

Health Spotlight Report

All reports are produced by **YouGov**® and edited by UK Coaching



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 20th September and 19th 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 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."
- In this report, Health groups have been defined as those who coach people in the following groups :
 - Those with physical disabilities,
 - Those with learning disabilities,
 - Those with a long term illness or health condition,
 - Those who are new to sport and physical activity,
 - Those who are inactive or infrequently active.



Health Coaches:

Physical disability: 26%

Learning disability: 37%

Long term illness or health condition: 21%

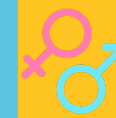
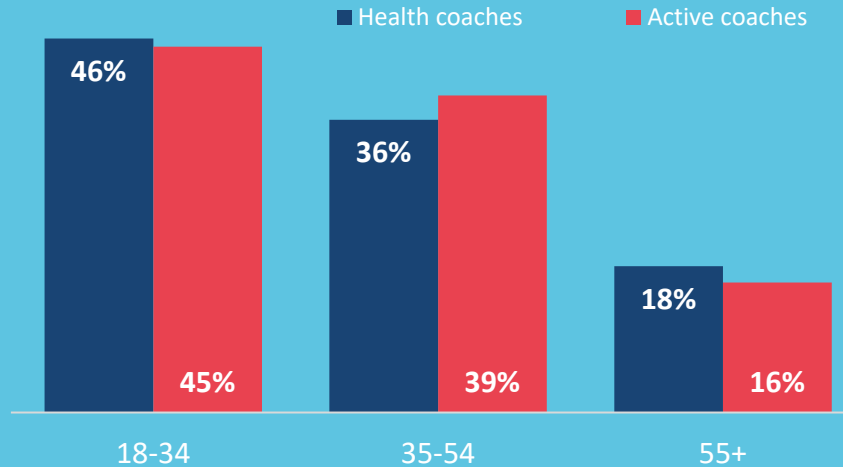
People new to sport and physical activity: 76%

People who are inactive or infrequently active: 35%



Age

There are no significant differences between Health Coaches and Active Coaches when it comes to age.



