



### Sample Demographics

**Sample: 40**

#### Locations

- 28% LL
- 25% SA
- 23% CF
- 20% NP
- 5% LD



#### Age

Mean age: 49



#### Ethnicity

- 90% White British
- 10% Other



#### Gender

- 70% Male
- 30% Female

#### Level of Hearing Loss

31% have profound/severe hearing loss



36% have moderate hearing loss

33% have mild/slight hearing loss

### Information Around People's Hearing Loss

#### Deaf Registration and Disability

- 33% registered as deaf
- 48% of the sample consider themselves disabled

#### Deaf/HoH family

- 48% have a deaf/HoH family member



#### Preferred Forms of Communication

- 78% Spoken English
- 33% BSL



#### Other Impairments

- 18% have another impairments or conditions



### Physical Activity

#### Frequency

- 38% report that they are physically active three times a week or more
- 50% feel they are more active than others their age

#### Most common types of physical activity

- 78% Walking
- 28% Gardening
- 15% Dancing
- 10% Keep fit/gym



## 33% Currently Play Sport\*

Sample size of 13

sample size inadequate for profiling

### Future Sports

73% of people either currently play or are interested in playing a sport in the future

#### Sports People are Most Interested in Playing\*

13% Running

13% Cycling

11% Martial arts



#### Future Sport Environment

55% prefer with anybody



### Lifestyle

Reading and eating out are the two most important interests

45% belong to some sort of club or association



### Barriers and Motivations

#### Common Barriers to Sport

31% Lack of fitness

13% Lack of confidence

13% Other



#### Primary Motivations for Sport

36% Socialising

36% Enjoyment

33% Keeping fit & healthy



### Marketing Channels for Sport

#### Currently through...

29% Friends & family

29% Facebook

13% Other deaf people



#### Prefer through...

24% Facebook

21% Friends & family

18% Council

\*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 Wales profile sample including those that currently play the sport.