

# UK Coaching Population study 2022 Northern Ireland – Report

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# Background

- This report presents the key findings from a study commissioned by UK Coaching to estimate the number of coaches and participants in Northern Ireland, as well as to explore their activities, perceptions and demographic characteristics.
- In 2022, 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. For those living in the North of England, the survey reached 548 respondents who have been coached and 222 respondents who have coached.
- For this report, 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.”
- For this report, participants have been defined as people who have received Sport and Physical Activity coaching. 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.”



# Key Findings



- Findings regarding coaches and participants living in Northern Ireland largely mirror the overall UK results.
- In the last 12 months, 46% of people living in Northern Ireland have taken part in sport and physical activity, 15% have received coaching, and 5% have coached.

## Participants

- It is most common for participants in Northern Ireland to cite a great coach as one who's friendly and approachable - with 57% of participants saying this.
- Participants under the age of 45 are more likely to say a great coach is one who gets good results (26% vs. 6%), whilst those over 45 are more likely to say a great coach treats all participants as individuals (55% vs. 33%).
- Participants in Northern Ireland are more likely to have confidence and trust in their coach (97% vs. 90%) and agree that the coaching they receive improves their physical (95% vs. 88%) and mental health (91% vs. 82%) than participants across the UK as a whole.

## Coaches

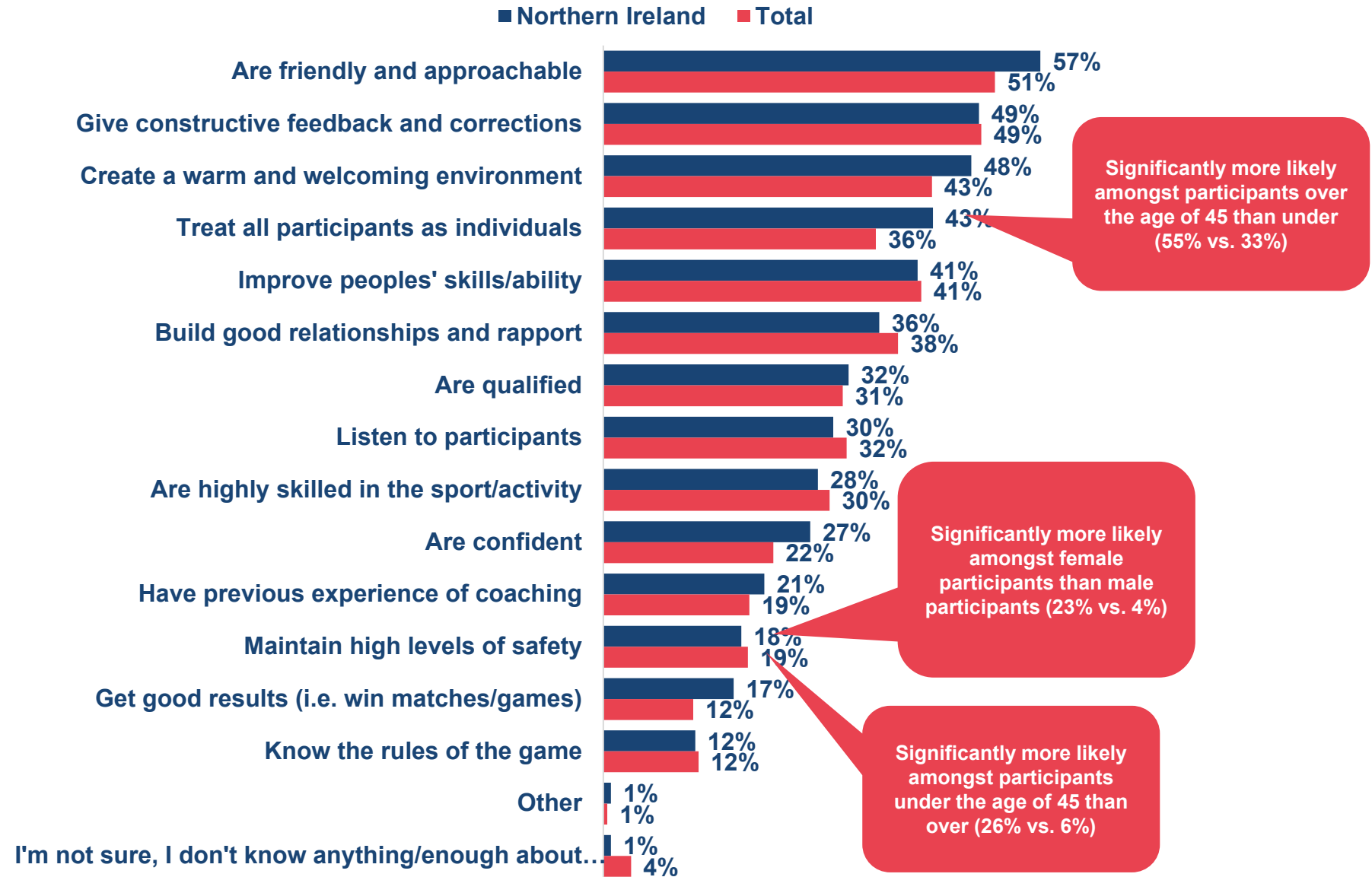
- Active Coaches in Northern Ireland are more likely than Active Coaches from across the UK to say their primary role is to get people active (44% vs. 26%).
- Active Coaches in Northern Ireland are more likely than Active Coaches from across the UK to say they have a good level of understanding of the needs of pre-school children (62% vs. 45%) and people with a physical disability (60% vs. 45%).
- Active Coaches in Northern Ireland are more likely than Active Coaches from across the UK to coach at community groups, youth groups or similar (27% vs. 10%).
- Coaches in Northern Ireland were less likely to have coached during lockdown than coaches from across the UK as a whole (12% vs. 20%).

