

West Midlands

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 130

Locations

29% B
13% CV
12% ST
12% WV
9% DY
9% WS
16% Other



Age

Mean age: 45



Ethnicity

85% White British
15% Other



Gender

61% Male
40% Female

Level of Hearing Loss

43% have
profound/severe
hearing loss



34% have moderate
hearing loss

23% have mild/slight
hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

45% registered as deaf
44% of the sample consider
themselves disabled

Deaf/HoH family

43% have a deaf/HoH
family member



Preferred Forms of Communication

64% Spoken English
38% BSL



Other Impairments

16% have another
impairments or conditions



Physical Activity

Frequency

48% report that they are physically
active three times a week or more
35% feel they are more active than
others their age

Most common types of physical activity

78% Walking
29% Gardening
28% Swimming
28% Keep fit/gym



47% Currently Play Sport

Sample: 61*

71% play sport more than once per week



80% usually play for more than 30 minutes

Travelling to Play Sport



68% travel by car

66% travel less than 30 minutes

Sport Environment



75% currently play with anybody in a mainstream environment

Future Sports

84% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

19% Badminton

17% Swimming

13% Cycling



Future Sport Environment



80% prefer with anybody

Lifestyle

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

57% belong to some sort of club or association



Sports Most Commonly Played

46% Running [22%]**

46% Football [22%]**

41% Swimming [19%]**



Money Spent on Sport

An average of £39 a month



Competition and Tuition

57% play in sport competitions

52% receive sports tuition



Barriers and Motivations

Common Barriers to Sport

26% Lack of fitness

24% Lack of time

20% Communication



Primary Motivations for Sport

58% Keeping fit & healthy

53% Enjoyment

33% Socialising



Marketing Channels for Sport

Currently through...

33% Internet search

31% Friends & family

21% Facebook



Prefer through...

34% Facebook

30% Email updates

25% Internet search

*All percentages in the Currently Play Sport section are a proportion of the 61 respondents (47% of total West Midlands profile sample) currently participating in sport.

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