

UK Coaching Population study 2022 Scotland – 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 Scotland, 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 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. For those living in Scotland, the survey reached 1,603 respondents who have been coached and 645 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.”
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Key Findings

- Findings regarding coaches and participants living in Scotland largely mirror the overall UK results.
- 51% of people living in Scotland have taken part in sport and physical activity in the last 12 months, 15% have received coaching, and 5% have coached.

Participants

- According to participants, the most important trait that makes a great coach is ‘being friendly and approachable’ (51%). This is followed by giving ‘constructive criticism and feedback’ (49%) and helping ‘creating a warm and friendly environment’ (41%).
- The majority of participants do not do any checks on their coaches. Of those who do, the most common checks are of their experience (24%) and qualifications (19%).
- The majority of participants agree that their coach helps them to achieve their individual goals (77%) and helps to improve their physical (88%) and mental wellbeing (83%).

Coaches

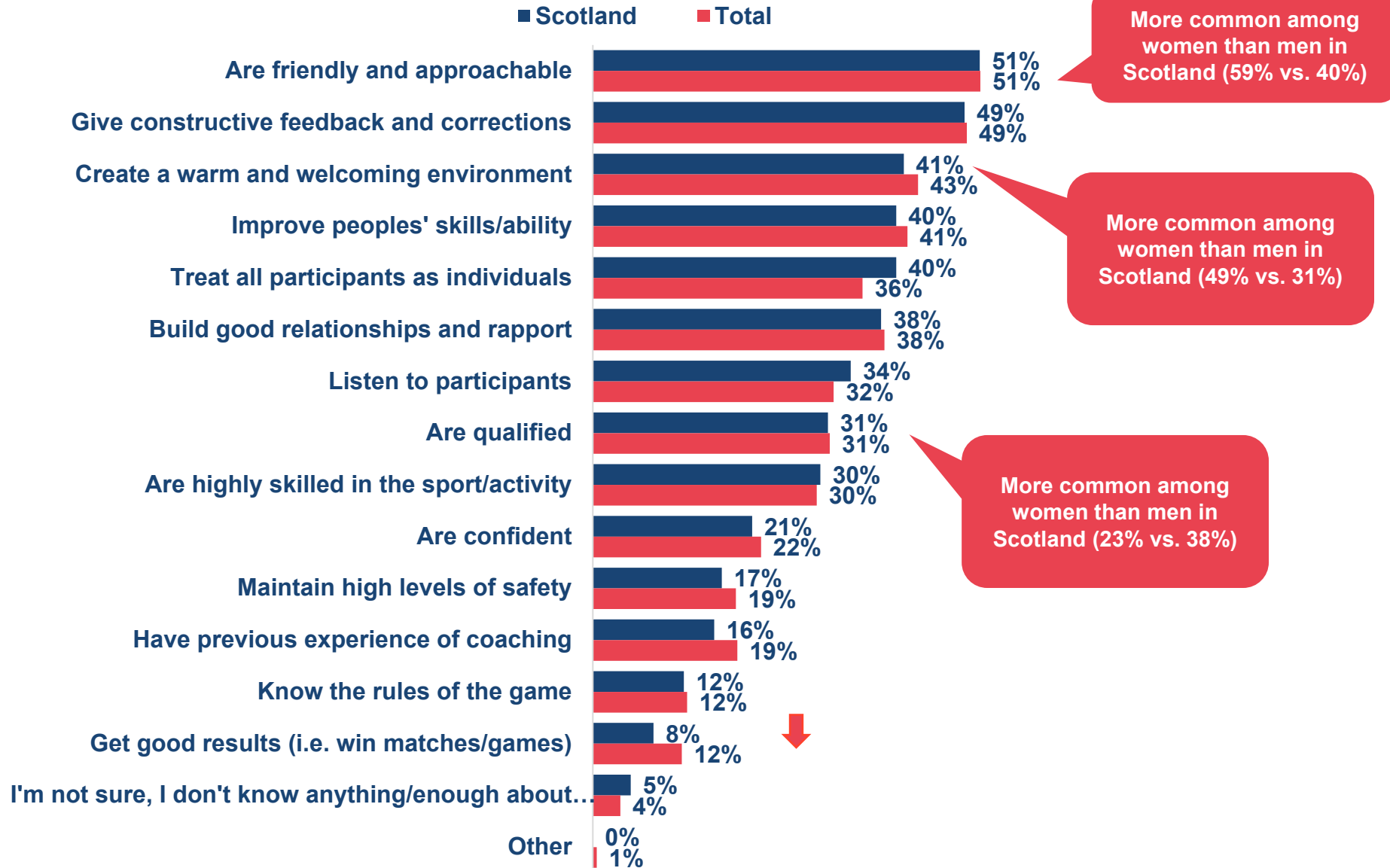
- 45% of coaches see their role as building confidence and self-esteem. This is followed by 38% saying it is to promote health and wellbeing.
- The majority of coaches in Scotland coach at recreational level (72%).
- Just under half (49%) have a formal coaching qualification.
- The majority of coaches (71%) did not deliver any type of coaching during a COVID-19 lockdown.

Participants

Half of participants in Scotland think being friendly and approachable is what makes a great coach

- Compared to the UK as a whole, participants in Scotland are slightly less likely to prioritise getting good results.

What makes a great coach according to participants



Q25. In your opinion, what do you think makes a great sport or physical activity coach? You can tick up to 5. Base: Participants of coaching in last 12 months – Scotland (n=381), Total (n=4,808)

In line with the rest of the UK, the majority of participants in the Scotland haven't performed any checks on their coaches

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 – Scotland (n=381), 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 – Scotland (n=381), Total (n=4,808)

Coaches



Paid/ Voluntary

Paid only 18%

Volunteer only 43%

Paid and volunteer 11%

Net Paid: 33%



Age

18 to 34 48%

35 to 54 37%

55+ 15%



Gender

Women 43%

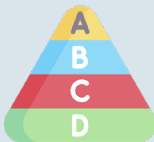
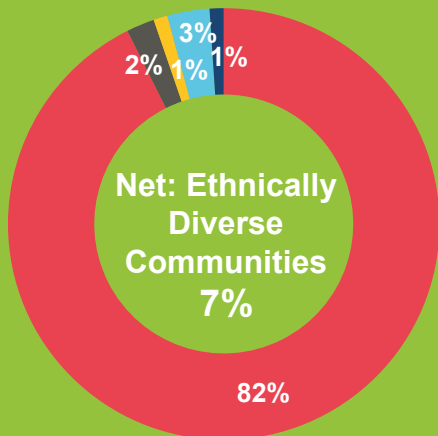
Men 55%

