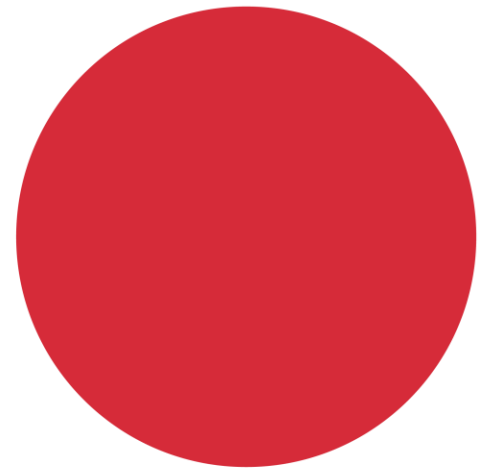


# UK Coaching Population study 2024 Report

## Northern Ireland

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# Background and Methodology

## Aims and Method

This report presents the key findings from a study commissioned by UK Coaching to explore the number of coaches in Northern Ireland, their activity and demographic characteristics

All responses were collected online via **YouGov's online panel**. Results were weighted at the overall UK level.

Definitions for this report:

- *Coaches* – people who have coached in the past 12 months
- *Coaching* – 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.
- *Participants* – people who have received Sport and Physical Activity coaching



# Background and Methodology

## Notes for Interpretation

Quantitative findings throughout the report are presented in the form of percentages, and all differences highlighted between sub-groups are statistically significant at an alpha level of 0.05 unless otherwise indicated.

Statistical significances are denoted with:



**Statistically significantly higher than average**



**Statistically significantly lower than average**

In some instances, apparent differences between figures may not be considered 'statistically significant' due to sample sizes.

Where percentages do not sum up to 100, this is due to rounding, the exclusion of 'don't know' and 'prefer not to say' responses, or because respondents could give multiple answers.

Where relevant, results based on a sample of fewer than 50 have not been reported on.



# Key Findings

- Findings regarding coaches and participants living in Northern Ireland largely mirror the overall UK results.

## Participants

- Similarly as in the UK, participants in Northern Ireland are most likely to think a great coach is one who is friendly and approachable (47%). However, in Northern Ireland this is instead followed by 42% who think a great coach is one who builds good relationships and rapport and makes the adjustments necessary to be fully accessible and inclusive (both 42%).
- In line with the rest of the UK, most participants in Northern Ireland (65%) haven't performed any checks on their coaches. Indeed, around three in ten (31%) expect the club/gym/facility/employer to do the relevant checks.

## Coaches

- Active Coaches in Northern Ireland have a similar demographic profile to the UK as a whole, however they are much more likely to be white (94% vs 74%) and less likely to be from ethnically diverse communities (3% vs 20%).
- Unlike the UK as a whole, Active Coaches in Northern Ireland are more likely to view their role as to help people achieve their individual sports/activity goals (41% vs 26%), which is the most commonly cited role. This is closely followed by 40% who say it is to develop technique, and teach drills and skills.
- In line with the rest of the UK, it is most common for Active Coaches in Northern Ireland to coach at recreational level (66%).
- However unlike the rest of the UK, it is most common for Active Coaches in Northern Ireland to coach younger children aged 5-9 (37%), though closely followed by mixed gender groups (36%).
- Similarly to the UK as a whole, it is most common for Active Coaches in Northern Ireland to have never completed a coaching/instructor qualification (30%), though this is closely followed by 27% who have done so in the last 12 months.

