

Coaching in the UK: A Spotlight on Coach Preferences

In 2017, UK Coaching commissioned the largest-ever survey into coaches and coaching. Over 20,000 adults were surveyed about their experience of receiving coaching and their experience of being a coach. The survey revealed a number of interesting findings regarding what characteristics people find important when looking for a coach.

A Coach Who Understands Me

People found it more important to look for a coach who understands them rather than a coach who is similar to them.

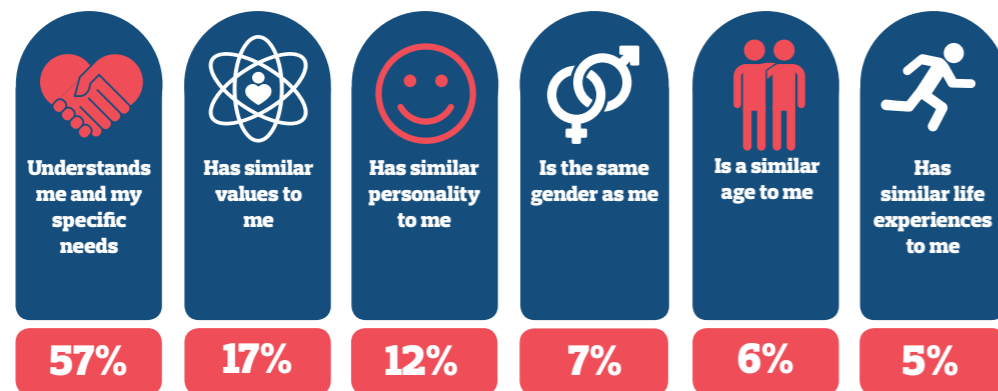


Figure 1: Participants' preferred characteristics when looking for a coach

Body Mass Index (BMI)

People who are obese were more likely to look for a coach who understands them than those who are underweight, normal weight or overweight.

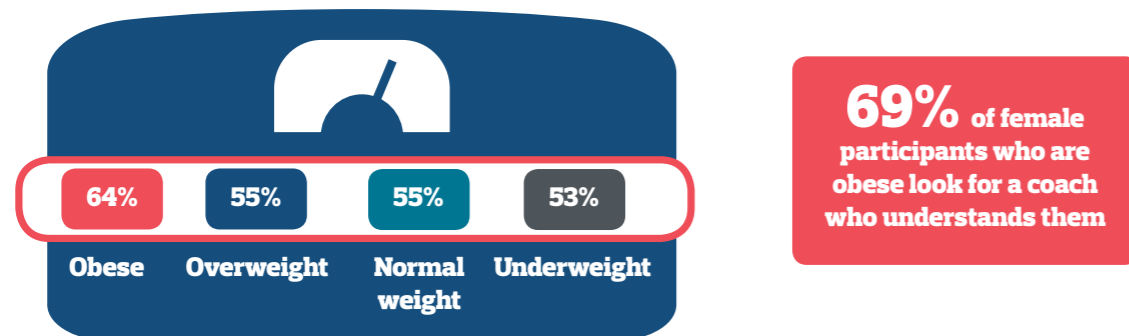


Figure 2: Proportion of people who think it is important to look for a coach who understands them and their specific needs according to BMI

Age

Older males (55+) were significantly more likely to look for a coach who understands them and their specific needs than younger males (18-24).

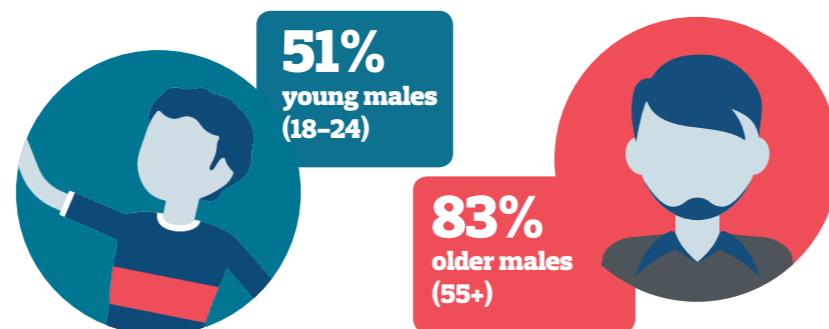


Figure 3: Proportion of people who think it is important to look for a coach who understands them according to age

A Coach Who is Like Me

Although participants found it more important to look for a coach who understands them, there were variations across demographics in the importance of looking for a coach who is similar to them.

