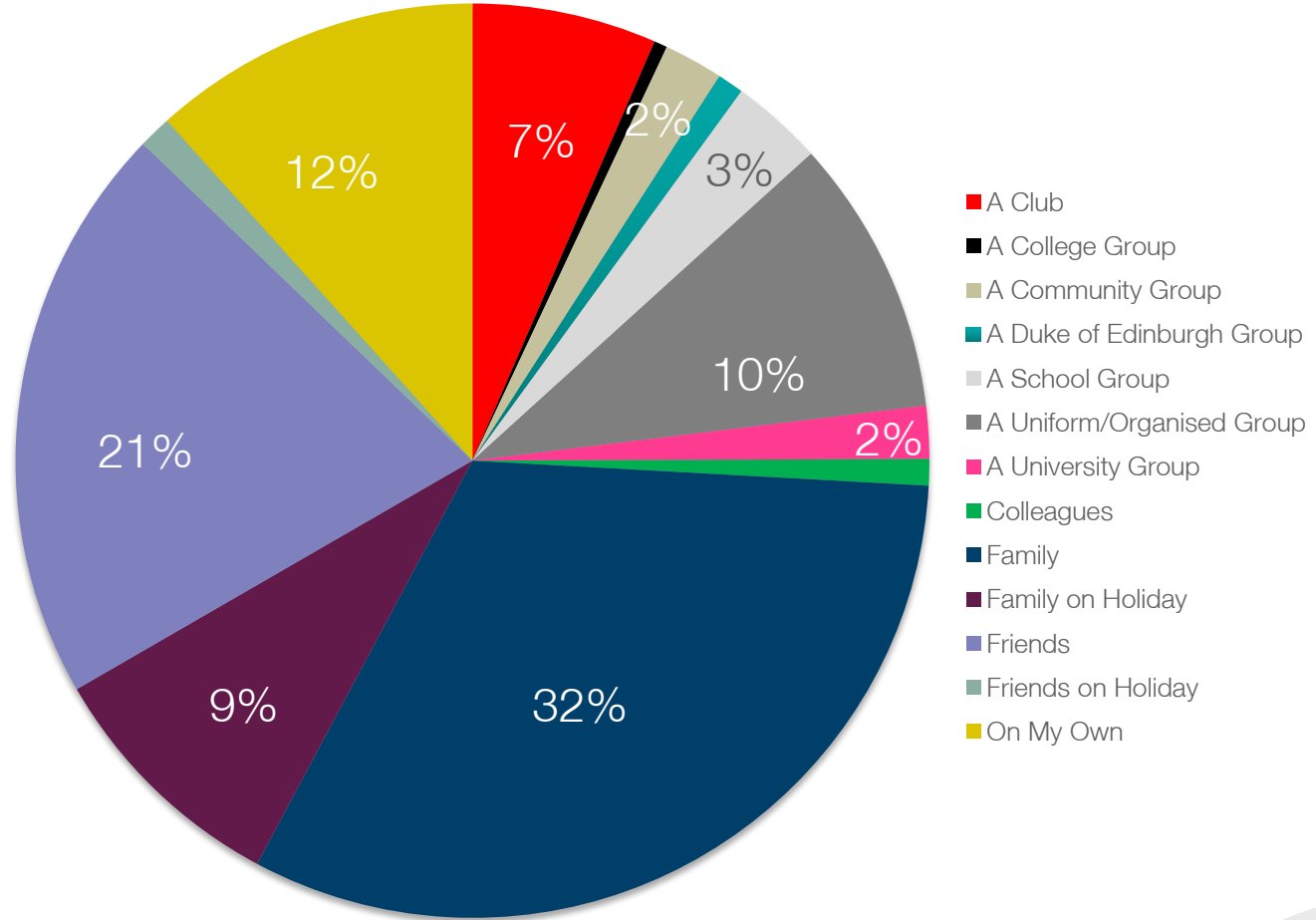


Who: Gender, Age and Disability type

- There are more males than females active outdoors.
- Compared to the overall market those with disability are more likely to participate when older
- Those with disability are more likely to be white British (93% vs. 80%)

