

Running

Current Participation



UK Deaf Sport

21% of deaf/HoH people -- **Most popular sport**

Demographics

Prevalent Locations

29% of London
23% of South East



Prevalent Age Groups

45% of under 26-34s
38% of 35-44s



Gender

18% of females/23% of male



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

70% Spoken English
55% BSL



18% have other impairments or conditions



Sports Participation

Level of Sports Participation

76% play sport more than once per week



88% play sport for over 30 minutes per session



£61 spent on average per month on sport

Travelling to Play Sport

59% travel under 30 minutes to play sport



51% travel by car

Primary Motivations

84% Enjoyment
72% Keeping fit & healthy



31% take part in running sport competitions



Sport Environment

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



Current: 73% with anybody
Preferred: 80% with anybody

Marketing Channels

Current

49% Facebook
47% Friends & family

Preferred

56% Facebook
41% Internet search



Running

Future Participation



UK Deaf Sport

7% of deaf/HoH people -- 8th highest latent demand

Demographics

Prevalent Locations

11% of London

9% of West Midlands

8% of Yorkshire & Humber



Prevalent Age Groups

11% of 16-44s



Gender

10% of females

4% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

53% Spoken English

53% BSL

18% have other

impairments or conditions



5% of those who currently play sport

8% of those who do not currently play any sport

Current Physical Activity

22% physically active

3x per week or more

Popular Types of Physical Activity

76% Walking

34% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

72% Keeping fit & healthy

62% Enjoyment

Common Barriers

33% Lack of time

24% Communication



Future Sport Environment

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

80% with anybody



Preferred Marketing Channels

50% Internet search

45% Facebook

33% Email updates

