

# UK COACHING PARTICIPANTS SURVEY 2022

UK COACHING

Coaching in the UK 2020

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## Background and method

This report presents findings from a study commissioned by UK Coaching to explore public opinion of coaches and coaching, as well as to inform UK Coaching's key objectives as an organisation. This study aims to measure the incidence of coaching in the UK, analyse any changes since when the research was last conducted in 2017 and 2019, and build a picture of the demographic characteristics of these coaches.

In 2017, a survey of 20,688 UK adults aged 18+ was conducted online between the 2<sup>nd</sup> and 21<sup>st</sup> August, 2017. The results were weighted to be representative of the UK population by gender, age, region and social grade.

In 2019, a survey of 50,797 UK adults aged 18+ was conducted online between the 9<sup>th</sup> August and the 16<sup>th</sup> September 2019. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In 2022, a survey of 30,088 UK adults aged 18+ was conducted online between the 20<sup>th</sup> September and the 19<sup>th</sup> October 2022. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In order to explore all forms of coaching, '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.".

Throughout the report, 'active participants' are defined as those who have received Sport and Physical Activity coaching in the past 12 months.

The socio-economic groups refer to the National Readership Survey social grades: A (upper middle), B (middle), C1 (lower middle), C2 (skilled working), D (working), E (lowest). These are defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional. C2: Skilled manual workers. Ds: Semi and unskilled manual workers. E: Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income.

Unless stated otherwise, 'LGBTQ+' refers to all respondents who have listed their sexuality as 'gay, lesbian, bisexual or other' and those who do not identify with the sex they were

assigned with at birth, or those who define their gender in another way that is not male or female. ‘Transgender and non-binary’ refers to all respondents who have stated they now identify differently to the sex they were assigned at birth or those who were born as ‘intersex’. ‘Cis-gender’ refers to all respondents who identify as either ‘male’ or ‘female’ and state this is the sex they were assigned at birth.

Throughout sport and physical activities are discussed in groups, these groups are as follows:

Grouped Activity	Sports/ Activity
<b>Action sport</b>	Roller skating, Skateboarding
<b>Angling/ fishing</b>	Angling
<b>Bat and ball sports</b>	Cricket, Rounders
<b>Combat sports</b>	Boxing, Chinese martial arts, Fencing, Judo, Ju Jitsu, Karate, Taekwondo, Wrestling
<b>Cycling</b>	Cycling
<b>Dance</b>	Dance
<b>Exercise, fitness and personal training</b>	Exercise and movement (e.g. Zumba, Aerobics, Boxercise, etc.), Weightlifting
<b>Gaelic/ Irish sports</b>	Gaelic football, Hurling/ Camogie, Shinty
<b>Gymnastics and Trampolining</b>	Gymnastics, Trampolining
<b>Lawn games</b>	Bowls
<b>Multi-event sports</b>	Modern pentathlon
<b>Outdoor/ adventure sports and activities</b>	Climbing, Orienteering, Parkour
<b>Racket games</b>	Badminton, Squahs, Table Tennis, Tennis
<b>Sports associated with a people who have a physical disability</b>	Boccia
<b>Sports on horseback</b>	Equestrian (e.g. Horse riding, jumping, etc.)
<b>Swimming and acuatics</b>	Diving, Swimming, Water polo
<b>Target sports</b>	Archery, Golf, Shooting (e.g. clay pigeon)
<b>Team sports</b>	Basketball, Field hockey, Football, Handball, Lacrosse, Netball, Rogby league, Rugby union, Volleyball
<b>Track and field sports</b>	Athletics
<b>Water sports</b>	Canoeing, Rowing, Sailing/ yachting, Surfing, Water skiing, Windsurfing
<b>Winter sports</b>	Curling, Ice hockey, Ice skating, Skiing, Snowboarding
<b>Yoga</b>	Yoga
<b>Other</b>	Other

For any data reported on from 2017, population estimates are based upon the 2016 ONS mid-year population estimate of 51,767,543 people aged 18+ in the UK. For any 2019 data, these are based on the 2018 ONS mid-year population estimate of 52,383,965 people aged 18+ in the UK. For any 2022 data, these are based on the 2022 ONS mid-year population estimate of 53,513,132 people aged 18+ in the UK.

The tables displayed in this report that show the total differences between 2017, 2019 and 2022 use colour coded significance testing (P-values). The green colour gradients show where figures are significantly higher and the red colour gradients highlight where the figures are significantly lower. The darker the colour the more significant the differences between yearly data is. The P-value (shown below) is the difference of what would be expected if the 2017, 2019 and 2022 figures are significantly different. P-values test null hypotheses of “no difference” or “independence.” It is common to declare differences with P-values less than .05 as "statistically significant." The P-value is the probability of observing a larger difference than what was observed in the sample data under the assumption that there is, in fact, no difference in the population.

