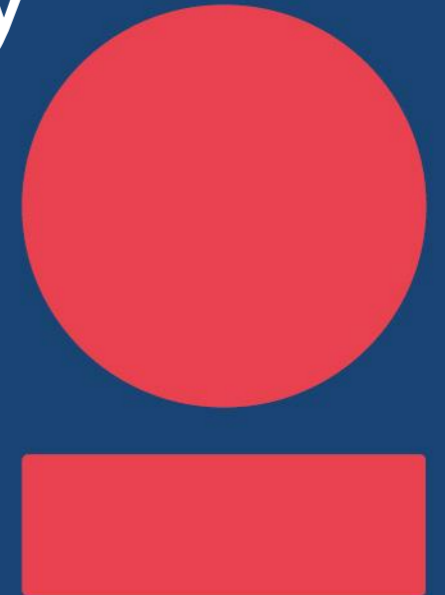


Coaching in the UK, 2019

A Spotlight on increasing activity and decreasing inactivity



Indicates where %s are significantly higher or lower than comparative respondents at 0.95 difference

DECREASING INACTIVITY

This group is defined as:

Participate in under 30 minutes of physical activity or sport in a typical week



Have received coaching at least once in the last 12 months



INCREASING ACTIVITY

This group is defined as:

Participate in 30 to 150 minutes of physical activity or sport in a typical week



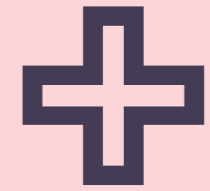
Have received coaching at least once in the last 12 months



HIGHLY ACTIVE

This group is defined as:

Participate in more than 150 minutes physical activity or sport in a typical week



