

# East England

## Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

### Sample Demographics

**Sample:** 92

#### Locations

29% PE

16% NR

10% IP

9% CB

9% CO

8% CM

19% Other



#### Age

Mean age: 47



#### Ethnicity

94% White British

6% Other



#### Gender

54% Male

46% Female

#### Level of Hearing Loss

33% have profound/severe hearing loss



42% have moderate hearing loss

25% have mild/slight hearing loss

### Information Around People's Hearing Loss

#### Deaf Registration and Disability

41% registered as deaf

40% of the sample consider themselves disabled

#### Deaf/HoH family

23% have a deaf/HoH family member



#### Preferred Forms of Communication

72% Spoken English

25% BSL



#### Other Impairments

23% have another impairments or conditions



### Physical Activity

#### Frequency

47% report that they are physically active three times a week or more

34% feel they are more active than others their age

#### Most common types of physical activity

62% Walking

27% Swimming

27% Playing sport

26% Keep fit/Gym



## 44% Currently Play Sport

**Sample: 40\***

70% play sport more than once per week



85% usually play for more than 30 minutes

Travelling to Play Sport



63% travel by car

53% travel less than 30 minutes

Sport Environment



79% currently play with anybody in a mainstream environment

## Sports Most Commonly Played

53% Swimming [23%]\*\*

53% Running [23%]\*\*

43% Football [18%]\*\*



## Money Spent on Sport

An average of £74 a month



## Competition and Tuition

73% play in sport competitions

73% receive sports tuition



## Future Sports

71% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing\*\*\*

19% Swimming

17% Badminton

12% Cycling



Future Sport Environment



84% prefer with anybody

## Barriers and Motivations

### Common Barriers to Sport

21% Lack of fitness

20% Communication

14% Lack of time



### Primary Motivations for Sport

52% Enjoyment

47% Keeping fit & healthy

40% Socialising



## Marketing Channels for Sport

### Currently through...

34% Internet search

29% Facebook

22% Friends & family



### Prefer through...

35% Facebook

27% Friends & family

22% Internet search

## Lifestyle

Reading and eating out are the two most important interests

46% belong to some sort of club or association



\*All percentages in the Currently Play Sport section are a proportion of the 40 respondents (44% of total East England profile sample) currently participating in sport. Please note that this sample size is low, use data from this section with caution.

\*\*The percentages displayed in the square bracket are a proportion of the total East England profile sample, provided for a comparison with future sports respondents are interested in.

\*\*\*The respondents interested in playing each sport excludes those that currently play the sport in question. However, the percentages displayed are a proportion of the total East England profile sample including those that currently play the sport.