In another way 2%



Ethnicity

White Mixed Black Asian Other



Social grade

52% 48%
ABC1 C2DE

Disability/ Long term health condition

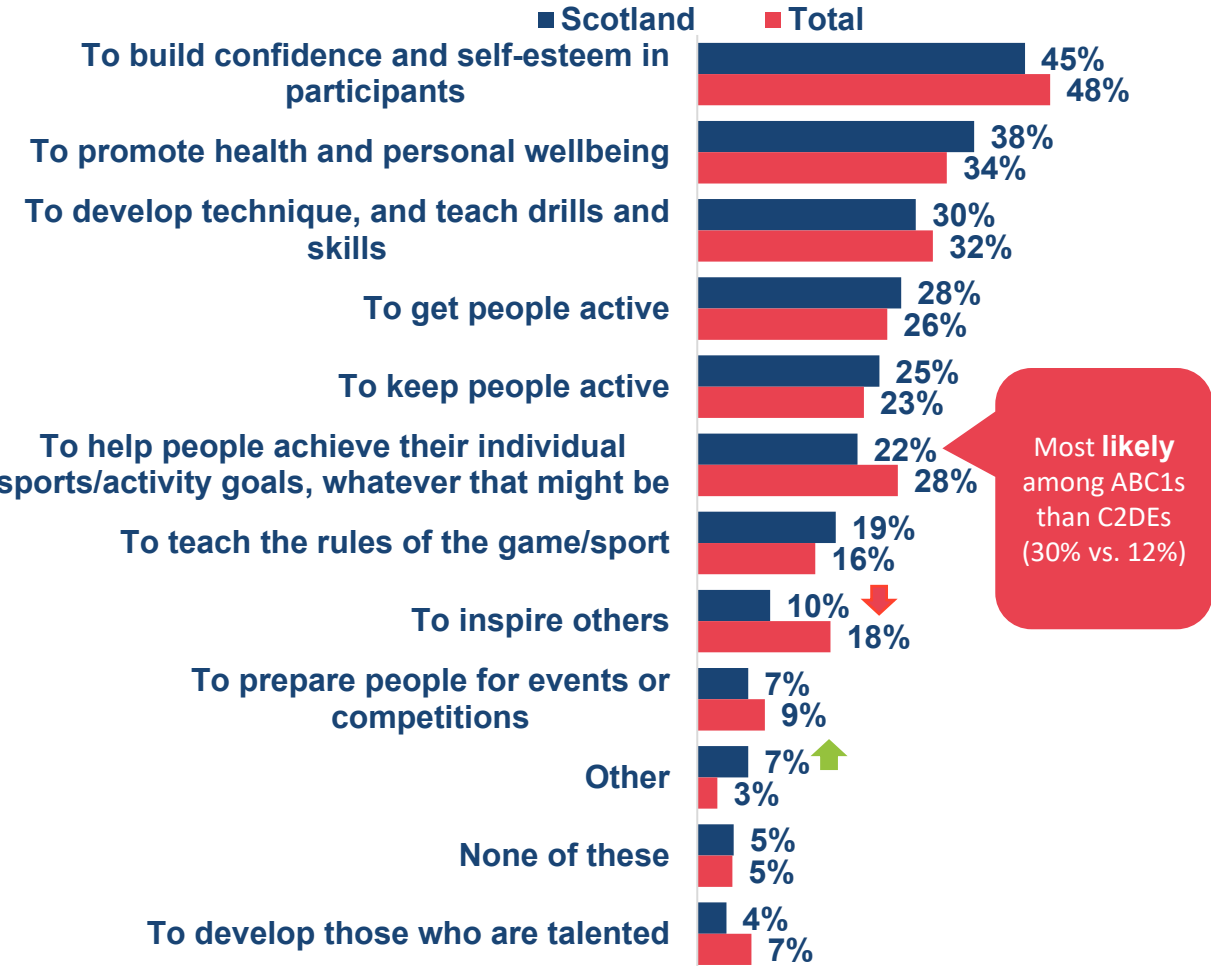
23% With
77% Without

*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](#)

