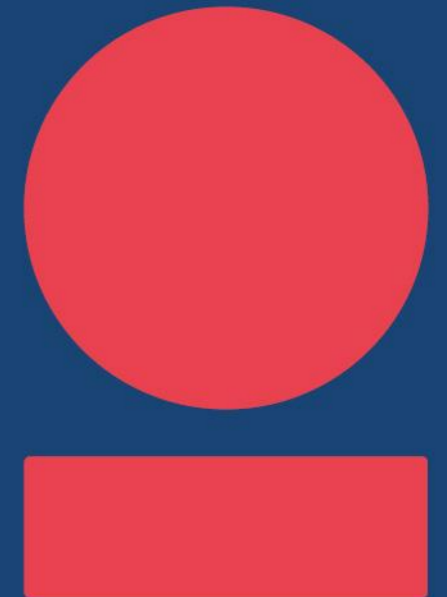


Coaching in the UK, 2019

A Spotlight on Gender



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



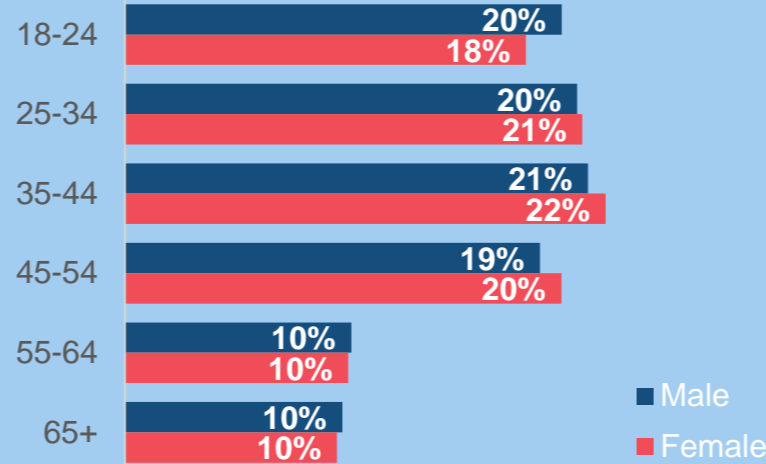
5% OF WOMEN HAVE ACTIVELY COACHED IN THE LAST 12 MONTHS

43% of those who have coached in the last 12 months are female



AGE

The age profile of UK coaches is similar by gender



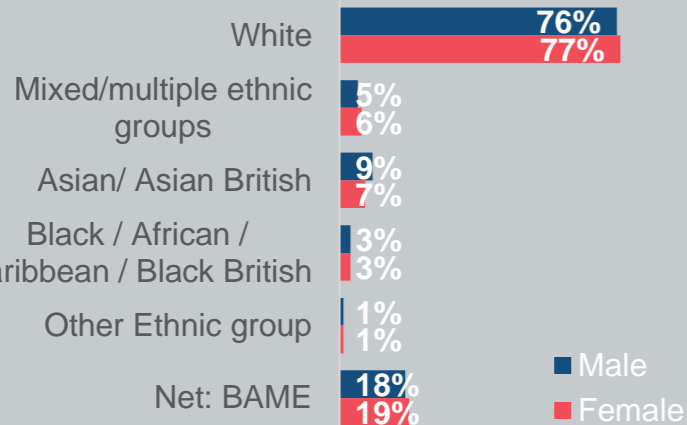
REGION

Women are more likely to coach in Yorkshire on average while more men coach in London