# Participants

## A majority of participants in Northern Ireland think a great coach is one who's friendly and approachable

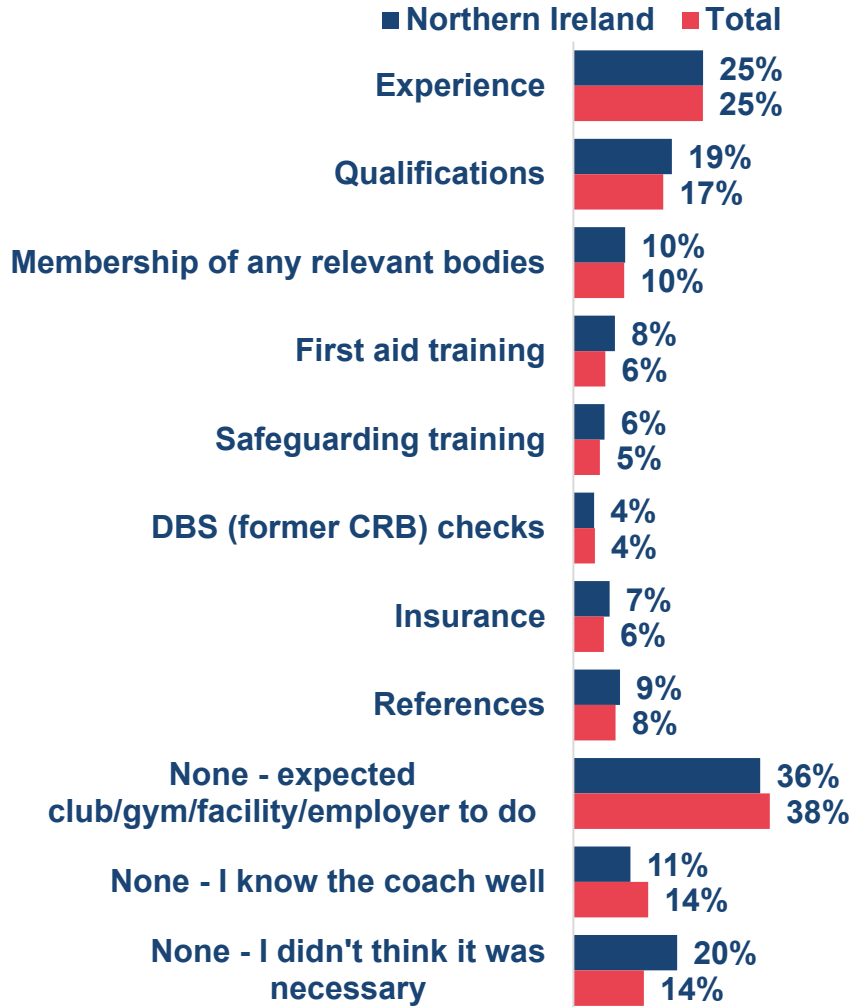
- Compared to the UK as a whole, there are minimal differences between what participants in Northern Ireland think makes a great coach.

## What makes a great coach according to participants

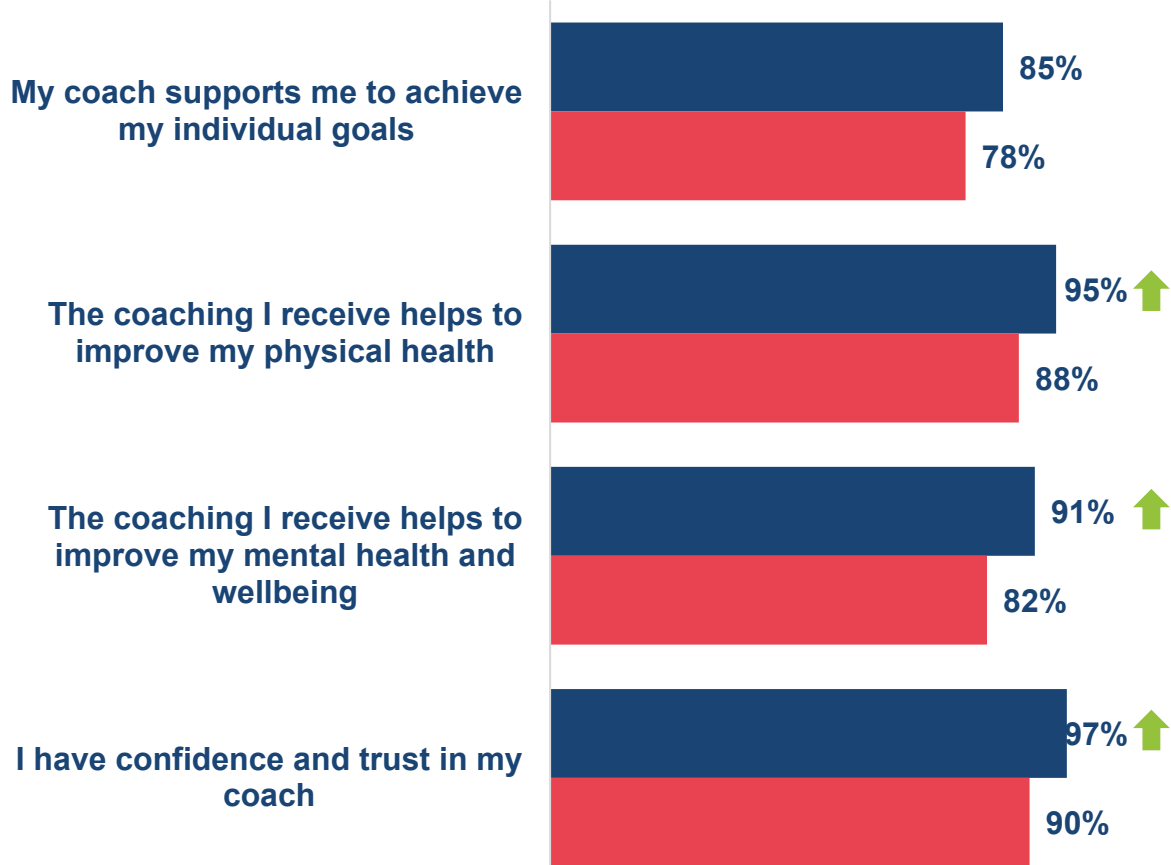


# Participants in Northern Ireland are more likely than in the UK as a whole to have trust in their coach and agree that the coaching they receive improves their physical and mental health

## Checks on coaches by participants



## Agreement with statements about coach



q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply. Base: Participants of coaching in last 12 months – Northern Ireland (n=155), Total (n=4,808)

