Sample size of 36 Use data with caution

Martial Arts Current Participation



3% of deaf/HoH people -- 19th most popular sport

Demographics

Prevalent Locations

7% of East 5% of London 5% of East Midlands

Prevalent Age Groups

7% of under 34s

Gender 3% of females/3% of males

Sports Participation

Level of Sports Participation

78% play sport more than once per week

75% play sport for over 30 minutes per session

£60 spent on average per month on sport

Travelling to Play Sport

72% travel under 30 minutes to play sport

54% travel by car

Primary Motivations

83% Enjoyment 80% Keeping fit & healthy









Hearing Impairment



Level of Hearing Loss

Most prevalent in severely deaf people

Communication

69% Spoken English 44% **BSL**

42% have other impairments or conditions

36% take part in martial arts competitions

Sport Environment

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

Current: 77% with anybody Preferred: 83% with anybody

Marketing Channels

Current

60% Internet search 37% Friends & family

Preferred

57% Email updates 51% Facebook



Data collated from UK Deaf Sport 2015 Deaf/Hard of Hearing Sport and Physical Activity Participation Survey. Profile sample made up of respondents who have participated in martial arts during the last 12 months.

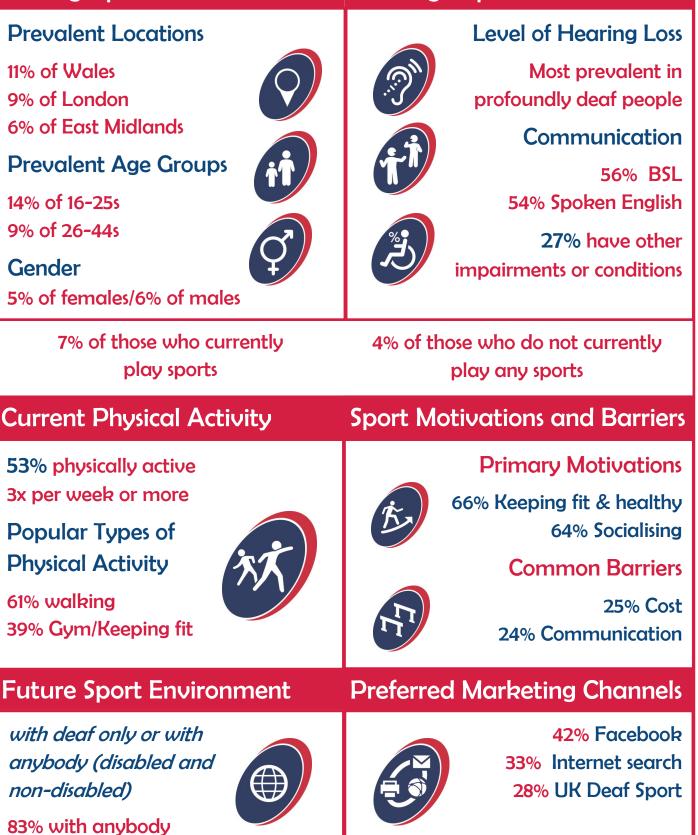
Martial Arts Future Participation



5% of deaf/HoH people -- 12th highest latent demand

Demographics

Hearing Impairment



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 martial arts (not including current participators).