

# Gender Spotlight Report

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# Background

- This report presents the key findings from a study commissioned by UK Coaching to explore the number of coaches in the UK, their activity and demographic characteristics.
- A survey of 30,088 UK Adults aged 18+ was conducted online between 20<sup>th</sup> September and 19<sup>th</sup> October 2022. The results were weighted to be representative of the UK population by gender, age, region, social grade and ethnicity. The survey reached 7,751 respondents who have ever coached.
- For this report, Active Coaches have been defined as people who have coached in the past 12 months. In order to explore all forms of coaching and participation, 'coaching' has been defined for the purposes of this research as: "Coaching, instruction, training or tuition in ANY sport or physical activity, outside of formal education. This can include any environment, such as formal sports club settings as well as informal community settings. It can include any sport or physical activity, including recreational or competitive sport, exercise, fitness, gym, dance, etc."



**55%** of Active Coaches are male compared to 49% of the UK population\*

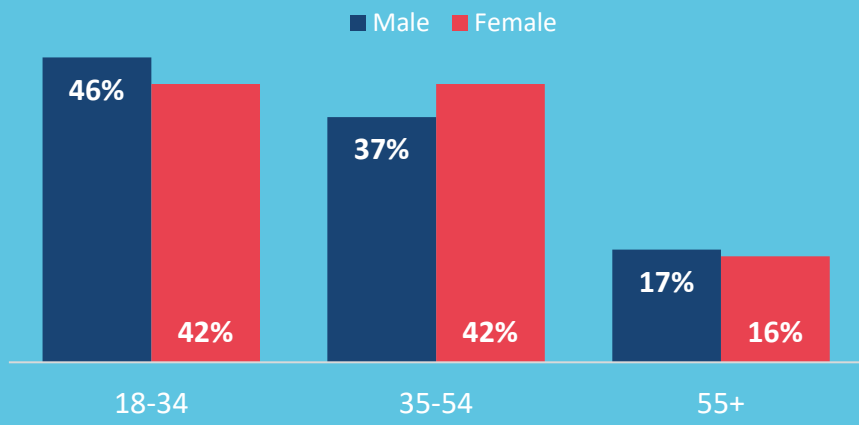
**44%** of Active Coaches are female compared to 51% of the UK population\*

\*2011 Census data



## Age

Male coaches are more likely to be younger than female coaches, with just under half aged (46%) 18-34.



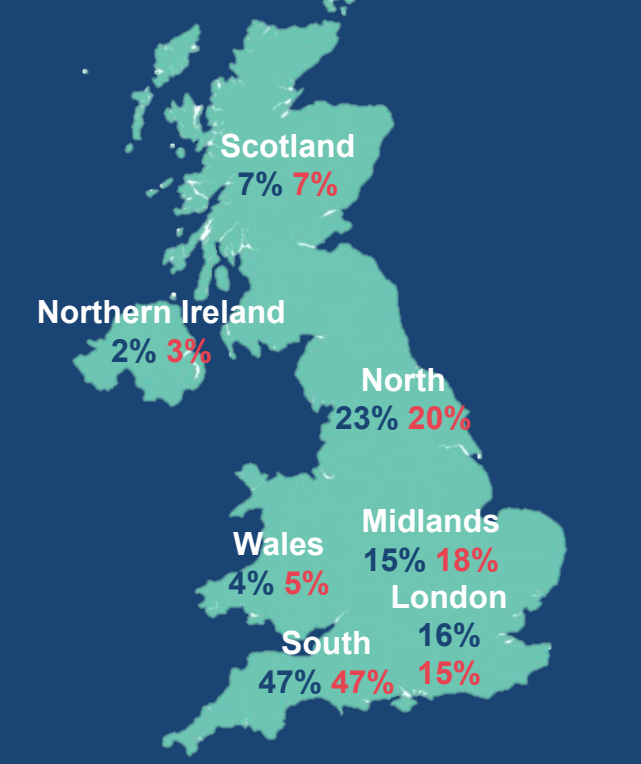
## Social Grade

Male coaches more likely to be from ABC1 backgrounds than female coaches.