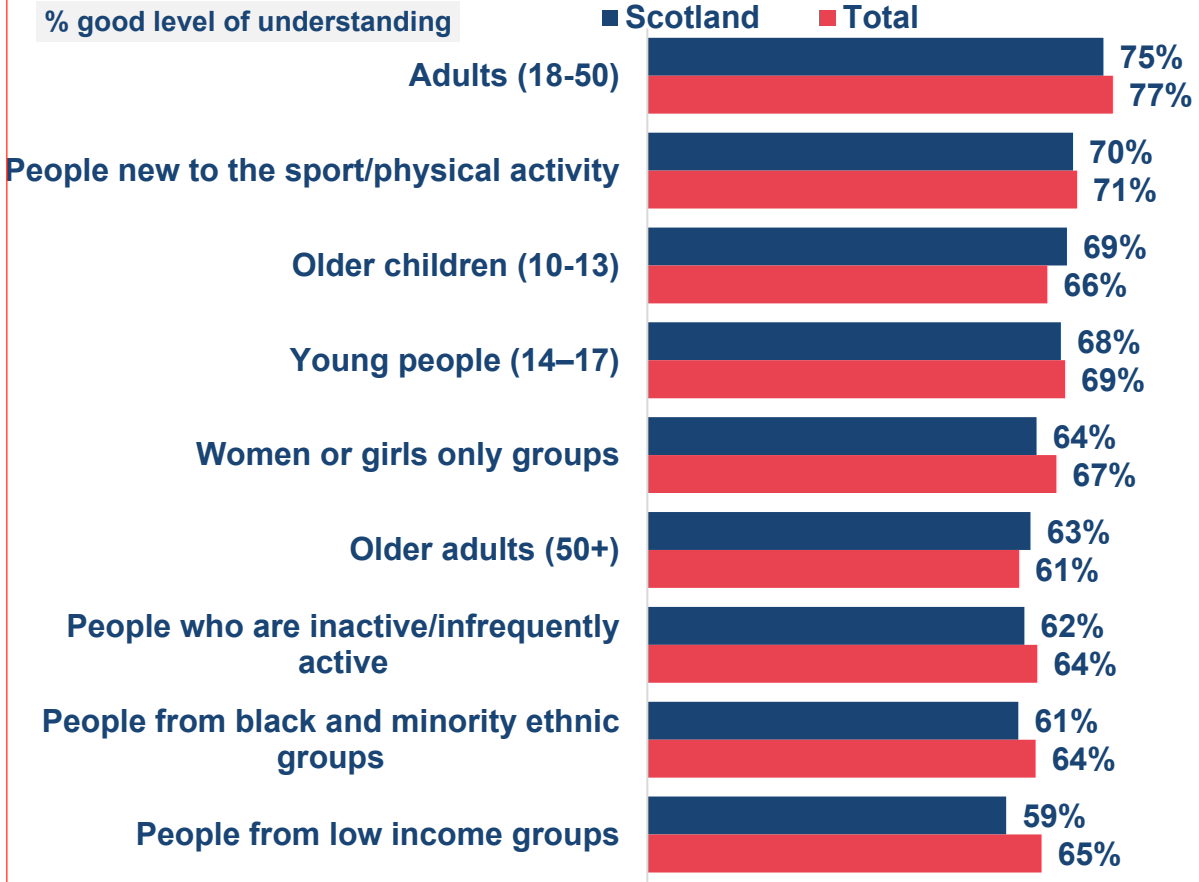


Consistent with the rest of the UK, coaches in Scotland are most likely to consider their role to be building confidence and self-esteem

Primary roles as a coach according to coaches



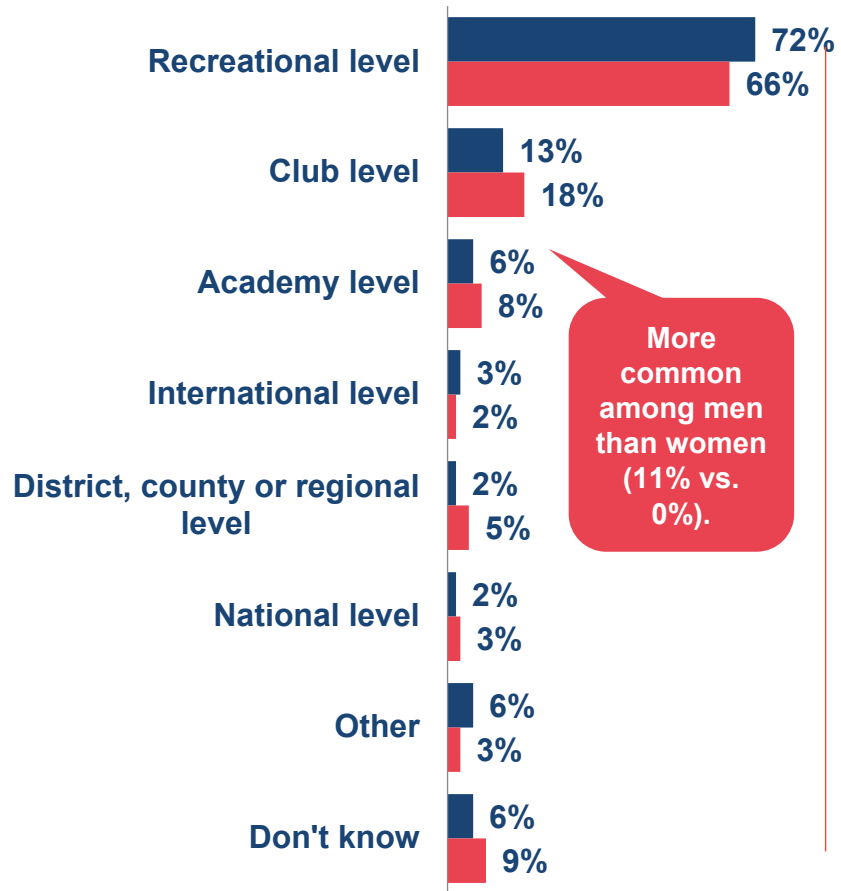
Understanding the needs of different groups



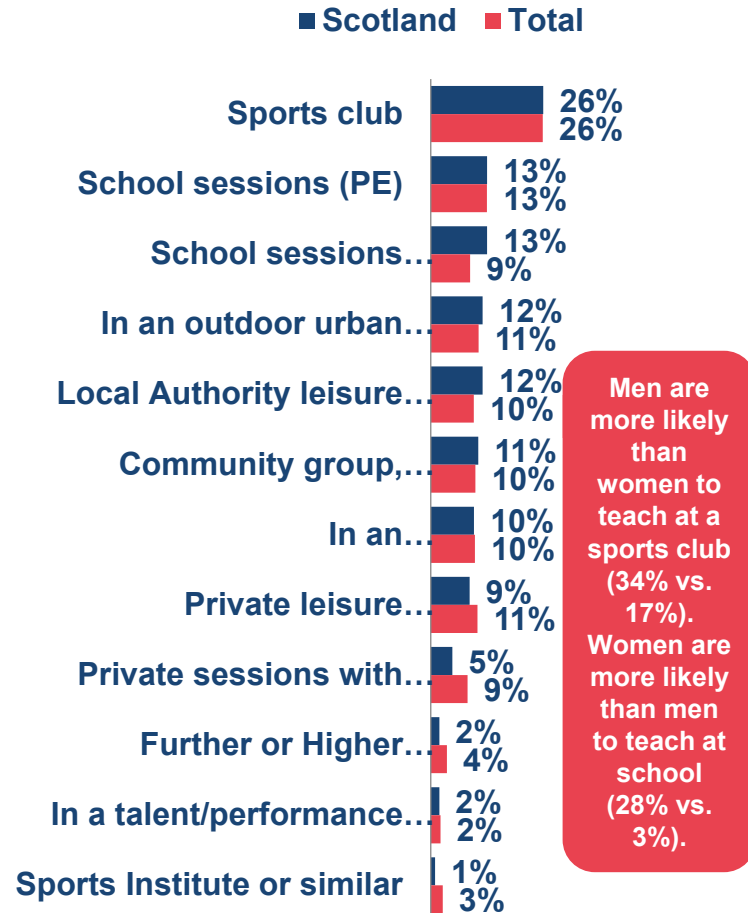
Q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options. Base: All who have coached in the last 12 months – Scotland (n=122), Total (n=1,681)
 Q34. To what extent do you feel that you understand the specific sport and physical activity needs of each of the following? Base: All who have coached in the last 12 months – Scotland (n=122), Total (n=1,681)

