

Sample size of 42

Use data with caution

Squash

Current Participation



UK Deaf Sport

4% of deaf/HoH people -- 16th most popular sport

Demographics

Prevalent Locations

6% of West Midlands
6% of London



Prevalent Age Groups

9% of 26-34s
6% of under 26s



Gender

3% of females/5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in slightly deaf people



Communication

64% Spoken English
41% BSL



26% have other impairments or conditions



Sports Participation

Level of Sports Participation

74% play sport more than once per week



88% play sport for over 30 minutes per session



£59 spent on average per month on sport



Travelling to Play Sport

63% travel under 30 minutes to play sport



63% travel by car

Primary Motivations

78% Enjoyment
68% Keeping fit & healthy



36% take part in squash sport competitions



Sport Environment

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



Current: 81% with anybody
Preferred: 87% with anybody

Marketing Channels

Current

43% Friends & family
43% Internet search

Preferred

50% Facebook
38% Friends & family



Squash

Future Participation



UK Deaf Sport

5% of deaf/HoH people -- 13th highest latent demand

Demographics

Prevalent Locations

13% of London

6% of Yorkshire & Humber

6% of East



Prevalent Age Groups

9% of 16-44s



Gender

5% of females

5% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

62% BSL

45% Spoken English

21% have other

impairments or conditions



7% of those who currently play sports

4% of those who do not currently play any sports

Current Physical Activity

49% physically active

3x per week or more

Popular Types of Physical Activity

64% Walking

40% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

79% Keeping fit & healthy

72% Enjoyment

Common Barriers

33% Communication

26% Lack of time



Future Sport Environment

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

85% with anybody



Preferred Marketing Channels

47% Facebook

45% UK Deaf Sport

43% Internet search