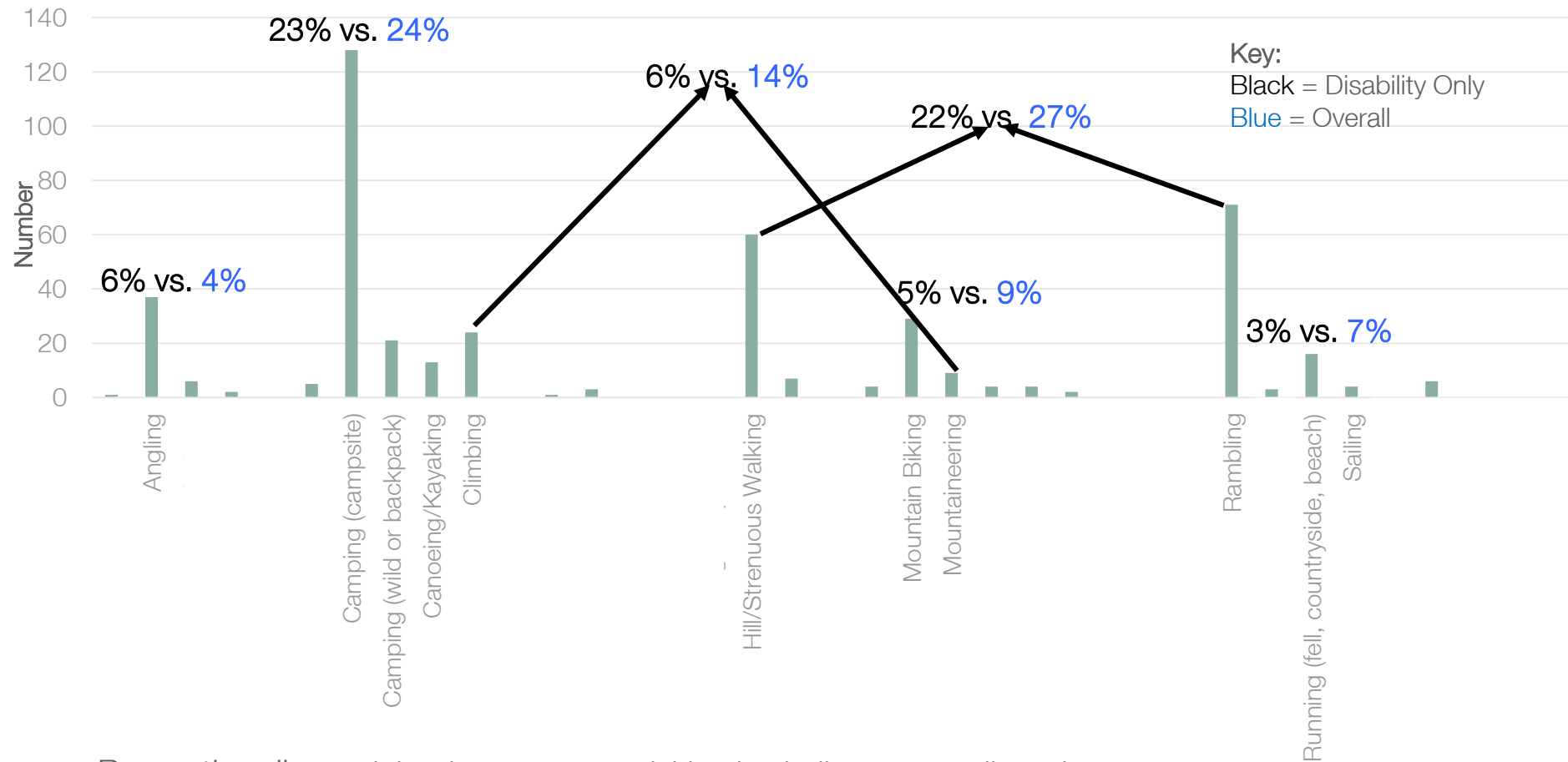


First participated with: by main outdoors activity



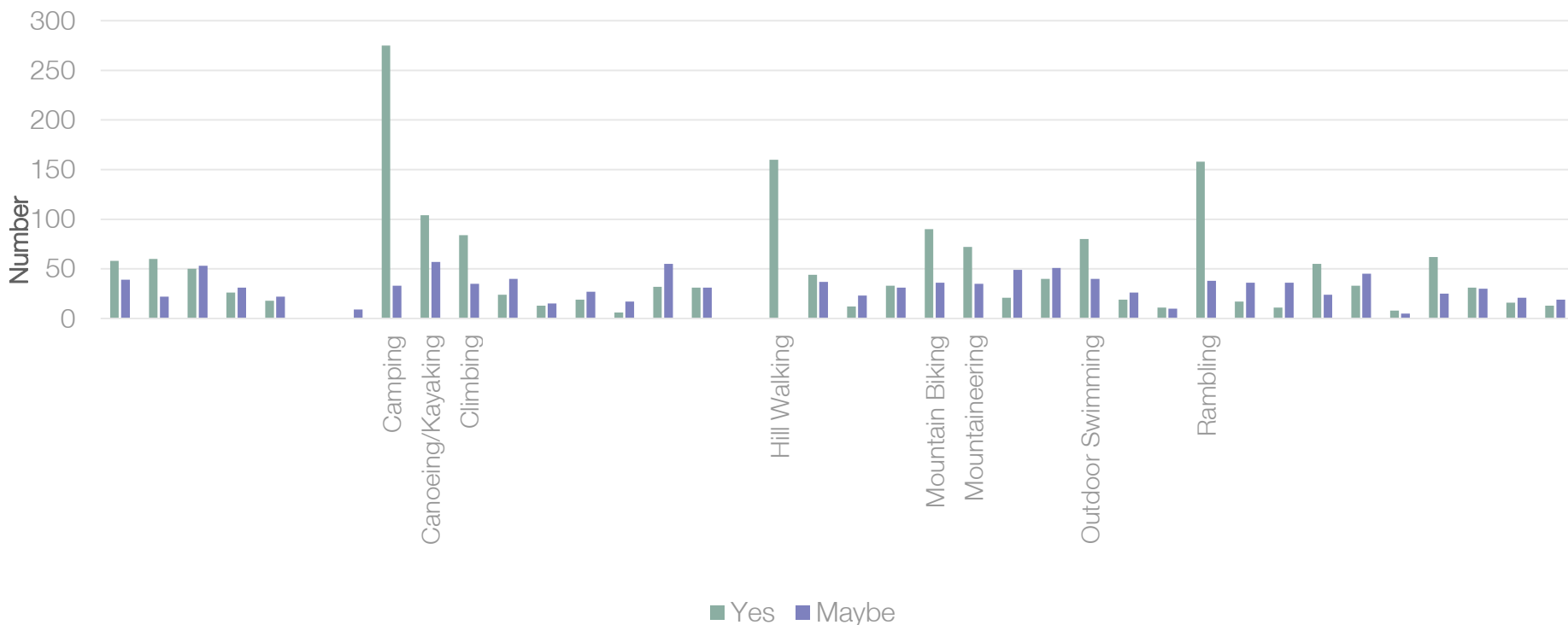
- Compared with the overall market, those with a disability are more likely to have first participated with a **uniform/ organised group**:
 - Overall: <1%
 - Disability: 10%

What: main outdoors activity



- Proportionally participation across activities is similar to overall market
- Compared to the overall market, those with a disability are likely to participate in fewer combined outdoors activities:
 - **With disability:** 2 or 3 combined outdoors activities versus 4 for overall market