As with the rest of the UK, it is most common for Coaches in Scotland to coach at a recreational level, at a Sports club, and to coach mixed gender groups

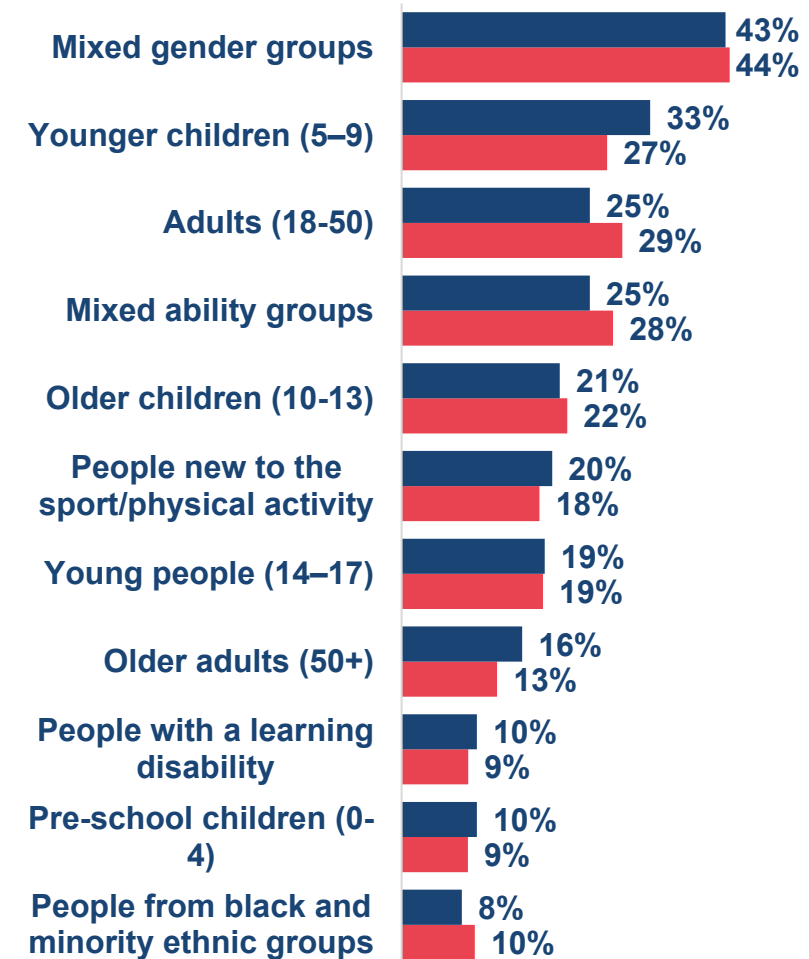
Level of Coaching Activity



Location of Coaching



Level of participants



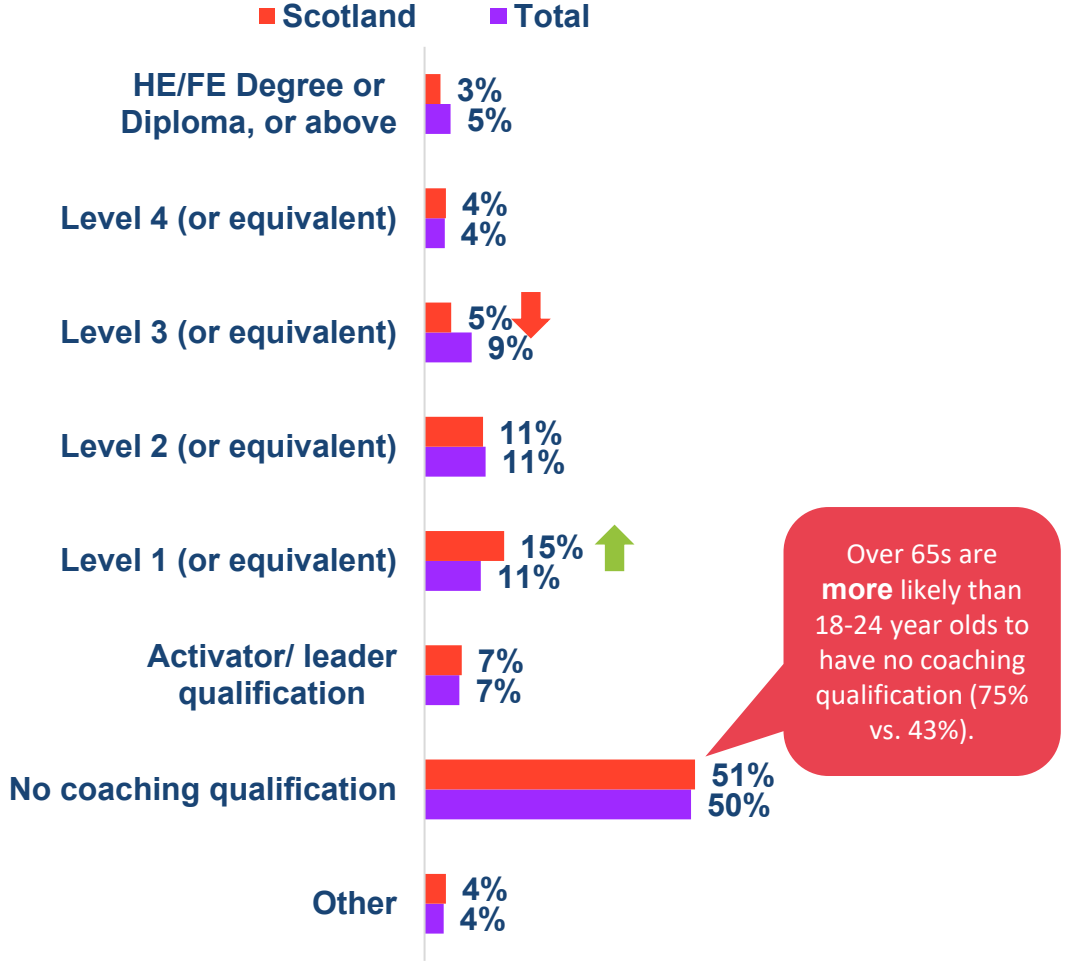
NT_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Scotland (n=122), Total (n=1,681)

