

Basketball

Current Participation



UK Deaf Sport

8% of deaf/HoH people -- 7th most popular sport

Demographics

Prevalent Locations

14% of East Midlands

11% of London

11% of West Midlands



Prevalent Age Groups

17% of under 34s



Gender

7% of females/9% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

73% Spoken English

66% BSL

24% have other impairments or conditions



Sports Participation

Level of Sports Participation

86% play sport more than once per week

88% play sport for over 30 minutes per session

£55 spent on average per month on sport



Travelling to Play Sport

46% travel under 30 minutes to play sport

53% travel by car



Primary Motivations

75% Enjoyment

74% Socialising

74% Keeping fit & healthy



55% take part in basketball sport competitions

Sport Environment

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

Current: 82% with anybody

Preferred: 86% with anybody



Marketing Channels

Current

53% Facebook

46% Friends & family

Preferred

56% Facebook

44% Email updates



Basketball

Future Participation



UK Deaf Sport

4% of deaf people -- 19th highest latent demand

Demographics

Prevalent Locations

8% of London
6% of North West
5% of Scotland



Prevalent Age Groups

12% of Under 25s



Gender

4% of females
4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

57% Spoken English
47% BSL



37% have other impairments or conditions

6% of those who currently play other sports

3% of those who do not currently play any sports

Current Physical Activity

42% physically active
3x per week or more

Popular Types of Physical Activity

55% Walking
33% Playing sport



Sport Motivations and Barriers

Primary Motivations

81% Enjoyment
63% Keeping fit & healthy

Common Barriers

31% Communication
31% Cost



Future Sport Environment

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

74% with anybody



Preferred Marketing Channels

35% Facebook
35% Internet search
29% Email updates

