

Tennis

Current Participation



UK Deaf Sport

7% of deaf/HoH people -- 9th most popular sport

Demographics

Prevalent Locations

11% of London

9% of West Midlands

9% of South East



Prevalent Age Groups

16% of 26-34s



Gender

7% of females/6% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

67% Spoken English

49% BSL

14% have other

impairments or conditions



Sports Participation

Level of Sports Participation

78% play sport more than once per week

94% play sport for over 30 minutes per session

£56 spent on average per month on sport



Travelling to Play Sport

66% travel under 30 minutes to play sport

58% travel by car



Primary Motivations

82% Enjoyment

79% Keeping fit & healthy



29% take part in tennis sport competitions

Sport Environment

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

Current: 75% with anybody

Preferred: 88% with anybody



Marketing Channels

Current

47% Friends & family

46% Facebook

Preferred

47% Facebook

36% Email updates



Tennis

Future Participation



UK Deaf Sport

8% of deaf/HoH people -- 6th highest latent demand

Demographics

Prevalent Locations

15% of London

13% of North West

10% of East midlands



Prevalent Age Groups

14% of under 26s

11% of 45-54s



Gender

10% of females/7% of males



Hearing Impairment

Level of Hearing Loss

Most prevalent in profoundly deaf people

Communication

66% Spoken English

42% BSL

29% have other

impairments or conditions



11% of those who currently play sports

6% of those who do not currently play any sports

Current Physical Activity

37% physically active

3x per week or more

Popular Types of Physical Activity

70% Walking

25% Gym/Keeping fit



Sport Motivations and Barriers

Primary Motivations

80% Enjoyment

77% Keeping fit & healthy

Common Barriers

31% Communication

28% Lack of confidence



Future Sport Environment

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

84% with anybody



Preferred Marketing Channels

42% Internet search

41% Facebook

34% Email updates