Q17. And thinking specifically about your coach and the coached-sessions you attend, how much do you agree or disagree with the following statements? Base: Participants of coaching in last 12 months - Northern Ireland (n=155), Total (n=4,808)

# Coaches



## Paid/ Voluntary

**Paid only 16%**

**Volunteer only 58%**

**Paid and volunteer 9%**

**Net Paid: 25%**

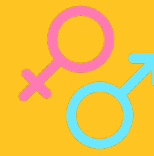


## Age

**18 to 34 32%**

**35 to 54 44%**

**55+ 24%**



## Gender

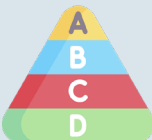
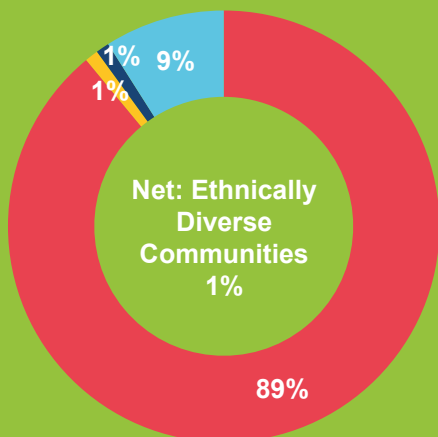
**Women 49%**

**Men 51%**

**In another way 0%**

## Ethnicity

White Mixed Other Refused



## Social grade

**46% 54%**  
**ABC1 C2DE**

## Disability/ Long term health condition

**26% With**  
**74% Without**

\*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](#)