Have received coaching at least once in the last 12 months



2% OF THE OVERALL UK POPULATION ARE IN THE DECREASING INACTIVITY GROUP*

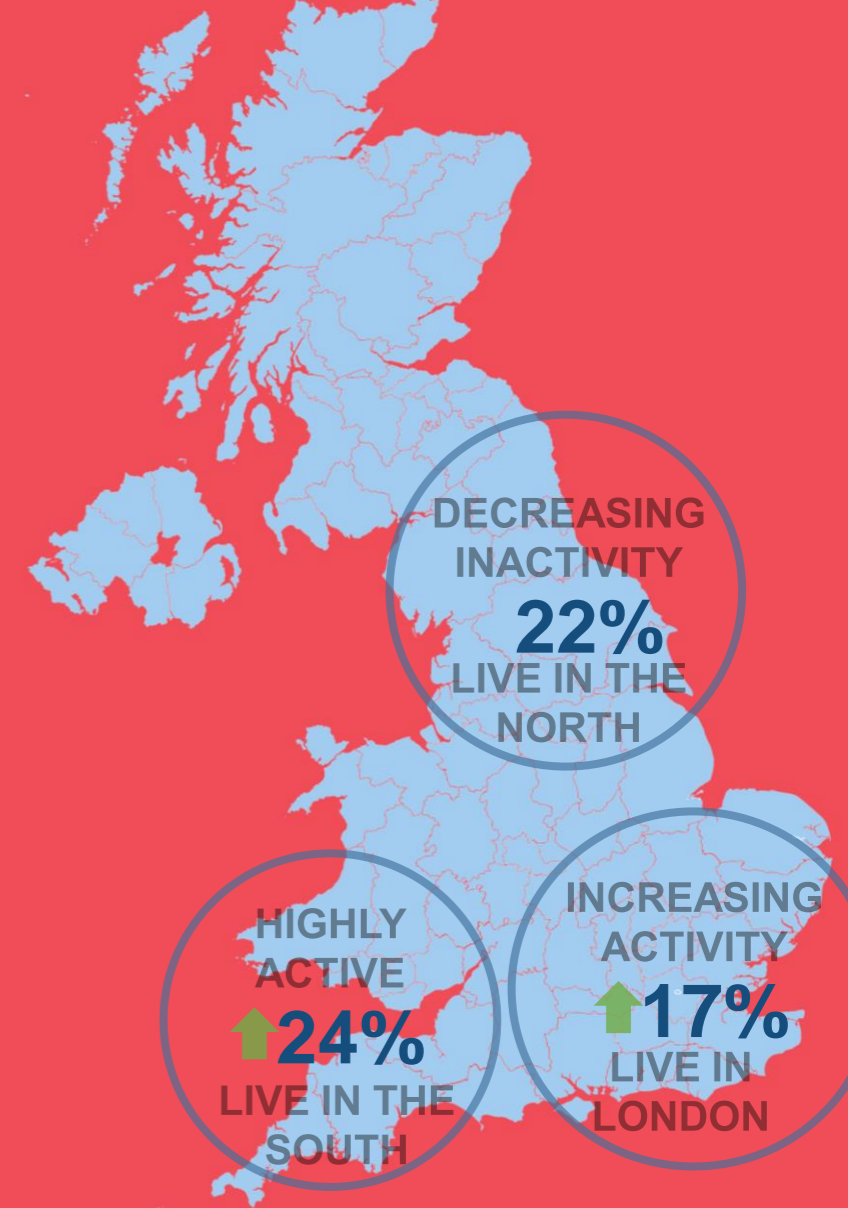
7% OF THE OVERALL UK POPULATION ARE IN THE INCREASING ACTIVITY GROUP*

8% OF THE OVERALL UK POPULATION ARE IN THE HIGHLY ACTIVE GROUP*

*Based on the definitions chosen for this report

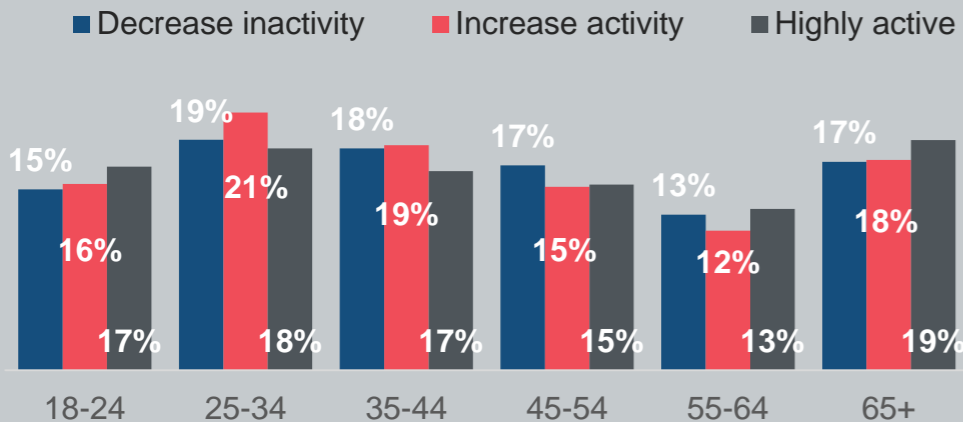
REGION

The increasing activity group are significantly more likely to live in London than the population overall



AGE

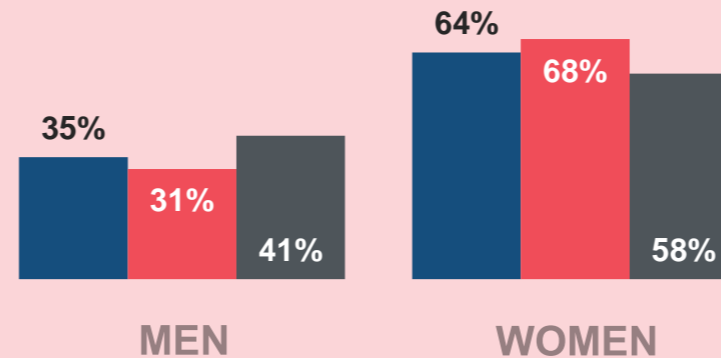
The different activity level groups align closely across age



