

# Volleyball

## Current Participation



UK Deaf Sport

2% of deaf/HoH people -- 22nd most popular sport

Sample size of 26

sample size inadequate for profiling

--	--



--



--

Sample size of 44

Use data with caution

# Volleyball

## Future Participation



UK Deaf Sport

4% of deaf/HoH people -- 23rd highest latent demand

### Demographics

#### Prevalent Locations

10% of Scotland

9% of London

5% of Yorkshire & Humber



#### Prevalent Age Groups

7% of under 25s



#### Gender

5% of females

3% of males



### Hearing Impairment

#### Level of Hearing Loss

Most prevalent in profoundly deaf people

#### Communication

55% BSL

55% Spoken English

23% have other

impairments or conditions



5% of those who currently play sports

3% 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

73% Walking

41% Playing sport



### Sport Motivations and Barriers

#### Primary Motivations

82% Keeping fit & healthy

80% Enjoyment

#### Common Barriers

43% Communication

27% Lack of time



### Future Sport Environment

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

88% with anybody



### Preferred Marketing Channels

46% Internet search

43% UK Deaf Sport

39% Email updates