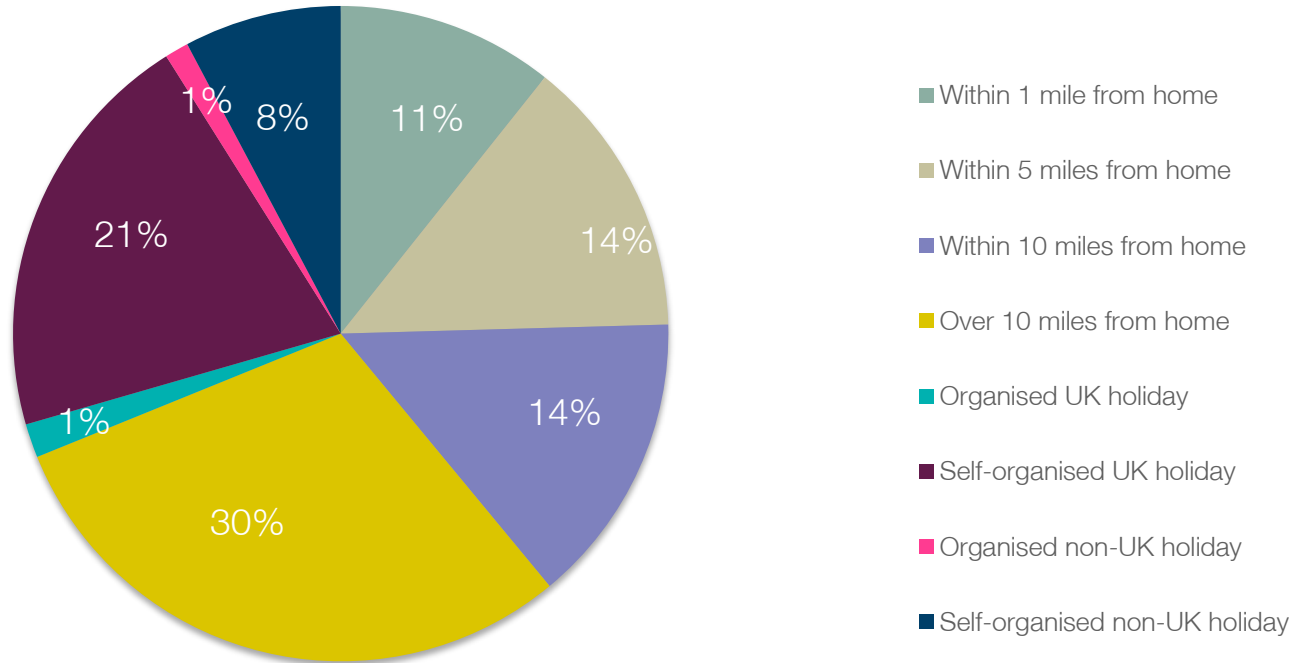
Activities of Future Interest



- Similar to the overall market walking; mountaineering; canoeing; lifestyle activities are the most attractive activities to potential participants
- Compared to the overall market, those with a disability are more likely to want to outdoor swim and mountain bike in the future.

Where

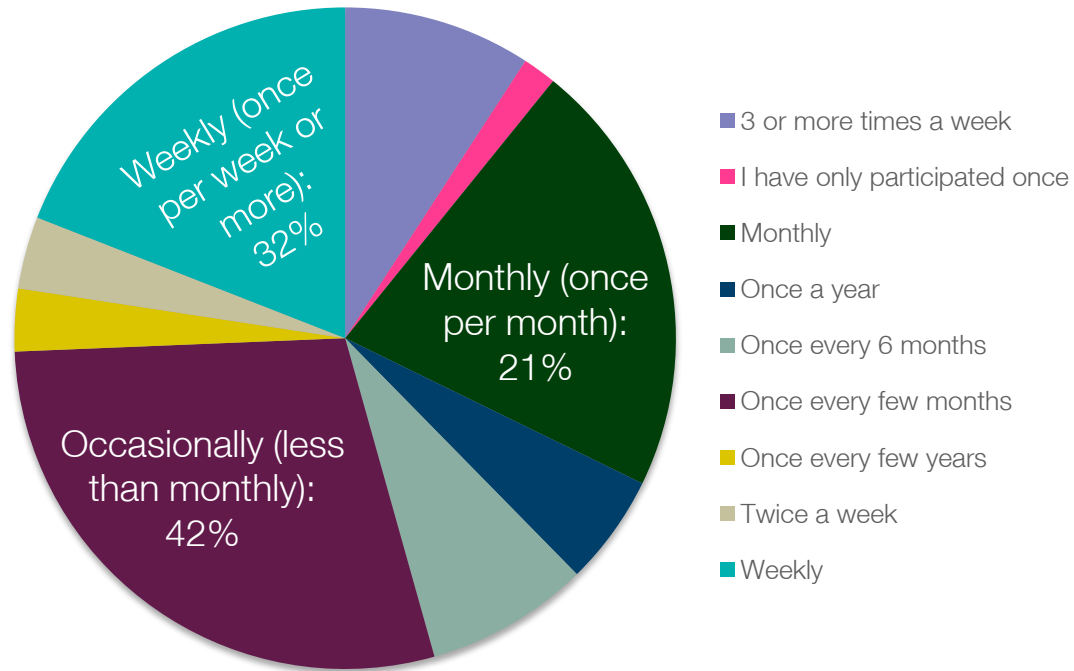
Distance travelled for main outdoors activity



- Compared with the overall market, those with a disability are more likely to participate within 10 miles from home:
 - Overall: 33%
 - Disability: 39%