**Figure 1. Key of significance testing for year on year data**



## Section 1: Incidence, profile and background

### How many participants are currently active in the UK?

Sixteen percent of UK adults state that they have received coaching, instruction, training or tuition in any sport or physical activity outside of formal education in the past 12 months. This figure remains largely consistent across 2017 (18%) and 2019 (17%). Sixteen percent equates to around 8.4 million active participants across the UK. Twenty-nine percent of adults in the UK say they have never been coached, whilst 61% say they have been at one point.

Frequency of participation in coached activity	Year		
	2017	2019	2022
In the past 12 months	18%	17%	16%
In the past 2 years	5%	5%	5%
In the past 3 years	4%	4%	5%
In the past 5 years	5%	4%	6%
Longer than 5 years ago	29%	30%	30%
Never	31%	30%	29%
Don't know/ can't remember	8%	8%	9%
Unweighted N	20688	50797	30088

### How diverse are participants in the UK?

As was the case in 2017 and 2019, it remains that active participants are more likely to be women than men. More than half (62%) of active participants are female in 2022, compared to 37% male are in receipt of coaching.

Those from Ethnically Diverse Communities are more likely to be active participants than White people, with 20% of those from Ethnically Diverse Communities reporting taking part in coached activity in the past 12 months, compared to 15% of White people. This translates to 14% of active participants being from an Ethnically Diverse Community, of which 7% are Asian, 4% are Black, African or Caribbean, 2% are from Mixed backgrounds, and 1% are from other backgrounds

Frequency of participation in coached activity	Ethnicity	
	White	Ethnically Diverse
In the past 12 months	15%	20%
Unweighted N	26100	3141

Nearly a quarter (23%) of active participants in 2022 are limited either a little or a lot by a disability or long term health condition, a similar proportion as in 2019 (24%).

More than a third (36%) of active participants are in a lower social grade (C2DE), compared to 64% who are in a higher social grade. Compared to 2019, there has been an increase in the proportion of active participants who are in lower social grades (C2DE), from 32% to 36%.

Compared to 2019, there has been an increase in the proportion of active participants who are younger (18-34 years old), from 36% in 2019 to 45% in 2022. Hence, active participants are more likely to be younger (18-34), with 32% being aged 35-54, and a quarter (24%) being aged 55 and over.

As was the case in 2017 and 2019, those living in London are more likely to be a participant than adults across the UK as a whole. Seventeen percent of active participants live in London.

<b>Demographic breakdown of active participants</b>	
<b>Gender</b>	
Male	37%
Female	62%
In another way	1%
<b>Ethnicity</b>	
White	82%
Mixed/multiple ethnic groups	2%
Asian/ Asian British	7%
Black / African / Caribbean / Black British	4%
Other Ethnic group	1%
NET: Ethnically Diverse	14%
Refused	4%
<b>Disability</b>	
Yes, limited a lot	7%
Yes, limited a little	15%
No	77%
<b>Social Grade</b>	
ABC1	64%
C2DE	36%
<b>Age Combined</b>	
18-34	45%
35-54	32%
55+	24%
<b>Region</b>	
North East	4%
North West	10%
Yorkshire and the Humber	8%

East Midlands	7%
West Midlands	8%
East of England	9%
London	17%
South East	14%
South West	9%
Wales	4%
Scotland	8%
Northern Ireland	3%
NET: North	22%
NET: Midlands	14%
NET: South	49%
Net: England	85%
<hr/>	
Unweighted N	4808



## Section 2: Sport and Physical Activity participation in the UK

### Time spent doing physical activity each week

It is most common for active participants to do a total of 30 minutes or more of physical activity, enough to raise their breathing rate, 3 days per week, with a fifth (21%) stating this. Notably, there has been a slight increase in the proportion of active participants who say they did at least 30 minutes of physical activity 7 days per week from 2019 to 2022 (9% to 11%).

Days doing activity in a typical week	Year	
	2019	2022
0 days per week	5%	4%
1 day per week	14%	13%
2 days per week	17%	16%
3 days per week	21%	21%
4 days per week	14%	15%
5 days per week	13%	13%
6 days per week	6%	7%
7 days per week	9%	11%
<b>Net: At least once per week</b>	<b>95%</b>	<b>96%</b>
Unweighted N	8474	4514

Female participants are more likely than male participants to state they do 2 days per week (18% vs. 14%), whilst those in lower social grades (C2DE) are more likely than those in higher (ABC1) to say they do 1 day per week (16% vs. 11%).

Days doing activity in a typical week	Gender			Social Grade	
	Male	Female	In another way	ABC1	C2DE
0 days per week	3%	4%	12%	4%	5%
1 day per week	12%	14%	18%	11%	16%
2 days per week	14%	18%	22%	16%	17%
3 days per week	22%	21%	13%	22%	20%
4 days per week	15%	15%	11%	15%	13%
5 days per week	15%	12%	6%	14%	12%
6 days per week	8%	6%	6%	7%	6%
7 days per week	12%	10%	13%	11%	10%
<b>Net: At least once per week</b>	<b>97%</b>	<b>96%</b>	<b>88%</b>	<b>96%</b>	<b>95%</b>
Unweighted N	1438	2999	42	3070	1444

Notably, White participants are more likely than those from Ethnically Diverse Communities to do 7 days per week of physical activity for 30 minutes or more (12% vs. 7%).

