

Statistical Report



# Coaching in the UK, 2019

Participant Survey

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UK Coaching is the brand name of The National Coaching Foundation and has been such since May 2017.

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## Introduction

In 2019, UK Coaching commissioned YouGov to undertake the largest ever survey into coaches and coaching, building on a previous survey conducted in 2017. A nationally representative sample of over 50,000 adults and 2,000 children were surveyed about their experience of receiving coaching and their experience of being a coach.

This research encompasses a broader definition of coaching, which includes anyone involved in, or receiving coaching, across the whole sport and physical activity sector. It recognises that participants receive coaching in a range of different settings and that coaches play a number of different roles, from coaches in sports clubs, to community activators and helpers, PE teachers, and exercise and fitness instructors. All contribute towards an active nation.

This report presents the findings from the participant section of the survey. It includes participants who have recently been in receipt of coaching and those who have received coaching at some point in the past. It includes the key findings from both the adult and the children's section of the survey.

This is the first statistical release of findings from 2019 and the results are compared, where possible, to the 2017 survey findings. Throughout this report \* denotes a statistically significant finding.

Further background information, details about the methodology, and a glossary of terms, can be found in Appendix 1 and 2 at the end of this report.

A separate report is available for the coaching workforce.

Requests for data access or additional data analysis can be made to UK Coaching via email: [researchteam@ukcoaching.org](mailto:researchteam@ukcoaching.org).

## Section 1: Incidence, profile and background

### Adults in receipt of coaching

Around one in six (17%) of UK adults received coaching in the 12 months prior to the survey, roughly consistent with 2017 (18%).

**Figure 1. Incidence of participation by year**

Incidence of participation in coached activity	2017	2019
In the past 12 months	18%	17%
In the past 2 years	5%	5%
In the past 3 years	4%	4%
In the past 5 years	5%	4%
Longer than 5 years ago	29%*	30%*
Never	31%	30%
Unweighted N	20,688	50,797

Base: All UK adults (2017=20,688; n=50,797)

Seventeen percent of the adult population equates to an estimated nine million coached participants across the UK in 2019. There has been a slight decrease since 2017 (less than one percentage point). Figures are rounded to the nearest 100,000.

**Figure 2. Incidence and population estimates of coached participants by year**

Incidence of participation in coached activity	2017		2019	
	Incidence	Number in population: mid-point estimate	Incidence	Number in population: mid-point estimate
In the past 12 months	17.80%	9,200,000	17.36%	9,100,000

Base: All UK adults (2017=20,688; n=50,797)

Further information about the population estimates can be found in Appendix 3.

### Diversity of the population

Consistent with 2017, women are much more likely than men to be in receipt of coaching: 22% of women compared to 13% of men.

The likelihood of receiving coaching decreases significantly with age: from 26% of people aged 18 to 24; to 14% among those aged 65+.

People from higher social groups (21%) are considerably more likely than those in lower social groups (13%) to receive coaching.

There is also a greater proportion of people from black and minority ethnic groups in receipt of coaching (21% BAME compared to 17% white).

Figures are rounded to the nearest 100,000.

**Figure 3. Incidence and population estimates by demographic group**

Frequency of participation in coached activity	2017		2019	
	Incidence	Number in population: mid-point estimate	Incidence	Number in population: mid-point estimate
<b>18-24</b>	27.62%	1,600,000	25.55%	1,500,000
<b>25-34</b>	22.78%	2,000,000	21.64%	2,000,000
<b>35-44</b>	19.65%	1,600,000	17.66%	1,500,000
<b>45-54</b>	14.72%	1,400,000	14.94%	1,400,000
<b>55-64</b>	14.05%	1,100,000	15.04%	1,200,000
<b>65+</b>	12.81%	1,500,000	13.69%	1,700,000
<b>Male</b>	13.94%	3,500,000	13.18%	3,400,000
<b>Female</b>	21.44%	5,700,000	21.50%	5,800,000
<b>Higher social group</b>	21.10%	6,200,000	20.84%	6,200,000
<b>Lower social group</b>	13.43%	3,000,000	12.75%	2,900,000
<b>White</b>	17.08%	7,500,000	16.85%	7,500,000
<b>NET: BAME</b>	22.32%	1,200,000	21.17%	1,200,000

Base: All UK adults (2017=20,688; n=50,797)

Consistent with 2017, those in receipt of coaching tend to be female (63% female and 36% male). Compared to 2017, there has been a slight increase in the proportion of participants who are aged 65 and over (18% compared to 16% in 2017).

The proportion of people in receipt of coaching from a BAME background has declined from 17% in 2017 to 14% in 2019.

**Figure 4. Demographic profile of coached participants by year**

Demographic group	Participants in 2017	Participants in 2019
<b>18-24</b>	18%	16%
<b>25-34</b>	21%	20%
<b>35-44</b>	18%	18%
<b>45-54</b>	14%	15%
<b>55-64</b>	13%	12%
<b>65+</b>	16%	18%
<b>Male</b>	38%	36%
<b>Female</b>	62%	63%
<b>Higher social group</b>	68%	68%
<b>Lower social group</b>	32%	32%
<b>White</b>	83%	81%
<b>NET: BAME</b>	17%	14%

Base: All who have been coached in the last 12 months (2017 n=3,781; 2019 n=8,930)

People living in London are more likely to be in receipt of coaching (22%) than those in any other UK region. The incidence of participation in coaching is lowest in the North and in the Midlands.

Across the whole of the UK, the incidence of coached-participation has declined in most regions between 2017 and 2019, with the exception of the North West and South East.

**Figure 5. Incidence and population estimates of coached participants by year and UK region**

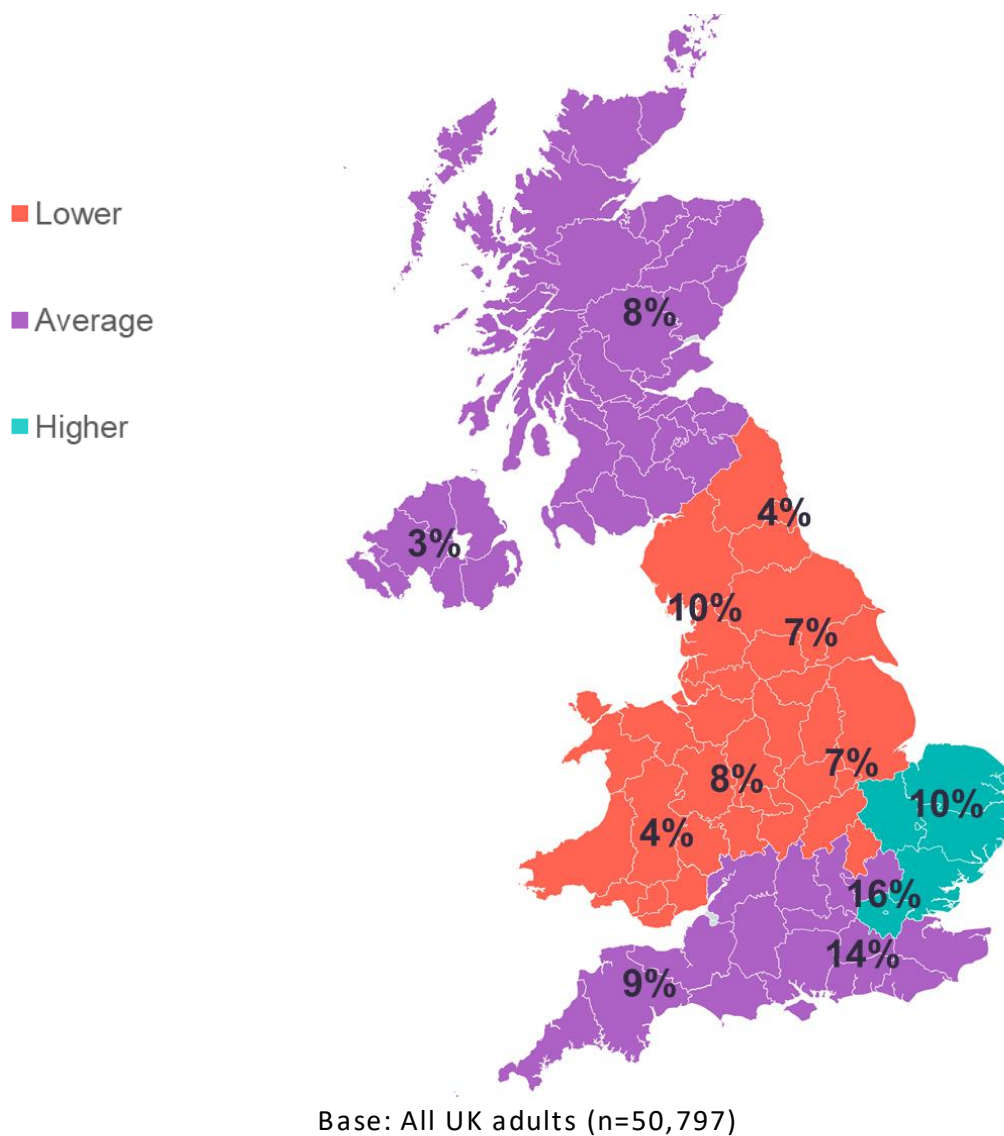
Frequency of participation in coached activity	2017 incidence	Number in population: mid-point estimate	2019 incidence	Number in population: mid-point estimate
<b>North East</b>	17.94%	400,000	15.22%	300,000
<b>North West</b>	15.39%	900,000	16.27%	900,000
<b>Yorks and Humber</b>	16.20%	700,000	15.14%	700,000
<b>East Midlands</b>	15.74%	600,000	15.64%	600,000
<b>West Midlands</b>	15.96%	700,000	15.72%	700,000
<b>East of England</b>	20.07%	1,000,000	18.47%	900,000
<b>London</b>	22.03%	1,400,000	21.55%	1,500,000
<b>South East</b>	17.88%	1,300,000	18.16%	1,300,000
<b>South West</b>	18.14%	800,000	17.98%	800,000
<b>Wales</b>	15.28%	400,000	14.62%	400,000
<b>Scotland</b>	18.47%	800,000	17.32%	800,000
<b>Northern Ireland</b>	17.97%	300,000	16.69%	200,000