# 1.

# Participants

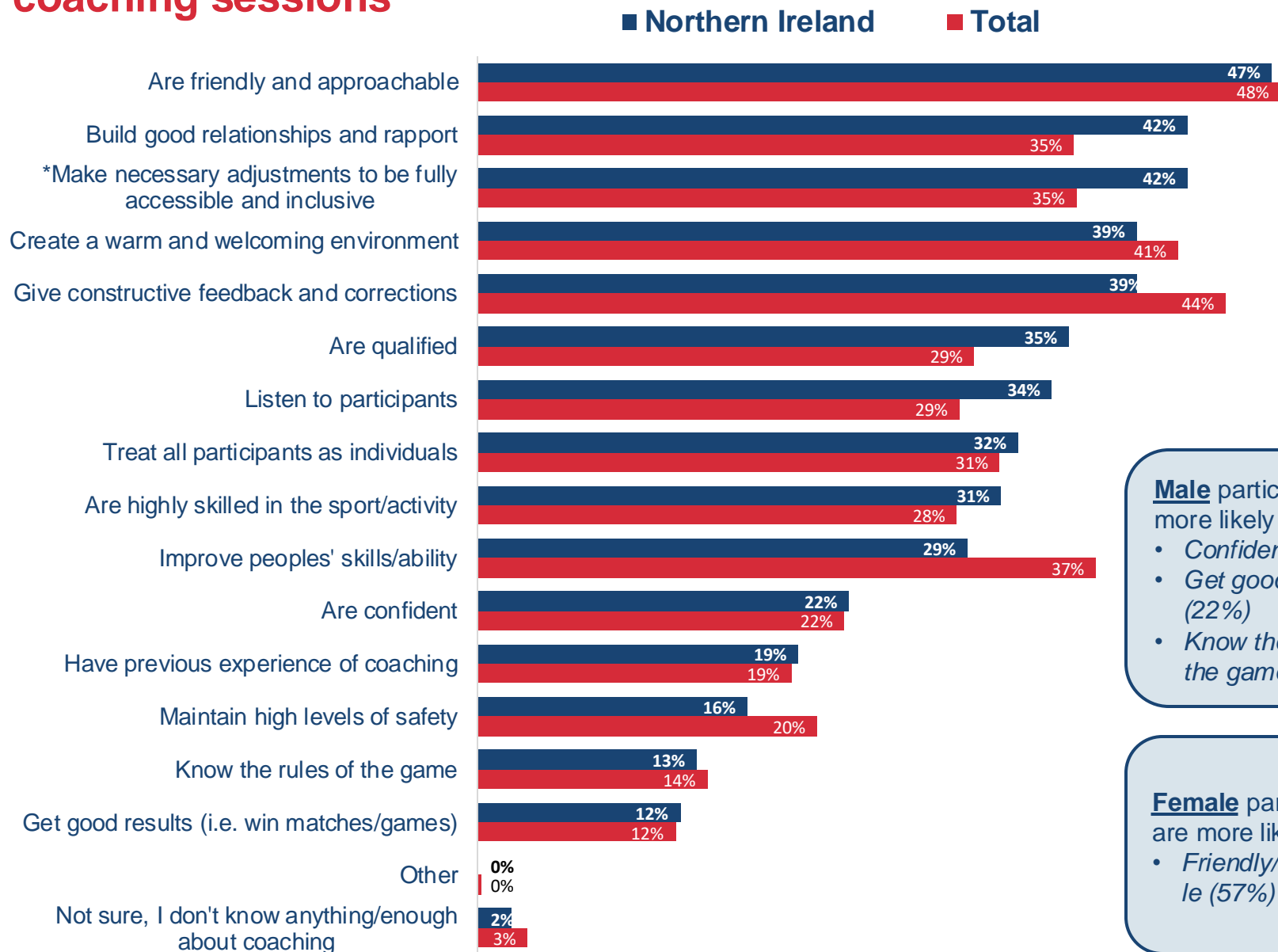


As with the UK as a whole, participants in Northern Ireland are most likely to say being friendly and approachable makes a great coach

q25. In your opinion, what do you think makes a great sport or physical activity coach? You can tick up to 5. They...

Base: Those who have received coaching in the last 12 months (Total: n=5,714; Northern Ireland: n=186) \*Added in 2024

## Agreement statements about coaches and coaching sessions



**Male** participants are more likely to say:

- Confident (32%)
- Get good results (22%)
- Know the rules of the game (20%)

