

Social grade 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 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, 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](#).



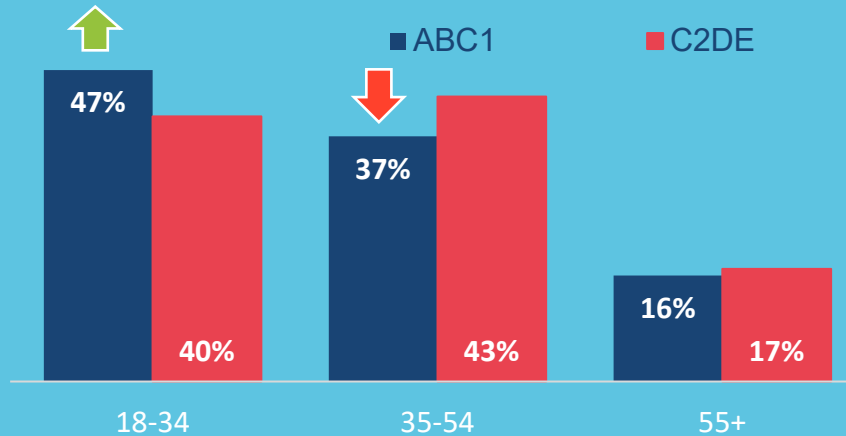
62% of active coaches are from ABC1 social grades, compared to **57%** of the UK population*

38% are C2DE compared to **43%** of the UK population*



Age

ABC1 coaches are more likely to be younger than those coaches who are C2DE, with nearly half (47%) who are 18-34.



Gender

ABC1 coaches are more likely to be male than C2DE coaches.

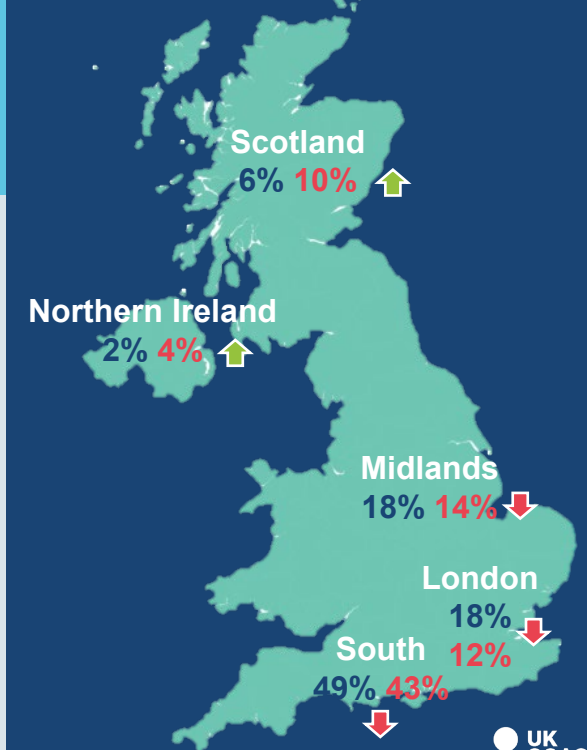
42% **48%** ↓ **57%** **51%** ↑
Women **Men**

■ ABC1 ■ C2DE

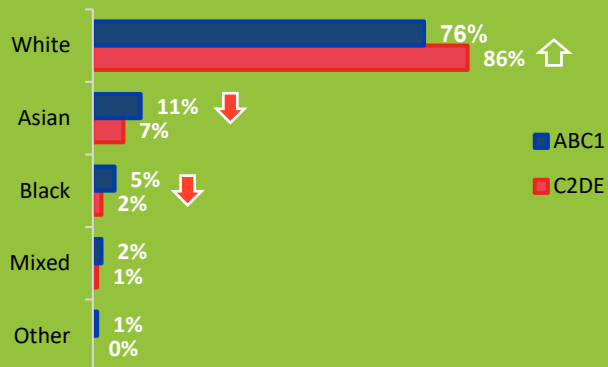


Region

C2DE coaches are less likely to be living in London and the South of England, and more likely to be living in Scotland and Northern Ireland.



Ethnicity



Disability

C2DE coaches are statistically more likely to have a health condition or disability than ABC1 coaches.

