

# Cricket

## Current Participation



UK Deaf Sport

5% of deaf/HoH people -- 11th most popular sport

### Demographics

#### Prevalent Locations

9% of London  
5% of East



#### Prevalent Age Groups

12% of under 26s



#### Gender

3% of females  
6% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in slightly deaf people



#### Communication

64% Spoken English  
53% BSL



17% have other impairments or conditions



### Sports Participation

#### Level of Sports Participation

68% play sport more than once per week



91% play sport for over 30 minutes per session



£54 spent on average per month on sport

#### Travelling to Play Sport

61% travel under 30 minutes to play sport



63% travel by car

#### Primary Motivations

80% Enjoyment  
78% Keeping fit & healthy



40% take part in cricket sport competitions



#### Sport Environment

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



**Current:** 82% with anybody  
**Preferred:** 92% with anybody

### Marketing Channels

#### Current

41% Friends & family  
41% Internet search

#### Preferred

41% Facebook  
33% Email updates



# Cricket

## Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 13th highest latent demand

### Demographics

#### Prevalent Locations

10% of West Midlands  
7% of London



#### Prevalent Age Groups

7% of under 35s  
7% of 45-54s



#### Gender

2% of females  
7% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people



#### Communication

53% Spoken English  
50% BSL



16% have other  
impairments or conditions



6% of those who currently  
play sports

4% of those who do not currently  
play any sports

### Current Physical Activity

53% physically active  
3x per week or more

#### Popular Types of Physical Activity

71% Walking  
29% Playing sport



### Sport Motivations and Barriers

#### Primary Motivations

81% Enjoyment  
69% Keeping fit & healthy

#### Common Barriers

22% Communication  
20% Lack of local activities



### Future Sport Environment

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

84% with anybody



### Preferred Marketing Channels

42% Facebook  
39% Email update  
39% Internet search

