

# Yorkshire & Humberside

## Deaf/HoH Sport/Physical Activity Participation



UK Deaf Sport

### Sample Demographics

**Sample: 97**

#### Locations

27% S  
24% LS  
17% DN  
9% WF  
7% YO  
5% BD  
11% Other



#### Age

Mean age: 45



#### Ethnicity

91% White British  
9% Other



#### Gender

55% Male  
45% Female

#### Level of Hearing Loss

36% have  
profound/severe  
hearing loss



36% have moderate  
hearing loss

28% have mild/slight  
hearing loss

### Information Around People's Hearing Loss

#### Deaf Registration and Disability

35% registered as deaf  
40% of the sample consider  
themselves disabled

#### Deaf/HoH family

45% have a deaf/HoH  
family member



#### Preferred Forms of Communication

74% Spoken English  
31% BSL



#### Other Impairments

23% have another  
impairments or conditions



### Physical Activity

#### Frequency

44% report that they are physically  
active three times a week or more  
31% feel they are more active than  
others their age

#### Most common types of physical activity

74% Walking  
29% Gardening  
26% Swimming  
24% Keep fit/Gym



## 35% Currently Play Sport

**Sample: 34\***

61% play sport more than once per week



94% usually play for more than 30 minutes

**Travelling to Play Sport**



69% travel by car

75% travel less than 30 minutes

**Sport Environment**



53% currently play with anybody in a mainstream environment

## Future Sports

77% of people either currently play or are interested in playing a sport in the future

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

22% Swimming

15% Cycling

13% Badminton



**Future Sport Environment**



82% prefer with anybody

## Lifestyle

Spending time with family and exercising are the two most important interests

50% belong to some sort of club or association



## Sports Most Commonly Played

42% Running [15%]\*\*

36% Cycling [13%]\*\*

36% Swimming [13%]\*\*



## Money Spent on Sport

An average of £61 a month



## Competition and Tuition

49% play in sport competitions

46% receive sports tuition



## Barriers and Motivations

### Common Barriers to Sport

30% Lack of fitness

21% Communication

17% Lack of time



### Primary Motivations for Sport

50% Enjoyment

48% Keeping fit & healthy

44% Socialising



## Marketing Channels for Sport

### Currently through...

37% Internet search

26% Friends & family

22% Facebook



### Prefer through...

28% Internet search

26% Facebook

24% Friends & family

\*All percentages in the Currently Play Sport section are a proportion of the 34 respondents (35% of total Yorkshire & Humberside profile sample) currently participating in sport. Please note that this sample size is low, use data from this section with caution.

\*\*The percentages displayed in the square bracket are a proportion of the total Yorkshire & Humberside profile sample, provided for a comparison with future sports respondents are interested in.

\*\*\*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 Yorkshire & Humberside profile sample including those that currently play the sport.