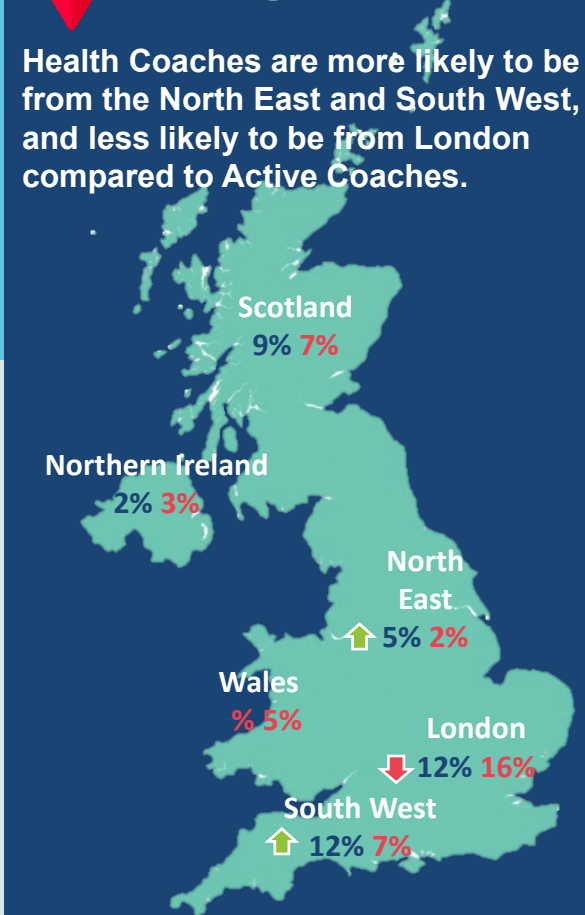
Gender

43% ^(44%) **Women** 55% ^(55%) **Men**



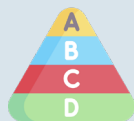
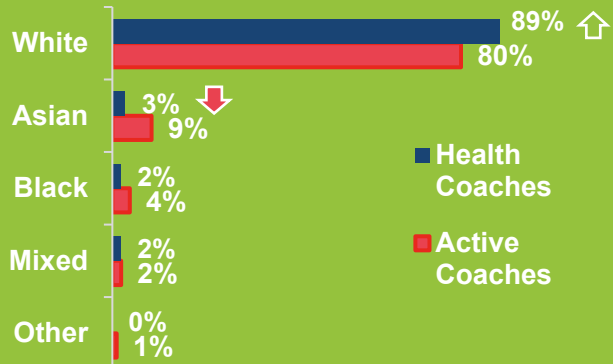
Region

Health Coaches are more likely to be from the North East and South West, and less likely to be from London compared to Active Coaches.



Ethnicity

Health Coaches are more likely to be White and less likely to be Asian than Active Coaches.



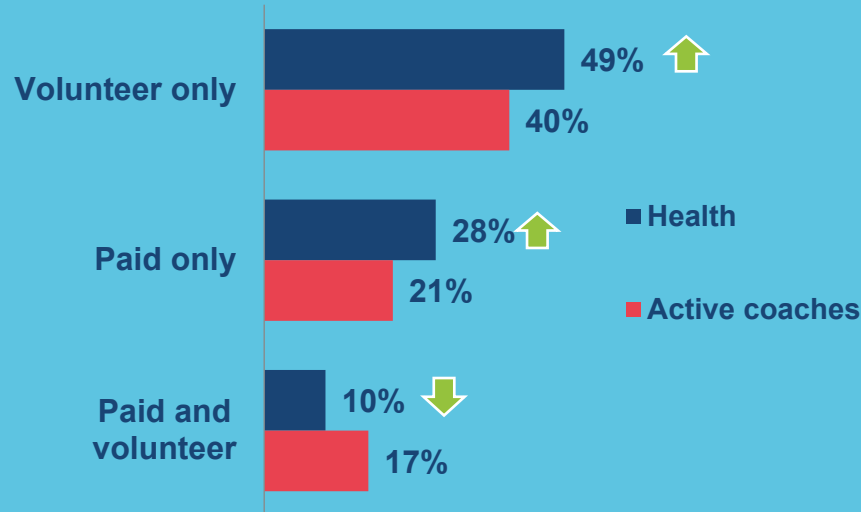
Social Grade

64% ^(62%) **ABC1** 36% ^(38%) **C2DE**

*Social grade is defined by the occupation of a household's Chief Income Earner (CIE). It factors in the CIE's job as well as details such as their qualifications and the number of people they are responsible for. More information can be found [here](#)

£ Pay status

Health coaches are more likely to be either volunteer or paid coaches only, and are less likely than active coaches to do both.



Health coaches are slightly more likely than active coaches to say that coaching is their primary occupation (12% vs. 9%)



Overall, Health coaches are as likely as all active coaches to be paid (39% vs. 38%).



Time spent coaching each week

Health coaches spend more time doing voluntary coaching each week than paid coaching.

There are no significant differences between hours spent coaching in any capacity between health coaches and the total sample.



In a paid capacity:

3.7 hours (4.0 hours)



In a volunteer capacity:

6.7 hours (6.3 hours)





What?

Health coaches are most likely to coach team sports, though less likely than Active Coaches.

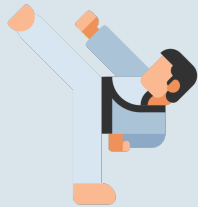
Team sports
↓ 16% 26%

Dance
10% 10%

Combat sports
↑ 10% 7%

Swimming and aquatics
↑ 10% 7%

Exercise, fitness,
personal training
9% 10%



■ Health coaches
■ Active coaches

Health coaches are significantly more likely to coach combat sports, and swimming and aquatics than Active Coaches.



Where?

Health coaches are most likely to coach at sports clubs or in outdoor settings.



