

North West England

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 132

Locations

21% M

13% L

13% CH

10% FY

8% PR

6% OL

29% Other



Age

Mean age: 48



Ethnicity

90% White British

10% Other



Gender

52% Male

48% Female

Level of Hearing Loss

37% have profound/severe hearing loss



34% have moderate hearing loss

29% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

35% registered as deaf

42% of the sample consider themselves disabled

Deaf/HoH family

49% have a deaf/HoH family member



Preferred Forms of Communication

79% Spoken English

22% BSL



Other Impairments

20% have another impairments or conditions



Physical Activity

Frequency

45% report that they are physically active three times a week or more

32% feel they are more active than others their age

Most common types of physical activity

64% Walking

33% Gardening

23% Keeping fit/Gym

22% Playing Sport



41% Currently Play Sport

Sample: 54*

68% play sport more than once per week



72% usually play for more than 30 minutes

Travelling to Play Sport



60% travel by car

64% travel less than 30 minutes

Sport Environment



83% currently play with anybody in a mainstream environment

Sports Most Commonly Played

48% Running [20%]**

44% Football [18%]**

32% Swimming [13%]**



Money Spent on Sport

An average of £54 a month



Competition and Tuition

59% play in sport competitions

45% 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***

21% Swimming

13% Tennis

11% Bowls



Future Sport Environment



80% prefer with anybody

Barriers and Motivations

Common Barriers to Sport

20% Lack of fitness

18% Lack of time

13% Communication



Primary Motivations for Sport

53% Keeping fit & healthy

52% Enjoyment

36% Socialising



Marketing Channels for Sport

Currently through...

33% Internet search

28% Friends & family

22% Facebook



Prefer through...

32% Facebook

27% Internet search

22% Friends & family

Lifestyle

Reading and spending time with family are the two most important interests

54% belong to some sort of club or association



*All percentages in the Currently Play Sport section are a proportion of the 54 respondents (41% of total north west profile sample) currently participating in sport.

**The percentages displayed in the square bracket are a proportion of the total north west 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 north west profile sample including those that currently play the sport.