Base: All UK adults (2017=20,688; n=50,797)

The map below shows the proportion of coached participants and where they live in the UK in 2019, again showing the greatest proportion in London.



**Figure 6. Percentage of coached participants and where they live in the UK (map)**



### Sports and activities

The most popular coached activities are exercise / movement (27%), yoga (19%), dance (11%) and weightlifting (11%). Women are more likely than men to be coached in dance (15% compared to 4%) and men are more likely to be coached in football (12% compared to 1%).

A full list of all sports / activities can be found in Appendix 4.

Figure 7. Type of activity by gender

Top ten activities coached in (2019 only)	Male	Female	All
Athletics	7%*	3%*	5%
Boxing	6%*	3%*	4%
Dance	4%*	15%*	11%
Exercise / movement	17%*	34%*	27%
Football	12%*	1%*	5%
Golf	8%*	1%*	4%
Swimming	6%	6%	6%
Weightlifting	14%*	9%*	11%
Yoga	8%*	26%*	19%
Other	23%*	29%*	27%
Don't know	2%*	2%*	2%
Unweighted N	2,727	6,014	8,827

Base: All who have received coaching in the last 12 months

## Location of coaching

Participants are most likely to be coached in a private leisure centre, gym or health club (33%). This is followed by a fifth in a sports club (22%) or a local authority leisure centre (20%).

Figure 8. Where participants are coached (2019)

Locations coached in (2019 only)	2019
Sports club	22%
Local Authority leisure centre	20%
Private leisure centre, gym or health club	33%
Community group, youth group or similar	17%
College or university	9%
Sports Institute or similar	4%
In an outdoor/countryside setting (river, forest, etc.)	11%
In an outdoor urban space (park or playground, etc.)	7%
Private sessions with a trainer	13%
Other	11%
Unweighted N	8724

Base: All who have received coaching in the last 12 months

## Level of participation

The majority of coached participants (77%) take part at a recreational level, with one in ten taking part at club level (10%).

Women are more likely than men to take part at a recreational level (83% compared to 66%) whereas men are more likely to take part at club level (16% compared to 6%).

**Figure 9. Level of coached activity (2019)**

Level of coached activity (2019 only)	Male	Female	All
Recreational level	66%*	83%*	77%
Academy level	3%*	1%*	2%
Club level	16%*	6%*	10%
District, county or regional level	3%*	1%*	2%
National level	3%*	1%*	2%
International level	1%*	1%*	1%
Other	2%	2%	2%
Don't know	5%	5%	5%
Unweighted N	2,727	6,014	8,827

Base: All who have received coaching in the last 12 months

## Time spent in coached activity

Participants are most likely to spend 60-119 minutes a week in coached activity (29%), fairly consistent with 2017.

**Figure 10. Minutes spent with a coach in a week by year**

Minutes with a coach	2017	2019
0	19%	18%
1-29 minutes	18%*	17%*
30- 59 minutes	13%*	14%*
60 minutes to 119 minutes	28%*	29%*
120-179 minutes	11%	11%
Over 180 minutes	11%	11%
Unweighted N	3,605	8,371

Base: All who have received coaching in the last 12 months

Two in five participate in one coached session a week (42%) and over a quarter (28%) participate in two to three coached sessions a week.

**Figure 11. Number of sessions participated in a week**

Amount of coached sessions (2019 only)	All
0	21%
1	42%
2 to 3	28%
4 to 5	6%
More than 5	3%
Unweighted N	8,917

Base: All who have received coaching in the last 12 months

Women spend more time in coached activity than men (with an average of 77 minutes in a typical week, compared to 60 minutes for male participants). Men are less likely to have

their activity led by a coach regularly, with a quarter (26%) saying that none of their physical activity was led by a coach in a typical week (compared to 14% of women).

## Section 2: Access

### Group participation

Half (49%) of coached participants take part in activities with both men and women. Men are more likely than women to report participating with both men and women equally (53% compared to 47%), with 46% of women reporting that they only participate with women and 36% of men reporting that they only participate with men.

**Figure 12. Who they participate with by gender (2019)**

Do you participate mainly with men or women? (2019 only)	Male	Female	All
<b>Men</b>	36%*	3%*	15%
<b>Women</b>	6%*	46%*	31%
<b>Both men and women equally</b>	53%*	47%*	49%
<b>Don't know</b>	5%*	4%*	4%
<b>Unweighted N</b>	2,727	6,014	8,827

Base: All who have received coaching in the last 12 months

### The costs of coached sessions

Three in ten participants (30%) do not pay for their coached sessions. A quarter (25%) pay between £1 and £5 per session. Overall 15% pay more than £20 per coached session.

**Figure 13. Cost of coached session by gender (2019)**

£ per session (2019 only)	Male	Female	All
<b>0</b>	39%*	25%*	30%
<b>1 to 5</b>	18%*	30%*	25%
<b>6 to 10</b>	7%*	18%*	14%
<b>10 to 20</b>	16%	15%	16%
<b>More than 20</b>	20%*	12%*	15%
<b>Unweighted N</b>	2,727	6,013	8,826

Base: All who have received coaching in the last 12 months

Interestingly, men are more likely than women to either pay nothing for their coached session (39% paying £0 compared to 25% of women) or to pay over £20 (20% compared to 12% of women). Women are more likely than men to be paying either £1 to £5 (30%) or £6 to £10 (18%) per session, compared to 18% and 7% of men respectively.

## Ease of finding coached activities

The majority of participants (68%) reported that their most recent session was either fairly or very easy to find. Those from a BAME background were less likely to say the activity was easy to find in comparison with white participants (65% compared to 69%). In addition, those with a disability or health condition were less likely to feel that it was easy to find their activity, with 13% reporting that it was fairly or very difficult compared to 8% of those without a disability or health condition.

Overall, those who take part in combat sports (73%), target sports (73%), skiing/snowboarding (75%) and exercise, fitness and personal training (71%) were the most likely to state that finding their latest session was easy. In contrast, those who participate in gymnastics and trampolining were more likely to report that this was difficult (14%), compared to 10% of participants overall.