Days doing activity in a typical week	Ethnicity	
	White	Ethnically Diverse
0 days per week	4%	3%
1 day per week	12%	19%
2 days per week	16%	19%
3 days per week	21%	23%
4 days per week	15%	13%
5 days per week	14%	10%
6 days per week	6%	6%
7 days per week	12%	7%
<b>Net: At least once per week</b>	<b>96%</b>	<b>97%</b>
Unweighted N	3762	588

Furthermore, those who have a disability or long term health condition are twice as likely as those without to say they have not done any days of physical activity in the past week (7% vs. 3%), and are also more likely to say they have done one day (19% vs. 11%).

Days doing activity in a typical week	Disability	
	Yes	No
0 days per week	7%	3%
1 day per week	19%	11%
2 days per week	19%	16%
3 days per week	17%	22%
4 days per week	12%	15%
5 days per week	10%	14%
6 days per week	5%	7%
7 days per week	9%	11%
<b>Net: At least once per week</b>	<b>93%</b>	<b>97%</b>
Unweighted N	947	3513

### Number of minutes per week taking part in physical activities

The average number of minutes per week spent doing sport or physical activities is 195 minutes. This is higher amongst men than women (221 minutes vs. 180 minutes), as well as those aged 65 years-old and above (230 minutes). Those from Ethnically Diverse Communities, on average, do fewer minutes of sport or physical activity per week (171 minutes).

Average minutes of activity in a typical week	Total	Men	Women	65+	White	Ethnically Diverse
Mean (minutes)	195	221	180	230	200	171

## Reasons for participating in Sport and Physical Activities

Amongst active participants, a majority (87%) agree that it is important to exercise regularly. Closely following this, a majority also agree that they have the ability (86%) and opportunity (84%) to be physically active.

Compared to 2019, more participants agree that they are able to take part in sport and physical activity to a standard they are pleased with (66% vs. 61%). Notably, slightly more also agree that they exercise because they do not want to disappoint people (16% vs. 12%) and that they have considered giving up sport and physical activity in the last 12 months (15% vs. 12%) compared to 2019.

Agreement with activity statements	Year		
	2017	2019	2022
I enjoy taking part in sport and physical activity	81%	80%	82%
I look forward to sport and physical activity	71%	70%	72%
I do more sport and physical activity now, than I did this time last year	47%	44%	45%
I would like to do more sport and physical activity	76%	74%	75%
I have considered giving up sport and physical activity in the last 12 months	12%	12%	15%
I feel confident when taking part in sport or physical activity sessions	-	64%	66%
I am able to take part in sport and physical activity to a standard I am pleased with	-	61%	66%
I feel that I have the ability to be physically active	-	85%	86%
I feel that I have the opportunity to be physically active	-	83%	84%
It's important to me to exercise regularly	-	86%	87%
I feel guilty when I don't exercise	-	70%	70%
I exercise because I don't want to disappoint other people	-	12%	16%
Unweighted N	0-3630	8474	4514

Notably, three quarters (75%) of active participants agreed that they would like to do more sport and physical activity. Agreement for this is higher amongst those from Ethnically Diverse Communities than it is for White participants (82% vs. 74%). It is also younger participants (18-34 year-olds) who are more likely to agree with this statement than their older counterparts (55+ year-olds) (85% vs. 53%).

I would like to do more sport and physical activity	Ethnicity		Age		
	White	Ethnically Diverse	18-34	35-54	55+
Total: Agree	74%	82%	85%	78%	53%

### Sports and Physical Activity which participants received coaching in

Similarly to 2019, it is most common for active participants to receive coaching in exercise, fitness and personal training, with just under a third (32%) stating this. However, there has been a decline in the proportion of participants receiving coaching in exercise, fitness and personal training, from 40% in 2019. Notably, female participants are more likely than male participants to have received coaching in exercise, fitness and personal training (38% vs. 23%).

UKC_Q7_rc - Activities coached in, grouped	Year	
	2019	2022
Net: Action sport	-	1%
Net: Angling/ fishing	-	1%
Net: Athletics	5%	5%
Net: Bat and ball sports	0%	3%
Net: Combat sports	9%	11%
Net: Cycling	3%	4%
Net: Dance	11%	12%
Net: Exercise, fitness and personal training	40%	32%
Net: Fielding/ striking games	2%	0%
Net: Gaelic/ Irish sports	-	0%
Net: Gymnastics and Trampolining	2%	2%
Net: Invasion games	10%	-
Net: Lawn games	-	2%
Net: Multi-event sports	-	0%
Net: Net/ wall/ racket games	7%	8%
Net: Outdoor/ adventure sports and activities	3%	4%
Net: Skiing or snowboarding	2%	0%
Net: Sports associated with a people who have a physical disability	-	1%
Net: Sports on horseback	0%	2%
Net: Swimming and acuatics	7%	7%
Net: Target sports	7%	7%
Net: Team sports	0%	14%