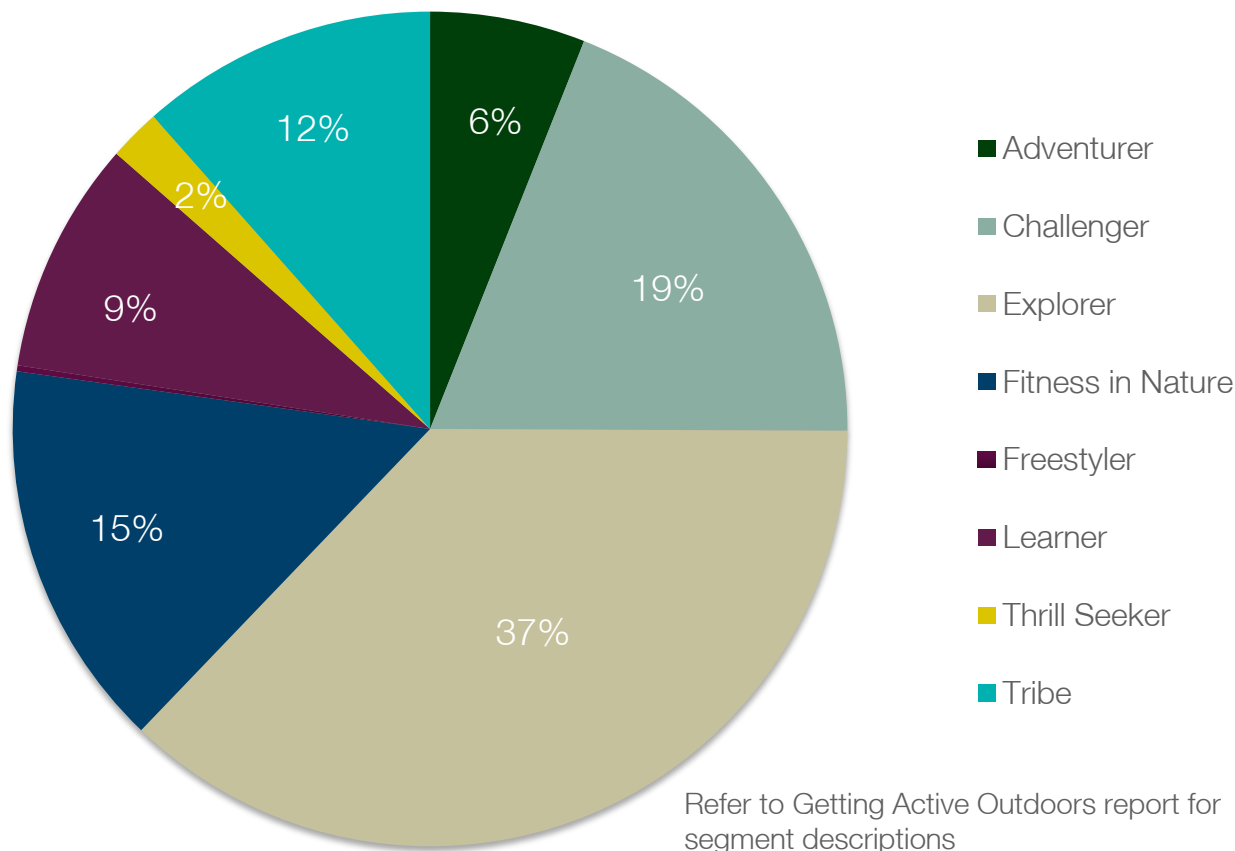


When: frequency by main activity



- Compared to the overall market, those with a disability are less likely to participate in **their main activity** weekly and more likely to participate **occasionally**.
- Those with a disability are more likely to **participate most of the year** (3 seasons) than those without a disability

Why? Motivation



- Compared to the overall market, significantly higher % of those with a disability are **Challengers**
- Slightly higher than overall % of market are **Explorers** and **Tribe Members**
- Compared to the overall market, significantly smaller % of those with a disability are **Adventurers** and **Freestylers**.



Barriers



Key messages

- There are 9.4million disabled people in England and with 623,000 currently active in the outdoors there is **an opportunity for growth in this market**, particularly for females.
- Disability demographics and current outdoor participation rates leans towards an **older population**.
- Main and future activities are similar for the overall outdoor market but significantly **more disabled people are challengers**, enjoying gaining a sense of control and learning about themselves.
- Disabled people are more likely to **participate occasionally but most of the year**, compared to the overall market.



Methodology

- Refer to the Sport England Getting Active Outdoors report for information on the outdoors market and the methodology for collation of the data - <http://sportengland.org/outdoors>
- To get the disability specific outdoors data the disabled respondents who responded to the participation survey which was conducted as part of the Getting Active Outdoors project was extracted and analysed
- This equated to 581 people from a overall market of 8,493

Sources:

- Monitor of Engagement with the Natural Environment (MENE), 2012-13 Survey; Sport England Active People Survey 8 and 9; DCMS Taking Part Survey, Sport England Getting Active Outdoors Participation Survey 2014

