

South East England

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 169

Locations

23% BN

12% OX

10% RH

8% PO

8% TN

7% MK

32% Other



Age

Mean age: 47



Ethnicity

88% White British

12% Other



Gender

48% Male

52% Female

Level of Hearing Loss

41% have profound/severe hearing loss



38% have moderate hearing loss

22% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

45% registered as deaf

49% of the sample consider themselves disabled

Deaf/HoH family

44% have a deaf/HoH family member



Preferred Forms of Communication

78% Spoken English

24% BSL



Other Impairments

22% have another impairments or conditions



Physical Activity

Frequency

53% report that they are physically active three times a week or more

40% feel they are more active than others their age

Most common types of physical activity

62% Walking

30% Playing sport

27% Gardening

23% Keep fit/gym



47% Currently Play Sport

Sample: 80*

57% play sport more than once per week



92% usually play for more than 30 minutes

Travelling to Play Sport



73% travel by car

65% travel less than 30 minutes

Sport Environment



84% currently play with anybody in a mainstream environment

Future Sports

78% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

15% Swimming

12% Badminton

11% Cycling



Future Sport Environment



86% prefer with anybody

Lifestyle

Reading and spending time with family are the two most important interests

59% belong to some sort of club or association



Sports Most Commonly Played

50% Running [23%]**

46% Swimming [21%]**

37% Football [17%]**



Money Spent on Sport

An average of £53 a month



Competition and Tuition

62% play in sport competitions

58% receive sports tuition



Barriers and Motivations

Common Barriers to Sport

23% Lack of fitness

20% Lack of time

16% Communication



Primary Motivations for Sport

56% Enjoyment

53% Keeping fit & healthy

45% Socialising



Marketing Channels for Sport

Currently through...

33% Internet search

28% Friends & family

28% Facebook



Prefer through...

31% Facebook

30% Internet search

28% Email updates

*All percentages in the Currently Play Sport section are a proportion of the 80 respondents (47% of total South East profile sample) currently participating in sport.

**The percentages displayed in the square bracket are a proportion of the total South East 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 South East profile sample including those that currently play the sport.