Sports club
28% 26%



Outdoors/Countryside
↑ 16% 10%



School sessions (as part of PE)
14% 13%



Community group
↑ 14% 10%



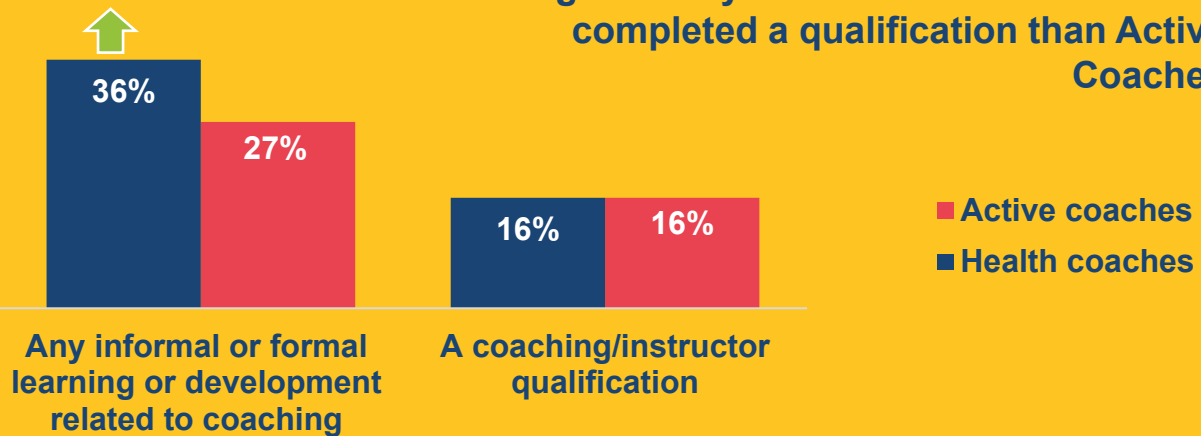
Private leisure centre, gym or health club
13% 11%



36% Have done recent learning development

% in the last 12 months...

Significantly more Health Coaches have completed a qualification than Active Coaches