GENDER

Women are more likely than men to fall into the increasing activity group

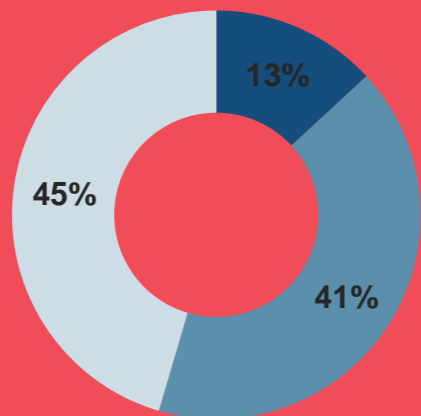
■ Decrease inactivity ■ Increase activity ■ Highly active





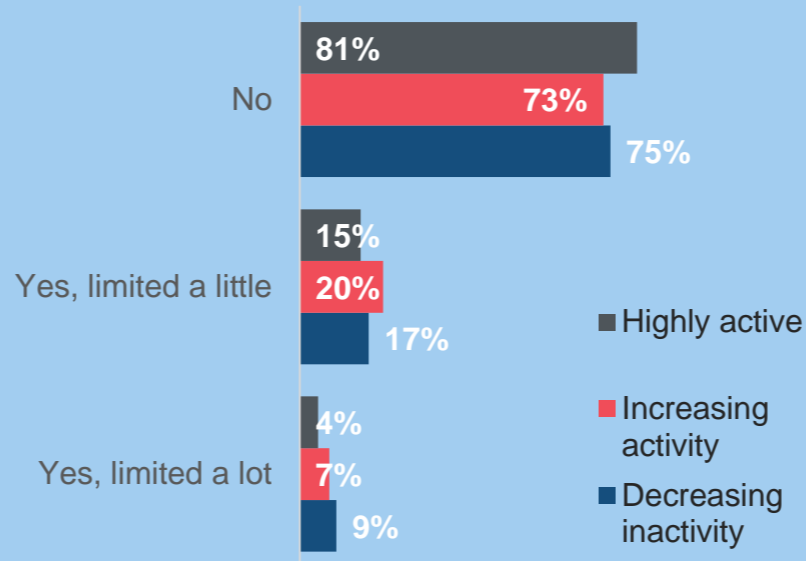
41% OF THOSE BEING COACHED FALL INTO THE INCREASING ACTIVITY GROUP

- Decreasing inactivity
- Increasing activity
- Highly active



DISABILITY

A fifth of those in the increasing activity group are limited a little by a disability or health condition, 7%, a lot.



WELLBEING

Those who are highly active are most likely to rate their physical and mental health as good/excellent

% who rate their mental health as 'good/excellent'



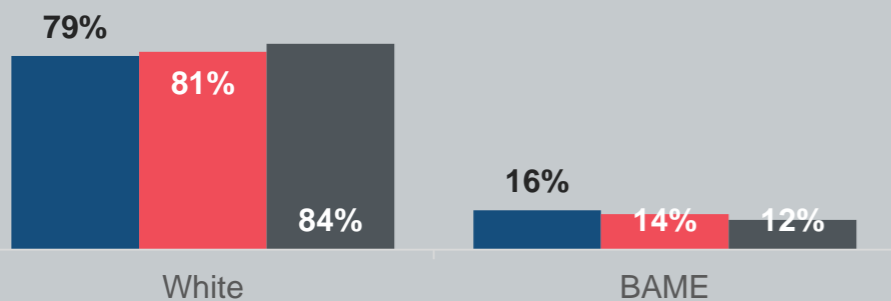
% who rate their physical health as 'good/excellent'



ETHNICITY

Those in the decreasing inactivity group are the more likely to be BAME

- Decreasing inactivity
- Increasing activity
- Highly active



SOCIAL GRADE

Those in the decreasing inactivity group are more likely to be from a lower social grade