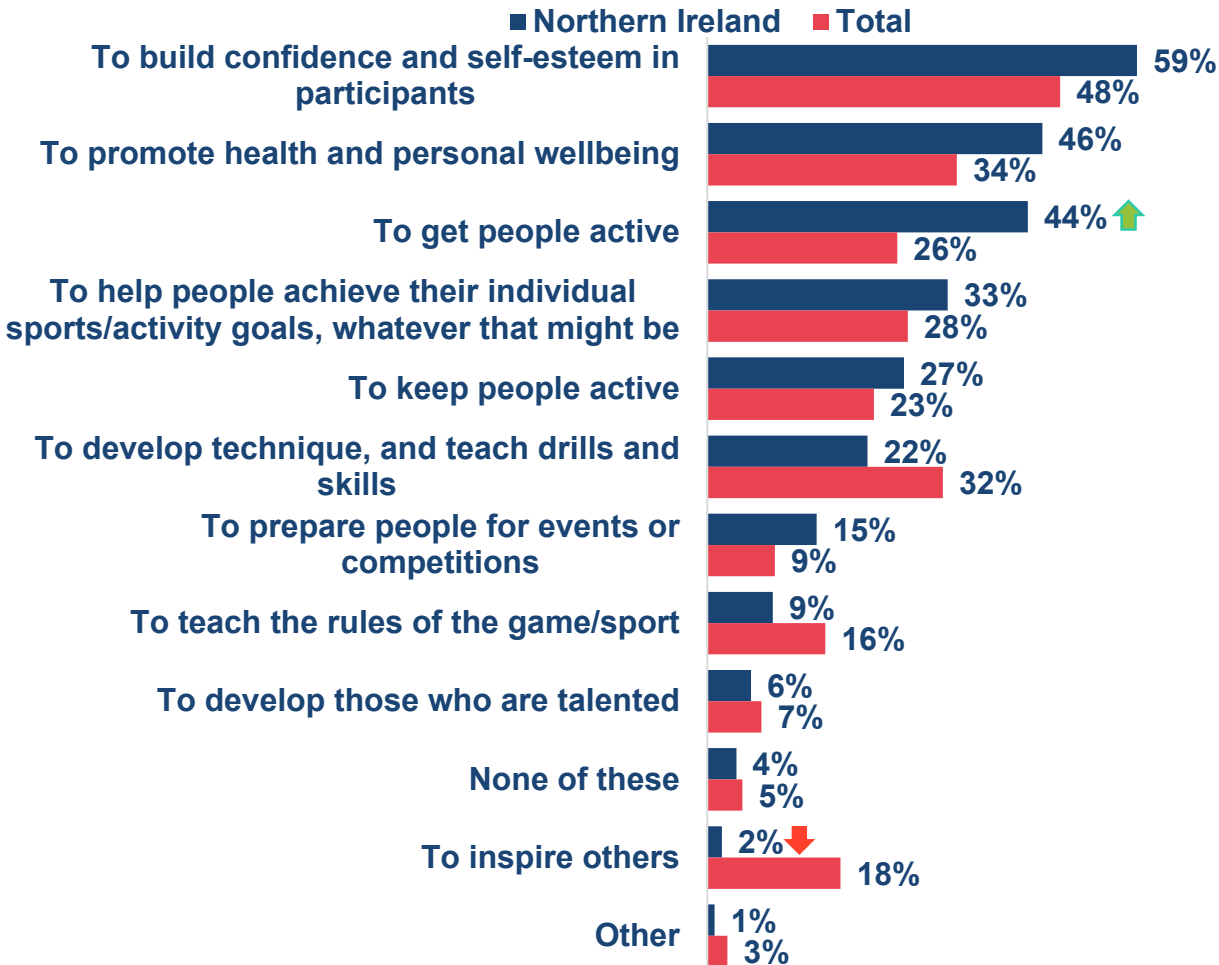




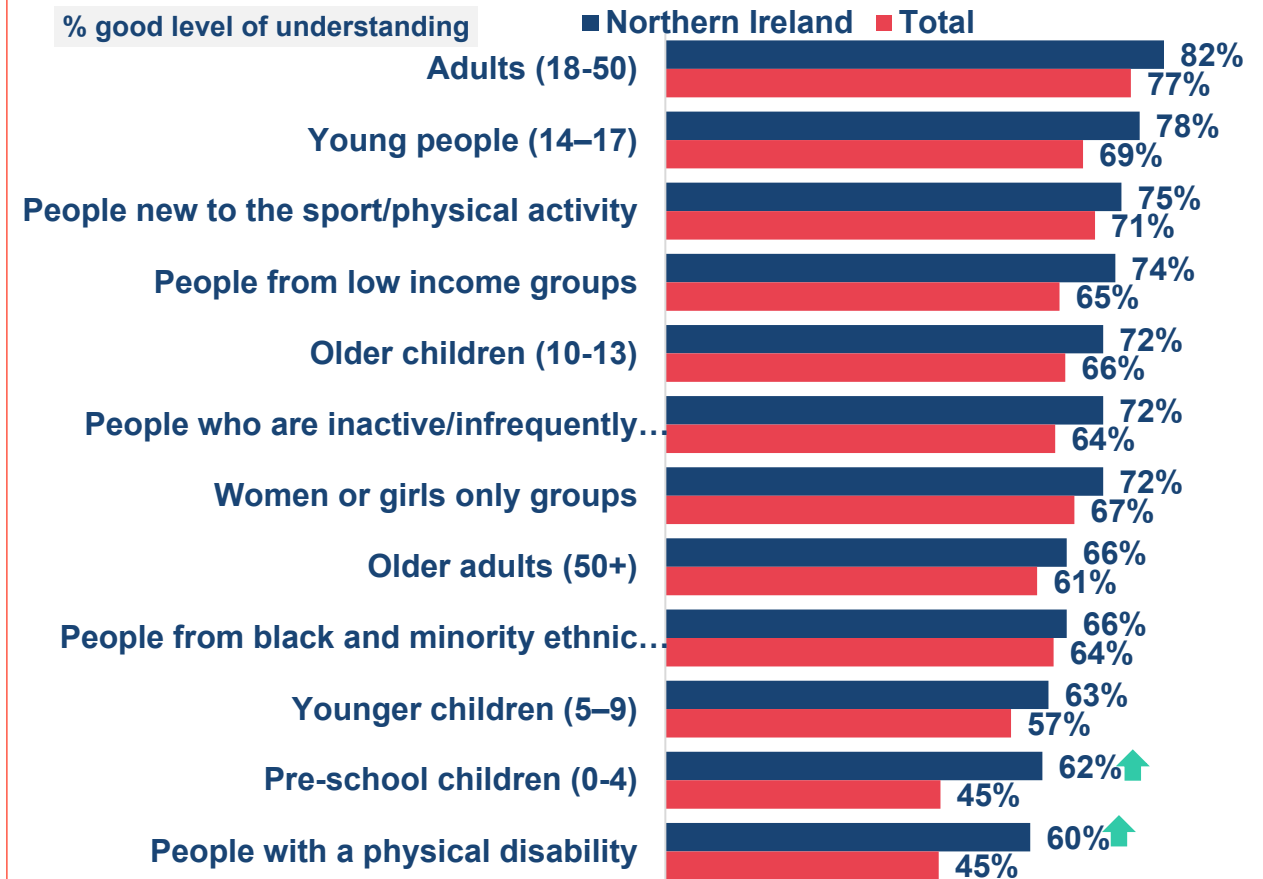
# Active Coaches in Northern Ireland are more likely to say their primary role is to get people active, and less likely to say it's to inspire others

Compared to the UK as a whole, they are also more likely to say they have a good understanding of the coaching needs of pre-school children and those with a physical disability.

## Primary roles as a coach according to coaches



## Understanding the needs of different groups

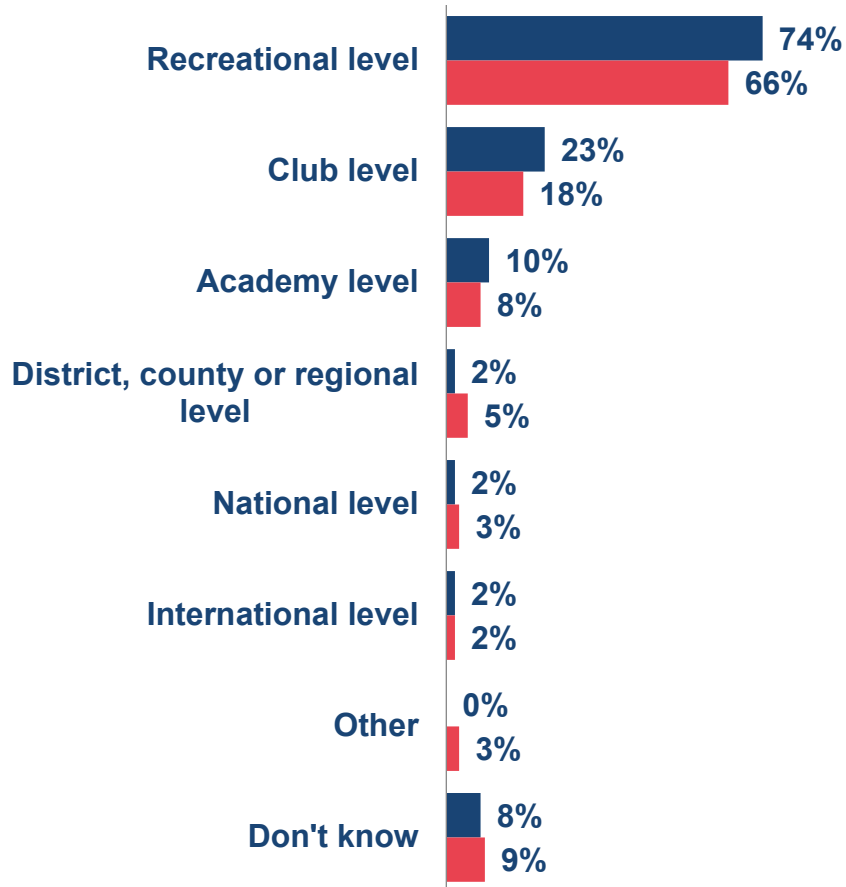


Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – Northern Ireland (n=51), Total (n=1,681)

