

North East England

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 41

Locations

34% NE

22% TS

17% DL

15% SR

12% DH



Age

Mean age: 53



Ethnicity

95% White British

5% Other



Gender

55% Male

45% Female

Level of Hearing Loss

23% have profound/severe hearing loss



55% have moderate hearing loss

23% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

24% registered as deaf

32% of the sample consider themselves disabled

Deaf/HoH family

46% have a deaf/HoH family member



Preferred Forms of Communication

83% Spoken English

15% BSL



Other Impairments

29% have another impairments or conditions



Physical Activity

Frequency

51% report that they are physically active three times a week or more

27% feel they are more active than others their age

Most common types of physical activity

71% Walking

24% Gardening

22% Swimming

15% Keep fit/gym



37% Currently Play Sport*

Sample size of 15

sample size inadequate for profiling

Future Sports

77% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing*

24% Swimming

15% Golf

10% Tennis



Future Sport Environment

90% prefer with anybody



Lifestyle

Spending time with family and reading are the two most important interests

37% belong to some sort of club or association



Barriers and Motivations

Common Barriers to Sport

44% Lack of fitness

22% Lack of time

17% Cost



Primary Motivations for Sport

54% Enjoyment

49% Keeping fit & healthy

27% Socialising



Marketing Channels for Sport

Currently through...

39% Friends & family

27% Internet search

22% Facebook



Prefer through...

32% Friends & family

29% Internet search

27% Facebook

*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 North East England profile sample including those that currently play the sport.