GROUP

19% of female UK coaches are BAME



WELLBEING

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

54%

MALE

49% ↓

FEMALE

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

44%

MALE

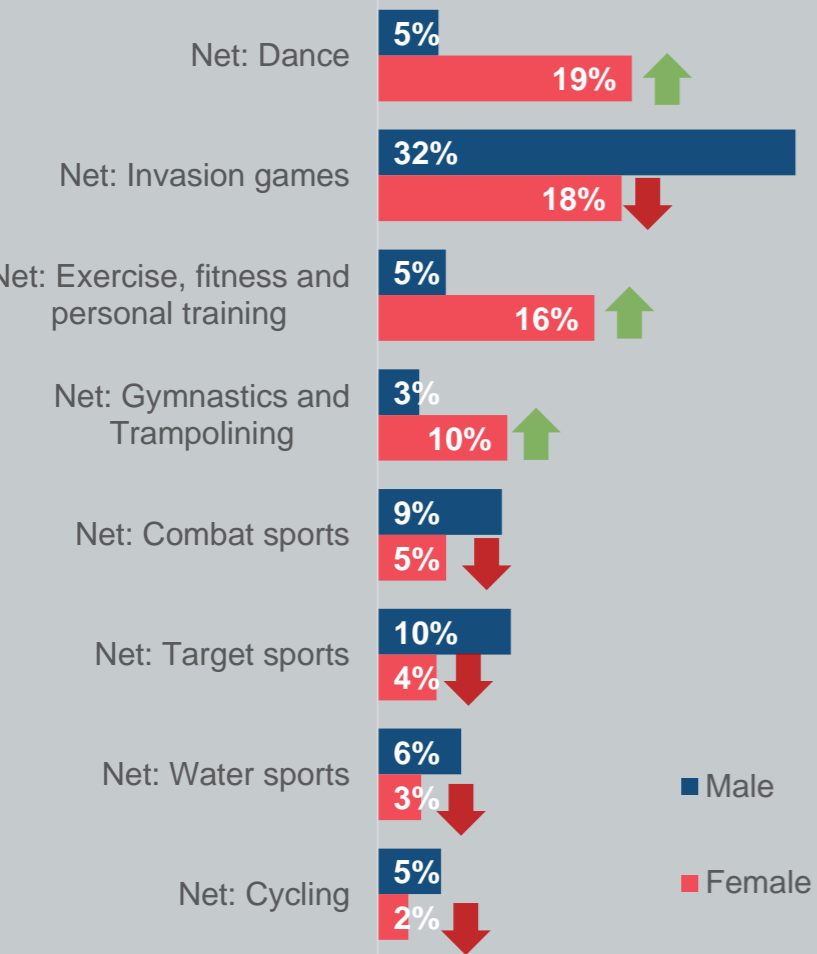
35% ↓

FEMALE

Chart shows the distribution of female coaches by region

WHAT?

Women are more likely to coach dance, exercise/fitness/personal training and gymnastics/trampolining than men

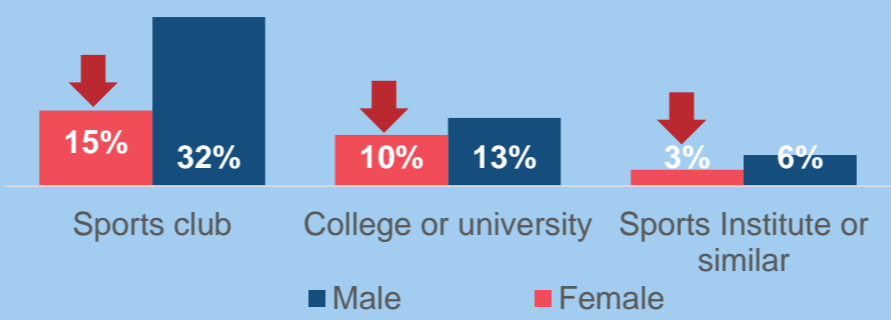


WHERE?

Women are most likely to be found coaching in a community group, youth group or similar

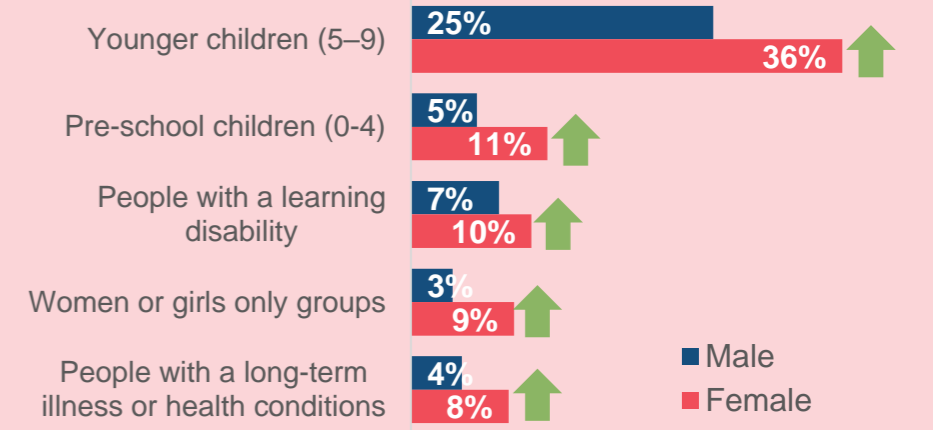
17% of women coach in in community groups, youth groups or similar, significantly more than men (14%)