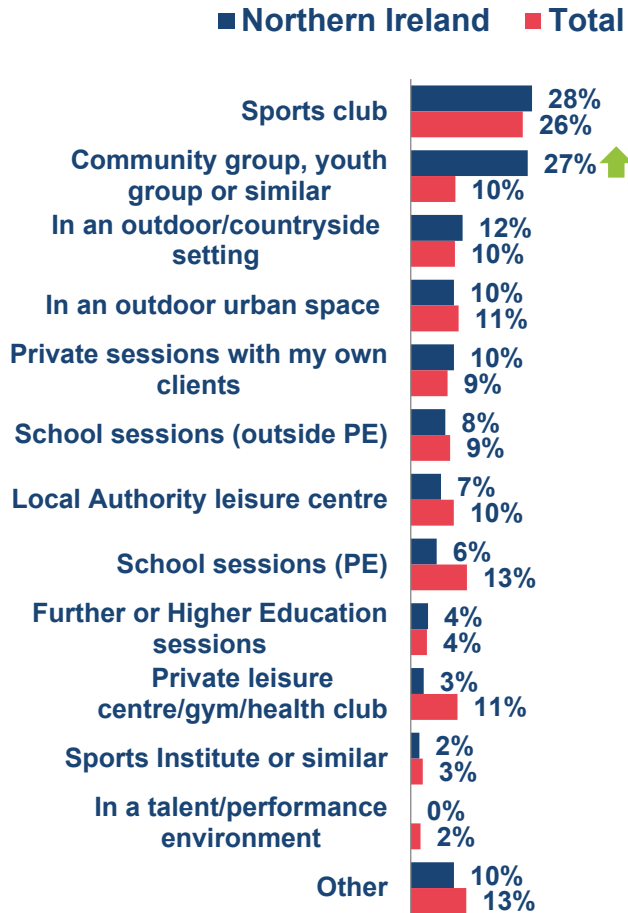
Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – Northern Ireland (n=51), Total (n=1,681)

# Active Coaches in Northern Ireland are more likely to coach at a community group and coach pre-school children than coaches in across the UK as a whole

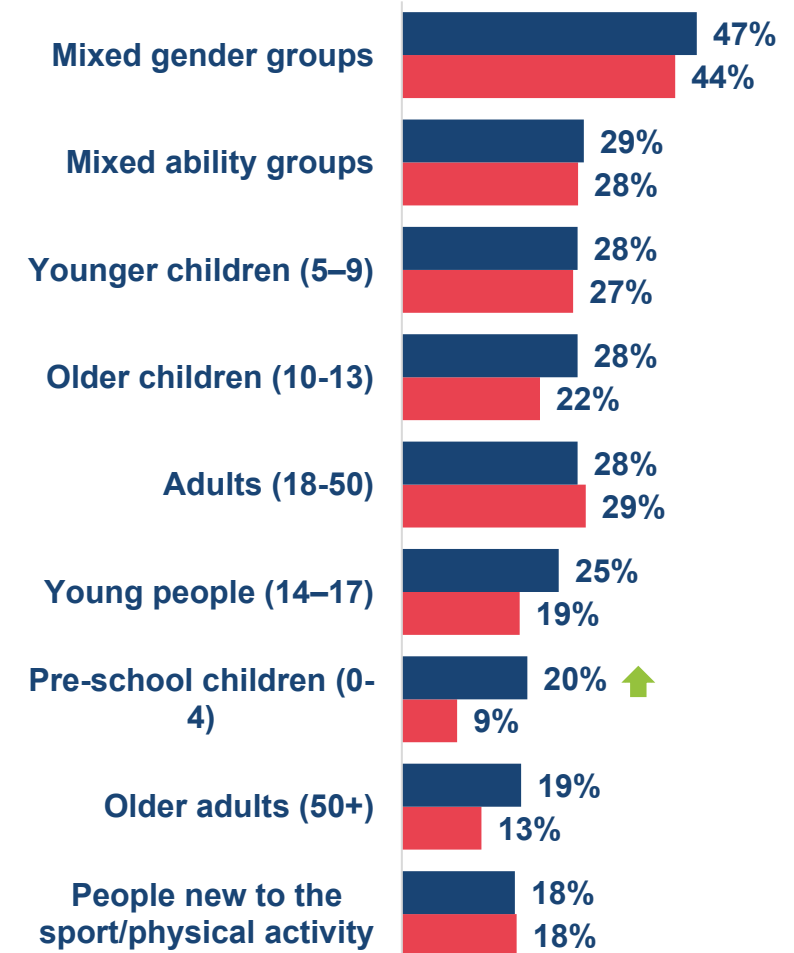
## Level of Coaching Activity



## Location of Coaching



## Level of participants



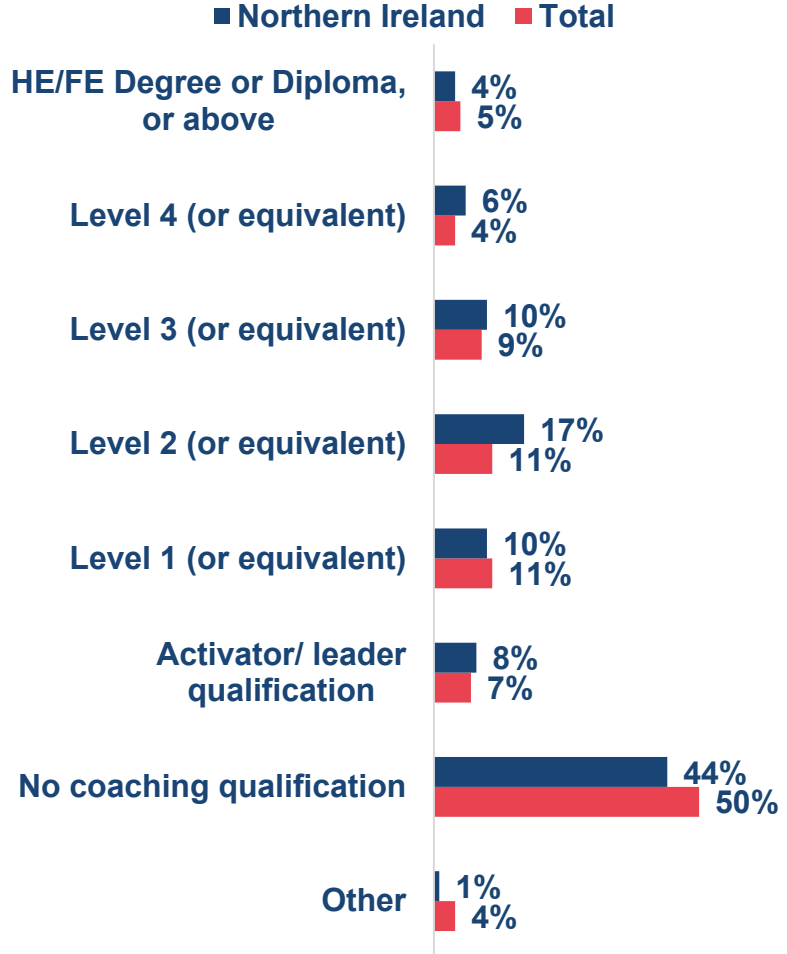
NT\_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Northern Ireland (n=51), Total (n=1,681)

Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – Northern Ireland (n=51), Total (n=1,681)

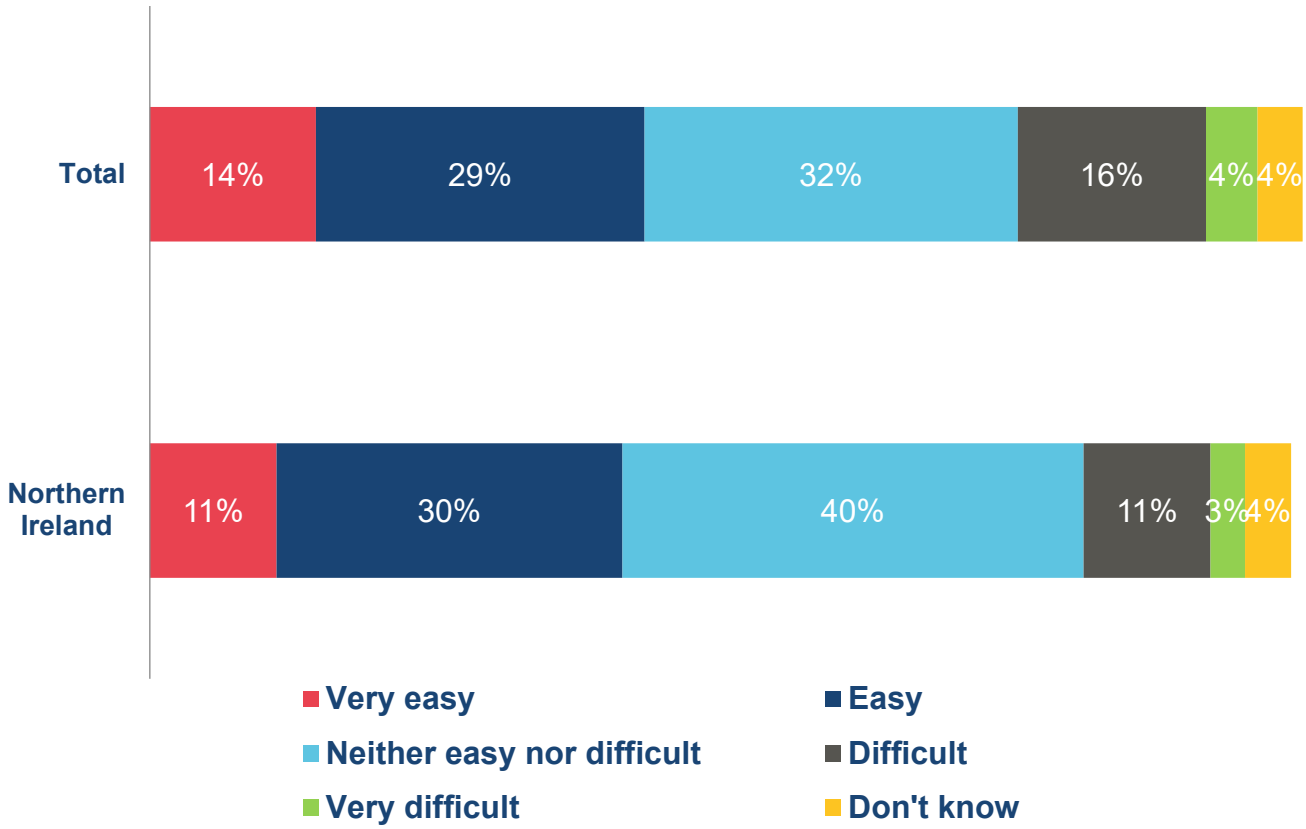
NT\_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Northern Ireland (n=51), Total (n=1,681)

# There are no significant differences between coaches in Northern Ireland and the UK as whole when it comes to highest level of qualifications and ease of earning them YouGov