**Female** participants are more likely to say:

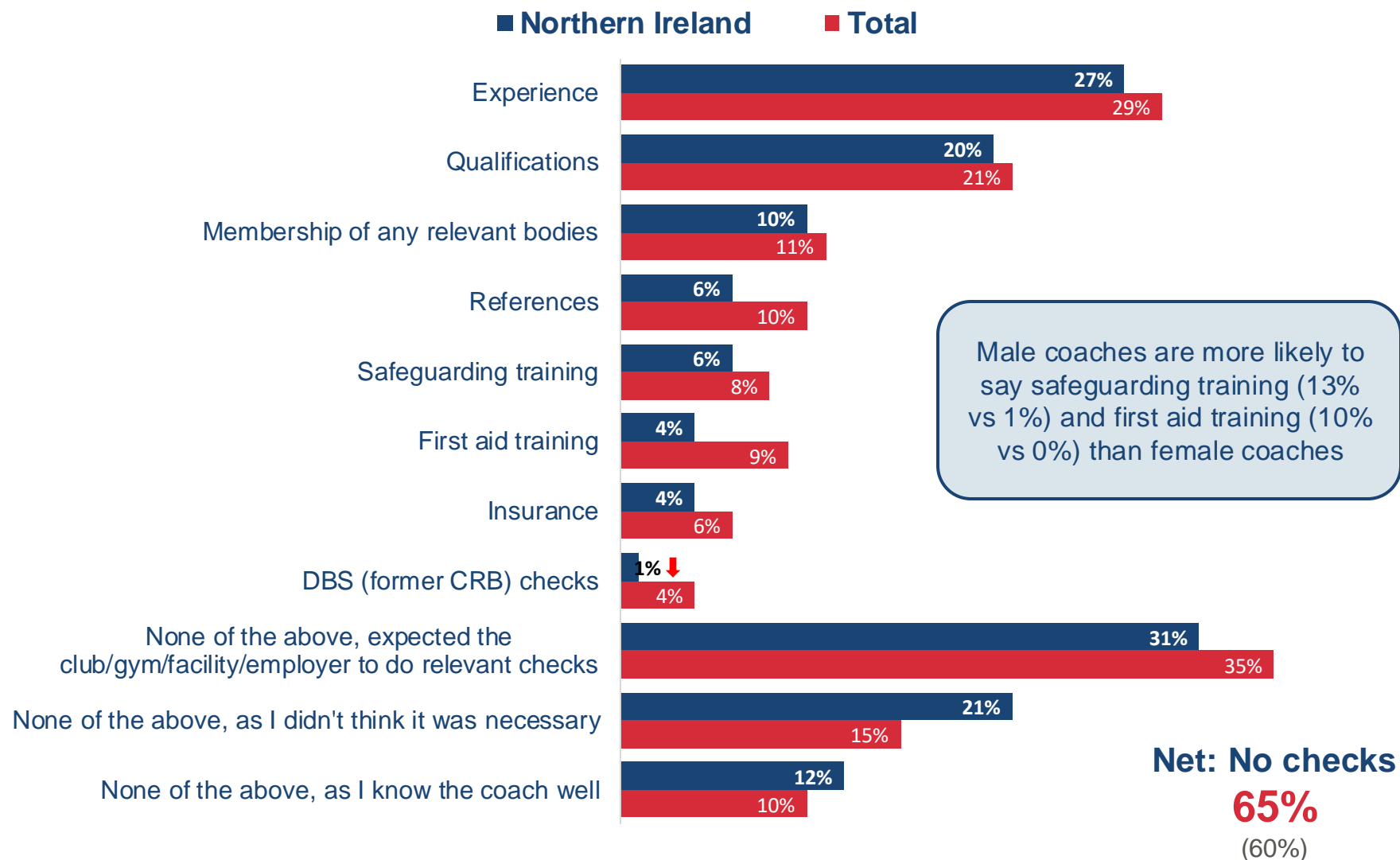
- Friendly/approachable (57%)

## Participants in Northern Ireland are more likely to agree that their coach motivates them to do better and that they enjoy being coached than the UK as a whole