Net: Water sports	5%	5%
Net: Winter sports	0%	3%
Net: Yoga	0%	18%
Net: Other	14%	21%
Unweighted N	8930	4808

Following exercise, fitness and personal training coaching, 18% state they have been coached in yoga over the past 12 months, which is more common amongst female participants than male (25% vs. 6%). A further 14% have been coached in team sports over the past 12 months, with male participants more likely than female participants to have received coaching for this (25% vs. 8%) and those from Ethnically Diverse Communities being more likely than White participants (22% vs. 13%). Ethnically Diverse participants are also more likely than White participants to have received coaching for combat sports (19% vs. 10%).

Activities coached in, grouped	Ethnicity		Gender		
	White	Ethnically Diverse	Male	Female	In another way
Net: Action sport	1%	1%	1%	1%	6%
Net: Angling/ fishing	1%	3%	2%	0%	2%
Net: Athletics	4%	6%	6%	4%	10%
Net: Bat and ball sports	2%	7%	5%	1%	8%
Net: Combat sports	10%	19%	16%	8%	15%
Net: Cycling	4%	4%	6%	3%	6%
Net: Dance	11%	15%	4%	17%	28%
Net: Exercise, fitness and personal training	32%	29%	23%	38%	21%
Net: Fielding/ striking games	0%	0%	0%	0%	0%
Net: Gaelic/ Irish sports	0%	0%	0%	0%	4%
Net: Gymnastics and Trampolining	2%	3%	1%	2%	9%
Net: Invasion games	0%	0%	0%	0%	0%
Net: Lawn games	2%	2%	1%	1%	2%
Net: Multi-event sports	0%	1%	0%	0%	4%
Net: Net/ wall/ racket games	7%	14%	13%	5%	12%
Net: Outdoor/ adventure sports and activities	4%	4%	5%	3%	15%
Net: Skiing or snowboarding	0%	0%	0%	0%	0%
Net: Sports associated with a people who have a physical disability	0%	2%	1%	1%	2%
Net: Sports on horseback	2%	1%	1%	3%	4%
Net: Swimming and acuquatics	6%	10%	8%	6%	7%

Net: Target sports	7%	6%	13%	3%	11%
Net: Team sports	13%	22%	25%	8%	18%
Net: Water sports	5%	6%	8%	4%	8%
Net: Winter sports	2%	4%	3%	3%	5%
Net: Yoga	18%	16%	6%	25%	22%
Net: Other	22%	15%	18%	23%	18%
Unweighted N	3980	652	1530	3194	46

### Location of coaching sessions

It is most common for active participants to have received coaching at a private leisure centre, gym or health club, with 30% selecting this. Male participants are more likely than female participants to state that their coaching session takes place at a private leisure centre/ gym (34% vs. 24%).

Following this, 28% state that their coaching sessions took place at a sports club, which again is more common amongst men than women (42% vs. 18%).

Participants from Ethnically Diverse Communities are more likely than White participants to receive coaching in an outdoor urban space (15% vs. 8%) and at a college or university (15% vs. 8%). They are also more likely than White participants to have received coaching at a Local Authority leisure centre (23% vs. 17%) and a Sports Institute or similar (8% vs. 4%).

Location of coaching sessions	Gender			Ethnicity	
	Male	Female	In another way	White	Ethnically Diverse
Sports club	42%	18%	34%	27%	30%
Local Authority leisure centre	17%	18%	31%	17%	23%
Private leisure centre, gym or health club	24%	34%	26%	29%	34%
Community group, youth group or similar	8%	16%	22%	13%	13%
College or university	12%	7%	28%	8%	15%
Sports Institute or similar	7%	3%	11%	4%	8%
In an outdoor/countryside setting (river, forest, etc.)	13%	10%	17%	11%	11%
In an outdoor urban space (park or playground, etc.)	12%	8%	14%	8%	15%
Private sessions with a trainer	15%	15%	13%	15%	16%
Primary school	3%	2%	6%	2%	4%
Secondary school	5%	2%	12%	3%	5%
Other	10%	17%	18%	15%	12%
Unweighted N	1486	3142	46	3901	633

Furthermore, those in a higher social grade (ABC1) are more likely than those in lower social grades (C2DE) to have received coaching sessions in a private leisure centre, gym or health club (32% vs. 27%), a college or university (10% vs. 6%), at a sports club (29% vs. 25%) and in an outdoor/ countryside setting (12% vs. 9%).

Turning to look at disability, those participants who have a disability or long term health condition are less likely than those without to have received coaching at a private leisure centre (26% vs. 31%), or sports club (23% vs. 29%), but are more likely to have received coaching at a Local Authority leisure centre (23% vs. 17%) or a community group, youth group or similar (17% vs. 12%).

