

Badminton

Current Participation



UK Deaf Sport

9% of deaf/HoH people -- 6th most popular sport

Demographics

Prevalent Locations

16% of London

12% of West Midlands



Prevalent Age Groups

21% of under 35s



Gender

10% of females

9% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

56% Spoken English

51% BSL



32% have other impairments or conditions



Sports Participation

Level of Sports Participation

67% play sport more than once per week

82% play sport for over 30 minutes per session

£52 spent on average per month on sport



27% take part in badminton sport competitions



Sport Environment

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

Current: 68% with anybody
Preferred: 82% with anybody



Travelling to Play Sport

70% travel under 30 minutes to play sport

62% travel by car



Primary Motivations

85% Enjoyment

72% Keeping fit & healthy



Marketing Channels

Current

42% Friends & family

42% Internet search

Preferred

50% Facebook

36% Internet search



Badminton

Future Participation



UK Deaf Sport

14% of deaf/HoH people -- 2nd highest latent demand

Demographics

Prevalent Locations

19% of West Midlands

17% of South West

17% of East



Prevalent Age Groups

20% of 26-44s



Gender

16% of females

12% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

68% Spoken English

52% BSL



13% have other

impairments or conditions

16% of those who currently play other sports

11% 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

77% Walking

35% Gardening



Sport Motivations and Barriers

Primary Motivations

80% Enjoyment

66% Keeping fit & healthy

Common Barriers

27% Communication

27% Lack of time



Future Sport Environment

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

70% with anybody



Preferred Marketing Channels

48% Facebook

40% Friends & family

35% Email updates