In other locations, men are significantly more likely to be coaching compared to women

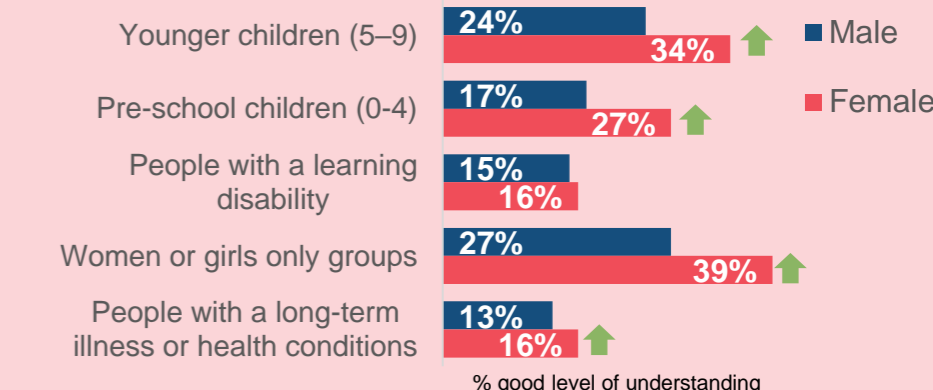


WHO?

Women are more likely than men to coach younger/ pre school children as well as a number of other specific groups



More women coaches feel they understand the needs of three out of five of the more commonly coached groups





FEMALE COACHES ARE SIGNIFICANTLY MORE LIKELY TO SEE THEIR PRIMARY ROLE AS

Building confidence and self-esteem in participants: female **53%** vs. male **49%**

To promote health and personal wellbeing: female **41%** vs. male **27%**

To keep people active: female **25%** vs. male **19%**

To get people active: female **30%** vs. male **22%**

COST OF TRAINING/ QUALIFICATION IS SEEN AS THE MAIN CHALLENGE FACING ACTIVE COACHES

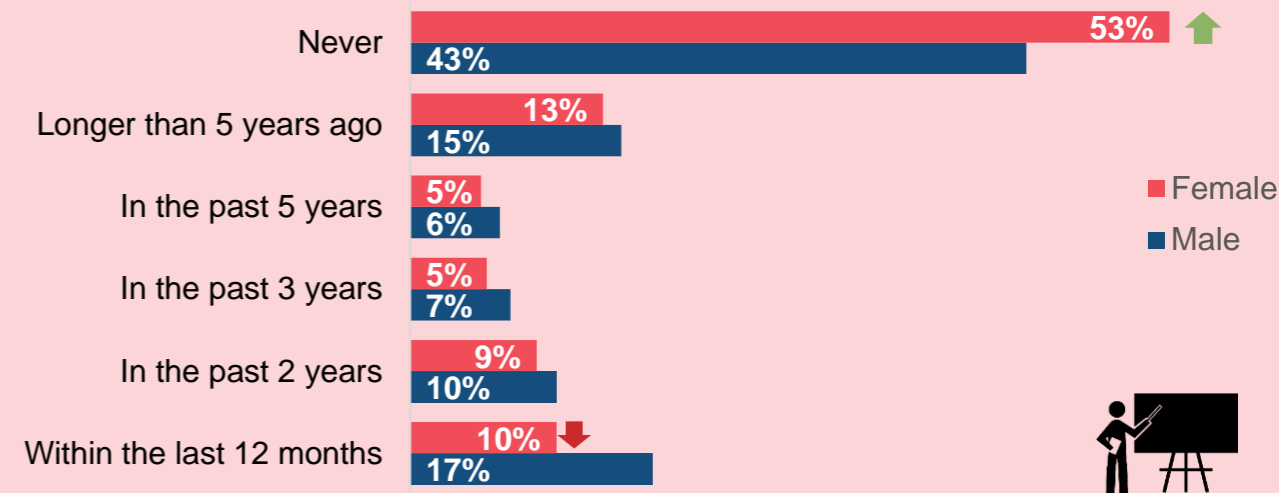


Cost of training / qualifications is mentioned as the main barrier by **38%** of female coaches compared to **34%** of male coaches

