Sample size of 43 Use data with caution

Hockey **Current Participation**



4% of deaf/HoH people -- 17th most popular sport

Demographics

Prevalent Locations

5% of East 5% of West Midlands



Prevalent Age Groups

13% of under 26s 5% of 26-34s



Gender

4% of females/4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



67% Spoken English 42% BSL



37% have other impairments or conditions

Sports Participation

Level of Sports Participation

79% play sport more than once per week



81% play sport for over 30 minutes per session

£63 spent on average per month on sport





37% take part in hockey sport competitions

Sport Environment

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

Current: 70% with anybody Preferred: 78% with anybody

Travelling to Play Sport

63% travel under 30 minutes to play sport



63% travel by car

Primary Motivations

85% Enjoyment 62% Keeping fit & healthy



Marketing Channels

Current

37% Friends & family 37% Internet search



42% Facebook

37% Email update



Hockey





6% of deaf/HoH people -- 11th highest latent demand

Demographics

Prevalent Locations

11% of Wales 9% of London



Prevalent Age Groups

12% of 26-34s 11% of 35-44s 9% of 16-25s



Gender

4% of females / 7% of males



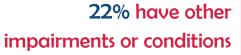
Hearing Impairment

Level of Hearing Loss

Most prevalent in moderately deaf people



71% **BSL** 71% Spoken English





9% of those who currently play sports

3% of those who do not currently play any sports

Current Physical Activity

75% physically active 3x per week or more

Popular Types of Physical Activity

86% Walking 48% Playing sport



Sport Motivations and Barriers

Primary Motivations

83% Enjoyment 77% Socialising

Common Barriers

19% Communication 15% Lack of facilities

Future Sport Environment

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



Preferred Marketing Channels



53% Facebook 43% Council 43% Friends & family

52% with anybody