Higher social grade



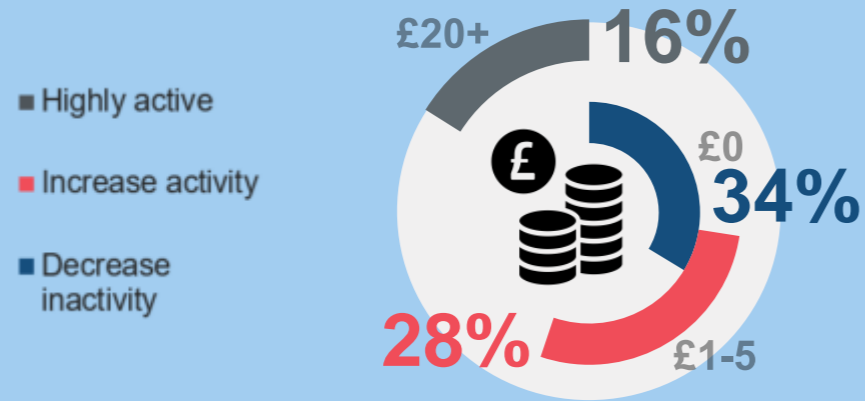
Lower social grade





ACCESS

The decreasing inactivity group are most likely to be getting free coaching, whereas 28% of the increasing activity group are paying £1 to 5 per session



% who found it easy to find their last coached session:

68%

DECREASE INACTIVITY

67%

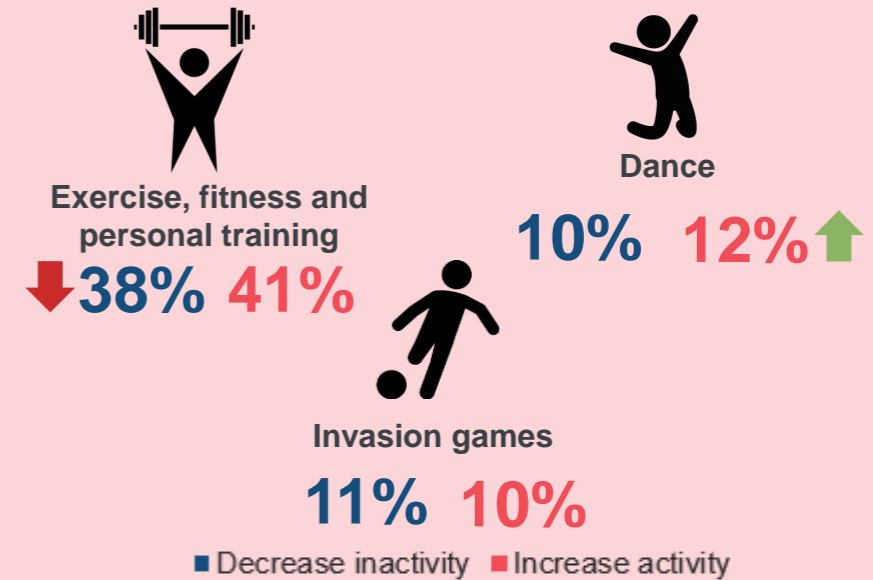
INCREASE ACTIVITY

For both key groups, most found it easy to find their last session, while 10% of both groups said it was 'difficult'.

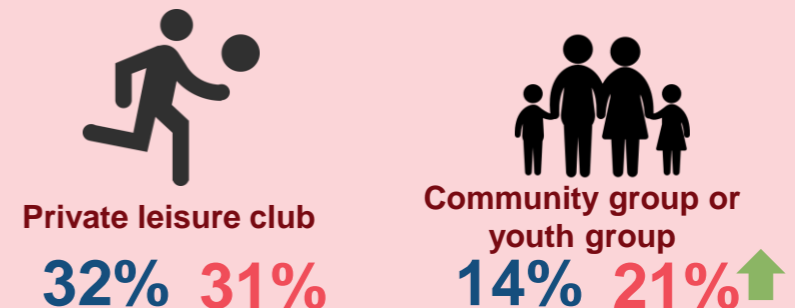


ACTIVITIES

Those who are in the increasing activity group are most likely to be participating in exercise, fitness, and significantly more likely to do dance

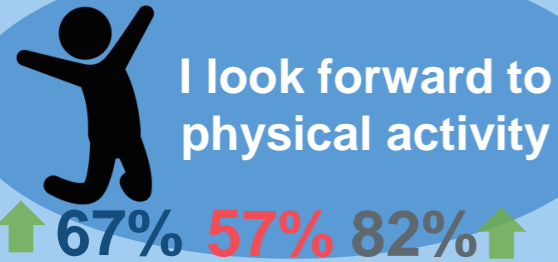


The increasing activity group are more likely to be coached in a community or youth group