Q32. Where do you coach? Please tick all that apply. Base: All who have coached in the last 12 months – Scotland (n=122), Total (n=1,681)

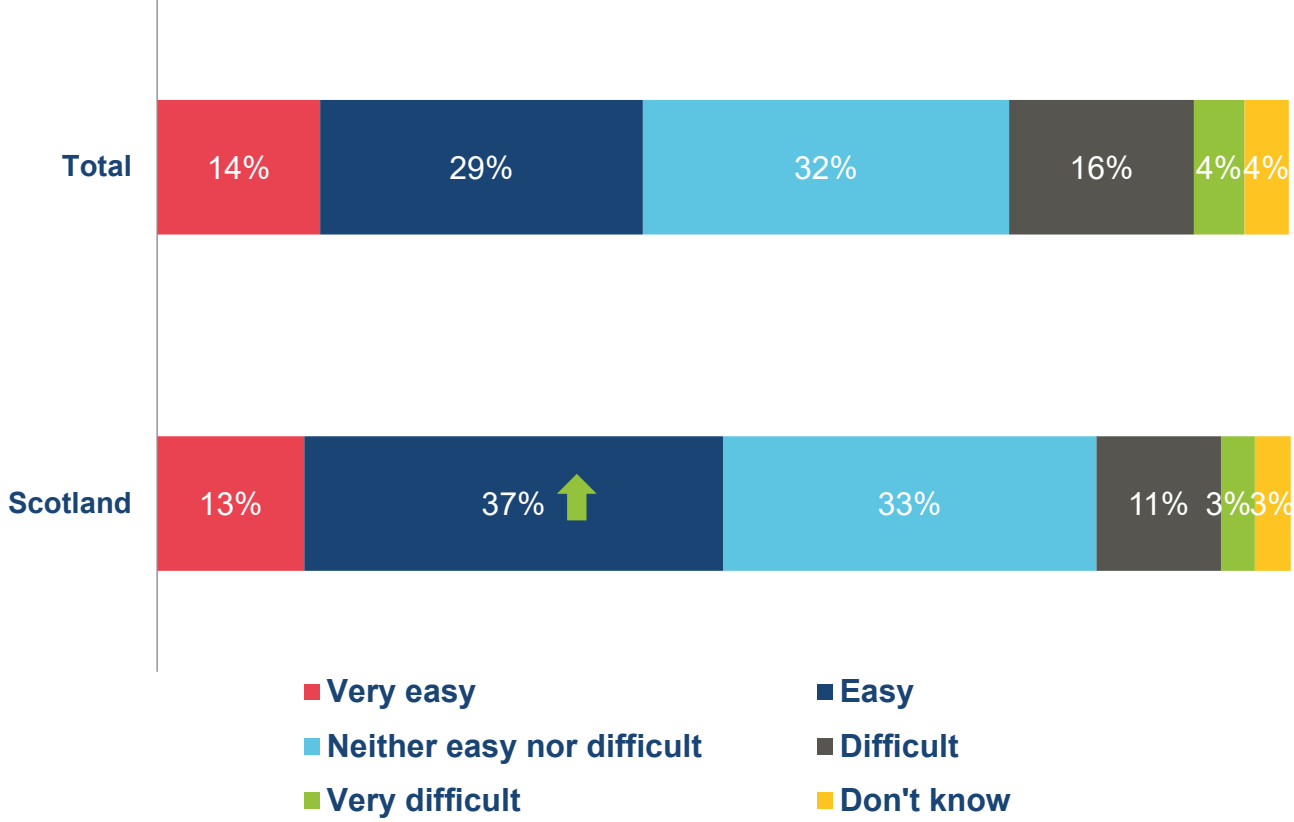
NT_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity? Please tick all that apply. Base: All who have coached in the last 12 months – Scotland (n=122), Total (n=1,681)

Coaches in Scotland are more likely than the rest of the UK to have a Level 1 qualification while less likely to have a Level 3 qualification, with ease of earning largely consistent with the UK as a whole