Location of coaching sessions	Disability		Social Grade	
	Yes	No	ABC1	C2DE
Sports club	23%	29%	29%	25%
Local Authority leisure centre	23%	17%	18%	19%
Private leisure centre, gym or health club	26%	31%	32%	27%
Community group, youth group or similar	17%	12%	12%	14%
College or university	9%	9%	10%	6%
Sports Institute or similar	7%	4%	5%	4%
In an outdoor/countryside setting (river, forest, etc.)	11%	11%	12%	9%
In an outdoor urban space (park or playground, etc.)	10%	9%	9%	10%
Private sessions with a trainer	18%	15%	15%	16%
Primary school	4%	1%	2%	2%
Secondary school	4%	3%	3%	3%
Other	18%	14%	14%	16%
Unweighted N	1021	3628	3185	1521



## Perceptions of Sport and Physical Activity coaching

### Level of trust towards coaches and other professions

The level of trust towards coaches, amongst active participants, has seen a slight increase compared to 2019 (77% vs. 79%), with more than three quarters saying they think coaches are trustworthy. Compared to the other professions asked about, this places them fourth, behind Nurses (97%), Teachers (94%) and Social Workers (83%). Police Officers have seen a drop off compared to 2019 (86% vs. 70%), meaning coaches are now considered more trustworthy.

Total Trustworthy	Year		
	2017	2019	2022
Nurses	97%	98%	97%
Teachers	94%	94%	94%
Social workers	81%	83%	83%
Sports coaches	77%	77%	79%
Police Officers	84%	86%	70%
Bankers	29%	34%	35%
Journalists	24%	28%	28%
Unweighted N	3788	8930	4808

Those who have a disability or long term health condition, and older participants (55+) are slightly less likely to find sports coaches trustworthy. Nonetheless, three quarters (75%) of both groups still do consider them trustworthy.

Levels of trust in sports coaches	Age			Disability combined	
	18-34	35-54	55+	Yes	No
Total Trustworthy	78%	82%	75%	75%	80%

## Quality of coaching sessions received

Eight in ten active participants think that their previous coaching session was good, with a third giving it a rating of 10 out of 10 (32%), slightly more than in 2019 (30%). Those in lower social grades (C2DE) are more likely than those in higher grades (ABC1) to have rated their last session 10 out of 10, with more than a third doing so (35% vs. 30%).

A fifth (20%) gave their most recent session a neutral score, 4 to 7 out of 10, whilst less than 1% rated their last session less than 3 out of 10.

As was the case in 2019, the mean rating for the overall experience of the coaching session was 8.5 out of 10.

Rating of last coached session	Year		
	2017	2019	2022
1 - Very poor	0%	0%	0%
2	0%	0%	0%
3	1%	0%	0%
4	1%	1%	0%
5	4%	3%	3%
6	6%	4%	4%
7	15%	12%	12%
8	28%	27%	27%
9	20%	23%	20%
10 - Very good	26%	30%	32%
Unweighted N	3788	8930	4808
Mean	8	8	8

Furthermore, around nine in ten participants agree that they have confidence and trust in their coach (90%), that the coaching they receive helps to improve their skills or performance (89%) and that the coaching they receive helps to improve their physical health (88%).

Notably, compared to 2019 there has also been increases in the proportion of participants agreeing that the coaching they receive helps to improve their mental health and wellbeing (82% vs. 77%), and that through coaching, they feel part of a team or community (67% vs. 61%).

There have also been slight increases in the proportion of participants who agree that their coach listens to them (79% vs. 74%), that they enjoy being coached (85% vs. 83%) and that coaching meets their individual sport and physical needs (84% vs. 82%).

It is also worth noting that, compared to 2017, there have been increases in agreement towards all statements asked.

Agreement statements about participation and their coach	Year		
	2017	2019	2022
I enjoy being coached	77%	83%	85%
Coaching meets my individual sport and physical activity needs	77%	82%	84%
My coach supports me to achieve my individual goals	71%	74%	78%
My coach listens to me	72%	77%	79%
My coach motivates me do be better	84%	85%	87%
My coach encourages me to come back	78%	83%	84%
The coaching I receive helps to improve my fitness	84%	87%	87%
The coaching I receive helps to improve my physical health	83%	87%	88%
The coaching I receive helps to improve my mental health and well-being	72%	77%	82%
The coaching I receive helps to improve my skills/performance	86%	88%	89%
I have confidence and trust in my coach	85%	89%	90%
I have a good relationship with my coach	75%	79%	81%
Through coaching, I feel part of a team or community	58%	61%	67%
Unweighted N	3788	0-8930	0-4808

### Important qualities in a coach

Half (51%) of active participants report that a great sport or physical activity coach is one who is friendly and approachable, and female participants are more likely than male participants to agree that this is important (56% vs. 43%).

Following this, 49% of active participants report that a great coach gives constructive feedback, which is slightly less than in 2019 when 52% prioritised this criteria.