**Figure 14. Ease of finding most recent coached session by activity**

Ease of finding new session (2019 only)	Easy	Neither easy or difficult	Difficult
<b>Net: Athletics</b>	71%	13%	8%
<b>Net: Combat sports</b>	73%*	11%*	10%
<b>Net: Cycling</b>	72%	13%	7%
<b>Net: Dance</b>	69%	14%	11%
<b>Net: Exercise, fitness and personal training</b>	71%*	13%*	10%
<b>Net: Fielding/ striking games</b>	71%	12%	10%
<b>Net: Gymnastics and Trampolining</b>	66%	14%	14%*
<b>Net: Invasion games</b>	69%	14%	8%
<b>Net: Net/ wall/ racket games</b>	66%	16%	10%
<b>Net: Outdoor/ adventure sports and activities</b>	67%	11%	9%
<b>Net: Skiing or snowboarding</b>	75%*	12%	5%*
<b>Net: Swimming and aquatics</b>	68%	15%	10%
<b>Net: Target sports</b>	73%*	11%*	7%*
<b>Net: Water sports</b>	70%	11%*	8%
<b>Net: Other</b>	71%*	12%*	9%

All who have received coaching in specific activities

Participants in the South West (33%), Wales (36%) and Yorkshire and Humber (33%) were the most likely to feel that finding their most recent coached session was very easy. Those in Northern Ireland (12%), the North West (11%) and East and West Midlands (11%) were the most likely to have found it difficult, either very or fairly, to find their latest coached session.

**Figure 15. Ease of finding latest coached session by region**

<b>Ease of finding new session (2019 only)</b>	<b>Easy</b>	<b>Neither easy or difficult</b>	<b>Difficult</b>	<b>Don't know</b>
<b>North East</b>	70%	17%	6%	6%
<b>North West</b>	66%	13%	11%	10%
<b>Yorks and Humber</b>	70%	13%	9%	8%
<b>East Midlands</b>	66%	14%	11%	9%
<b>West Midlands</b>	65%	15%	11%	8%
<b>East of England</b>	67%	14%	10%	9%
<b>London</b>	66%	15%	9%	10%
<b>South East</b>	69%	13%	9%	10%
<b>South West</b>	70%	12%	10%	8%
<b>Wales</b>	68%	14%	10%	7%
<b>Scotland</b>	69%	14%	10%	7%
<b>Northern Ireland</b>	66%	15%	12%	7%

Base: All who have received coaching in the last 12 months across specific regions

## Section 3: Confidence and competence

### Competence to take part in sport and physical activity

Coached participants are significantly more likely to feel that they are able to take part in sport and physical activity to a standard they are pleased with, than those who do not receive coaching (61% compared to 46% of those who have never been coached).

Those who have taken part in coached activity within the last 12 months are significantly more likely to agree that they can take part to a standard they are pleased with, than those who have taken part in coached activity most recently two years ago (52%), three years ago (53%), five years ago (50%) or more than five years ago (48%).

Coached participants who take part in sessions more frequently are more likely to agree with this statement related to competency; four in five (81%) participants who take part in more than five sessions in a typical week agree. Those who take part in two to three sessions a week are also significantly more likely to agree than those who take part in just one per week (68% compared to 56%).

**Figure 16. Agreement that they participate to a standard they are pleased with by amount of sessions participated in**

I am able to take part in sport and physical activity to a standard I am pleased with (2019 only)	0	1	2 to 3	4 to 5	More than 5	All
<b>Agree</b>	55%*	56%*	68%*	82%*	81%*	61%
<b>Neither agree nor disagree</b>	17%*	17%*	15%	8%*	10%*	16%
<b>Disagree</b>	28%*	27%*	16%*	10%*	9%*	23%
<b>Unweighted N</b>	1,793	3,575	2,386	490	218	8,462

Base: All who have received coaching in the last 12 months

Male participants are significantly more likely than female participants to feel they can take part in activity to a standard they are pleased with (67% compared to 58% of women).

Those who are limited a little, or a lot, by a disability or health condition are also less likely to feel competent taking part in coached activity.



**Figure 17. Agreement that they participate to a standard they are pleased with by disability status**

<b>I am able to take part in sport and physical activity to a standard I am pleased with (2019 only)</b>	<b>Limited a lot by disability</b>	<b>Limited a little by disability</b>	<b>No disability</b>
<b>Agree</b>	40%*	47%*	66%*
<b>Neither agree nor disagree</b>	13%*	18%*	16%
<b>Disagree</b>	46%*	34%*	18%*
<b>Unweighted N</b>	515	1,442	6,459

Base: All who have received coaching in the last 12 months

In contrast, participants from a BAME background are more likely to feel competent and pleased with their standard of ability than white participants (64% compared to 61%). There is also a clear link to age, with over two thirds (69%) of 18 to 24 year-olds agreeing with this statement, compared to 58% of those aged 35 to 44, or 55 to 64. Interestingly, those over 65 are no less likely than average to agree (61%).

### **Confidence to take part in sport and physical activity**

Coached participants are significantly more likely to feel confident when participating in sport or physical activity sessions than those not currently being coached (64% compared to 43% of those who have never been coached).

Those who have received coaching more recently are significantly more likely to agree that they feel confident when taking part in sport or physical activity sessions than those who have not taken part in coached activity for the last two years (59%), three years (60%), five years (55%) or longer than five years ago (54%).

Male participants are significantly more likely than female participants to agree that they feel confident (74% compared to 58%). A fifth (21%) of female participants state they disagree that they feel confident when taking part in activity.

Younger participants aged 18 to 24 are only slightly more likely than average to agree that they feel confident (66%) and only those aged 55 to 64 are significantly less likely than average to agree (60%). Nearly two thirds (64%) of people aged 65 and over agree that they feel confident when taking part in activity.

**Figure 18. Agreement that they feel confident when taking part in sport or physical activity sessions by age**

<b>I feel confident when taking part in sport or physical activity sessions</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
<b>Agree</b>	56%	56%	60%*	57%	55%	60%
<b>Neither agree nor disagree</b>	18%*	19%*	22%	27%*	28%*	26%*
<b>Disagree</b>	25%*	25%*	17%*	17%*	16%*	14%*
<b>Unweighted N</b>	685	1,096	767	563	416	353

Base: All who have received coaching in the last 12 months

Again, those who take part in more coached sessions are significantly more likely to feel confident in the activity compared to those who only take part in one session a week or no sessions in a typical week. Over two thirds (69%) of those who take part in two to three sessions a week feel confident by this measure, significantly higher than the proportion of those who only take part in one session a week (59%).

## Section 4: Experience and attitudes towards coaching

### Qualities of a coach

Participants considered the most important qualities of a coach as follows: personal and people skills (68%); level of experience (68%); qualifications and training (61%); and understanding specific needs (62%).

Comparing the data to 2017, understanding specific needs has increased significantly as a coach quality, from 57% in 2017 to 62% in 2019. Qualifications and training, level of experience, and personal and people skills have all declined as a quality during the same period.

**Figure 19. When choosing a coach, which five of these do you think are the most important? By year**

Most important qualities in a coach	2017	2019
Qualifications and training	65%*	61%*
Level of experience	72%*	68%*
Personal and people skills	70%	68%
Has similar values to me	17%	17%
Has a similar personality to me	11%	11%
Is a similar age to me	6%	5%
Is the same gender as me	7%	7%
Is from a similar background to me	3%	3%
Has similar life experiences to me	4%	4%
Understands me and my specific needs	57%*	62%*
Has a good reputation in the community	42%	41%
Other	4%	4%
None of these	6%*	8%*
Unweighted N	3,788	8,930

Base: All who have received coaching in the last 12 months

Women are more likely than men to see personal and people skills as important (71% compared to 64%) and having a good reputation in the community (44% compared to 37%). Men are more likely than women to place higher importance on having similar values (19% compared to 16%) and having a similar personality (13% compared to 10%).

The vast majority of participants have confidence and trust in their coach (89%), and participants feel that coaching helps them to improve their skills/performance (88%) as well as their physical health (87%) and fitness (87%).