Highest level of qualification



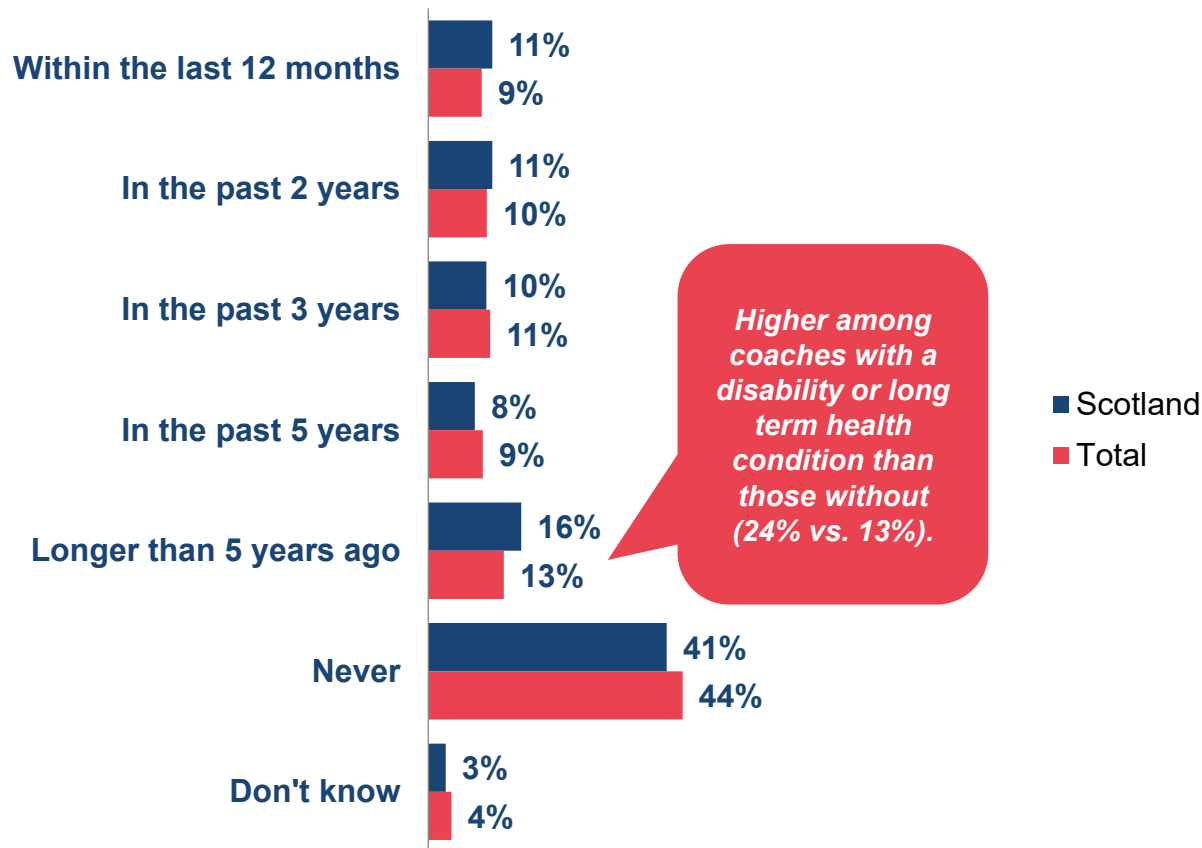
Ease of earning their qualification



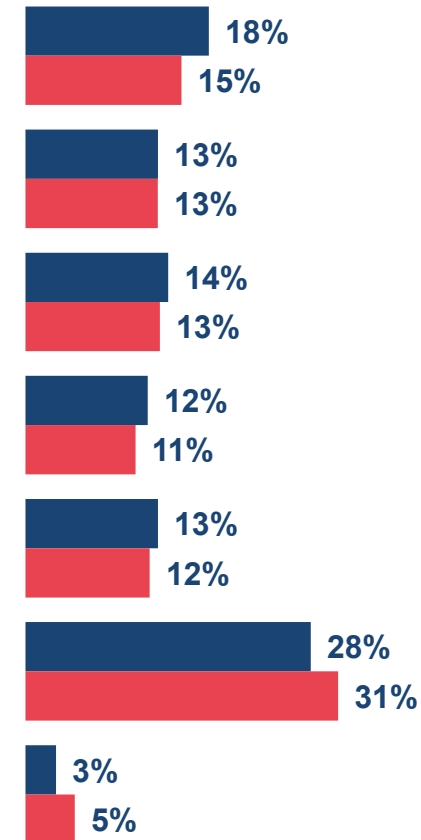
q40. What is your highest level of coaching qualification? Base: All who have coached in the last 5 years – Scotland (n=276), Total (n=3,743)
 q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have coached in the last 5 years and have a formal coaching qualification – Scotland (n=129), Total (n=3,743)

Scotland is in line with the UK as a whole when looking at time since completing a qualification or learning related to coaching