Thirdly, 43% stated that a great coach is one who creates a warm and welcoming environment, which again was more common amongst female participants than male participants (49% vs. 33%).

What makes a good coach	Year		
	2017	2019	2022
Have previous experience of coaching	20%	19%	19%
Are highly skilled in the sport/activity	34%	31%	30%
Are qualified	39%	32%	31%
Know the rules of the game	12%	11%	12%
Improve peoples' skills/ability	44%	42%	41%
Get good results (i.e. win matches/games)	12%	11%	12%
Are confident	23%	22%	22%
Listen to participants	28%	29%	32%
Are friendly and approachable	50%	52%	51%
Build good relationships and rapport	36%	38%	38%
Treat all participants as individuals	38%	37%	36%
Give constructive feedback and corrections	53%	52%	49%
Create a warm and welcoming environment	39%	42%	43%
Maintain high levels of safety	21%	21%	19%
Other	0%	0%	1%
I'm not sure, I don't know anything/enough about coaching	3%	5%	4%
Unweighted N	3788	8930	4808

Female participants were also more likely than male participants to believe that a great coach is one who maintains high levels of safety (21% vs. 15%). Whilst male participants are more likely to report a great coach as one who knows the rules of game (18% vs. 9%) and gets good results (15% vs. 10%)

What makes a good coach	Gender		
	Male	Female	In another way
Have previous experience of coaching	21%	18%	22%
Are highly skilled in the sport/activity	31%	28%	31%
Are qualified	28%	33%	24%
Know the rules of the game	18%	9%	17%
Improve peoples' skills/ability	43%	41%	42%
Get good results (i.e. win matches/games)	15%	10%	15%
Are confident	24%	21%	29%
Listen to participants	29%	33%	32%
Are friendly and approachable	43%	56%	35%
Build good relationships and rapport	35%	40%	24%
Understand their participants	0%	0%	0%
Treat all participants as individuals	30%	39%	39%
Give constructive feedback and corrections	51%	49%	41%
Create a warm and welcoming environment	33%	49%	48%
Maintain high levels of safety	15%	21%	30%
Other	0%	1%	1%
I'm not sure, I don't know anything/enough about coaching	5%	2%	3%
Unweighted N	1530	3194	46

## Section 3: Choosing a Sport and Physical Activity coach

### Checks made by participants when choosing a coach

A quarter of participants say that they have checked their coach’s experience (25%), more than in 2019 (20%). Following this, 17% say they have checked their coach’s qualifications, slightly more than in 2019 (15%), with this slight increase returning it to 2017’s level (17%).

Indeed, it is most common for participants to have made no checks on their coach. More than a third (38%) state that they haven’t made any checks since they expected the club, gym, facility or employer to do the relevant checks, with a further 14% stating that they did not because they either did not think it was necessary, or because they know the coach well. It is worth noting that there has been a slight decline in the proportion of participants saying that they expected the club, gym, facility or employer to do relevant checks (from 42%), or that they did not think it was necessary (from 16%), compared to 2019. Overall, this means that more have made at least one check on their coach compared to 2019 (34% vs. 28%).

Checks made by participants	Year		
	2017	2019	2022
Qualifications	17%	15%	17%
Experience	21%	20%	25%
Insurance	6%	5%	6%
First aid training	7%	5%	6%
Safeguarding training	4%	4%	5%
DBS (former CRB) checks	4%	3%	4%
Membership of any relevant bodies	11%	11%	10%
References	7%	6%	8%
None of the above, as I didn't think it was necessary	17%	16%	14%
None of the above, as I know the coach well	12%	14%	14%
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	41%	42%	38%
<b>Net: At least one</b>	<b>30%</b>	<b>28%</b>	<b>34%</b>
Unweighted N	3788	8930	4808

Notably, male participants are slightly more likely than female participants to report making checks on their coach’s experience (27% vs. 24%) and references (10% vs. 7%), whilst female participants were more likely to state they had made no checks since they expected the club, gym, facility or employer to do the necessary checks (40% vs. 33%).

There are also interesting differences by ethnicity. Those from Ethnically Diverse Communities are more likely than White participants to have made at least one check on their coach (49% vs. 31%), and hence are more likely to have made any of the checks asked about. For example, a third of those from Ethnically Diverse Communities (34%) checked their coach’s experience, compared to 23% of White participants.

