

Cycling

Current Participation



UK Deaf Sport

13% of deaf/HoH people -- 4th most popular sport

Demographics

Prevalent Locations

17% of East
17% of North East
17% of London



Prevalent Age Groups

22% of 26-44s



Gender

13% of females/12% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

72% Spoken English
43% BSL



14% have other

impairments or conditions



Sports Participation

Level of Sports Participation

66% play sport more than once per week



90% play sport for over 30 minutes per session



£54 spent on average per month on sport

Travelling to Play Sport

69% travel under 30 minutes to play sport



63% travel by car

Primary Motivations

87% Enjoyment
87% Keeping fit & healthy



19% take part in cycling sport competitions



Sport Environment

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



Current: 75% with anybody
Preferred: 90% with anybody

Marketing Channels

Current

48% Internet search
48% Friends & family

Preferred

47% Facebook
45% Internet search



Cycling

Future Participation



UK Deaf Sport

10% of deaf/HoH people -- 3rd highest latent demand

Demographics

Prevalent Locations

15% of Yorkshire & Humber

13% of West Midlands

13% of Wales



Prevalent Age Groups

16% of 45-54s

13% of 35-44s



Gender

10% of females/11% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

57% Spoken English

38% BSL

12% have other

impairments or conditions



8% of those who currently play sports

12% 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

69% Walking

31% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

73% Keeping fit & healthy

61% Enjoyment

Common Barriers

28% Lack of fitness

27% Communication



Future Sport Environment

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

76% with anybody



Preferred Marketing Channels

44% Facebook

37% Internet search

34% Friends & family

