

South West England

Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

Sample Demographics

Sample: 106

Locations

19% GL

17% BS

9% TQ

9% BA

9% TR

9% SN

28% Other



Age

Mean age: 48



Ethnicity

93% White British

7% Other



Gender

48% Male

52% Female

Level of Hearing Loss

40% have profound/severe hearing loss



37% have moderate hearing loss

23% have mild/slight hearing loss

Information Around People's Hearing Loss

Deaf Registration and Disability

44% registered as deaf

43% of the sample consider themselves disabled

Deaf/HoH family

43% have a deaf/HoH family member



Preferred Forms of Communication

76% Spoken English

35% BSL



Other Impairments

18% have another impairments or conditions



Physical Activity

Frequency

45% report that they are physically active three times a week or more

29% feel they are more active than others their age

Most common types of physical activity

70% Walking

45% Gardening

26% Swimming

23% Playing Sport



43% Currently Play Sport

Sample: 45*

60% play sport more than once per week

95% usually play for more than 30 minutes

Travelling to Play Sport

63% travel by car

61% travel less than 30 minutes

Sport Environment

61% currently play with anybody in a mainstream environment



Sports Most Commonly Played

55% Swimming [22%]**

48% Running [19%]**

29% Golf [12%]**



Money Spent on Sport

An average of £54 a month

Competition and Tuition

47% play in sport competitions

47% receive sports tuition



Future Sports

69% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

17% Badminton

15% Swimming

12% Bowls

Future Sport Environment

74% prefer with anybody



Barriers and Motivations

Common Barriers to Sport

23% Lack of fitness

18% Communication

18% Lack of time



Primary Motivations for Sport

58% Keeping fit & healthy

47% Socialising

47% Enjoyment



Marketing Channels for Sport

Currently through...

32% Internet search

28% Friends & family

27% Facebook



Prefer through...

28% Email updates

28% Facebook

27% Internet search

Lifestyle

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

60% belong to some sort of club or association



*All percentages in the Currently Play Sport section are a proportion of the 45 respondents (43% of total south west 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 south west 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 west profile sample including those that currently play the sport.