Cycling

Current Participation



13% of deaf/HoH people -- 4th most popular sport

Demographics

Prevalent Locations

17% of East 17% of North East 17% of London



Prevalent Age Groups

22% of 26-44s



Gender

13% of females/12% of males

Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

72% Spoken English 43% BSL



14% have other impairments or conditions

Sports Participation

Level of Sports Participation

66% play sport more than once per week



90% play sport for over 30 minutes per session

£54 spent on average

per month on sport



Sport Environment

19% take part in cycling

sport competitions

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



Current: 75% with anybody

Preferred: 90% with anybody



69% travel under 30 minutes to play sport



63% travel by car

Primary Motivations

87% Enjoyment 87% Keeping fit & healthy



Marketing Channels

Current

48% Internet search 48% Friends & family



47% Facebook

45% Internet search



Cycling

Future Participation



10% of deaf/HoH people -- 3rd highest latent demand

Demographics

Hearing Impairment

Prevalent Locations

15% of Yorkshire & Humber13% of West Midlands13% of Wales



Prevalent Age Groups

16% of 45-54s 13% of 35-44s



Gender

10% of females/11% of males



Level of Hearing Loss

Most prevalent in profoundly deaf people

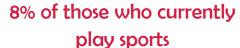


Communication

57% Spoken English 38% BSL



12% have other impairments or conditions



12% of those who do not currently play any sports

Current Physical Activity

43% physically active 3x per week or more

Popular Types of Physical Activity

69% Walking 31% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

73% Keeping fit & healthy 61% Enjoyment





28% Lack of fitness 27% Communication

Future Sport Environment

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



Preferred Marketing Channels

44% Facebook37% Internet search34% Friends &family

76% with anybody