

Sample size of 43

Use data with  
caution

# Hockey

## Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 17th most popular sport

### Demographics

#### Prevalent Locations

5% of East

5% of West Midlands



#### Prevalent Age Groups

13% of under 26s

5% of 26-34s



#### Gender

4% of females/4% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in  
profoundly deaf people



#### Communication

67% Spoken English

42% BSL



37% have other

impairments or conditions



### Sports Participation

#### Level of Sports Participation

79% play sport more  
than once per week

81% play sport for over  
30 minutes per session

£63 spent on average  
per month on sport



37% take part in hockey  
sport competitions



#### Sport Environment

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



**Current:** 70% with anybody

**Preferred:** 78% with anybody

#### Travelling to Play Sport

63% travel under 30  
minutes to play sport

63% travel by car



#### Primary Motivations

85% Enjoyment

62% Keeping fit  
& healthy



### Marketing Channels

#### Current

37% Friends & family

37% Internet search

#### Preferred

42% Facebook

37% Email update



# Hockey

## Future Participation



UK Deaf Sport

6% of deaf/HoH people -- 11th highest latent demand

### Demographics

#### Prevalent Locations

11% of Wales

9% of London



#### Prevalent Age Groups

12% of 26-34s

11% of 35-44s

9% of 16-25s



#### Gender

4% of females / 7% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in moderately deaf people

#### Communication

71% BSL

71% Spoken English

22% have other impairments or conditions



9% of those who currently play sports

3% of those who do not currently play any sports

### Current Physical Activity

75% physically active

3x per week or more

#### Popular Types of Physical Activity

86% Walking

48% Playing sport



### Sport Motivations and Barriers

#### Primary Motivations

83% Enjoyment

77% Socialising

#### Common Barriers

19% Communication

15% Lack of facilities



### Future Sport Environment

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

52% with anybody



### Preferred Marketing Channels

53% Facebook

43% Council

43% Friends & family