**Figure 20. Level of agreement with statements about their coach by year change**

<b>Agreement statements about their coach - % who agree</b>	<b>2017</b>	<b>2019</b>
<b>I have confidence and trust in my coach</b>	85%	89%
<b>The coaching I receive helps to improve my skills/performance</b>	86%	88%
<b>The coaching I receive helps to improve my physical health</b>	83%	87%
<b>The coaching I receive helps to improve my fitness</b>	84%	87%
<b>My coach motivates me to do better</b>	84%	85%
<b>My coach encourages me to come back</b>	78%	83%
<b>I enjoy being coached</b>	77%*	83%*
<b>Coaching meets my individual sport and physical activity needs</b>	77%	82%
<b>I have a good relationship with my coach</b>	75%	79%
<b>The coaching I receive helps to improve my mental health and well-being</b>	72%	77%
<b>My coach listens to me</b>	72%	77%
<b>My coach supports me to achieve my individual goals</b>	71%	74%
<b>Through coaching, I feel part of a team or community</b>	58%	61%
<b>Unweighted N</b>	3,788	8,930

Base: All who have received coaching in the last 12 months

Coached participants are now significantly more likely to agree that they enjoy being coached (83% in 2019 compared to 77% in 2017). They are also more likely to agree in 2019 that coaching meets their individual sporting needs (82% compared to 77%), that their coach listens to them (77% compared to 72%) and that their coach encourages them to come back (83% compared to 78%). Eighty-nine percent now agree that they have confidence in their coach, an increase from 85% in 2017.

Women are more likely than men to feel that the coaching they receive benefits their health, with significantly more women than men feeling that coaching helps to improve their fitness (90% compared to 81%), improves their physical health (90% compared to 82%) and improves their mental health and wellbeing (82% compared to 69%). Women are also more likely to feel that their coach motivates them to do better (87% compared to 84%) and encourages them to come back (84% compared to 81%).

Generally, white and BAME participants have similar attitudes towards coaching, but BAME participants are less likely to enjoy being coached (79% compared to 83%) and are also less likely to have confidence and trust in their coach (85% compared to 90%), or to have a good relationship with them (76% compared to 80%).

Participants considered the most important qualities that make a great coach as:

- giving constructive feedback and corrections (52%);
- being friendly and approachable (52%);
- improving peoples' skills/ability (42%);
- creating a warm and welcoming environment (42%); and
- building good relationships and rapport (38%).

## Participant rating of coached sessions

Most coached participants rated their last coached session as good, with 80% giving a rating of 8-10 out of 10. This is significantly higher than in 2017 when three quarters (74%) rated their last session as good.

**Figure 21. Rating of last coached session by year**

Rating of last coached session (grouped)	2017	2019
<b>Net: 1 to 3 (Poor)</b>	1%	1%
<b>Net: 4 to 7</b>	25%*	19%*
<b>Net: 8 to 10 (Good)</b>	74%*	80%*
<b>Unweighted N</b>	3,788	8,930

Base: all who have received coaching in the last 12 months

Those who participate in dance or exercise, fitness and personal training, are more likely to rate their last session as good (84% for both). However, those who participate in invasion games are less likely to provide this rating with three quarters (74%) giving a “good” rating and a quarter (24%) being neutral with ratings of 4-7.

Those who receive coaching are more positive towards sport and physical activity in many ways:

- they are significantly more likely to enjoy it (80% of coached participants compared to 58% of those who have never been coached);
- they are significantly more likely to look forward to it (70% of coached participants compared to 47% of those who have never been coached);
- they are more likely to feel guilty when they do not exercise (70% compared to 59% of those who have never been coached); and
- they are more likely to disagree that they have considered giving up sport and physical activity (75% compared to 66% of those who have never been coached).

Those with a disability or health condition are slightly less likely than people without a disability or health condition to rate their last coached session as good (78% compared to 81%). Those with a disability or health condition are no less likely to rate their last session as ‘bad’ (both 1%), but are more likely to rate their session in the middle, with a fifth (21%)

of those rating their last session as 4 to 7, compared to 18% of those who do not have a disability or health condition.

**Figure 22. Rating of last coached session by disability**

<b>Rating of last coached session (2019)</b>	<b>Limited a lot by disability</b>	<b>Limited a little by disability</b>	<b>No disability</b>
<b>Net: 1 to 3 (Poor)</b>	2%*	1%*	1%*
<b>Net: 4 to 7</b>	21%	20%	18%*
<b>Net: 8 to 10 (Good)</b>	77%*	78%*	81%*
<b>Unweighted N</b>	606	1,542	6,718

Base: all who have received coaching in the last 12 months

## Section 5: Participants' knowledge and understanding of their coach

### Participants' familiarity with their coach

The vast majority (79%) of participants know their coach's name. Those participating at recreational and club levels are more likely to know their coach's name than those participating at academy level (80% and 85%, compared to 69%). In addition, those who participate in exercise, fitness and personal training or dance are most likely to know their coach's name (81% and 79% respectively), whereas just over half of those who take part in skiing and snowboarding know their coach's name (54%).

**Figure 23. Familiarity with coach (2019)**

<b>Know coaches name (2019 only)</b>	<b>All</b>
<b>Yes</b>	79%
<b>No</b>	13%
<b>Can't remember</b>	8%
<b>Unweighted N</b>	8,930

<b>Gender of coach (2019 only)</b>	<b>All</b>
<b>Male</b>	49%
<b>Female</b>	48%
<b>Don't know</b>	3%
<b>Unweighted N</b>	8,930

<b>Age of coach (2019 only)</b>	<b>All</b>
<b>18 -24</b>	6%
<b>25-34</b>	32%
<b>35-44</b>	27%
<b>45-54</b>	18%
<b>55+</b>	11%
<b>Don't know</b>	6%
<b>Unweighted N</b>	8,930

Base: all who have received coaching in the last 12 months

Overall, coached participants are equally likely to be coached by a male or female (49% and 48% respectively). However, at a recreational level, participants are more likely to be coached by a female (45% male and 53% female), and at any competitive level they are more likely to be coached by a male: around seven in ten are coached by a man at a club (73%) district, county or regional (71%) or international levels (71%).

Those who participate in dance (71%) and exercise, fitness and personal training (66%) are more likely to be coached by a female. By contrast, with the exception of gymnastics and trampolining (53% male and 45% female) and swimming and aquatics (47% male and 46% female), participants of other activities are more likely to be coached by a man.

## Background checks

One in five coached participants (20%) checked the experience of their coach and 15% checked their qualifications, a slight decrease from 2017. However, most participants did not complete any background checks: two in five (42%) expected the club, facility or employer to have done the relevant checks; 16% did not think it was necessary and 14% did not as they know the coach well.

**Figure 24. Checks made whilst choosing their coach by year**

Checks made by participants	2017	2019
Qualifications	17%*	15%*
Experience	21%	20%
Insurance	6%*	5%*
First aid training	7%*	5%*
Safeguarding training	4%	4%
DBS (former CRB) checks	4%	3%
Membership of any relevant bodies	11%	11%
References	7%*	6%*
None of the above, as I didn't think it was necessary	17%	16%
None of the above, as I know the coach well	12%*	14%*
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	41%	42%
Unweighted N	3,788	8,930

Base: All who have received coaching in the last 12 months

Men are more likely to complete background checks than women, with 44% of women expecting others to have done the checks compared to 38% of men, and nearly one in five (18%) women not thinking it was necessary, compared to 13% of men. Further, those with a disability or health condition were more likely to have completed each type of check than those without.

Those participating at a recreational level are less likely to have conducted any background checks, most frequently expecting this to be done by others (44%). Whereas at other levels of activity, participants are less likely to report expecting others to have done the checks (20% academy level, 36% club level, 25% district, county or regional



level, 19% national level and 23% international level) and are more likely to do each of the other checks.

As the majority of participants do not undertake background checks, almost two thirds (64%) of participants do not know what qualification/s their coach holds.

## Section 6: Participants' physical and mental wellbeing

### Physical activity and physical health

Of those who currently receive coaching, 36% rated their physical health as excellent or good (scoring one or two out of five). Coached participants are significantly more likely to rate their physical health as excellent (10%), compared to those who have not been coached for over five years or never (4% respectively).