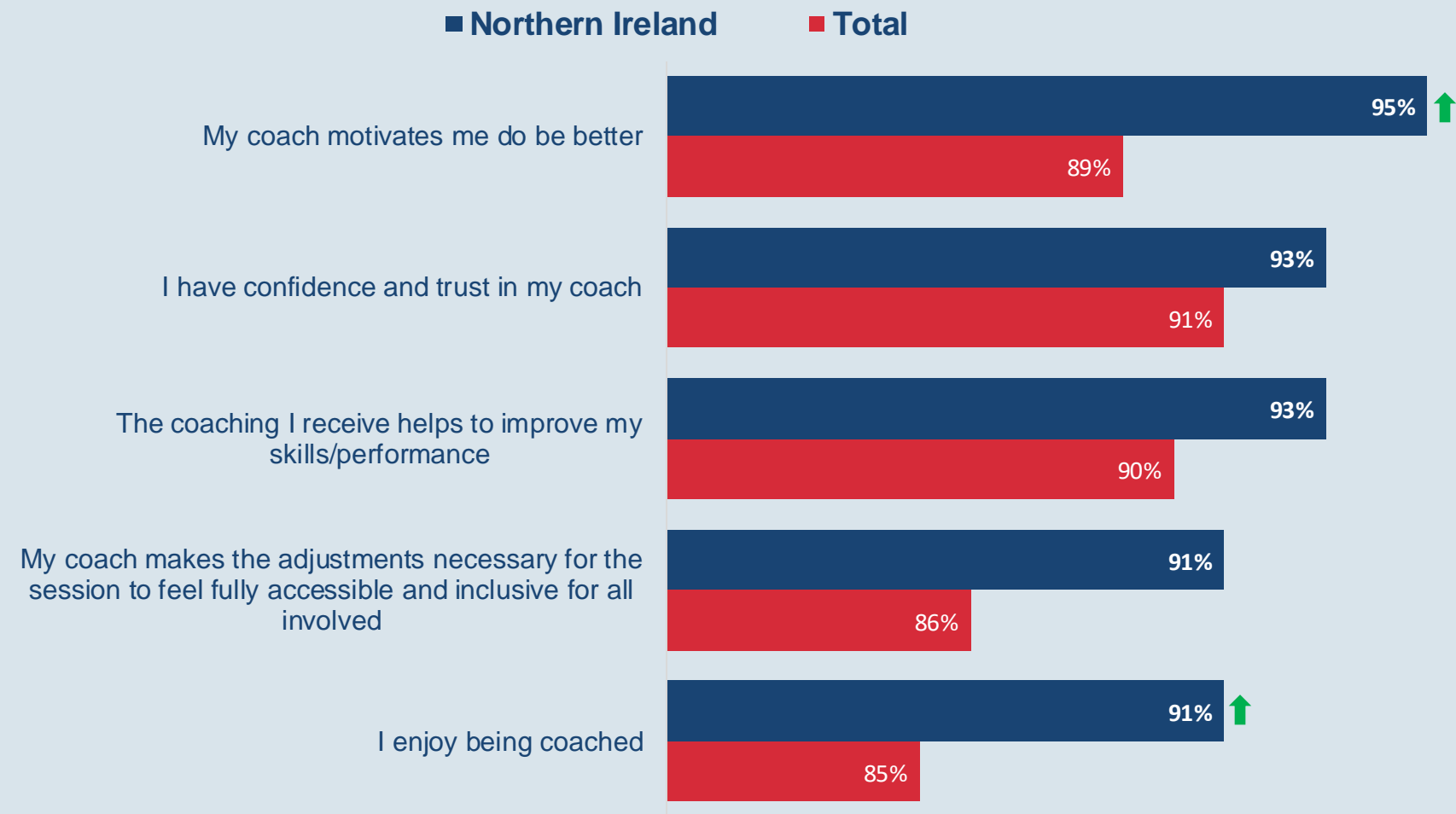
q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply / q17. And thinking specifically about your coach and the coached-sessions you attend, how much do you agree or disagree with the following statements? (Strongly agree + Agree)

Base: Those who have received coaching in the last 12 months (Total: n=5,714; Northern Ireland: n=186)

### Checks made when choosing a coach



# Agreement with statements about coaches (top 5)





# 2.

## Coaches

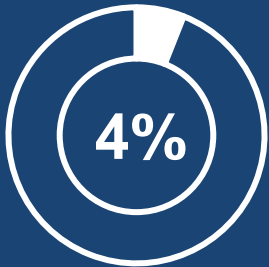


# Coaches overview:

Base: Those who have coached in the last 12 months

↑ Statistically significantly higher than average

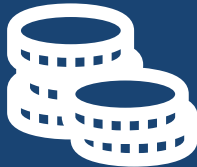
↓ Statistically significantly lower than average



(6%)

of adults in Northern Ireland have coached in the last 12 months

YouGov®



27%

Are paid to coach

(22%)



39%

Volunteer coach

(33%)



21%

Coach both paid & volunteer

(31%)



