

Shooting

Current Participation



UK Deaf Sport

1% of deaf/HoH people -- 26th most popular sport

Sample size of 17

sample size inadequate for profiling

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Shooting

Future Participation



UK Deaf Sport

7% of deaf/HoH people -- 9th highest latent demand

Demographics

Prevalent Locations

12% of London

9% of Yorkshire & Humber

8% of South East



Prevalent Age Groups

12% of 26-34s



Gender

5% of females

8% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in severely deaf people

Communication

69% Spoken English

33% BSL

21% have other

impairments or conditions



8% of those who currently play sports

6% of those who do not currently play any sports

Current Physical Activity

52% physically active

3x per week or more

Popular Types of Physical Activity

70% Walking

37% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

72% Keeping fit & healthy

63% Enjoyment

Common Barriers

21% Cost

20% Communication



Future Sport Environment

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

85% with anybody



Preferred Marketing Channels

47% Internet search

40% Email updates

35% Facebook