**Figure 25. Physical health rating by frequency of coached activity**

Physical health rating (2019 only)	In the past 12 months	In the past 2 years	In the past 3 years	In the past 5 years	Longer than 5 years ago	Never
<b>1 - Excellent</b>	10%*	6%*	6%	4%*	4%*	4%*
<b>2</b>	26%*	23%*	22%	22%	22%	20%*
<b>3</b>	35%*	40%	40%	42%*	41%*	40%
<b>4</b>	22%*	23%	25%	23%	24%*	24%
<b>5 - Poor</b>	5%*	5%*	6%*	6%*	9%*	10%*
<b>refused</b>	2%*	2%	2%	2%	1%*	2%
<b>Unweighted N</b>	8,930	2,710	2,055	2,226	15,352	15,351

Base: All UK adults 18+

Those who have been coached are more likely to have been active on three days of the previous week (21%), compared to those no longer in receipt of coaching (20%) and those who have never received coaching (17%).

Those who have received coaching are more positive towards physical activity than those who have never been coached:

- those who have been coached are more likely to feel that they have the ability to be physically active than those who have never received coaching (85% of coached participants, compared to 76% of those who have never been coached).
- coached participants are also significantly more likely than those who have never been coached to agree that exercise is important to them (86% compared to 72%).
- coached participants are also more likely to agree that they have the opportunity to be physically active than those who have never been coached (83% compared to 69% respectively).

**Figure 26. Agreement with statements about activity by coached participants and those who have never been coached (% agree)**

Agreement statements on physical activity	Coached participants	Never been coached
It's important to me to exercise regularly	86%	72%
I feel that I have the ability to be physically active	85%	76%
I feel that I have the opportunity to be physically active	83%	69%
I enjoy taking part in sport and physical activity	80%	58%
I would like to do more sport and physical activity	74%	68%
I feel guilty when I don't exercise	70%	59%
I look forward to sport and physical activity	70%	47%
I feel confident when taking part in sport or physical activity sessions	64%	43%
I am able to take part in sport and physical activity to a standard I am pleased with	61%	46%
I do more sport and physical activity now, than I did this time last year	44%	35%
I have considered giving up sport and physical activity in the last 12 months	12%	13%
I exercise because I don't want to disappoint other people	12%	10%
<b>Unweighted N</b>	<b>8,474</b>	<b>5,964</b>

Base: all physically active in the last 12 months: coached participants

Those who are currently in receipt of coaching are significantly more likely to be of a healthy BMI than those who are no longer in receipt of coaching and those who have never received coaching (46% compared to 37% and 37% respectively).

**Figure 27. BMI by frequency of coached activity (2019)**

BMI	In the past 12 months	In the past 2 years	In the past 3 years	In the past 5 years	Longer than 5 years ago	Never
<b>Underweight</b>	5%	6%*	6%*	5%*	3%*	4%
<b>Healthy weight</b>	46%*	42%*	41%*	41%*	35%*	37%*
<b>Overweight</b>	32%*	30%*	31%*	32%	36%*	33%
<b>Obese</b>	18%*	22%*	22%*	21%*	26%*	26%*
<b>NET: Overweight/obese</b>	49%*	52%*	53%*	54%*	62%*	59%*
<b>Unweighted N</b>	8,290	2,487	1,893	2,045	14,397	14,104

Base: All UK Adults 18+

## Mental health and wellbeing

Those who are currently in receipt of coaching are significantly more likely to rate their mental health as good (scoring one or two out of five) than those who have never received coaching (46% compared to 42% respectively).

**Figure 28. Mental health rating by frequency of coached activity (2019)**

Mental health rating	In the past 12 months	In the past 2 years	In the past 3 years	In the past 5 years	Longer than 5 years ago	Never
<b>1 - Excellent</b>	17%*	12%*	14%*	13%*	18%*	16%
<b>2</b>	29%*	30%*	27%	29%	28%*	26%*
<b>3</b>	27%	29%	30%*	28%	27%*	28%
<b>4</b>	19%	20%	20%*	21%*	18%*	19%
<b>5 - Poor</b>	5%*	6%	6%	6%	7%	8%*
<b>Refused</b>	3%	3%	3%	3%	3%*	4%
<b>Unweighted N</b>	8,930	2,710	2,055	2,226	15,352	15,351

Base: All UK Adults 18+

Coached participants have higher scores on various life satisfaction measures. They are more likely than those who do not receive coaching to report feeling happy, feeling that things they do are worthwhile, and being satisfied with life. Overall, coached participants are significantly more likely to state that they felt happy yesterday (61%) compared with only half (52%) of those who have never been coached. It follows that participants are more likely to agree that their life is worthwhile (65% compared to 53% who have never been coached).

When considering how easy or difficult it is to deal with important problems that come up in life, there is only a slight difference, with similar proportions rating this as easy (7-10 out of 10): 47% of coached participants compared to 44% of those who have never been coached.

Looking specifically at coached participants, those who take part in more sessions (two to three a week) are significantly more likely to report feeling happier, with two thirds (65%) of those who take part in two to three sessions a week stating they felt happy yesterday compared with 60% who only take part in only one session a week.

**Figure 29. ONS happiness measure by amount of sessions participated in per week**

<b>ONS happiness measures (2019 only) - % who gave a positive response (7,8,9 or 10)</b>	<b>In the past 12 months</b>	<b>In the past 2 years</b>	<b>In the past 3 years</b>	<b>In the past 5 years</b>	<b>Longer than 5 years ago</b>	<b>Never</b>
<b>Overall how happy did you feel yesterday?</b>	61%*	56%*	54%	53%*	55%	52%*
<b>Overall to what extent do you feel the things you do in your life are worthwhile?</b>	65%*	59%*	56%	54%*	56%	53%*
<b>Overall how satisfied are you with your life nowadays?</b>	62%*	57%*	53%	52%	53%	51%*
<b>Overall how anxious did you feel yesterday?</b>	24%	28%*	26%*	24%	22%*	24%
<b>Unweighted N</b>	8,930	2,710	2,055	2,226	15,352	15,351

Base: All who have received coaching in the last 12 months

## Section 7: Children's activity and coached participation

### Children's physical activity

Nearly half (45%) of children in the UK aged 7-17 take part in sport or physical activity every day or most days. A similar proportion (47%) participate either two or three times, or once a week, while only a small minority are active less than once a week (6%) or never active (2%). These results are fairly consistent with 2017.

**Figure 30. Level of children's activity by age and year**

Physical activity frequency	2017		2019	
	7-11	12-17	7-11	12-17
<b>Every day</b>	18%*	7%*	14%*	9%*
<b>Most days</b>	41%*	30%*	42%*	25%*
<b>Two or three times a week</b>	34%	38%	34%*	40%*
<b>Once a week</b>	5%*	12%*	6%*	14%*
<b>Less than once a week</b>	2%*	9%*	3%*	9%*
<b>Never</b>	0%*	4%*	1%*	3%*
<b>Unweighted N</b>	406	636	881	1,156

Base: All children aged 7-17

Two thirds of children (66%) participate at a sports club or leisure centre and just over half (55%) take part in these activities with family and/or friends in a park. Younger children aged 7-11 are more likely than older children aged 12-17 to take part in activities in both of these locations, as well as at home and at friends' houses.

### Children's attitudes towards physical activity

Overall, children aged 7-17 express positive attitudes towards physical activity. The majority indicate that they like or love sport/keeping active (61%) and look forward to being active (58%). The highest levels of positivity are from younger children aged 7-11.

**Figure 31. Children's feelings about the activity they do by year**

Enjoyment of keeping active	2017	2019
1 - Don't like it	5%	5%
2	9%	10%
3	24%	24%
4	29%	28%
5 - Love it	33%	33%
Unweighted N	1,042	2,037

Anticipation for keeping active	2017	2019
1 - Never look forward to it	6%	7%
2	12%	12%
3	23%	23%
4	29%	28%
5 - Always look forward to it	29%	30%
Unweighted N	1,042	2,037

Base: All children aged 7-17

## Children's coached participation

Looking specifically at coached participation, 45% of children aged 7-17 take part in activities outside of school, led by a coach. This equates to an estimated **3.8 million** children in receipt of coaching in the UK.

As in 2017, younger children aged 7-11 (51%) are significantly more likely than older children aged 12-17 (38%) to participate in coached activities. While there has been no change in this figure for older children (38% in 2017), there has been a decrease in the proportion of younger children aged 7-11 who report being coached outside of school (from 60% in 2017).