12%

Coach neither paid nor volunteer

(15%)

Northern Irish coaches are typically young white men of higher social grades



94%

(74%)

White

3%

(20%)



Ethnically diverse community



16%

(23%)

Are disabled or have a long-term health condition



Age

49%

18-34

(52%)

32%

35-54

(35%)

12%

55+

(13%)



Gender

31%

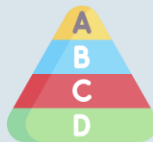


Women  
(38%)

69%



Men  
(61%)



Social grade

70%

ABC1  
(67%)

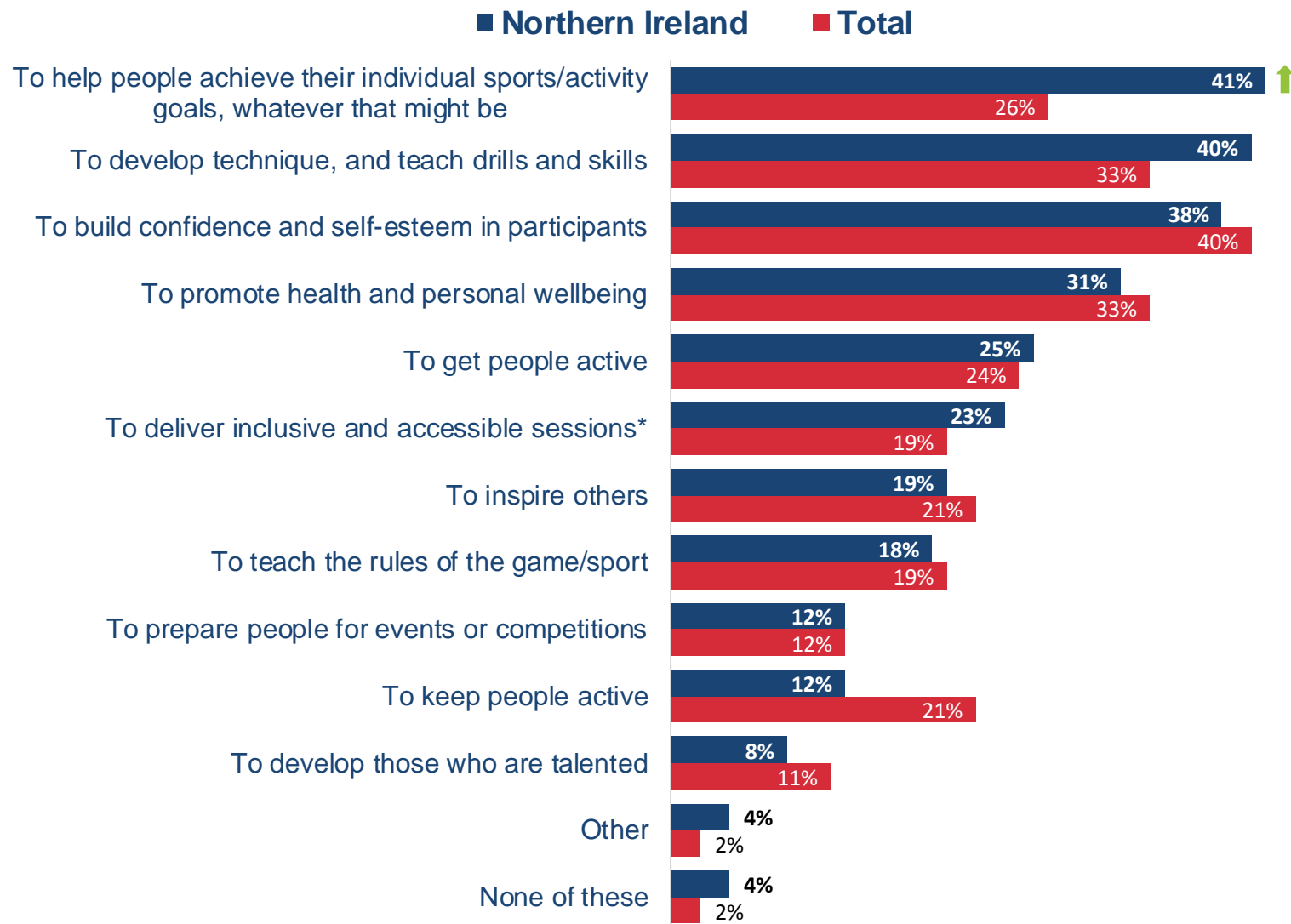
30%

C2DE  
(33%)