Checks made by participants	Ethnicity		Gender		
	White	Ethnically Diveres	Male	Female	In another way
Qualifications	16%	24%	19%	17%	8%
Experience	23%	34%	27%	24%	14%
Insurance	5%	9%	6%	6%	4%
First aid training	5%	11%	7%	6%	6%
Safeguarding training	4%	10%	6%	5%	4%
DBS (former CRB) checks	3%	10%	5%	4%	4%
Membership of any relevant bodies	9%	12%	11%	9%	9%
References	7%	14%	10%	7%	7%
None of the above, as I didn't think it was necessary	15%	11%	13%	15%	12%
None of the above, as I know the coach well	14%	10%	15%	13%	5%
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	40%	29%	33%	40%	60%
<b>Net: At least one</b>	<b>31%</b>	<b>49%</b>	<b>39%</b>	<b>32%</b>	<b>23%</b>
Unweighted N	3980	652	1530	3194	46

### What are the most important characteristics when choosing a coach?

Participants were asked, when choosing a coach, which five characteristics they considered to be most important. Just under two thirds (65%) stated that personal and people skills were important, with a further 65% selecting level of experience, placing these two top (slightly less than the 68% who had selected both qualities in 2019). Female participants are more likely than male participants to give importance to coach’s personal and people skills, with 68% selecting this compared to 61% of males.

Most important qualities in a coach	Year		
	2017	2019	2022
Qualifications and training	65%	61%	56%
Level of experience	72%	68%	65%
Personal and people skills	70%	68%	65%
Has similar values to me	17%	17%	18%
Has a similar personality to me	11%	11%	12%
Is a similar age to me	6%	5%	6%
Is the same gender as me	7%	7%	8%
Is from a similar background to me	3%	3%	4%
Has similar life experiences to me	4%	4%	5%
Understands me and my specific needs	57%	62%	58%
Has a good reputation in the community	42%	41%	42%
Other	4%	4%	3%
None of these	6%	8%	7%
<b>Net: At least one</b>	<b>94%</b>	<b>92%</b>	<b>93%</b>
Unweighted N	3788	8930	4808

Female participants were also more likely to prioritise understanding me and my specific needs (60% vs. 54% of males) and having a good reputation in the community (44% vs. 38%).

Most important qualities in a coach	Gender		
	Male	Female	In another way
Qualifications and training	53%	58%	34%
Level of experience	65%	65%	56%
Personal and people skills	61%	68%	64%
Has similar values to me	19%	16%	26%
Has a similar personality to me	14%	11%	11%
Is a similar age to me	6%	6%	11%
Is the same gender as me	7%	9%	7%
Is from a similar background to me	5%	3%	10%
Has similar life experiences to me	7%	4%	2%
Understands me and my specific needs	54%	60%	55%
Has a good reputation in the community	38%	44%	40%



Other	2%	3%	1%
None of these	8%	6%	9%
<b>Net: At least one</b>	<b>92%</b>	<b>94%</b>	<b>91%</b>
Unweighted N	1530	3194	46

Compared to 2019, there have also been slight declines in the proportion of participants prioritising a coach understanding them and their specific needs (58% vs. 62%) and a coach’s qualifications and training (56% vs. 61%).

When looking at differences by ethnicity, those from Ethnically Diverse Communities are more likely than White participants to prioritise the coach being from a similar background to them (9% vs. 3%), with Black, African and Caribbean participants being the most likely to state this (13%).

Most important qualities in a coach	Ethnicity					
	White	Mixed/ multiple ethnic groups	Asian/ Asian British	Black / African / Caribbean / Black British	Other	NET: Ethnically Diverse
Qualifications and training	55%	55%	54%	59%	65%	56%
Level of experience	64%	65%	64%	67%	75%	66%
Personal and people skills	65%	68%	59%	68%	66%	63%
Has similar values to me	17%	18%	19%	19%	28%	20%
Has a similar personality to me	12%	12%	9%	18%	19%	13%
Is a similar age to me	6%	7%	9%	9%	3%	8%
Is the same gender as me	7%	8%	16%	11%	11%	13%
Is from a similar background to me	3%	6%	8%	11%	11%	9%
Has similar life experiences to me	4%	4%	7%	13%	2%	8%
Understands me and my specific needs	58%	54%	51%	55%	62%	53%
Has a good reputation in the community	42%	39%	35%	35%	41%	36%
Other	3%	4%	1%	4%	6%	2%
None of these	8%	6%	7%	6%	4%	6%
<b>Net: At least one</b>	<b>92%</b>	<b>94%</b>	<b>93%</b>	<b>94%</b>	<b>96%</b>	<b>94%</b>
Unweighted N	3980	211	274	117	50	652

## Section 4: Barriers to receiving Sport and Physical activity coaching

### How much money is spent per coaching session?

Compared to 2019, there has been an increase in the proportion of participants spending over £10 per coaching session, from 24% in 2019 to 30% in 2022.

Cost per session	Year	
	2019	2022
£0	30%	28%
£1 to £5	25%	20%
£6 to £10	21%	22%
£11 to £20	9%	12%
More than £20	15%	18%
Unweighted N	8928	4808

Those who live in London are more likely to spend more on their coaching sessions. For example, 16% pay £11 to £20, whilst more than a quarter (27%) spend more than £20 per session. Comparatively, 27% of those living in the North spend £1 to £5 per session, with 30% of those in the North reportedly spending £0.