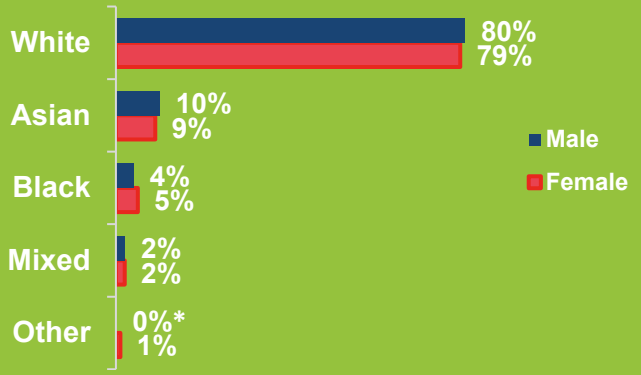
↑ **65%** **60%** ↓ **35%** **40%**  
 ABC1 C2DE

## Region

There are no significant differences between male and female coaches when it comes to regional breakdown.



## Ethnicity



## Disability/Long term health condition

Neither male nor female coaches are more likely to have a health condition or disability.

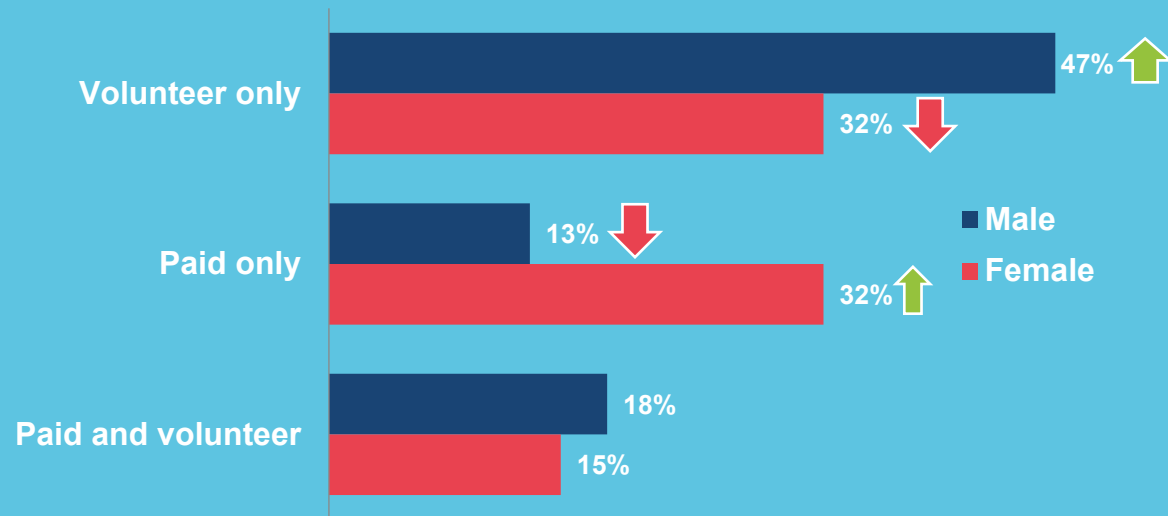
**23%** **22%**  
 Has a disability or health condition

**77%** **78%**  
 Does not have a disability or health condition

■ Male  
■ Female

# £ Pay Status

Male coaches are more likely than female coaches to be volunteer only, whilst female coaches are more likely to be paid only.



There is no significant difference by gender for those who say coaching is their primary occupation (10% women vs. 8% men).



Female coaches are significantly more likely than male coaches to be paid (46% vs. 31%).



# Time spent coaching each week

■ Male  
■ Female



In a paid capacity:

3.2 hours 4.8 hours



In a volunteer capacity:

↑ 7.6 hours 4.4 hours

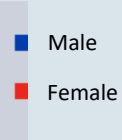
Female coaches on average do significantly less hours a week of voluntary coaching than male coaches.

There is, however, no significant difference in the hours spent coaching in a paid capacity.



# What?

Significantly more male coaches coach team sports than female coaches.

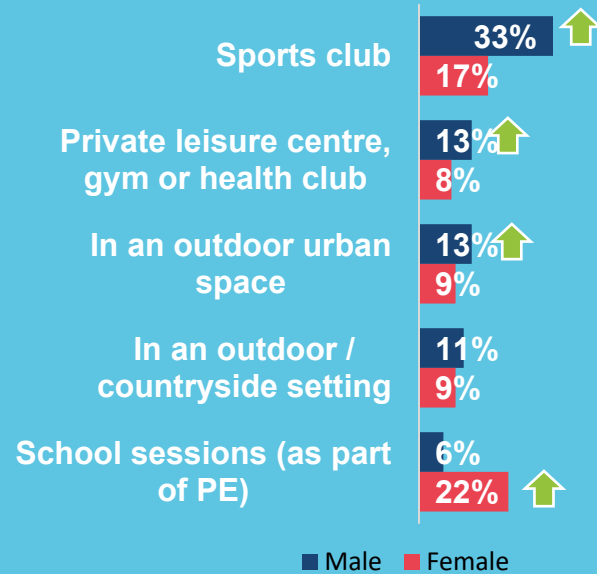


Female coaches are more likely to coach track and field sports than male coaches.



