

Sample size of 36

Use data with caution

Martial Arts

Current Participation



UK Deaf Sport

3% of deaf/HoH people -- 19th most popular sport

Demographics

Prevalent Locations

7% of East

5% of London

5% of East Midlands



Prevalent Age Groups

7% of under 34s



Gender

3% of females/3% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

69% Spoken English

44% BSL

42% have other impairments or conditions



Sports Participation

Level of Sports Participation

78% play sport more than once per week

75% play sport for over 30 minutes per session

£60 spent on average per month on sport



36% take part in martial arts competitions

Sport Environment

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

Current: 77% with anybody
Preferred: 83% with anybody



Travelling to Play Sport

72% travel under 30 minutes to play sport

54% travel by car



Primary Motivations

83% Enjoyment

80% Keeping fit & healthy



Marketing Channels

Current

60% Internet search

37% Friends & family

Preferred

57% Email updates

51% Facebook













Martial Arts

Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 12th highest latent demand

Demographics	Hearing Impairment
<p>Prevalent Locations</p> <p>11% of Wales 9% of London 6% of East Midlands</p> <p>Prevalent Age Groups</p> <p>14% of 16-25s 9% of 26-44s</p> <p>Gender</p> <p>5% of females/6% of males</p>   	<p>Level of Hearing Loss</p> <p>Most prevalent in profoundly deaf people</p> <p>Communication</p> <p>56% BSL 54% Spoken English</p> <p>27% have other impairments or conditions</p>   
7% of those who currently play sports	4% of those who do not currently play any sports
Current Physical Activity	Sport Motivations and Barriers
<p>53% physically active 3x per week or more</p> <p>Popular Types of Physical Activity</p> <p>61% walking 39% Gym/Keeping fit</p> 	<p>Primary Motivations</p> <p>66% Keeping fit & healthy 64% Socialising</p> <p>Common Barriers</p> <p>25% Cost 24% Communication</p>  
Future Sport Environment	Preferred Marketing Channels
<p><i>with deaf only or with anybody (disabled and non-disabled)</i></p> <p>83% with anybody</p> 	<p>42% Facebook 33% Internet search 28% UK Deaf Sport</p> 