Cost per session	£0	£1 to £5	£6 to £10	£11 to £20	More than £20	Unweighted N
North East	25%	33%	20%	9%	13%	157
North West	27%	26%	19%	12%	16%	470
Yorkshire and the Humber	35%	26%	17%	8%	14%	360
East Midlands	29%	20%	27%	10%	15%	310
West Midlands	27%	25%	21%	11%	16%	360
East of England	26%	19%	26%	12%	16%	429
London	25%	12%	20%	16%	27%	785
South East	27%	17%	24%	12%	20%	721
South West	26%	18%	25%	13%	19%	415
Wales	31%	27%	17%	8%	16%	265
Scotland	30%	23%	23%	9%	15%	381
Northern Ireland	32%	19%	25%	12%	13%	155
NET: North	30%	27%	18%	10%	14%	987
NET: Midlands	28%	22%	24%	11%	15%	670

NET: South	26%	16%	23%	14%	21%	2350
Net: England	27%	20%	22%	12%	19%	4007

Younger participants are also more likely to spend more on their sessions than their older counterparts. Notably, a third of 18-34 year olds (33%) reportedly spend more than £10, compared to 23% of 55+.

Additionally, those participants in higher social grades (ABC1) are also more likely to spend more than £10 than those in lower social grades (C2DE) (32% vs. 26%).

Turning to look at differences by ethnicity, those from Ethnically Diverse Communities are more likely than White participants to spend more than £10 per session (41% vs. 28%). Notably, those from Asian/ Asian British backgrounds are the most likely to spend more than £10 (48%), of which 30% reportedly spend more than £20.

Demographic	Cost per session	£0	£1 to £5	£6 to £10	More than £10	Unweighted N
Ethnicity split	White	28%	22%	23%	28%	3980
	Ethnically Diverse	26%	13%	20%	41%	652
Age combined	18-24, 25-34	29%	19%	18%	33%	1948
	45-54, 35-44	28%	18%	24%	31%	1621
	55-64, 65+	24%	27%	26%	23%	1239
Social Grade	ABC1	26%	20%	22%	32%	3241
	C2DE	31%	22%	22%	26%	1567

Cost per session	White	Mixed/ multiple ethnic groups	Asian/ Asian British	Black / African / Caribbean / Black British	Other Ethnic group	NET: Ethnically Diverse
£0	28%	32%	19%	37%	26%	26%
£1 to £5	22%	15%	13%	12%	13%	13%
£6 to £10	23%	20%	21%	18%	19%	20%
£11 to £20	11%	13%	18%	12%	23%	16%
More than £20	17%	21%	30%	21%	20%	25%
Unweighted N	3980	211	274	117	50	652

### Ease of finding location of coaching session

Similarly to 2019, two thirds (66%) of active participants found it easy to find where a new coaching session was held (68% in 2019). There has been a slight decrease in the proportion saying it was ‘very easy’ compared to 2019 (27% vs. 30%), alongside a slight increase in those saying it was ‘fairly difficult’ (10% vs. 8%).

Ease of finding new coached session	Year	
	2019	2022
Very easy	30%	27%
Fairly easy	38%	39%
Neither easy or difficult	14%	14%
Fairly difficult	8%	10%
Very difficult	2%	2%
Don't know	9%	8%
Unweighted N	8930	4808

Those from Ethnically Diverse Communities are less likely than White participants to have found it easy to find a new coaching session (62% vs. 67%). It is worth noting, however, that more found it neither easy nor difficult (19% vs. 14%), rather than finding it difficult, where there is no difference by ethnicity (11% vs. 11%).

Ease of finding new coached session	Ethnicity	
	White	Ethnically Diverse
Total easy	67%	62%
Neither easy or difficult	14%	19%
Total difficult	11%	11%
Don't know	8%	9%
Unweighted N	3980	652

### Gender of people within participants' coached sessions

Compared to 2019, a smaller proportion of active participants partake in mixed gender sessions (43% vs. 49%). Hence, there has been an increase in those stating that they tend to participate with men *or* women (51% vs. 46%).

Do you participate mainly with men or women?	Year	
	2019	2022
Men	15%	18%
Women	31%	33%
Both men and women equally	49%	43%
Don't know	4%	5%
Unweighted N	8930	4808

Male participants are more likely to report participating with men only (43%), and female participants are more likely to report participating with women only (50%). Notably, male participants are more likely than female participants to report participating with both men and women equally (47% vs. 41%).

Since participants from Ethnically Diverse Communities are more likely than White participants to be male (44% vs. 36%), it is unsurprising that those from Ethnically Diverse Communities report participating with men only (24% vs. 17%), and are less likely to participate with women only (29% vs. 34%).

Do you participate mainly with men or women?	Ethnicity		Gender		
	White	Ethnically Diverse	Male	Female	In another way
Men	17%	24%	43%	3%	18%
Women	34%	29%	6%	50%	33%
Both men and women equally	43%	41%	47%	41%	38%
Don't know	5%	6%	5%	6%	11%
Unweighted N	3980	652	1530	3194	46