# Where?

A third of male coaches coach at a sports club, significantly more than female coaches.

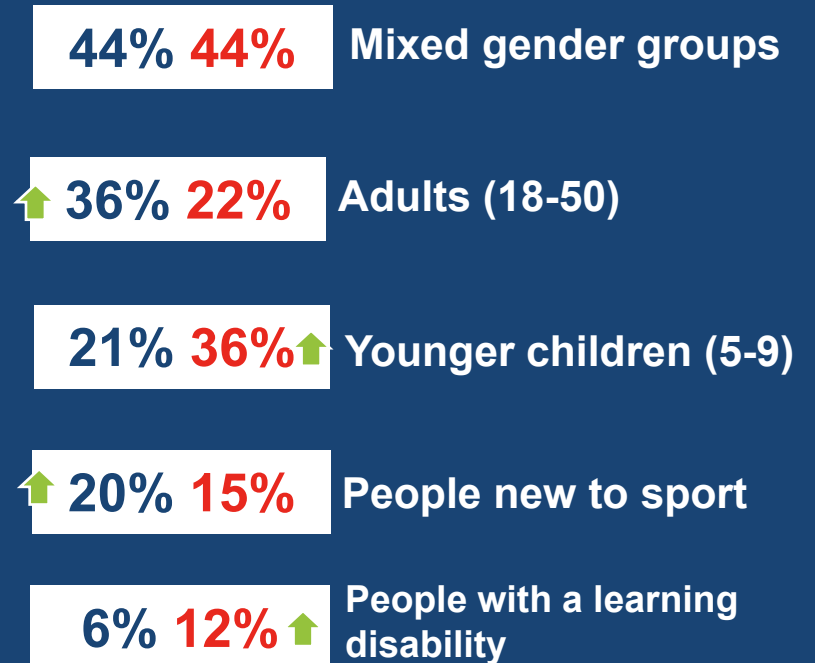


Female coaches are more likely than male coaches to coach school sessions as part of PE.

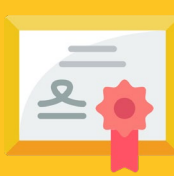


# Who?

Male coaches are more likely than female coaches to coach Adults (18-50) and people new to sport.



Female coaches are more likely than male coaches to coach younger children (5-9) and people with a learning disability.



## Just under a fifth of male coaches have completed a qualification in the last 12 months

...which is significantly more than female coaches.

% in the last 12 months...



## Over three quarters of male coaches say they feel confident when coaching

Female coaches are less likely to say they feel confident delivering coaching than male coaches.

