

Sample size of 46

Use data with caution

# Rounders

## Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 12th most popular sport

### Demographics

#### Prevalent Locations

8% of East

7% of North West



#### Prevalent Age Groups

14% of under 26s



#### Gender

5% of females

4% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people

#### Communication

72% Spoken English

39% BSL

22% have other impairments or conditions



### Sports Participation

#### Level of Sports Participation

70% play sport more than once per week

85% play sport for over 30 minutes per session

£52 spent on average per month on sport



26% take part in rounders sport competitions



#### Sport Environment

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

Current: 80% with anybody  
Preferred: 86% with anybody



#### Travelling to Play Sport

61% travel under 30 minutes to play sport

50% travel by car



#### Primary Motivations

82% Enjoyment

75% Keeping fit & healthy



### Marketing Channels

#### Current

47% Friends & family

35% Facebook

#### Preferred

44% Facebook

37% Friends & family



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## Future Participation



4% of deaf/HoH people -- 21st highest latent demand

### Demographics

#### Prevalent Locations

8% of Yorkshire & Humber

6% of East

5% of South East



#### Prevalent Age Groups

8% of Under 26s



#### Gender

3% of females

6% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people

#### Communication

64% Spoken English

43% BSL

17% have other

impairments or conditions



4% of those who currently  
play sports

4% of those who do not currently  
play any sports

### Current Physical Activity

51% physically active

3x per week or more

#### Popular Types of Physical Activity

64% Walking

32% Playing sport



### Sport Motivations and Barriers

#### Primary Motivations

85% Enjoyment

81% Keeping fit & healthy

#### Common Barriers

36% Communication

30% Lack of time



### Future Sport Environment

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

82% with anybody



### Preferred Marketing Channels

47% Internet search

45% Facebook

43% Friends & family

