

Sample size of 44

Use data with caution

Bowls

Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 20th most popular sport

Demographics

Prevalent Locations

9% of Yorkshire & Humber
7% of London



Prevalent Age Groups

8% of 26-34s



Gender

2% of females
5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people



Communication

68% Spoken English
46% BSL



43% have other impairments or conditions



Sports Participation

Level of Sports Participation

64% play sport more than once per week



75% play sport for over 30 minutes per session



£48 spent on average per month on sport



Travelling to Play Sport

72% travel under 30 minutes to play sport



72% travel by car

Primary Motivations

81% Socialising
77% Enjoyment



50% take part in bowls sport competitions



Sport Environment

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



Current: 72% with anybody
Preferred: 82% with anybody

Marketing Channels

Current

41% Friends & family
38% Internet search

Preferred

48% Facebook
45% Email update



Bowls

Future Participation



UK Deaf Sport

10% of deaf/HoH people -- 4th highest latent demand

Demographics

Prevalent Locations

14% of London
12% of South West
11% of North West



Prevalent Age Groups

16% of 55-64s
12% of 65-75s



Gender

10% of females / 12% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

61% Spoken English
38% BSL

24% have other impairments or conditions



10% of those who currently play sports

10% of those who do not currently play any sports

Current Physical Activity

48% physically active
3x per week or more

Popular Types of Physical Activity

74% Walking
29% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

66% Keeping fit & healthy
63% Enjoyment

Common Barriers

28% Lack of fitness
26% Cost



Future Sport Environment

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

80% with anybody



Preferred Marketing Channels

35% Internet search
33% Email updates
30% Facebook

