

# Football

## Current Participation



UK Deaf Sport

18% of deaf/HoH people -- 3rd most popular sport

### Demographics

#### Prevalent Locations

28% of London

23% of East Midlands



#### Prevalent Age Groups

36% of Under 35s



#### Gender

8% of females

25% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people



#### Communication

64% Spoken English

52% BSL



15% have other

impairments or conditions



### Sports Participation

#### Level of Sports Participation

69% play sport more than once per week

92% play sport for over 30 minutes per session

£49 spent on average per month on sport



53% take part in football sport competitions



#### Sport Environment

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



**Current:** 75% with anybody

**Preferred:** 90% with anybody

#### Travelling to Play Sport

65% travel under 30 minutes to play sport

56% travel by car



#### Primary Motivations

85% Enjoyment

82% Keeping fit & healthy



### Marketing Channels

#### Current

46% Friends & family

45% Facebook

#### Preferred

49% Facebook

40% Email Updates



# Football

## Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 15th highest latent demand

### Demographics

#### Prevalent Locations

9% of London

7% of Yorkshire & Humber

6% of West Midlands



#### Prevalent Age Groups

9% of Under 26s



#### Gender

5% of females

5% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people

#### Communication

58% Spoken English

42% BSL

23% have other

impairments or conditions



3% of those who currently play sports

7% of those who do not currently play any sports

### Current Physical Activity

30% physically active

3x per week or more

#### Popular Types of Physical Activity

65% Walking

23% Swimming



### Sport Motivations and Barriers

#### Primary Motivations

83% Enjoyment

70% Keeping fit & healthy

#### Common Barriers

28% Communication

25% Lack of local activities



### Future Sport Environment

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

77% with anybody



### Preferred Marketing Channels

51% Facebook

42% Internet search

30% Email updates

