

Scotland

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 83

Locations

28% G

13% KY

11% EH

8% PA

6% FK

6% KA

28% Other



Age

Mean age: 51



Ethnicity

84% White British

16% Other



Gender

68% Male

32% Female

Level of Hearing Loss

28% have profound/severe hearing loss



47% have moderate hearing loss

24% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

35% registered as deaf

47% of the sample consider themselves disabled

Deaf/HoH family

53% have a deaf/HoH family member



Preferred Forms of Communication

76% Spoken English

21% BSL



Other Impairments

27% have another impairments or conditions



Physical Activity

Frequency

57% report that they are physically active three times a week or more

37% feel they are more active than others their age

Most common types of physical activity

70% Walking

24% Gardening

22% Keeping fit/gym

21% Swimming



40% Currently Play Sport

Sample: 33*

82% play sport more than once per week



85% usually play for more than 30 minutes

Travelling to Play Sport



39% travel by car

68% travel less than 30 minutes

Sport Environment



73% currently play with anybody in a mainstream environment

Future Sports

70% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

16% Badminton

15% Golf

10% Volleyball

Future Sport Environment



75% prefer with anybody

Lifestyle

Watching TV and reading are the two most important interests



50% belong to some sort of club or association

Sports Most Commonly Played

42% Running [17%]**

30% Cycling [12%]**

30% Swimming [12%]**



Money Spent on Sport

An average of £55 a month



Competition and Tuition

49% play in sport competitions

49% receive sports tuition



Barriers and Motivations

Common Barriers to Sport

22% Lack of fitness

16% Cost

13% Lack of time



Primary Motivations for Sport

48% Enjoyment

44% Keeping fit & healthy

39% Socialising



Marketing Channels for Sport

Currently through...

31% Friends & family

27% Facebook

27% Internet search



Prefer through...

32% Internet search

23% Friends & family

21% Facebook

*All percentages in the Currently Play Sport section are a proportion of the 33 respondents (40% of total Scotland profile sample) currently participating in sport. Please note that this sample size is low, use data from this section with caution.

**The percentages displayed in the square bracket are a proportion of the total Scotland profile sample, provided for a comparison with future sports respondents are interested in.

***The respondents interested in playing each sport excludes those that currently play the sport in question. However, the percentages displayed are a proportion of the total Scotland profile sample including those that currently play the sport.