84% Feel confident when they coach

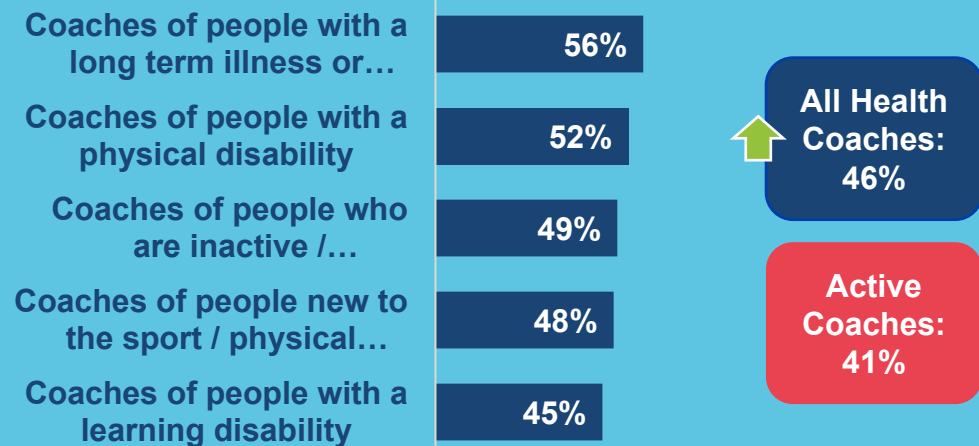


% who agree



46% Have formal coaching qualifications

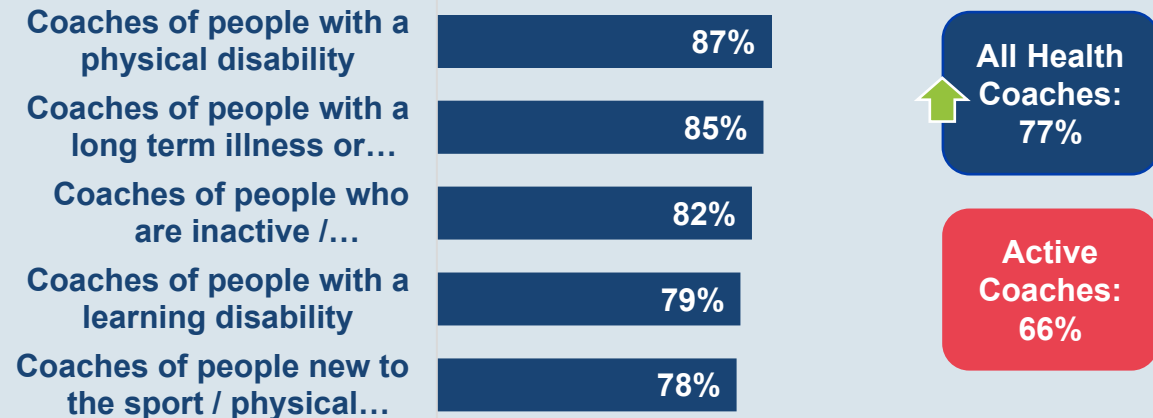
% with qualifications



77% Coach to a standard they are pleased with



% who agree



55% have access to coaching support

...this is significantly higher than Active Coaches (45%).



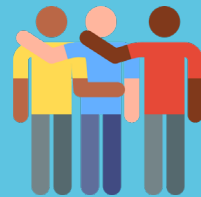
It is most common for Health coaches to have sourced their coaching support through a club (39%), and they are more likely than Active Coaches to have sourced them through a National Governing body (29% vs. 19%).

22% support other coaches themselves

...this is significantly higher than the proportion of Active Coaches who support other coaches (17%)

% who support other coaches

Coaches of people with a physical disability	36%	↑
Coaches of people with a long term illness or health condition	32%	↑
Coaches of people with a learning disability	31%	↑
Coaches of people new to the sport / physical activity	22%	
Coaches of people who are inactive / infrequently active	18%	

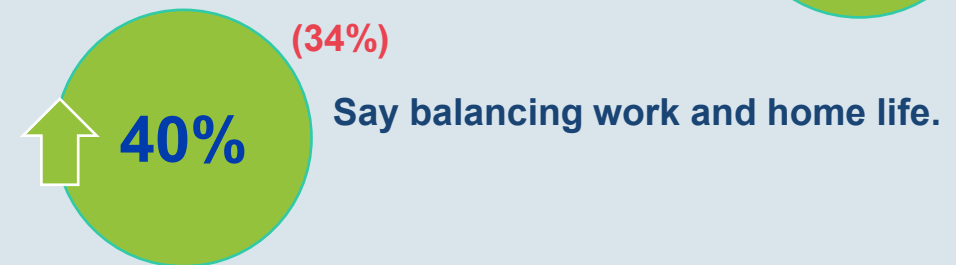


Top barriers to coaching



Health coaches

Active coaches





Coaching during lockdowns

36% of Health Coaches coached during lockdowns.

In person coaching:



26% (23%)

Virtual coaching:



18% (14%)

55% of coaches of people with a long term health condition coached during lockdown. 41% of these coached in person in lockdowns.

Health coaches

Active coaches

Participation in online learning



51% of Health Coaches participated in online learning related to coaching during lockdowns. This is similar to the proportion of Active Coaches who participated in online learning (52%).

Around half (49%) of Health Coaches ran online / remote coaching sessions when in person was not possible. Coaches of people with a learning disability were the least likely to have done this (30%).



Returning to coaching after lockdown

37% of Health Coaches found it difficult to return to coaching after the final lockdown. Significantly fewer than Active Coaches (45%).



% who enjoyed the break from coaching

34% 41%

A third of Health Coaches said they enjoyed the break from coaching during lockdowns.

Two thirds of Health Coaches missed coaching during lockdown (67%)



Thank you

YouGov, 2022, all rights reserved. All materials contained herein are protected by copyright laws.

Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited.

This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided.

We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information.

We do not exclude or limit in any way our liability to you where it would be unlawful to do so.