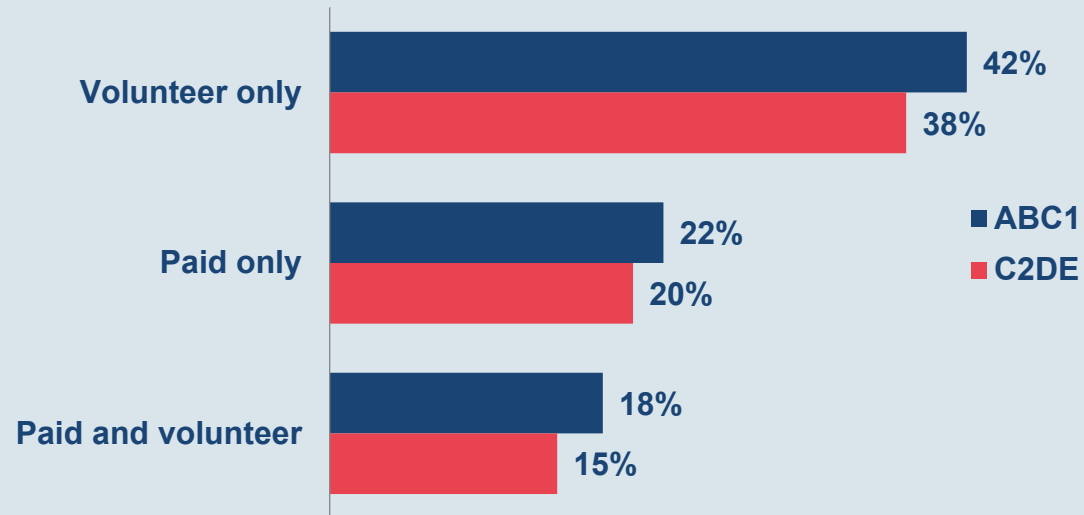
↓ **19%** **29%** ↑ **81%** **71%**
Has a disability or health condition **Does not have a disability or health condition**

■ ABC1 ■ C2DE

*2011 Census data

£ Pay Status

There is no significant difference between ABC1 and C2DE coaches in regards to whether they are a volunteer, paid or both.



There is no significant difference by social grade and those who say coaching is their primary occupation (10% ABC1s vs. 9% C2DEs).



ABC1 coaches are significantly more likely than C2DE coaches to be paid (40% vs. 35%).



Time spent coaching each week



In a paid capacity:

4.5 hours 3.3 hours



In a volunteer capacity:

7.5 hours 4.3 hours ↓

C2DE coaches on average do significantly less hours a week of voluntary coaching than ABC1 coaches.

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

■ ABC1
■ C2DE



What?

Fewer coaches from C2DE backgrounds coach team sports, bat and ball games and track & field sports than coaches from ABC1 backgrounds.

Team sports

28% **23%** ↓



Exercise, fitness & PT

10% **11%**

Racquet games

11% **10%**



Swimming & aquatics

6% **10%** ↑



Bat and ball games

9% **6%** ↓

Track & field sports

9% **5%** ↓



C2DE coaches are significantly more likely to coach swimming and aquatics than ABC1 coaches.

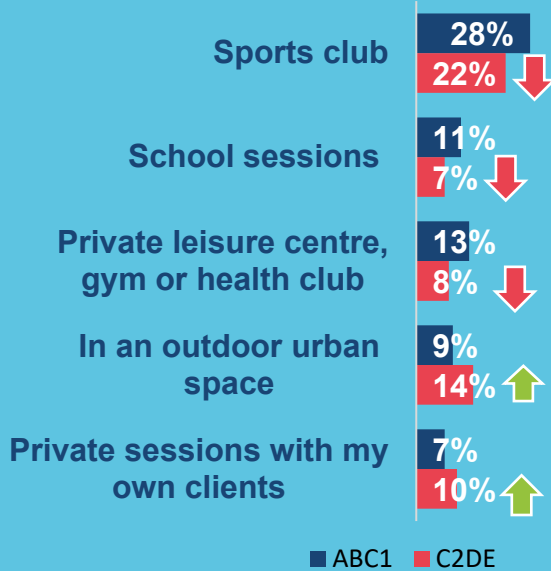


Where?

C2DE coaches are less likely to coach at a sports club or school sessions than ABC1 coaches.



C2DE coaches are also less likely to coach at a private leisure centre, gym or health club.