## Highest level of qualification



## Ease of earning their qualification

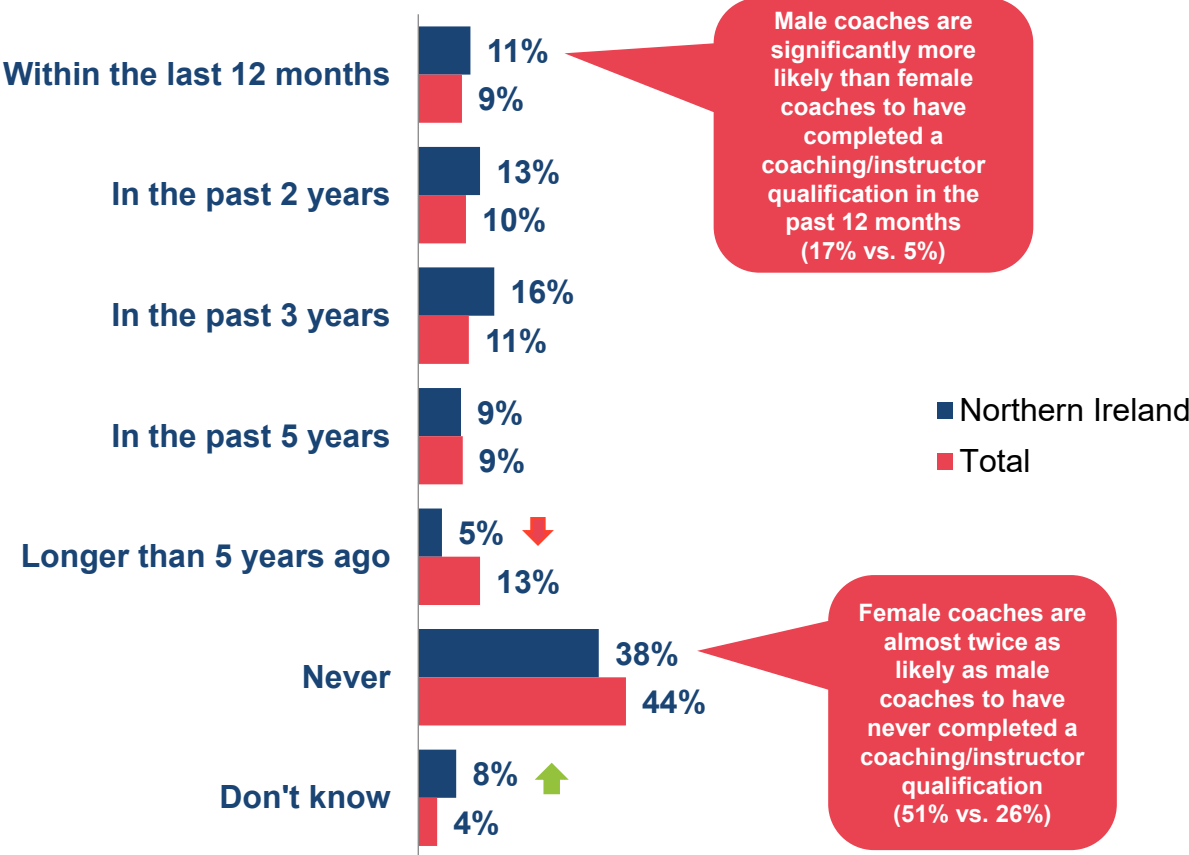


q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – Northern Ireland (n=112), Total (n=3,743)

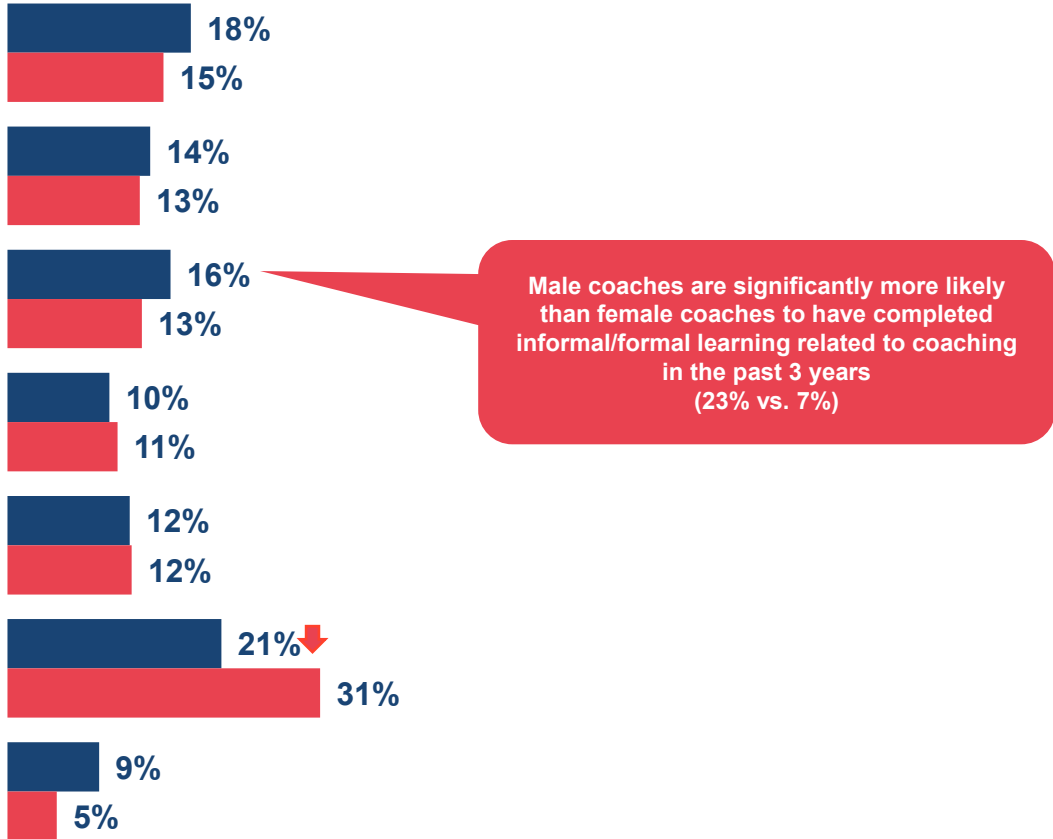
q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – Northern Ireland (n=58), Total (n= 1,839)

# Coaches in Northern Ireland are less likely than those across the UK as a whole to have never completed any informal/formal learning related to coaching