THE INCREASING ACTIVITY GROUP ARE LEAST LIKELY TO LOOK FORWARD TO ACTIVITY

% who agree:



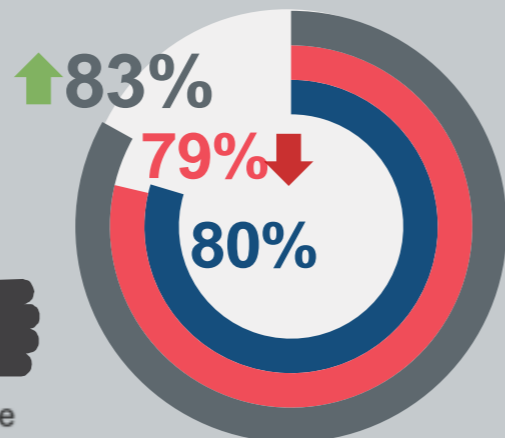
The decreasing inactivity group are more satisfied with their current level of activity than the increasing activity group



- Highly active
- Increase activity
- Decrease inactivity

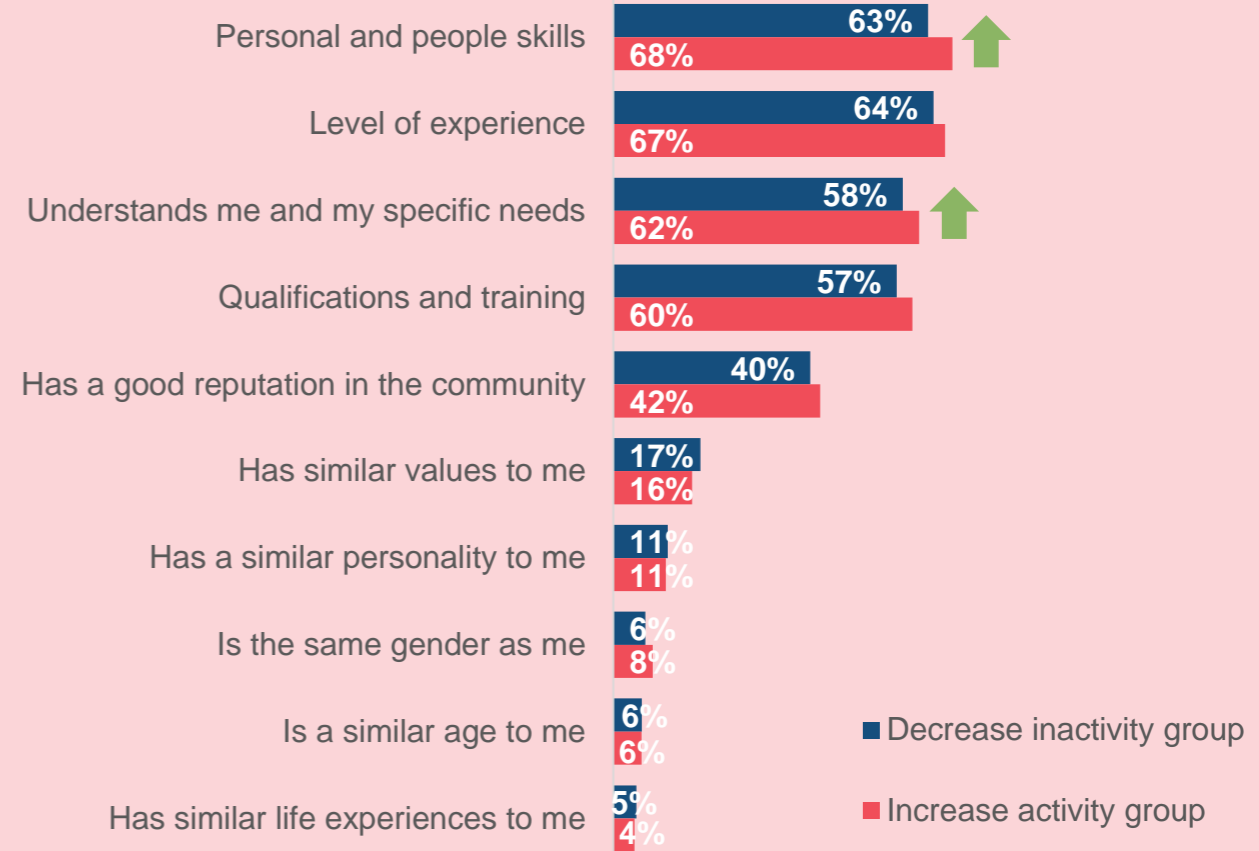
THOSE DOING THE MOST WEEKLY ACTIVITY ARE MOST LIKELY TO RATE THEIR LATEST COACHED SESSION AS GOOD, WHILE THOSE IN THE INCREASING ACTIVITY GROUP ARE THE LEAST LIKELY

