

Sample size of 34

Use data with caution

Boxing

Current Participation



UK Deaf Sport

3% of deaf/HoH people -- 20th most popular sport

Demographics

Prevalent Locations

8% of East

5% of London



Prevalent Age Groups

7% of 26-34s

6% of 16-25s



Gender

4% of females/2% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people



Communication

56% BSL

47% Spoken English



32% have other impairments or conditions



Sports Participation

Level of Sports Participation

79% play sport more than once per week

91% play sport for over 30 minutes per session

£85 spent on average per month on sport



35% take part in boxing sport competitions



Sport Environment

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



Current: 64% with anybody
Preferred: 79% with anybody

Travelling to Play Sport

49% travel under 30 minutes to play sport

46% travel by car



Primary Motivations

76% Enjoyment

64% Keeping fit & healthy



Marketing Channels

Current

52% Facebook

36% Internet search

Preferred

49% Facebook

36% UK Deaf Sport



Sample size of 41

Use data with
caution

Boxing

Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 26th highest latent demand

Demographics

Prevalent Locations

6% of East

5% of Yorkshire & Humber



Prevalent Age Groups

9% of under 26s

8% of 26-34s



Gender

4% of females

4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in
profoundly deaf people



Communication

56% Spoken English

51% BSL



29% have other
impairments or conditions



5% of those who currently
play sports

2% of those who do not currently
play any sports

Current Physical Activity

56% physically active

3x per week or more

Popular Types of Physical Activity

66% Walking

34% Playing sport



Sport Motivations and Barriers

Primary Motivations

66% Enjoyment

61% Keeping fit & healthy

Common Barriers

29% Communication

27% Lack of time



Future Sport Environment

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

89% with anybody



Preferred Marketing Channels

58% Facebook

40% Email update

30% Internet search

