## Golf

## **Current Participation**



10% of deaf/HoH people -- 5th most popular sport

## **Demographics**

#### **Prevalent Locations**

18% of Wales 12% of London



#### **Prevalent Age Groups**

18% 26-44s



#### Gender

5% of females 14% of males



## **Hearing Impairment**

## Level of Hearing Loss

Most prevalent in moderately deaf people

#### Communication

73% Spoken English 57% BSL



15% have other impairments or conditions

## **Sports Participation**

#### **Level of Sports Participation**

67% play sport more than once per week



87% play sport for over 30 minutes per session

£68 spent on average per month on sport



## 25% take part in golf sport competitions

### **Sport Environment**

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

**Current: 61% with anybody** 



Preferred: 71% with anybody

#### **Travelling to Play Sport**

55% travel under 30 minutes to play sport



58% travel by car

### **Primary Motivations**

88% Enjoyment

73% Socialising

61% Keeping fit & healthy





## **Marketing Channels**

#### Current

51% Friends & family 47% Facebook

#### **Preferred**

49% Facebook

41% Friends & family



## Golf

## **Future Participation**



8% of deaf/HoH people -- 5th highest latent demand

## **Demographics**

## Hearing Impairment

#### **Prevalent Locations**

15% of Scotland15% of North East9% of Yorkshire & Humber



#### **Prevalent Age Groups**

10% of 65-74s 9% of 45-64s



#### Gender

4% of females/11% of males



#### Level of Hearing Loss

Most prevalent in profoundly deaf people

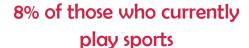


#### Communication

67% Spoken English 30% BSL



18% have other impairments or conditions



9% of those who do not currently play any sports

## **Current Physical Activity**

# 53% physically active3x per week or more

Popular Types of Physical Activity

70% Walking33% Swimming



## **Sport Motivations and Barriers**

## **Primary Motivations**

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73% Keeping fit & healthy 69% Enjoyment





22% Lack of fitness 22% Lack of time

## **Future Sport Environment**

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



## **Preferred Marketing Channels**



45% Internet search42% Facebook32% Email updates

84% with anybody

Data collated from UK Deaf Sport 2015 Deaf/Hard of Hearing Sport and Physical Activity Participation Survey. Profile sample made up of respondents who would be interested in participating in golf (not including current participators).