% who rated it good



- Decrease inactivity
- Increase activity
- Highly active

THOSE IN THE INCREASING ACTIVITY GROUP ARE MORE LIKELY TO STATE THAT UNDERSTANDING THEM AND THEIR SPECIFIC NEEDS IS AN IMPORTANT QUALITY IN A COACH



Those in the decreasing inactivity group are more likely than others to not be able to list a most important quality, with 10% stating 'none of these'

THOSE MOST ACTIVE ARE MOST LIKELY TO ENJOY BEING COACHED

% who agree:



THE INCREASING ACTIVITY GROUP ARE LEAST LIKELY TO FEEL THEY HAVE A GOOD RELATIONSHIP WITH THEIR COACH

% who agree:



THE INCREASING ACTIVITY GROUP ARE LEAST LIKELY TO FEEL COACHING IS MEETING THEIR NEEDS

% who agree:



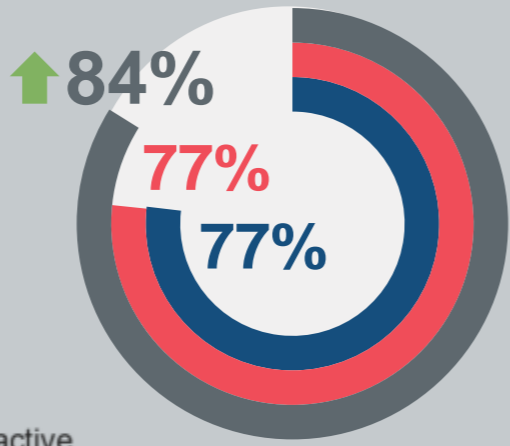
THOSE IN THE LEAST ACTIVE GROUPS ARE EQUALLY LESS LIKELY TO HAVE TRUST IN THEIR COACH

% who agree:



THE MOST ACTIVE PARTICIPANTS ARE MORE LIKELY TO KNOW THEIR COACH'S NAME

15% of those in the increasing activity group state they do not know their coach's name

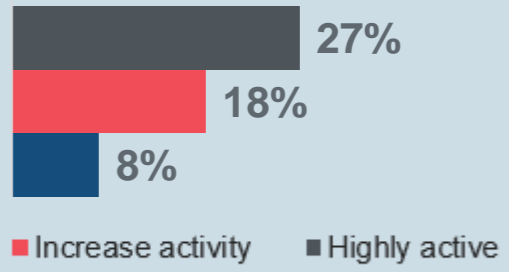


■ Decrease inactivity ■ Increase activity ■ Highly active

18% OF ACTIVE COACHES FALL INTO THE INCREASING ACTIVITY PARTICIPANT GROUP AND 8% INTO DECREASING INACTIVITY



In the past 12 months



■ Decrease inactivity ■ Increase activity ■ Highly active

THE INCREASING ACTIVITY GROUP ARE MORE LIKELY TO PARTICIPATE WITH WOMEN ONLY



BOTH EQUALLY

49% 47%

29% 37%

WOMEN



16% 12%



MEN

■ Decrease inactivity ■ Increase activity

Decreasing inactivity coaches are more likely to be over 55 and male

Invasion games

28%

Sports club

39%

Increasing activity coaches are more likely to be 25 to 34 and female

Dance

14%

Local Authority leisure centre

39%