Females

Black, Asian and Minority Ethnic (BAME) females, in particular Muslim women, are more likely to look for a coach who is the same gender compared to white females.

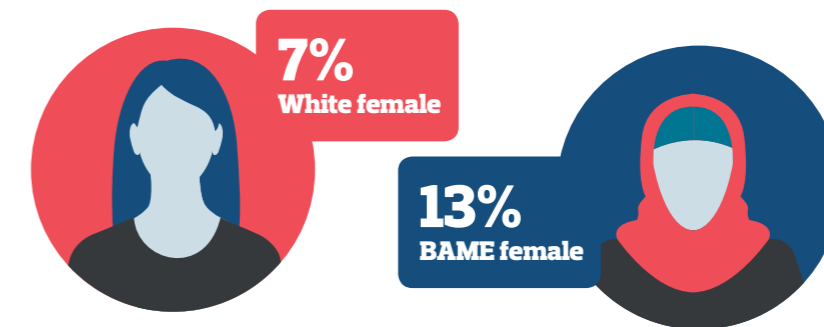


Figure 4: Proportion of females who think it is important to look for a coach who is similar to them according to ethnicity

Age

Younger participants were more likely to prefer a coach who has a similar personality to them than older participants

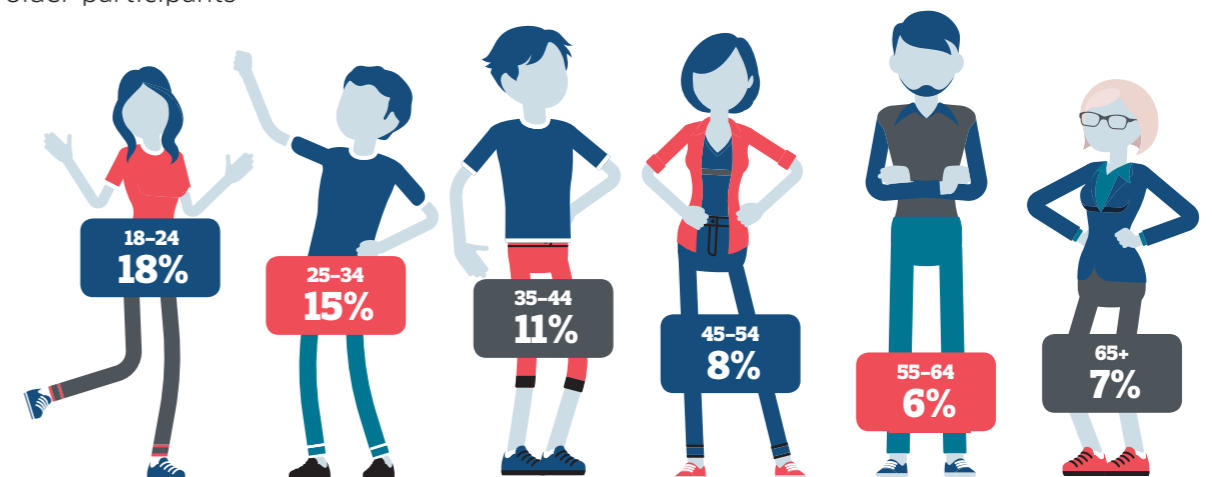


Figure 5: Proportion of people who think it is important to look for a coach who has a similar personality to them according to age

The majority of people found it more important to look for a coach who understands them rather than looking for a coach who is similar to them. However, importance varies across demographics such as religion, gender, age and BMI. Further investigation into this area would be useful in order to understand the coach preferences of specific groups. In turn, this will help to improve participant experience and may encourage more people to participate in coached activities.