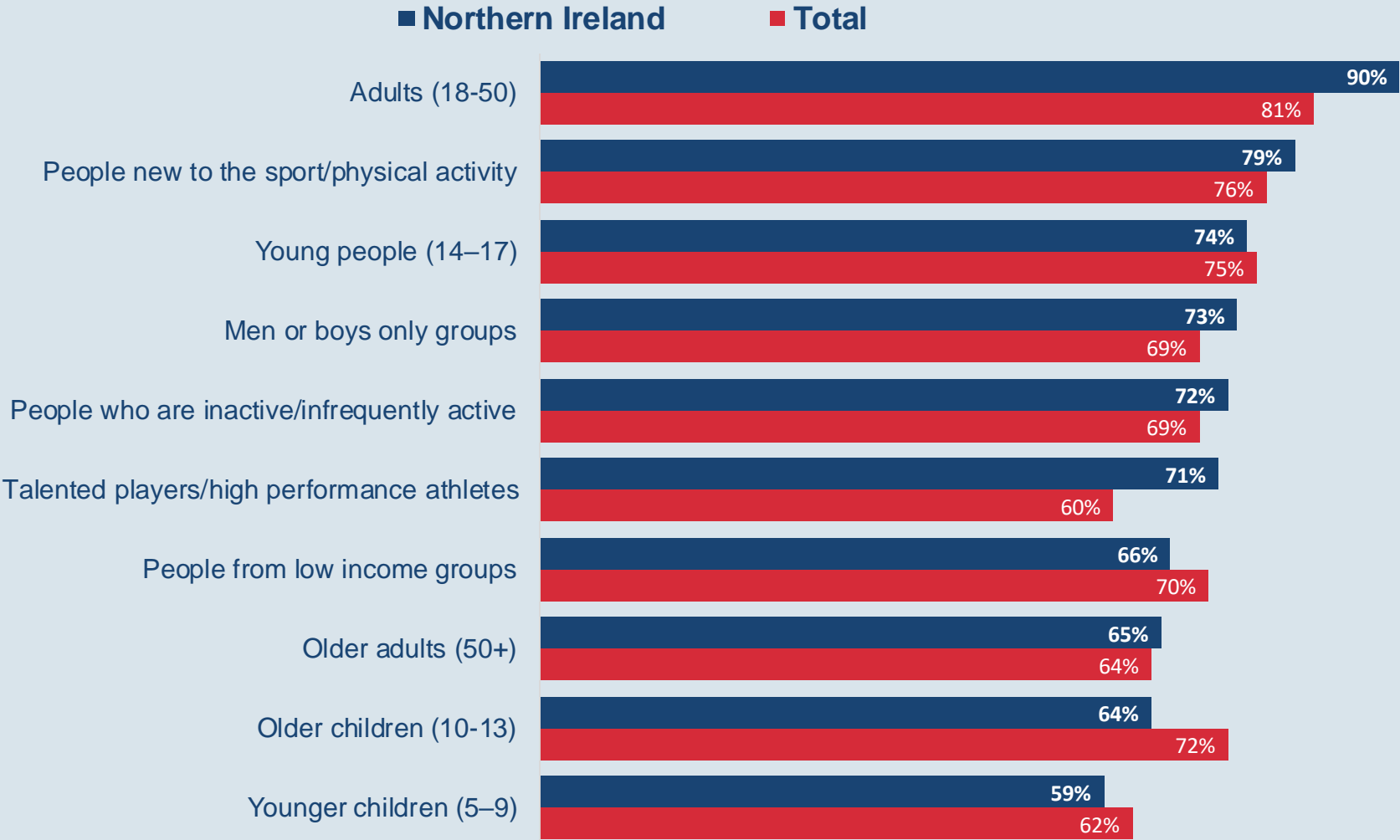
## Active Coaches in Northern Ireland are more likely to say their primary role as a coach is to help people achieve their individual sports/activity goals

q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options / q34. To what extent do you feel that you understand the specific sport and physical needs of each of the following?  
Base: Those who have coached in the last 12 months (Total: n=2,013; Northern Ireland: n=52) \*Added in 2024

