

Table Tennis

Current Participation



UK Deaf Sport

6% of deaf/HoH people -- 10th most popular sport

Demographics

Prevalent Locations

9% of London
9% of East



Prevalent Age Groups

15% of under 26s



Gender

6% of females
6% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people



Communication

59% Spoken English
43% BSL



19% have other impairments or conditions



Sports Participation

Level of Sports Participation

69% play sport more than once per week



87% play sport for over 30 minutes per session



£52 spent on average per month on sport

Travelling to Play Sport

65% travel under 30 minutes to play sport



58% travel by car

Primary Motivations

79% Enjoyment
75% Keeping fit & healthy



22% take part in table tennis competitions



Sport Environment

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



Current: 74% with anybody
Preferred: 86% with anybody

Marketing Channels

Current

45% Friends & family
36% Facebook

Preferred

45% Facebook
36% Email updates



Table Tennis

Future Participation



UK Deaf Sport

6% of deaf/HoH people -- 10th highest latent demand

Demographics

Prevalent Locations

10% of North West

7% of Scotland

7% of Yorkshire & Humber



Prevalent Age Groups

12% of 45-54s



Gender

5% of females

7% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

70% Spoken English

33% BSL



21% have other impairments or conditions

5% of those who currently play sports

7% of those who do not currently play any sports

Current Physical Activity

48% physically active

3x per week or more

Popular Types of Physical Activity

67% Walking

33% Swimming



Sport Motivations and Barriers

Primary Motivations

79% Enjoyment

70% Keeping fit & healthy

Common Barriers

31% Lack of time

24% Lack of confidence



Future Sport Environment

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

73% with anybody



Preferred Marketing Channels

45% Internet search

39% Email updates

38% Facebook

