

Athletics

Current Participation



UK Deaf Sport

7% of deaf/HoH people -- 8th most popular sport

Demographics

Prevalent Locations

15% of London

12% of West midlands



Prevalent Age Groups

18% of under 34s



Gender

7% of females

7% of males



Hearing Impairment

Level of Hearing Loss



Most prevalent in slightly deaf people

Communication

66% Spoken English

48% BSL



20% have other impairments or conditions

Sports Participation

Level of Sports Participation

86% play sport more than once per week

85% play sport for over 30 minutes per session

£59 spent on average per month on sport



32% take part in athletics sport competitions

Sport Environment

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



Current: 81% with anybody
Preferred: 87% with anybody

Travelling to Play Sport

68% travel under 30 minutes to play sport

47% travel by car



Primary Motivations

73% Keeping fit & healthy

73% Enjoyment



Marketing Channels

Current

43% Friends & family

41% Internet search

Preferred

38% Facebook

35% Internet search



Sample size of 44

Use data with
caution

Athletics

Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 23rd highest latent demand

Demographics

Prevalent Locations

9% of London

6% of East

5% of South West



Prevalent Age Groups

8% of under 25s



Gender

3% of females

5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in
profoundly deaf people



Communication

66% BSL

50% Spoken English



25% have other
impairments or conditions



7% of those who currently
play sports

2% of those who do not currently
play any sports

Current Physical Activity

45% physically active

3x per week or more

Popular Types of Physical Activity

64% Walking

41% Swimming



Sport Motivations and Barriers

Primary Motivations

81% Enjoyment

73% Keeping fit & healthy



Common Barriers

27% Cost

23% Communication



Future Sport Environment

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

83% with anybody



Preferred Marketing Channels

46% Facebook

41% UK Deaf Sport

39% Internet search