FEWER FEMALE COACHES THINK IT IS HARD TO BALANCE COACHING WITH OTHER COMMITMENTS



FEWER FEMALE COACHES HAVE COMPLETED A COACHING/ INSTRUCTOR QUALIFICATION



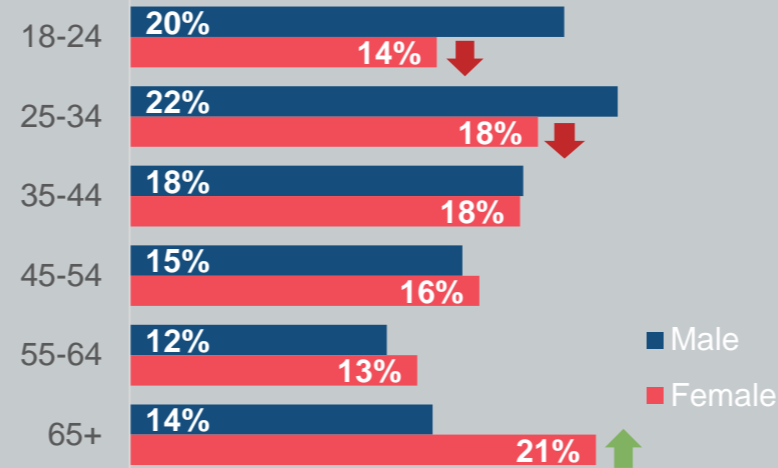


21% OF WOMEN PARTICIPATED IN COACHED ACTIVITY IN THE LAST 12 MONTHS COMPARED TO ONLY 13% OF MEN

Among those who participated, 63% are women compared to 36% who are male

AGE

Female participants are older than male participants; 34% are aged 55 and over



REGION

Women are more likely to participate in Yorkshire while fewer than the average do in London



FREQUENCY

Women are more likely to have participated in the last 12 months while men are more likely to have participated longer than 5 years ago

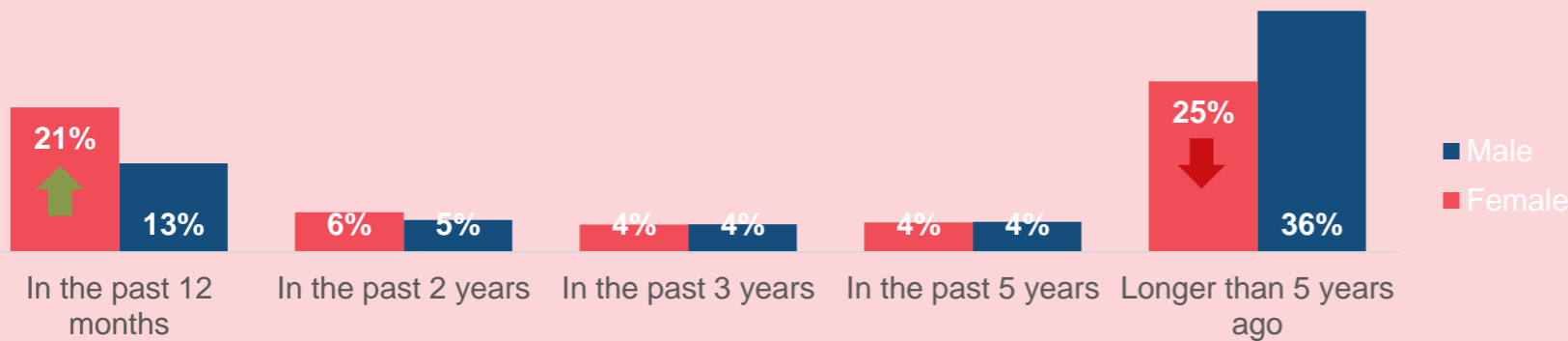








Chart shows the distribution of female participation by region. Where there is significant difference, both genders are shown




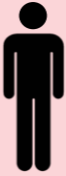
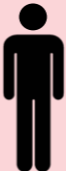
THE TOP 3 SPORTS / ACTIVITIES WHICH WOMEN PARTICIPATE IN ARE...

