

Sample size of 44

Use data with caution

Netball

Current Participation



UK Deaf Sport

3% of deaf/HoH people -- 18th most popular sport

Demographics

Prevalent Locations

7% of East
5% of London



Prevalent Age Groups

9% under 26s



Gender

6% of females
2% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in moderately deaf people



Communication

65% Spoken English
38% BSL



30% have other impairments or conditions



Sports Participation

Level of Sports Participation

75% play sport more than once per week



90% play sport for over 30 minutes per session



£56 spent on average per month on sport



Travelling to Play Sport

63% travel under 30 minutes to play sport



65% travel by car

Primary Motivations

80% Keeping fit & healthy
78% Enjoyment



38% take part in netball sport competitions



Sport Environment

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



Current: 73% with anybody
Preferred: 81% with anybody

Marketing Channels

Current

44% Internet search
39% Friends & family

Preferred

44% Internet search
41% Facebook



Netball

Future Participation



UK Deaf Sport

7% of deaf/HoH people -- 7th highest latent demand

Demographics

Prevalent Locations

11% of Yorkshire & Humber
11% of Wales
10% of South West



Prevalent Age Groups

13% of 16-44s



Gender

9% of females
5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

71% BSL
68% Spoken English



10% have other impairments or conditions



10% of those who currently play sports

4% of those who do not currently play any sports

Current Physical Activity

42% physically active
3x per week or more

Popular Types of Physical Activity

84% Walking
47% Playing sport



Sport Motivations and Barriers

Primary Motivations

77% Socialising
75% Enjoyment



Common Barriers

30% Lack of time
26% Cost



Future Sport Environment

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

58% with anybody



Preferred Marketing Channels

60% Friends & family
57% Facebook
42% Twitter
34% Council notice/staff