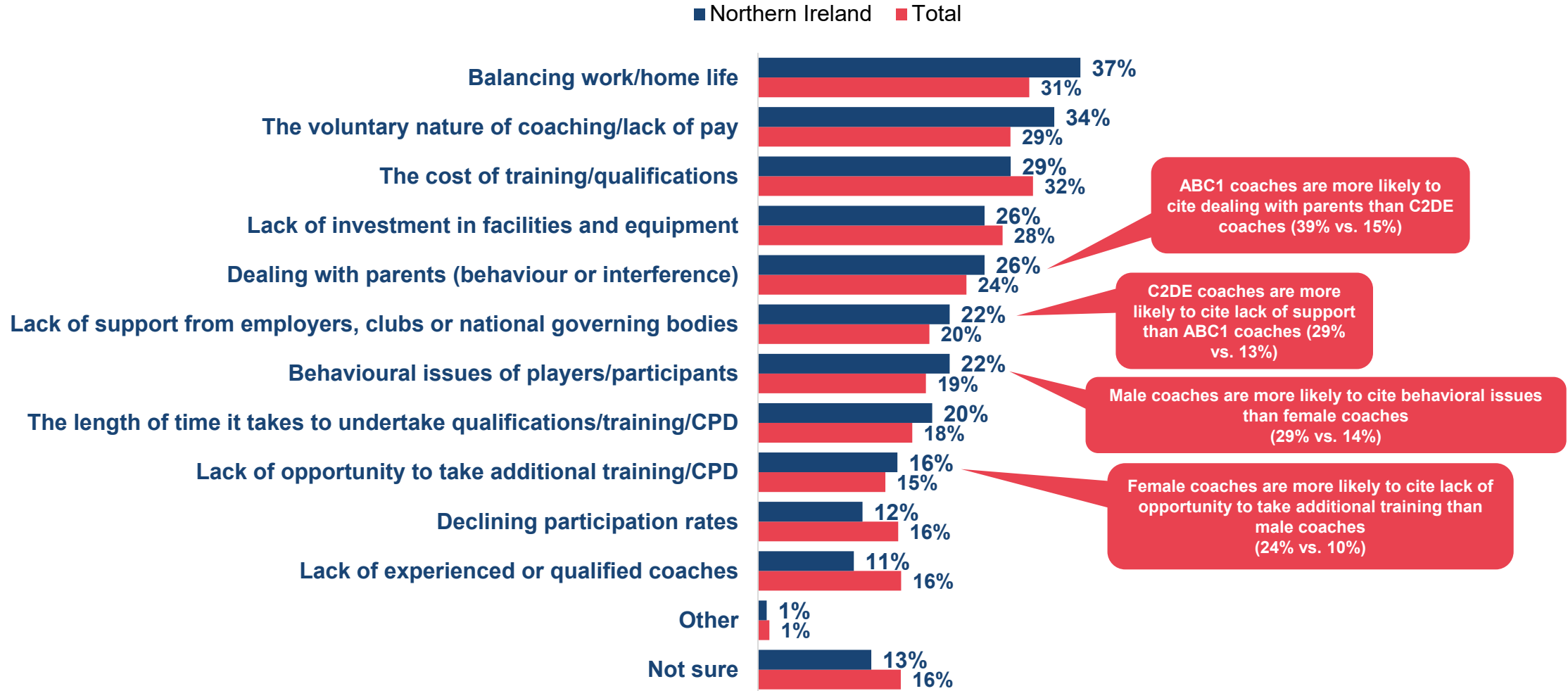
## A coaching/ instructor qualification



## Any informal/ formal learning or development related to coaching

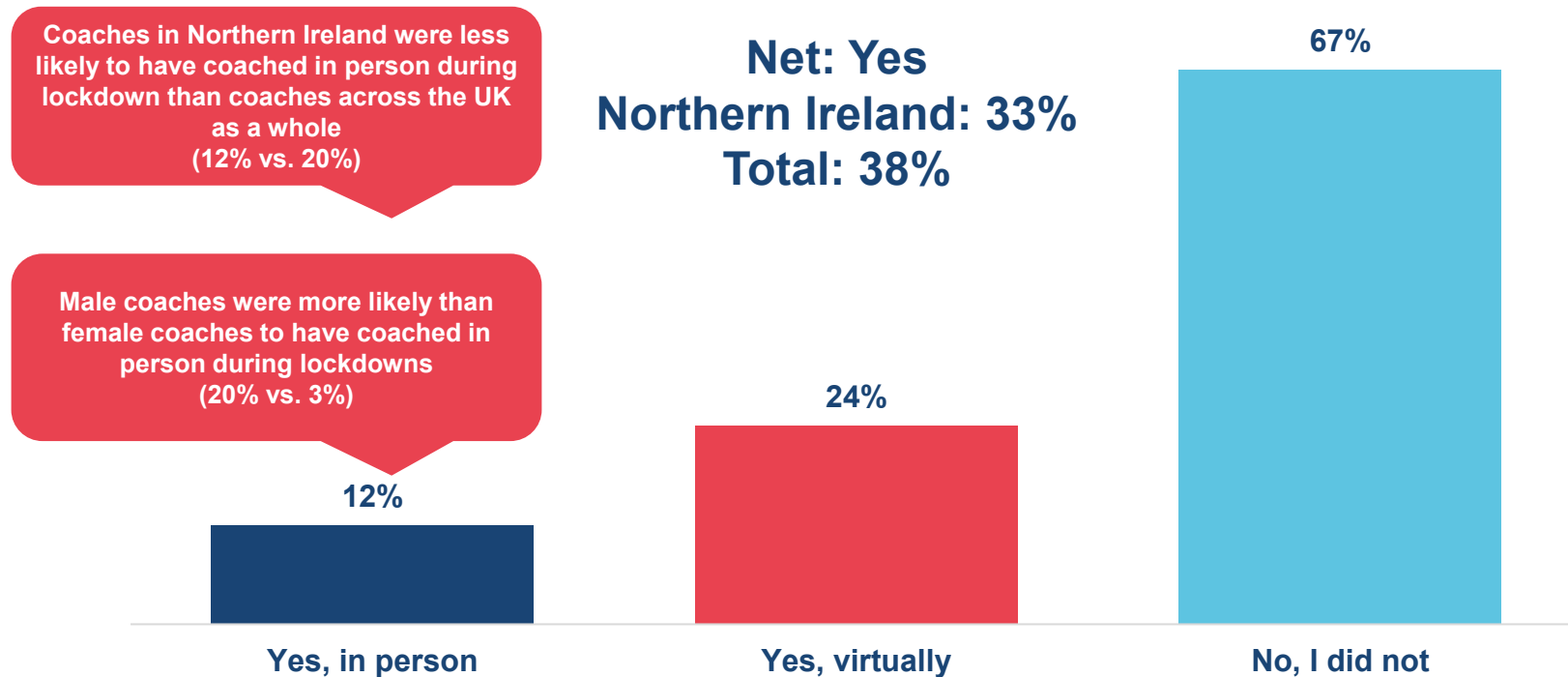


# Over a third of coaches in Northern Ireland think the biggest barrier facing coaches is balancing work/home life, along with the voluntary nature of coaching/ lack of pay



# Similar levels of coaches in Northern Ireland coached during lockdowns as those across the UK. Notably, coaches in Northern Ireland were less likely to coach in person compared to the UK as a whole

## Coaching during lockdowns



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