**Figure 32. Frequency of children who are coached outside of school**

All children aged 7 to 17 who are coached	2017		2019	
	7-11	12-17	7-11	12-17
Currently receive coaching outside school	60%*	38%*	51%*	38%*
Do not receive coaching outside school	40%*	62%*	49%*	62%*
Unweighted N	406	636	881	1,156

Base: All children aged 7-17

Children in receipt of coaching are more likely to be male than female (54% compared to 46%). Young people aged 16 and 17 represent the lowest concentration (6% and 5%

respectively) in the population, and children aged 7 represent the highest concentration in the population (13%).

## Reasons for taking part in coached activity

When asked why they take part in physical activity outside of school, the most popular response given was that it is fun (70%). This is particularly true for younger children aged 7-11 (78% compared to 62% of 12-17 year olds). Younger children are also more likely to say they take part because they love the activity (56% compared to 46%) and because their family encourages them to do so (53% compared to 43%). Older children more often say that they participate because it helps them to stay fit (56% compared to 44% of 7-11s). Notably, for both age groups, the second reason they give for being active outside of school is that it's good for their health (52% overall).

**Figure 33. Reasons for taking part in sport or physical activity outside of school**

Reasons for activity	2017		2019	
	7-11	12-17	7-11	12-17
<b>I love the sport or activity</b>	61%*	52%*	56%*	46%*
<b>It's fun</b>	81%*	65%*	78%*	62%*
<b>I'm trying to get better</b>	41%*	35%*	43%*	36%*
<b>I want to be successful</b>	20%	18%	18%	17%
<b>It helps me stay fit</b>	41%*	56%*	44%*	56%*
<b>I want to look good</b>	8%*	20%*	6%*	19%*
<b>It's good for your health</b>	42%*	55%*	49%*	55%*
<b>My friends do it</b>	32%	34%	34%	33%
<b>I like to compete</b>	22%	24%	20%	21%
<b>I have to / have no choice</b>	6%	5%	5%	5%
<b>My family encourage me to take part</b>	-	-	53%*	43%*
<b>I like the coach</b>	-	-	13%	12%
<b>I'm good at it</b>	-	-	40%*	36%*
<b>Other reason(s)</b>	3%	3%	2%*	4%*
<b>Don't know</b>	1%*	0%*	1%	1%
<b>Unweighted N</b>	385	516	808	935

Base: Children aged 7-17 who take part in sports or activities outside of school

## Experience of younger children aged 7-11

One in two (52%) children aged 7-11 often or always take part in activities in a big group of children.



**Figure 34. Who younger children tend to participate with**

Activity type frequency (2019)	All the time	A lot	Sometimes	Never	Not sure
<b>On your own</b>	4%	20%	54%	18%	4%
<b>With one other child</b>	5%	32%	52%	8%	3%
<b>With a few other children</b>	7%	38%	48%	6%	2%
<b>In a big group of children (in a class or team)</b>	12%	40%	38%	8%	2%

Base: Children aged 7-11

For children aged 7-11, the questionnaire asked whether they take part in activities with an adult in charge (this could be a teacher, parent, sibling or coach outside school). Over half reported the activity was led by a parent, coach or school teacher.

The children reported that there are most often two adults involved (41%), followed by just one adult (35%). Boys are more likely than girls to be taking part in activities being led by two adults (45% compared to 36%).

**Figure 35. Who is in charge when younger children participate by year**

Adults in charge	2017	2019
<b>A school teacher</b>	59%*	54%*
<b>A coach not in school</b>	60%*	51%*
<b>Mum or dad</b>	54%	55%
<b>Older brother or sister</b>	8%	8%
<b>Another adult</b>	13%	15%
<b>I just do it myself, there's no one in charge</b>	9%	9%
<b>Don't Know</b>	2%*	3%*
<b>Unweighted N</b>	406	881

Base: Children aged 7-11 who take part in activities led by a coach outside of school

The quality they like most about the adult/s in charge is that they help them get better (50%). Other key qualities reported are that they are friendly (44%) and that they make the games fun (43%).

**Figure 36. What younger children like best about the adult(s) in charge of the activities they take part in**

Qualities of the adult in charge	2017	2019
They are friendly	47%	44%
They listen to me	12%	12%
They make me laugh	18%	17%
They make the games fun	47%	43%
They ask me if I am enjoying myself	12%	11%
They never shout	9%	8%
They are always positive	22%*	27%*
They let me chat to my friends	7%	6%
The help me get better	52%	50%
They know my name	17%	20%
They remember things about me	9%	10%
None of these	6%	8%
Unweighted N	406	881

Base: Children aged 7-11 who take part in activities led by a coach outside of school

Compared to older children, it appears to be less important or relevant that the adult/s in charge let them chat to their friends (6%) or never shout (8%).

### Experience of older children aged 12-17

Two thirds of children aged 12-17 (65%) who take part in activities led by a coach outside of school, often or always participate in a big group.

The most popular sports and activities for this group are football (33%), dance (20%) and swimming (17%).

Boys are more likely than girls to be taking part in football (48% compared to 17%), rugby (14% compared to 5%) and cricket (12% compared to 2%). Girls are much more likely to take part in dance (38% compared to 4%), gymnastics (11% compared to 4%) and netball (16% compared to 2%).

**Figure 37. Grouped sports or activities led by a coach that older children are taking part in**

Activities coached in (grouped) (2019 only)	Male	Female	All
Net: Athletics	11%	14%	12%
Net: Combat sports	17%	12%	15%
Net: Cycling	3%	1%	2%
Net: Dance	4%*	38%*	20%
Net: Exercise, fitness and personal training	3%*	9%*	6%
Net: Fielding/ striking games	12%	8%	10%
Net: Gymnastics and Trampolining	5%*	15%*	10%

<b>Net: Invasion games</b>	59%*	39%*	50%
<b>Net: Net/ wall/ racket games</b>	13%	11%	12%
<b>Net: Outdoor/ adventure sports and activities</b>	7%	5%	6%
<b>Net: Skiing or snowboarding</b>	4%	4%	4%
<b>Net: Swimming and aquatics</b>	16%	21%	18%
<b>Net: Target sports</b>	8%	7%	7%
<b>Net: Water sports</b>	7%	7%	7%
<b>Net: Other</b>	5%*	11%*	8%
<b>Other</b>	5%	4%	5%
<b>Unweighted N</b>	236	200	436

Base: Children aged 12-17 who take part in activities led by a coach outside school

Children aged 12-17 take part in coached activities in a wide range of locations, but most commonly at a pitch/ground in a sports club (39%) or a leisure centre (30%). There has been a significant increase in the percentage of children taking part at a gym/fitness studio, and a decrease in the percentage who take part outdoors/in a park, and at a pitch/ground in a sports club.

Boys are more likely than girls to be taking part at a sports club (53% compared to 23%) and in local parks (16% compared to 9%). Girls are more likely than boys to participate at a fitness studio (24% compared to 14%) and a community centre (25% compared to 9%).

**Figure 38. Locations where older children take part in sessions outside of school being led by a coach**

<b>Outside school locations</b>	<b>2017</b>	<b>2019</b>
<b>Local park</b>	13%	13%
<b>Youth club</b>	4%	4%
<b>Leisure centre</b>	31%	30%
<b>Gym / fitness studio</b>	14%*	19%*
<b>Church/ community centre/local hall</b>	15%	16%
<b>School/college/university</b>	24%	25%
<b>Outdoors/park</b>	21%	17%
<b>At someone's house</b>	5%	3%
<b>On holiday</b>	8%*	4%*
<b>Regional or national training centre</b>	8%	8%
<b>Pitch/ground in a sports club</b>	42%	39%
<b>Other</b>	12%*	7%*
<b>Don't Know</b>	0%	0%
<b>Unweighted N</b>	245	436

Base: Children aged 12-17 who take part in activities led by a coach outside school

Nearly all children aged 12-17 agree that the coaching they receive helps to improve their skills/performance (94%), and similar proportions say that their coach encourages them to do better (93%), and supports them in achieving their goals (87%).