C2DE coaches are more likely than ABC1 coaches to coach in an outdoor urban space and in private sessions.



Who?

Over two in five from an ABC1 and C2DE background coach mixed gender groups.

(45%)

42% Mixed gender groups

(31%)

27% Adults (18-50)

(29%)

26% Mixed ability groups

(29%)

25% Younger children (5-9)

(7%)

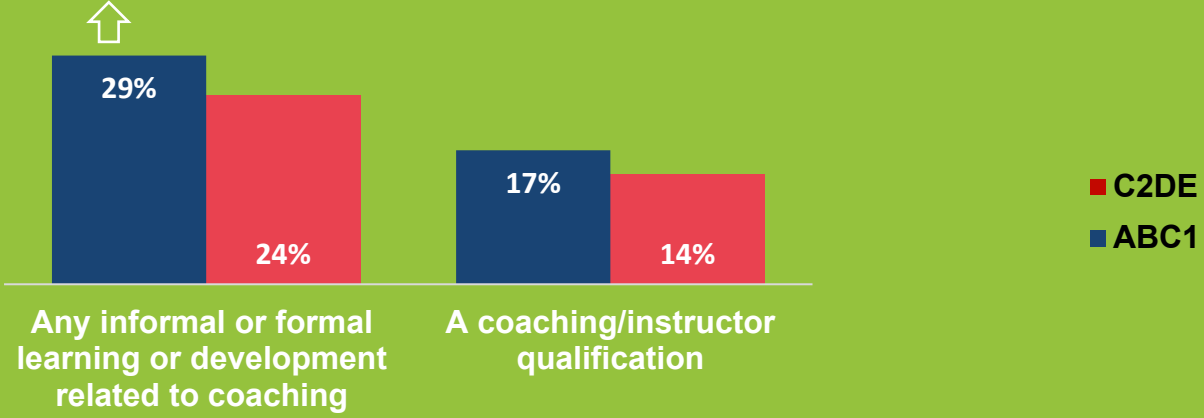
↑ **11%** Pre-school children (0-4)

Whilst for the majority of groups there is no significant difference by social grade, C2DE coaches are significantly more likely to coach pre-school children than ABC1 coaches.

A quarter of C2DE coaches have completed learning in the past 12 months ...which is significantly less than ABC1 coaches.



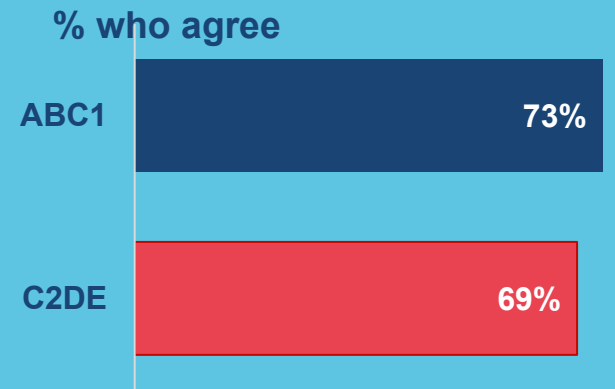
% in the last 12 months...



Two thirds of C2DE coaches agree they feel confident when coaching



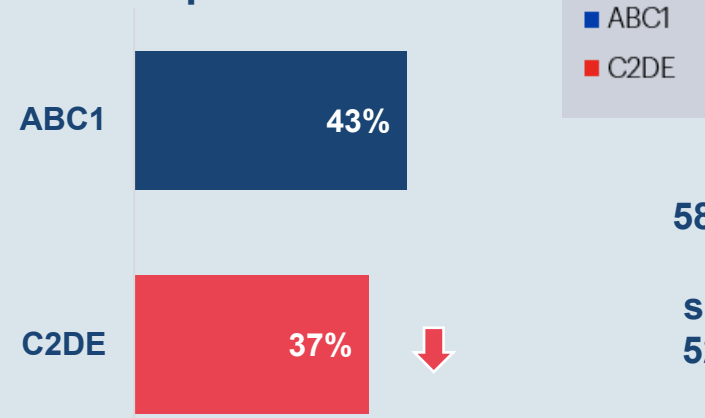
There is no significant difference between groups.



More than a third of C2DE coaches have formal coaching qualifications

...Significantly less than the 43% of ABC1 coaches who do.

