

Sample size of 43

Use data with caution

Gymnastics

Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 15th most popular sport

Demographics

Prevalent Locations

9% of London
8% of East



Prevalent Age Groups

10% of under 35s



Gender

4% of females
3% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

63% Spoken English
54% BSL



35% have other impairments or conditions



Sports Participation

Level of Sports Participation

84% play sport more than once per week



84% play sport for over 30 minutes per session



£63 spent on average per month on sport

Travelling to Play Sport

51% travel under 30 minutes to play sport

44% travel by car



Primary Motivations

78% Enjoyment
63% Keeping fit & healthy



28% take part in gymnastics sport competitions



Sport Environment

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



Current: 71% with anybody
Preferred: 80% with anybody

Marketing Channels

Current

50% Friends & family
38% Facebook

Preferred

40% Friends & family
38% UK Deaf Sport



Sample size of 42

Use data with caution

Gymnastics

Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 25th highest latent demand

Demographics

Prevalent Locations

7% of London

5% of Yorkshire & Humber



Prevalent Age Groups

9% of under 26s

6% of 26-34s



Gender

5% of females

2% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

64% Spoken English

45% BSL

38% have other

impairments or conditions



5% of those who currently play sports

3% of those who do not currently play any sports

Current Physical Activity

50% physically active

3x per week or more

Popular Types of Physical Activity

69% Walking

43% Swimming



Sport Motivations and Barriers

Primary Motivations

71% Enjoyment

62% Socialising

Common Barriers

29% Cost

21% Lack of facilities



Future Sport Environment

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

78% with anybody



Preferred Marketing Channels

45% Facebook

31% Internet search

26% Email update

