

# East Midlands

## Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

### Sample Demographics

**Sample: 81**

#### Locations

31% NG  
26% DE  
25% NN  
15% LE  
4% LN



#### Age

Mean age: 43



#### Ethnicity

81% White British  
19% Other



#### Gender

61% Male  
40% Female

#### Level of Hearing Loss

33% have  
profound/severe  
hearing loss



38% have moderate  
hearing loss

29% have mild/slight  
hearing loss

### Information Around People's Hearing Loss

#### Deaf Registration and Disability

44% registered as deaf  
49% of the sample consider  
themselves disabled

#### Deaf/HoH family

41% have a deaf/HoH  
family member



#### Preferred Forms of Communication

80% Spoken English  
31% BSL



#### Other Impairments

28% have another  
impairments or conditions



### Physical Activity

#### Frequency

43% report that they are physically  
active three times a week or more  
37% feel they are more active than  
others their age

#### Most common types of physical activity

64% Walking  
32% Swimming  
28% Playing sport  
25% Gardening



## 49% Currently Play Sport

**Sample: 40\***

68% play sport more than once per week



88% usually play for more than 30 minutes

Travelling to Play Sport



59% travel by car

75% travel less than 30 minutes

Sport Environment



67% currently play with anybody in a mainstream environment

## Sports Most Commonly Played

48% Football [23%]\*\*

43% Running [21%]\*\*

35% Swimming [17%]\*\*



## Money Spent on Sport

An average of £38 a month



## Competition and Tuition

65% play in sport competitions

62% receive sports tuition



## Future Sports

84% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing\*\*\*

23% Swimming

10% Tennis

10% Badminton



Future Sport Environment



78% prefer with anybody

## Lifestyle

Spending time with family and reading are the two most important interests

56% belong to some sort of club or association



## Barriers and Motivations

### Common Barriers to Sport

26% Communication

21% Lack of time

20% Lack of fitness



### Primary Motivations for Sport

58% Enjoyment

56% Keeping fit & healthy

49% Socialising



## Marketing Channels for Sport

### Currently through...

43% Internet search

29% Friends & family

21% Facebook



### Prefer through...

30% Internet search

29% Email updates

29% Facebook

\*All percentages in the Currently Play Sport section are a proportion of the 40 respondents (49% of total East Midlands profile sample) currently participating in sport. Please note that this sample size is low, use data from this section with caution.

\*\*The percentages displayed in the square bracket are a proportion of the total East Midlands profile sample, provided for a comparison with future sports respondents are interested in.

\*\*\*The respondents interested in playing each sport excludes those that currently play the sport in question. However, the percentages displayed are a proportion of the total East Midlands profile sample including those that currently play the sport.