- 1  Exercise and movement: 34%
- 2  Yoga: 26%
- 3  Dance: 15%

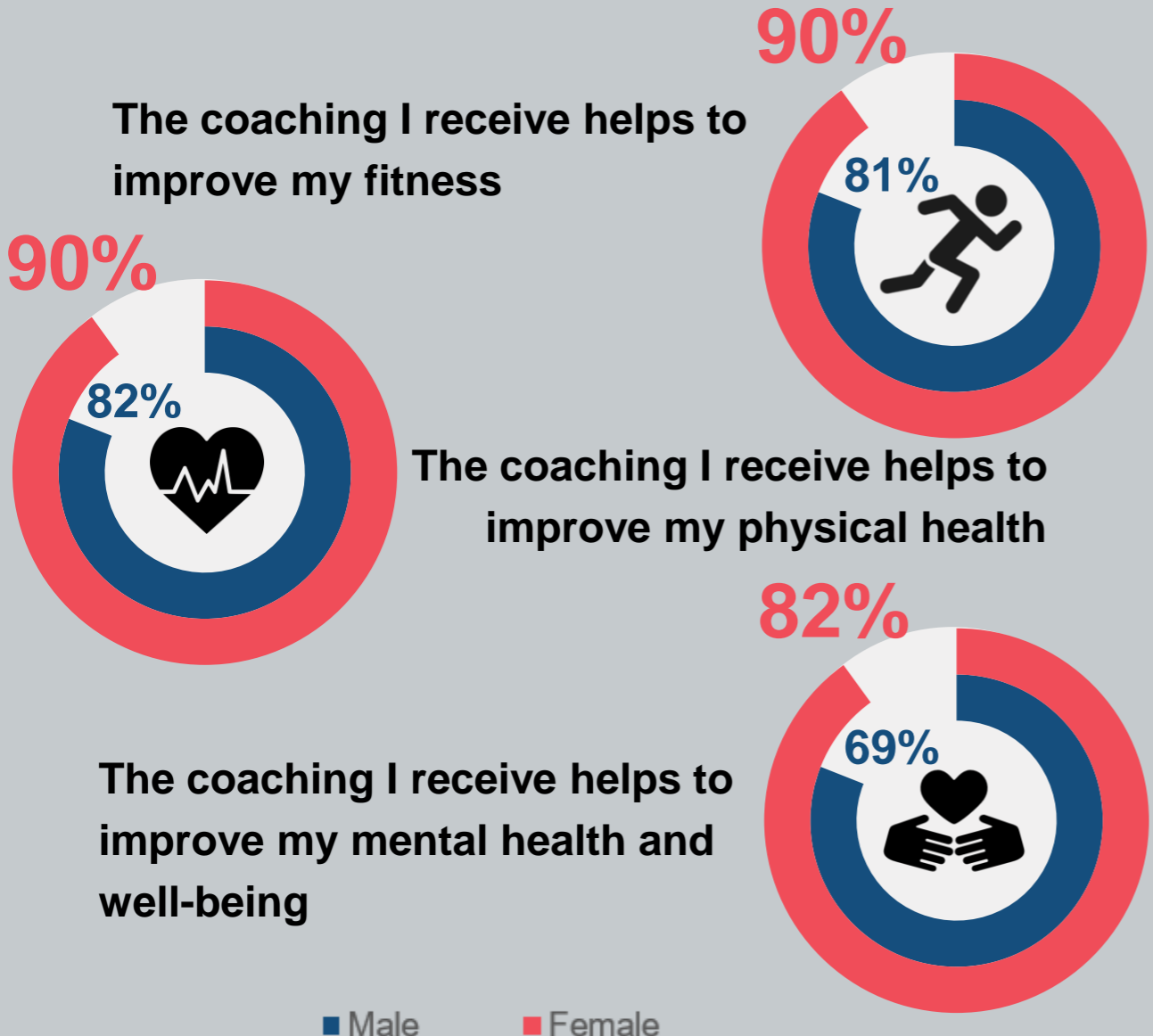
THE TOP 3 FOR MEN ARE...

- 1  Exercise and movement: 17%
- 2  Weightlifting: 14%
- 3  Football: 12%

THE ACTIVITIES MOST COMMONLY TAKE PLACE IN....

-  Private leisure centre, gym or health club: 42%
-  Private leisure centre, gym or health club: 29%
-  Community group, youth group or similar: 32%
-  Private leisure centre, gym or health club: 46%
-  Private leisure centre, gym or health club: 35%
-  Sports club: 44%

WOMEN ARE MORE LIKELY TO AGREE THAT THE COACHING THEY RECEIVE HELPS TO IMPROVE THEIR PHYSICAL AND MENTAL WELLBEING



WOMEN ARE SIGNIFICANTLY MORE LIKELY TO FEEL THE EMOTION AND SUPPORTIVE SIDE OF COACHING IS WHAT MAKES A GOOD COACH