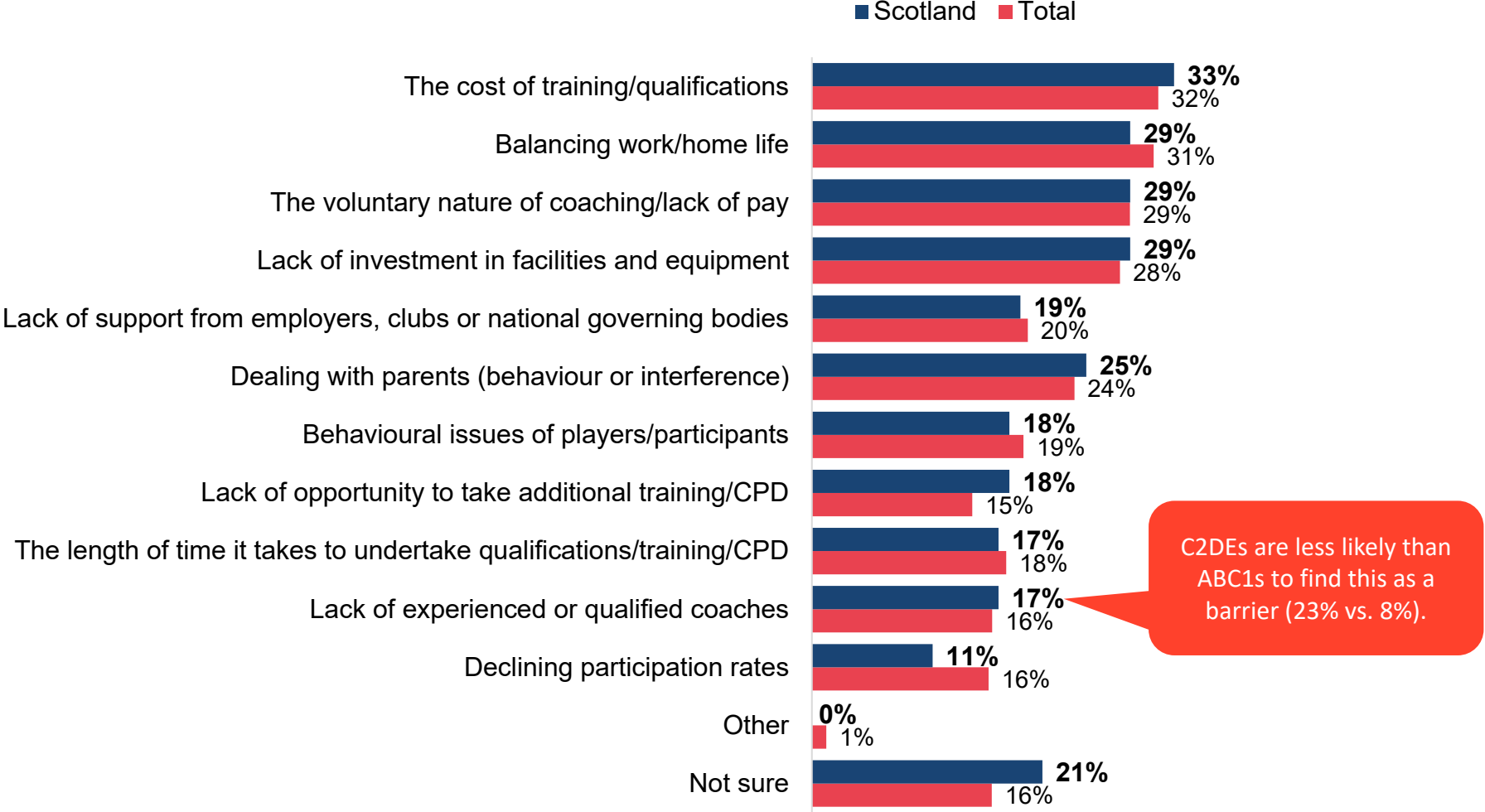
A coaching/ instructor qualification



Any informal/ formal learning or development related to coaching

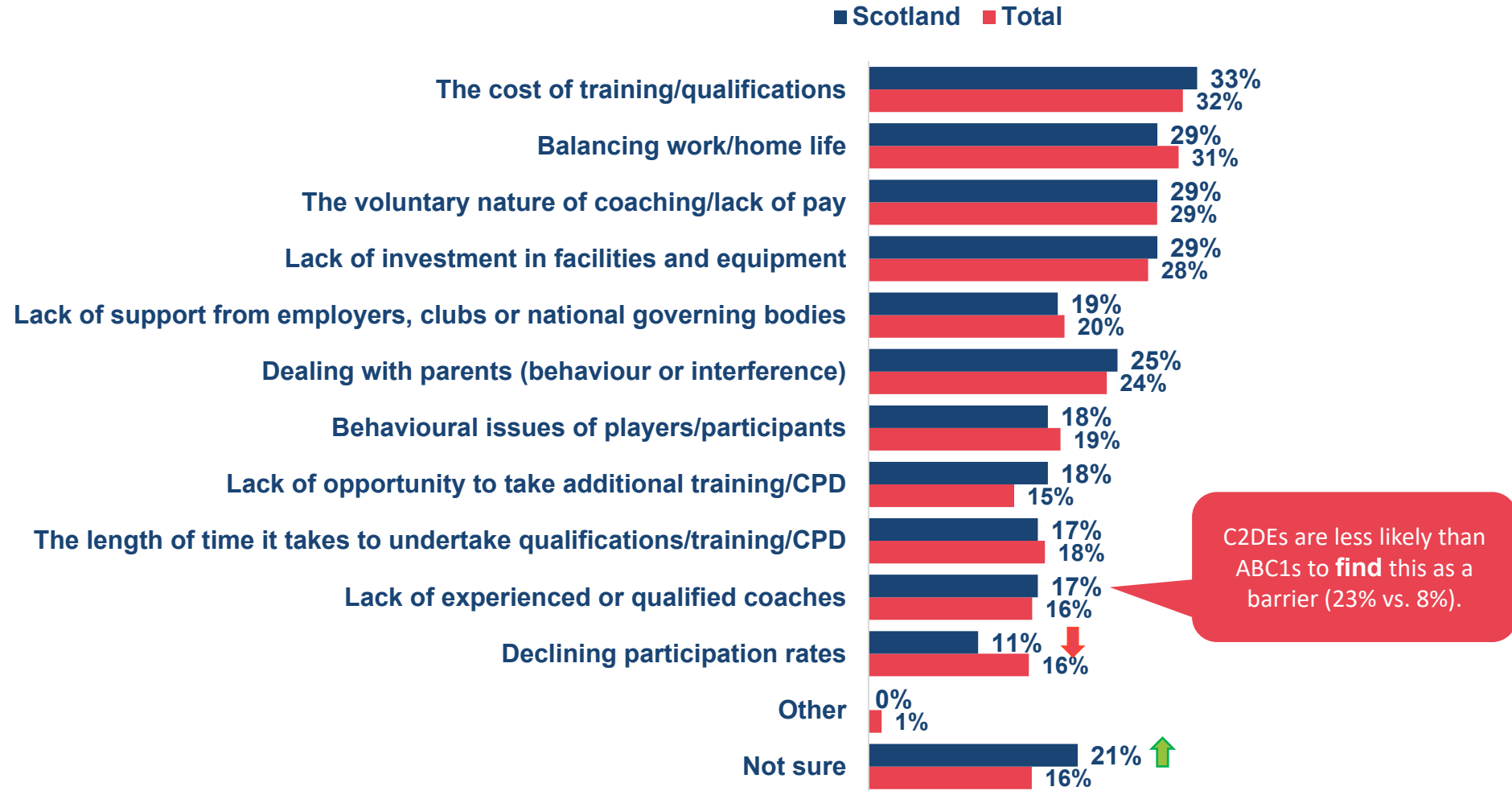


Over a third of coaches in Scotland think the biggest barrier facing coaches is balancing work/home life, along with the voluntary nature of coaching/ lack of pay



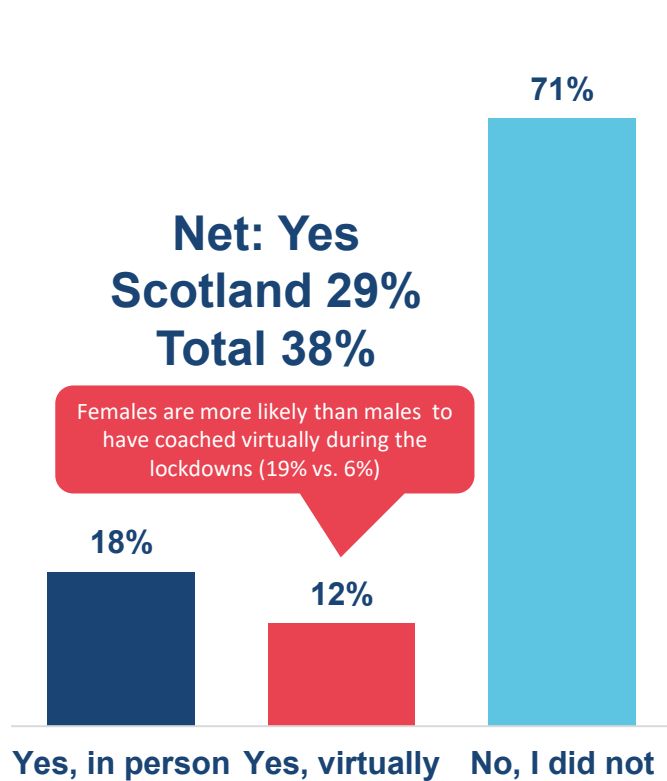
Q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply. Base: All who have coached in the last 5 years - Northern Ireland (n=112), Total (n=3,743)

