

London

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 151

Locations

15% E

13% SW

10% SE

9% KT

9% W

7% N

37% Other



Age

Mean age: 40



Ethnicity

78% White British

22% Other



Gender

67% Male

33% Female

Level of Hearing Loss

33% have profound/severe hearing loss



38% have moderate hearing loss

29% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

63% registered as deaf

57% of the sample consider themselves disabled

Deaf/HoH family

50% have a deaf/HoH family member



Preferred Forms of Communication

61% Spoken English

51% BSL



Other Impairments

28% have another impairments or conditions



Physical Activity

Frequency

45% report that they are physically active three times a week or more

33% feel they are more active than others their age

Most common types of physical activity

74% Walking

31% Keeping fit/gym

31% Swimming

27% Playing Sport



64% Currently Play Sport

Sample: 97*

63% play sport more than once per week



88% usually play for more than 30 minutes

Travelling to Play Sport



42% travel by car

70% travel less than 30 minutes

Sport Environment



69% currently play with anybody in a mainstream environment

Future Sports

87% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

15% Tennis

14% Bowls

14% Swimming



Future Sport Environment



86% prefer with anybody

Lifestyle

Reading and playing sport are the two most important interests

70% belong to some sort of club or association



Sports Most Commonly Played

45% Running [29%]**

44% Football [28%]**

37% Swimming [24%]**



Money Spent on Sport

An average of £57 a month



Competition and Tuition

63% play in sport competitions

60% receive sports tuition



Barriers and Motivations

Common Barriers to Sport

20% Cost

19% Communication

18% Lack of time



Primary Motivations for Sport

65% Enjoyment

59% Keeping fit & healthy

50% Socialising



Marketing Channels for Sport

Currently through...

35% Internet search

30% Facebook

26% UK Deaf Sport



Prefer through...

36% Internet search

30% Facebook

29% Email updates

*All percentages in the Currently Play Sport section are a proportion of the 97 respondents (64% of total London profile sample) currently participating in sport.

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