Overall, children aged 12-17 appear to have very positive interactions with their coaches. Roughly nine in ten (87%) say they have a good relationship with their coach, and a similar proportion (91%) say that they trust him or her, with more than half (53%) strongly agreeing with this statement.

Notably, the vast majority (87%) know their coach's name, and a slightly lower proportion (79%) also know their age.

The quality that they like most about their coach is that they help them to get better (65%). Other key qualities are that they are friendly (47%) and that they are always positive (43%). There has been a significant increase since 2017, in the importance of knowing their name (from 21% to 27%).

**Figure 39. The best qualities in a coach for older children by year**

<b>Coach best qualities</b>	<b>2017</b>	<b>2019</b>
<b>They are friendly</b>	46%	47%
<b>They listen to me</b>	18%	17%
<b>They make me laugh</b>	20%	15%
<b>They make the games fun</b>	25%	27%
<b>They ask me if I am enjoying myself</b>	10%	8%
<b>They never shout</b>	11%	9%
<b>They are always positive</b>	41%	43%
<b>They let me chat to my friends</b>	7%	10%
<b>The help me get better</b>	61%	65%
<b>They know the technique I need</b>	43%	40%
<b>They are good at the sport</b>	42%	37%
<b>They ask me what I think</b>	8%	7%
<b>They look after everyone in the group</b>	32%	38%
<b>They don't pressure me</b>	16%	20%
<b>They understand what I can and can't do</b>	32%	30%
<b>They know I have other things going on in my life</b>	13%	10%
<b>They know my name</b>	21%*	27%*
<b>They remember things about me</b>	15%	14%
<b>Other</b>	2%	1%
<b>Nothing</b>	1%	2%
<b>Don't know</b>	2%	1%
<b>Unweighted N</b>	245	436

Base: Children aged 12-17 who take part in activities led by a coach outside school

## Health and wellbeing

Children aged 7-17 who receive coaching outside of school indicate very high levels of happiness. On a scale of 1 to 5, where 1 is 'not at all happy' and 5 is 'completely happy', 82% rated themselves as a 4 or 5. This is significantly higher than the proportion of children who do not receive coaching outside of school (62% rated themselves as a 4 or 5).

**Figure 40. Happiness levels of children by frequency of activity outside of school**

Happiness yesterday	Coached outside school	Not coached outside school	All
<b>1 - 0 – Not at all happy</b>	1%*	4%*	1%
<b>2</b>	3%*	10%*	4%
<b>3</b>	15%*	24%*	16%
<b>4</b>	40%	39%	39%
<b>5 - 10 – Completely happy</b>	42%*	23%*	39%
<b>Unweighted N</b>	1,743	294	2,037

Base: All children 7-17

Older children were also asked how satisfied they are with their life nowadays. On a scale of 1 to 10, where 1 was 'not at all satisfied' and 10 was 'completely satisfied', 59% rated themselves at 8-10; significantly more than those children who are not coached (44%).

**Figure 41. Satisfaction levels of older children by frequency of activity outside of school**

Satisfaction level	Coached outside school	Not coached outside school	All
<b>Not satisfied (0-3)</b>	3%*	8%*	4%
<b>Middle (5-7)</b>	38%*	48%*	40%
<b>Satisfied (8-10)</b>	59%*	44%*	57%
<b>Unweighted N</b>	935	221	1,156

Base: Children aged 12-17

Finally, older children were asked to what extent they feel the things they do in their life are worthwhile. On a scale of 1 to 10, where 1 is 'not at all worthwhile' and 10 is 'completely worthwhile', children in receipt of coaching (65%) were significantly more likely than children not in receipt of coaching (50%) to rate themselves at 8-10.

## Summary

This report presents the key findings from Coaching in the UK, 2019 - the largest and most robust survey of coaching and coached-participation in the UK to date.

Around one in six (17%) of UK adults and 45% of UK children received coaching in sport or physical activity in the 12 months prior to the survey. This equates to an estimated **9 million adults and 3.8 million children receiving coaching in the UK.**

There has been a slight decrease in the proportion of adults in receipt of coaching since the last survey was conducted in 2017 (less than one percentage point), and a decrease in the proportion of children aged 7 to 11 in receipt of coaching (by nine percentage points). UK Coaching will examine this data in further detail to try and understand this change.

Adults in receipt of coaching are more likely to be female, whereas children in receipt of coaching are more likely to be male. Coached participants are relatively diverse in relation to ethnicity and disability, but less diverse in relation to gender and social group. Since 2017, there has been a slight increase in the proportion of participants who are female, and a decrease in the proportion from a BAME background. Some of the changes observed in 2019 might be a result of small changes in the survey methodology, and UK Coaching will examine this data in further detail and continue to monitor trends over time.

There are some variations in the data, particularly in relation to sport/activity, level of participation and environment. Some of these variations are highlighted in the report and UK Coaching will be undertaking further sub-group analysis in the near future.

The survey has shown that people receive coaching in a wide range of sports/activities and in a variety of different environments, but overall, most people receive coaching at a recreational level and within health club settings. The most common coached activity is exercise, movement and fitness.

Comparing participant-level data to coach-level data, there are interesting differences in relation to sports/activities and environment. This is likely to be a result of the gender differences between coached participants and the coach workforce.

Adult participants considered the most important qualities when choosing a coach as level of experience, and personal and people skills. As in 2017, participants were much more likely to agree that it is important that a coach understands them, than a coach who is similar in terms of gender, age or background. The importance of understanding specific

needs increased significantly in 2019. This highlights the importance of prioritising the attributes of the coach in relation to their understanding of participant needs, rather than their demographic profile.

Participant experience of coaching is overwhelmingly positive for both adults and children. Most adults who received coaching said that they enjoyed it, that their coach motivated them to do better and to come back, and helped them to achieve their individual goals. Across all questions about experience, the responses were more positive in 2019 compared to 2017.

Four out of five adult participants rated their last coached session as good, a significant increase from 2017. Only 1% of participants rated their experience as poor. In addition, the vast majority of adult participants had confidence and trust in their coach.

The survey explored the competence and confidence of participants to take part in sport and physical activity, and the physical and mental health benefits of receiving coaching. Adults in receipt of coaching are more likely to feel competent and confident than those not in receipt of coaching, and levels of competence and confidence increase with the number of coaching sessions.

Adults who receive coaching are more likely to report excellent or good physical and mental health, and are more likely to rate themselves positively on a range of well-being measures, compared to those who do not receive coaching and the UK population. Likewise, children who receive coaching report higher levels of happiness and satisfaction than those who do not receive coaching.

Although it is not possible to say that coaching leads to improved physical health, mental health and well-being, as there are likely to be several factors at play, these results do indicate that people who are coached are more likely to be healthier, happier and satisfied with their lives.

## Appendix 1: Methodology

The research aimed to measure the incidence of coaches and coached participants in the UK, to analyse any changes since the research was last conducted in 2017, and to develop an in-depth understanding of the characteristics and experience of the coaches and participants.

In 2017, a survey of 20,688 UK adults aged 18+ and 1,000 children aged 7 to 17 was conducted online between 2 and 21 August, 2017. The results were weighted to be representative of the UK population by gender, age, region and social grade.

In 2019, a similar approach was taken but with an increased sample size of 50,797 adults in the UK aged 18+ and 2,000 children aged 7 to 17. The research was carried out online from 9 August to 16 September 2019. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

The tables displayed in this report that show the total differences between 2017 and 2019 and any statistically significant differences, are highlighted by a \*.

Figures in the main section of the report are rounded to the nearest 100,000.



## Appendix 2: Glossary

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, unless otherwise stated, any references to ‘participants’ or ‘coached participants’ refer to those who have been coached any sport or physical activity in the last 12 months.

