Disability Data Analysis
Disability Insight

Almost 1 in 5 people in England are disabled

Nearly 75% of disabled people have more than one impairment

Over 50% of disabled people experience long term pain

Almost 70% of disabled people are aged over 50

For more information go to Mapping Disability: the facts
Contents

• Market size
• Who and Who With
• What
• Where
• When
• Why
• Barriers
• Summary
• Data Sources
Outdoors Participation Market

43.7m Total Population in England

9.4m Total Disabled Population in England

623,000 Active Outdoors have disability

2.5m Regularly Active Outdoors

8.9m Active Outdoors

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

- 32% On My Own
- 21% Friends on Holiday
- 10% Friends
- 9% Family
- 7% Family on Holiday
- 3% Colleagues
- 2% University Group
- 2% A Uniform/Organised Group
- 12% Duke of Edinburgh Group
- 7% School Group
- 3% A Community Group
- 2% A College Group
- 1% A Club

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%
Creating a sporting habit for life

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.
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**.

Refer to Getting Active Outdoors report for segment descriptions.
Barriers

- Distance
- Shelter & rest points
- Safety
- Physical access (stiles; gates; bridges; steep/uneven paths)
- Route finding
- Access to information
- Confidence
Key messages

• There are 9.4 million 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