

Sample size of 32

Use data with  
caution

# Handball

## Current Participation



3% of deaf/HoH people -- 21st most popular sport

### Demographics

#### Prevalent Locations

7% of London  
5% of Wales



#### Prevalent Age Groups

8% of 16-34s



#### Gender

2% of females  
3% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
severely deaf people



#### Communication

69% Spoken English  
66% BSL



44% have other  
impairments or conditions



### Sports Participation

#### Level of Sports Participation

97% play sport more  
than once per week



81% play sport for over  
30 minutes per session



£90 spent on average  
per month on sport



#### Travelling to Play Sport

59% travel under 30  
minutes to play sport



44% travel by car

#### Primary Motivations

60% Enjoyment  
56% Socialising  
56% Keeping fit & healthy



50% take part in handball  
sport competitions



#### Sport Environment

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



Current: 78% with anybody  
Preferred: 77% with anybody

### Marketing Channels

#### Current

38% Facebook  
34% UK Deaf Sport

#### Preferred

47% Facebook  
38% Friends & family



Sample size of 41

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# Handball

## Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 26th highest latent demand

### Demographics

#### Prevalent Locations

6% of East

6% of West Midlands

5% of London



#### Prevalent Age Groups

7% of Under 25s

5% of 26-44s



#### Gender

3% of females / 4% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people

#### Communication

56% Spoken English

51% BSL

20% have other  
impairments or conditions



6% of those who currently  
play sports

2% of those who do not currently  
play any sports

### Current Physical Activity

49% physically active

3x per week or more

#### Popular Types of Physical Activity

73% Walking

39% Dancing



### Sport Motivations and Barriers

#### Primary Motivations

68% Keeping fit & healthy

66% Enjoyment

#### Common Barriers

27% Communication

22% Cost



### Future Sport Environment

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

80% with anybody



### Preferred Marketing Channels

42% UK Deaf Sport

38% Email updates

33% Friends & family



