

Sample size of 45

Use data with caution

Rugby

Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 13th most popular sport

Demographics

Prevalent Locations

10% of East

6% of London



Prevalent Age Groups

12% of under 26s



Gender

4% of females

4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

73% Spoken English

33% BSL



16% have other impairments or conditions



Sports Participation

Level of Sports Participation

73% play sport more than once per week

98% play sport for over 30 minutes per session

£55 spent on average per month on sport



51% take part in rugby sport competitions



Sport Environment

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



Current: 68% with anybody
Preferred: 84% with anybody

Travelling to Play Sport

57% travel under 30 minutes to play sport

67% travel by car



Primary Motivations

93% Enjoyment

79% Keeping fit & healthy



Marketing Channels

Current

42% Friends & family

42% Internet search

Preferred

37% Facebook

37% Internet search



Sample size of 46

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caution

Rugby

Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 22nd highest latent demand

Demographics

Prevalent Locations

9% of West Midlands
6% of London



Prevalent Age Groups

8% of Under 26s
6% of 26-34s



Gender

3% of females
4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in
profoundly deaf people



Communication

70% Spoken English
39% BSL



15% have other
impairments or conditions



4% of those who currently
play sports

4% of those who do not currently
play any sports

Current Physical Activity

48% physically active
3x per week or more

Popular Types of Physical Activity

63% Walking
48% Swimming



Sport Motivations and Barriers

Primary Motivations

76% Keeping fit & healthy
74% Enjoyment



Common Barriers

24% Communication
24% Lack of time



Future Sport Environment

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

80% with anybody



Preferred Marketing Channels

48% Facebook
41% Internet search
39% Email update