The social groups refer to the National Readership Survey social grades:

- Higher social groups (ABC1): A (upper middle), B (middle), C1 (lower middle). Defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional.
- Lower social groups (C2DE): C2 (skilled working), D (working), E (lowest). Defined as C2: Skilled manual workers. D: 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 activities	Activities included in sport groups
<b>Net: Athletics</b>	Athletics
<b>Net: Combat sports</b>	Boxing, Chinese martial arts, Fencing, Judo, Ju Jitsu, Karate, Taekwondo, Wrestling
<b>Net: Cycling</b>	Cycling
<b>Net: Dance</b>	Dance
<b>Net: Exercise, fitness and personal training</b>	Exercise, fitness and personal training, Yoga
<b>Net: Fielding/ striking games</b>	Cricket, Rounders
<b>Net: Gymnastics and Trampolining</b>	Gymnastics, Trampolining
<b>Net: Invasion games</b>	Lacrosse, Basketball, Football, Netball, Rugby (league or union), Hockey (field or ice)
<b>Net: Net/ wall/ racket games</b>	Volleyball, Badminton, Squash, Table tennis, Tennis
<b>Net: Outdoor/ adventure sports and activities</b>	Climbing, Orienteering, Parkour
<b>Net: Skiing or snowboarding</b>	Skiing, Snowboarding
<b>Net: Swimming and aquatics</b>	Swimming, Diving, Polo
<b>Net: Target sports</b>	Shooting, Archery, Golf
<b>Net: Water sports</b>	Canoeing, Rowing, Sailing/yachting, Surfing, Water skiing, Windsurfing
<b>Net: Other</b>	Ice Skating, Weightlifting, Equestrian, Roller skating, Skateboarding

## Appendix 3: Population Estimates

Any population estimates listed in this report are based upon the 2016 ONS mid-year population estimate of 51,767,543 people aged 18+ in the UK for any data reported on from 2017. 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.

These estimates have been rounded to the nearest thousand, and a lower and upper bound estimate have been provided to account for the margin of error.

**Figure 42. Incidence and population estimates of coached participants by year**

Frequency of participation in coached activity	2017 incidence	Number in population: low estimate	Number in population: mid-point estimate	Number in population: high estimate	2019 incidence	Number in population: low estimate	Number in population: mid-point estimate	Number in population: high estimate
<b>In the past 12 months</b>	17.80%	8,945,000	9,215,000	9,484,000	17.36%	8,748,000	9,094,000	9,062,000

Base: All UK adults (n=50,797)

**Figure 43. Incidence and population estimate of coached participants by year and demographic group**

Frequency of participation in coached activity	2017 incidence	Number in population: low estimate	Number in population: mid-point estimate	Number in population: high estimate	2019 incidence	Number in population: low estimate	Number in population: mid-point estimate	Number in population: high estimate
<b>18-24</b>	27.62%	1,498,000	1,610,000	1,722,000	25.55%	1,423,000	1,460,000	1,548,000
<b>25-34</b>	22.78%	1,908,000	2,032,000	2,156,000	21.64%	1,897,000	1,946,000	2,059,000
<b>35-44</b>	19.65%	1,532,000	1,641,000	1,751,000	17.66%	1,409,000	1,477,000	1,546,000
<b>45-54</b>	14.72%	1,254,000	1,362,000	1,469,000	14.94%	1,307,000	1,372,000	1,437,000
<b>55-64</b>	14.05%	981,000	1,068,000	1,155,000	15.04%	1,136,000	1,198,000	1,260,000
<b>65+</b>	12.81%	1,397,000	1,513,000	1,629,000	13.69%	1,589,000	1,665,000	1,742,000
<b>Men</b>	13.94%	3,347,000	3,522,000	3,697,000	13.18%	3,224,000	3,373,000	3,429,000
<b>Women</b>	21.44%	5,480,000	5,682,000	5,884,000	21.50%	5,761,000	5,761,000	6,029,000
<b>ABC1</b>	21.10%	6,017,000	6,226,000	6,435,000	20.84%	6,084,000	6,223,000	6,361,000
<b>C2DE</b>	13.43%	2,823,000	2,989,000	3,156,000	12.75%	2,772,000	2,872,000	2,972,000
<b>White</b>	17.08%	7,300,000	7,545,000	7,790,000	16.85%	7,287,000	7,443,000	7,600,000
<b>NET: BAME</b>	22.32%	1,159,000	1,242,000	1,325,000	21.17%	1,115,000	1,178,000	1,241,000

Base: All UK adults (n=50,797)

**Figure 44. Incidence and population estimates of coached participants by year and UK region**

Frequency of participation in coached activity	2017 incidence	Number in population : low estimate	Number in population : mid-point estimate	Number in population : high estimate	2019 incidence	Number in population : low estimate	Number in population : mid-point estimate	Number in population : high estimate
<b>North East</b>	17.94%	332,000	390,000	448,000	15.22%	293,000	327,000	360,000
<b>North West</b>	15.39%	803,000	892,000	982,000	16.27%	881,000	938,000	994,000
<b>Yorks and Humber</b>	16.20%	635,000	713,000	790,000	15.14%	605,000	650,000	696,000
<b>East Midlands</b>	15.74%	526,000	595,000	663,000	15.64%	554,000	598,000	642,000
<b>West Midlands</b>	15.96%	647,000	727,000	807,000	15.72%	674,000	725,000	775,000
<b>East of England</b>	20.07%	875,000	966,000	1,057,000	18.47%	846,000	900,000	953,000
<b>London</b>	22.03%	1,317,000	1,414,000	1,512,000	21.55%	1,409,000	1,479,000	1,548,000
<b>South East</b>	17.88%	1,159,000	1,259,000	1,359,000	18.16%	1,239,000	1,303,000	1,367,000
<b>South West</b>	18.14%	721,000	798,000	875,000	17.98%	760,000	810,000	860,000
<b>Wales</b>	15.28%	329,000	388,000	447,000	14.62%	332,000	368,000	403,000
<b>Scotland</b>	18.47%	723,000	803,000	884,000	17.32%	705,000	753,000	801,000
<b>Northern Ireland</b>	17.97%	234,000	270,000	305,000	16.69%	211,000	245,000	278,000

Base: All UK adults (n=50,797)

## Appendix 4: Sports / activities

**Figure 45. Coached activity participated in by gender**

Activities coached in (2019 only)	Male	Female	All
Archery	4%*	2%*	3%
Athletics	7%*	3%*	5%
Badminton	4%*	2%*	2%
Basketball	3%*	1%*	1%
Boxing	6%*	3%*	4%
Canoeing	2%*	1%*	2%
Chinese martial arts (i.e. Kung Fu)	2%*	2%*	2%
Climbing	4%*	2%*	3%
Cricket	4%*	0%*	2%
Cycling (including BMX, mountain biking, etc.)	5%*	2%*	3%
Dance	4%*	15%*	11%
Diving	2%*	1%*	1%
Equestrian (e.g. Horse Riding, jumping, etc.)	1%*	3%*	2%
Exercise and movement (e.g. Zumba, Aerobics)	17%*	34%*	27%
Fencing	1%*	0%*	1%
Football	12%*	1%*	5%
Golf	8%*	1%*	4%
Gymnastics	2%	1%	2%
Hockey (including field hockey and ice hockey)	2%*	1%*	1%
Ice skating	1%	1%	1%
Judo	1%*	0%*	0%
Ju Jitsu	3%*	0%*	1%
Karate	3%*	1%*	1%
Lacrosse	1%*	0%*	0%
Netball	1%*	3%*	2%
Orienteering	1%*	0%*	1%
Parkour	0%*	0%*	0%
Polo (including water polo)	0%	0%	0%
Roller skating	0%	0%	0%
Rounders	1%	0%	0%
Rowing	2%*	1%*	2%
Rugby (league or union)	4%*	1%*	2%
Sailing/ yachting	2%*	1%*	1%
Shooting (e.g. clay pigeon)	2%*	1%*	1%
Skateboarding	0%*	0%*	0%
Skiing	2%*	1%*	2%
Snowboarding	1%*	0%*	0%
Squash	1%*	0%*	1%
Surfing	1%	1%	1%
Swimming	6%	6%	6%
Table tennis	2%*	1%*	1%

Taekwondo	1%*	0%*	1%
Tennis	5%*	2%*	3%
Trampolining	1%	1%	1%
Volleyball	1%*	0%*	1%
Water skiing	0%*	0%*	0%
Weightlifting	14%*	9%*	11%
Windsurfing	0%	0%	0%
Wrestling	1%*	0%*	1%
Yoga	8%*	26%*	19%
Other	23%*	29%*	27%
Don't know	2%*	2%*	2%
Unweighted N	2,727	6,014	8,827

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Base: All who have received coaching in the last 12 months