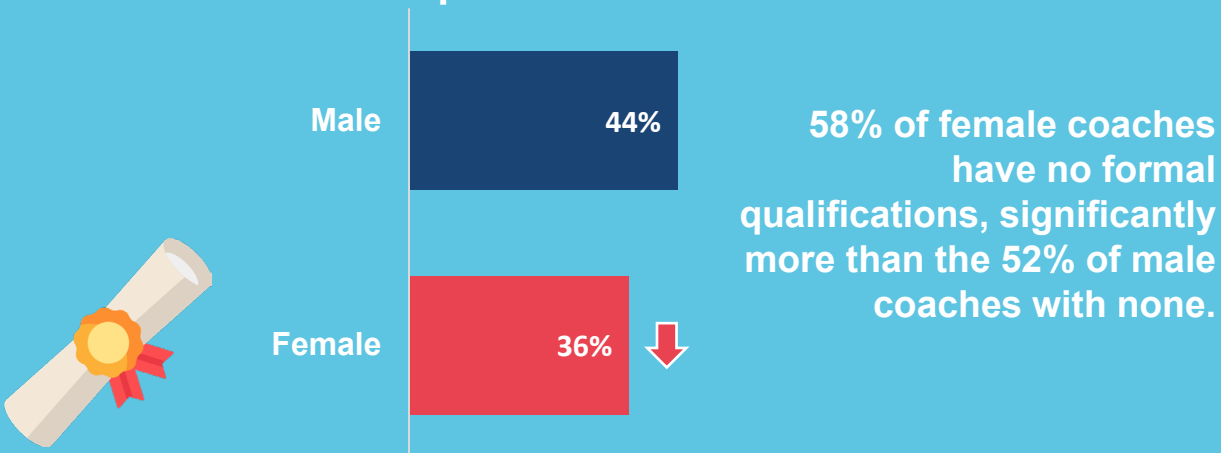
% who agree



## More than a third of female coaches have coaching qualifications

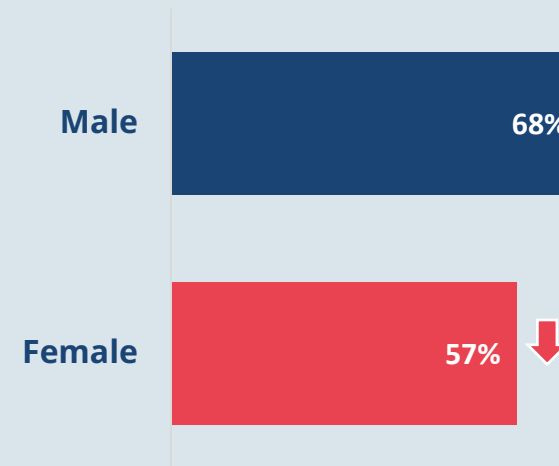
...Significantly less than the 44% of male coaches who do.

% with qualifications



## A majority would recommend coaching to a friend or colleague

% who agree



Significantly less female coaches agree that they would recommend coaching to a friend or colleague.



# Access to coaching support

There is no significant difference between male and female coaches and the likelihood to have access to coaching support (47% and 43% respectively).

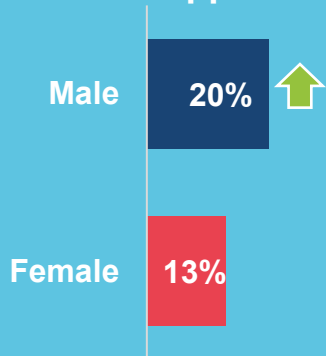


43% of male coaches with access to coaching support sourced them through a club, significantly more than the 27% of female coaches who sourced theirs through a club.

A fifth of male coaches support other coaches themselves.

Male coaches are significantly more likely to support other coaches than female coaches.

% who support other coaches



# Top barriers to coaching



36% 33%

Balancing work / home life

The cost of training / qualifications

34% 34%

30% 33%

Lack of investment in facilities and equipment

The voluntary nature of coaching / lack of pay

29% 31%

↑ 19% 15%

Declining participation rates

Behavioural issues of players / participants

17% 22% ↑

■ Male  
■ Female

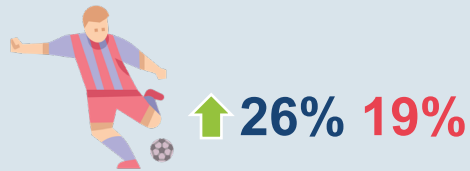
Male coaches are more likely than female coaches to cite declining participation rates, whilst female coaches are more likely to cite behavioural issues.



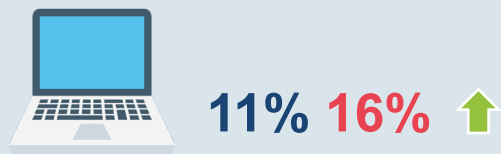
## A third coached during lockdowns

Around a third (33%) of male coaches coached during lockdowns, similar to the number of female coaches (32%).

In person coaching:



Virtual coaching:



Female coaches were more likely to coach virtually during lockdowns while male coaches were more likely to coach in person.

- Male
- Female

## A majority of female coaches participated in online learning



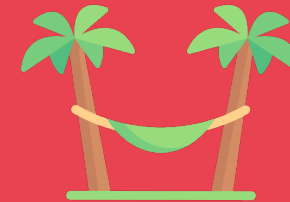
There is no significant difference in the proportion of male and female coaches who participated in online learning during lockdowns (49% and 54% respectively).

There is also no significant difference in the proportion of male and female coaches who ran online/remote coaching sessions (45% and 51% respectively).



## 46% of male coaches agreed it was difficult to return to coaching

...which is similar to the number of female coaches who agree (45%).



% who enjoyed the break from coaching



Male coaches are significantly more likely to say they enjoyed the break from coaching than female coaches.

Female coaches are less likely to agree that they were excited to return to coaching after the lockdowns (65% vs 74%).





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