London

Deaf/HoH Sport/Physical Activity Participation



Sample Demographics

Sample: 151

Locations

15% E

13% SW

10% SE

9% KT

9% W

7% N

37% Other

Age

Mean age: 40

Ethnicity

78% White British

22% Other

Gender

67% Male

33% Female

Level of Hearing Loss

33% have

profound/severe

hearing loss

38% have moderate

hearing loss

29% have mild/slight

hearing loss



Deaf Registration and Disability

63% registered as deaf

57% of the sample consider

themselves disabled

Deaf/HoH family

50% have a deaf/HoH

family member



Preferred Forms of Communication

61% Spoken English

51% **BSL**



28% have another impairments or conditions



Physical Activity

Frequency

45% report that they are physically active three times a week or more

33% feel they are more active than others their age

Most common types of physical activity

74% Walking

31% Keeping fit/gym

31% Swimming

27% Playing Sport



64% Currently Play Sport

Sample: 97*

63% play sport more than once per week

88% usually play for more than 30 minutes

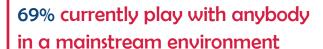


Travelling to Play Sport

42% travel by car



Sport Environment



Future Sports

87% of people either currently play or are interested in playing a sport in the future

Sports People are Most Interested in Playing***

15% Tennis

14% Bowls

14% Swimming



Future Sport Environment

86% prefer with anybody



Lifestyle

Reading and playing sport are the two most important interests

70% belong to some sort of club or association

Sports Most Commonly Played

45% Running [29%]**
44% Football [28%]**
37% Swimming [24%]**



Money Spent on Sport

An average of £57 a month



Competition and Tuition

63% play in sport competitions

60% receive sports tuition



Barriers and Motivations

Common Barriers to Sport

20% Cost

19% Communication

18% Lack of time



Primary Motivations for Sport

65% Enjoyment

59% Keeping fit & healthy

50% Socialisina



Marketing Channels for Sport

Currently through...

35% Internet search

30% Facebook

26% UK Deaf Sport



Prefer through...

36% Internet search

30% Facebook

29% Email updates

- *All percentages in the Currently Play Sport section are a proportion of the 97 respondents (64% of total London profile sample) currently participating in sport.
- **The percentages displayed in the square bracket are a proportion of the total London 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 London profile sample including those that currently play the sport.