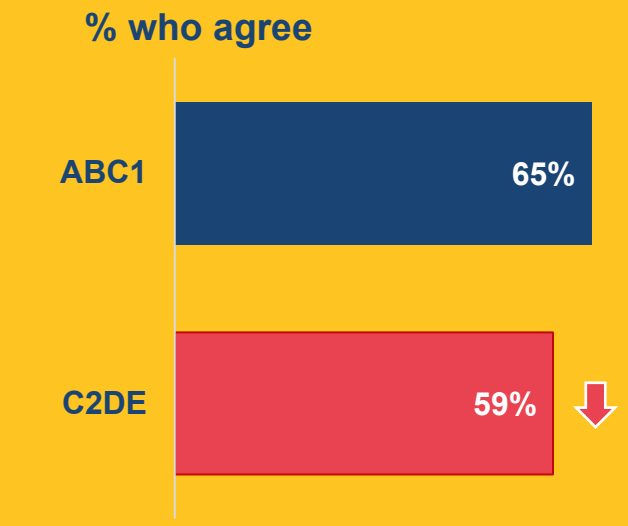
% with qualifications



58% of C2DE coaches have no formal qualifications, significantly more than the 52% of ABC1 coaches with none.



A majority of ABC1 and C2DE coaches would recommend coaching to a friend or colleague



Significantly less C2DE coaches agree that they would recommend coaching to a friend or colleague than ABC1 coaches.



Access to coaching support

40% of C2DE coaches have access to coaching support which is statistically less than ABC1 coaches (47%).

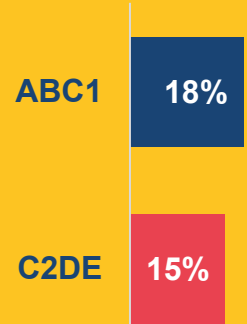


32% of C2DE coaches with access to coaching support sourced them through a Club, with a quarter (25%) self-sourcing them.

15% of C2DE coaches support other coaches themselves

There is no significant difference between ABC1 and C2DE coaches in the number who support other coaches.

% who are mentors



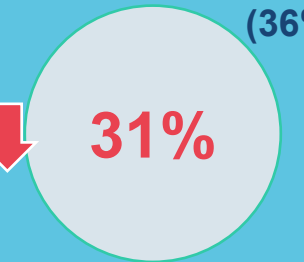
Top barriers to coaching



(35%)

32%

Say the cost of training/ qualifications.



(36%)

31%

Say balancing work/ home life.



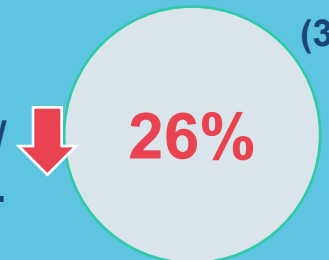
(32%)

30%

Say lack of investment in facilities and equipment.

■ ABC1

■ C2DE



(31%)

26%

Say the voluntary nature of coaching/ lack of pay.



C2DE coaches are less likely to say balancing work/home life and the voluntary nature of coaching/ lack of pay are barriers than ABC1 coaches.



A third coached during lockdowns

Around a third (32%) of coaches from a C2DE background coached during lockdowns, similar to the number of ABC1 coaches (34%).

In person coaching:



22% (23%)

Virtual coaching:



12% (15%)

There is no significant difference between ABC1 and C2DE coaches when looking at whether they coached virtually or in person during lockdowns.

■ ABC1

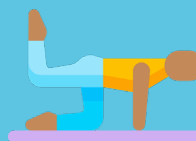
■ C2DE

4 in 10 participated in online learning

C2DE coaches were significantly less likely to participate in online learning related to coaching during lockdowns than ABC1 coaches (42% vs 57%).



C2DE coaches were also significantly less likely to have run online or remote coaching sessions when in-person coaching was not possible than ABC1 coaches (42% vs 51%).



43% agreed it was difficult to return to coaching

...which is similar to the number of ABC1 coaches who agree (46%).



% who enjoyed the break from coaching

40% (41%)

There is no difference in agreement between those who enjoyed the break from coaching between ABC1 and C2DE coaches.

C2DE coaches are less likely than ABC1 coaches to agree that they were excited to return to coaching after the lockdowns (61% vs 75%).



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