A third of coaches in Scotland consider cost of training/qualifications the biggest barrier, and are less likely to cite declining participation rates than coaches across the UK as a whole

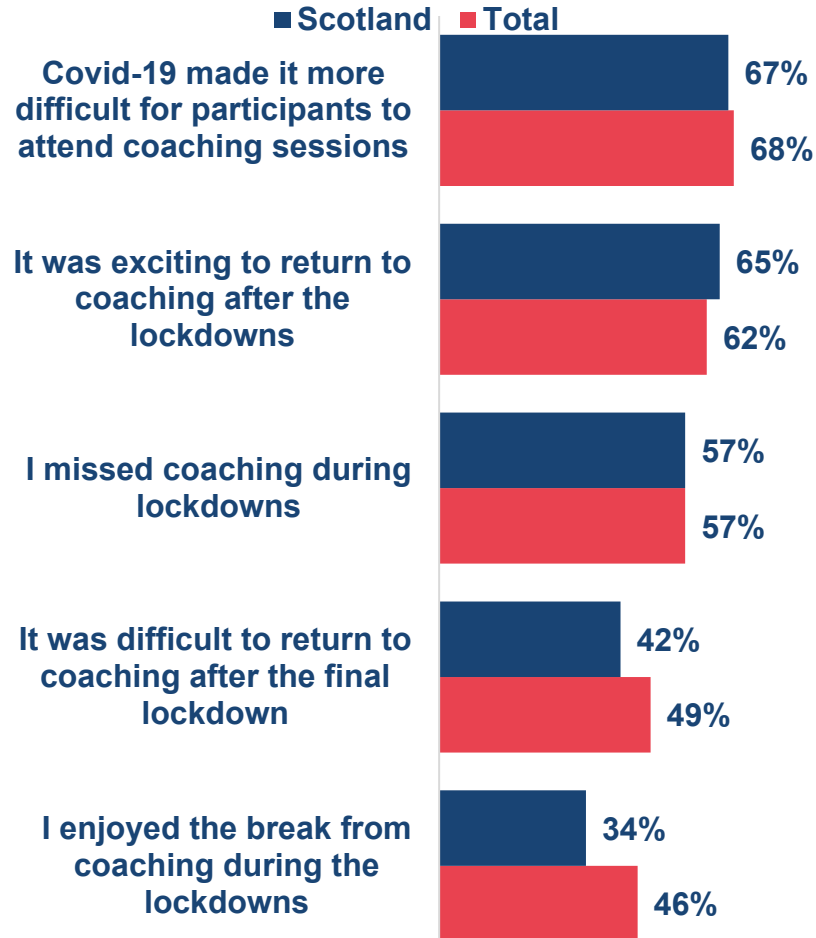


Similarly to the UK as a whole, coaches in Scotland are most likely to say Covid-19 made it more difficult to attending coaching sessions

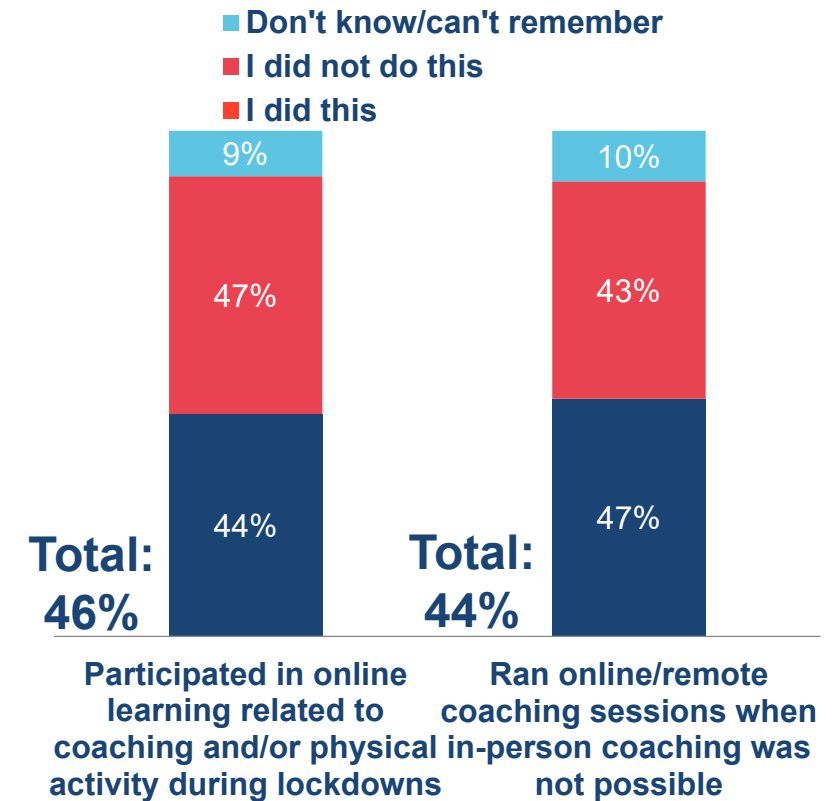
Coaching during lockdowns



Effects of the pandemic on coaching



Online/remote coaching during the pandemic



CovidCoaching1. Did you coach, instruct, train, teach or lead any sport or physical activity to children or adults during any of the Covid-19 lockdowns? Base: All who have coached in the last 3 years – Scotland (n=225), Total (n=2,982)
 Covid1. Thinking about the effect of the Covid-19 pandemic and the lockdowns on coaching, to what extent do you agree or disagree with the following statements? Base: All who have ever coached in a COVID-19 lockdown – Scotland (n=67), Total (n=1,105)
 Covid2. Thinking about during the Covid-19 pandemic, for each of the following please indicate whether you did or did not do them during lockdowns. Base: All who have ever coached in a COVID-19 lockdown – Scotland (n=67), Total (n=1,105)

Thank you

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