### Primary role as coach



# Understanding of coaching needs of different groups (net: % good/some, top 10)

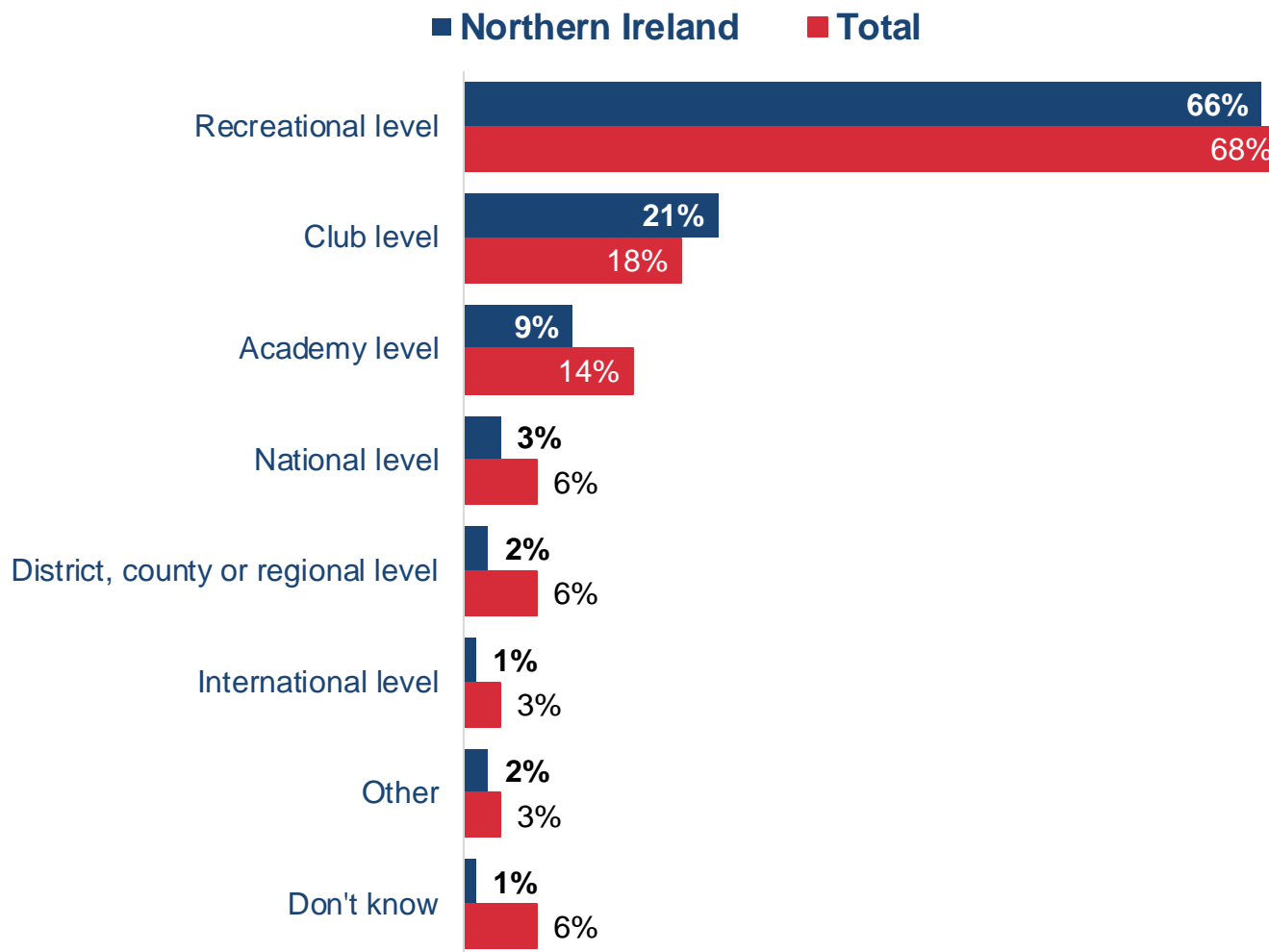


As with the UK as a whole, it is most common for Active Coaches in Northern Ireland to coach at the recreational level and at a sports club

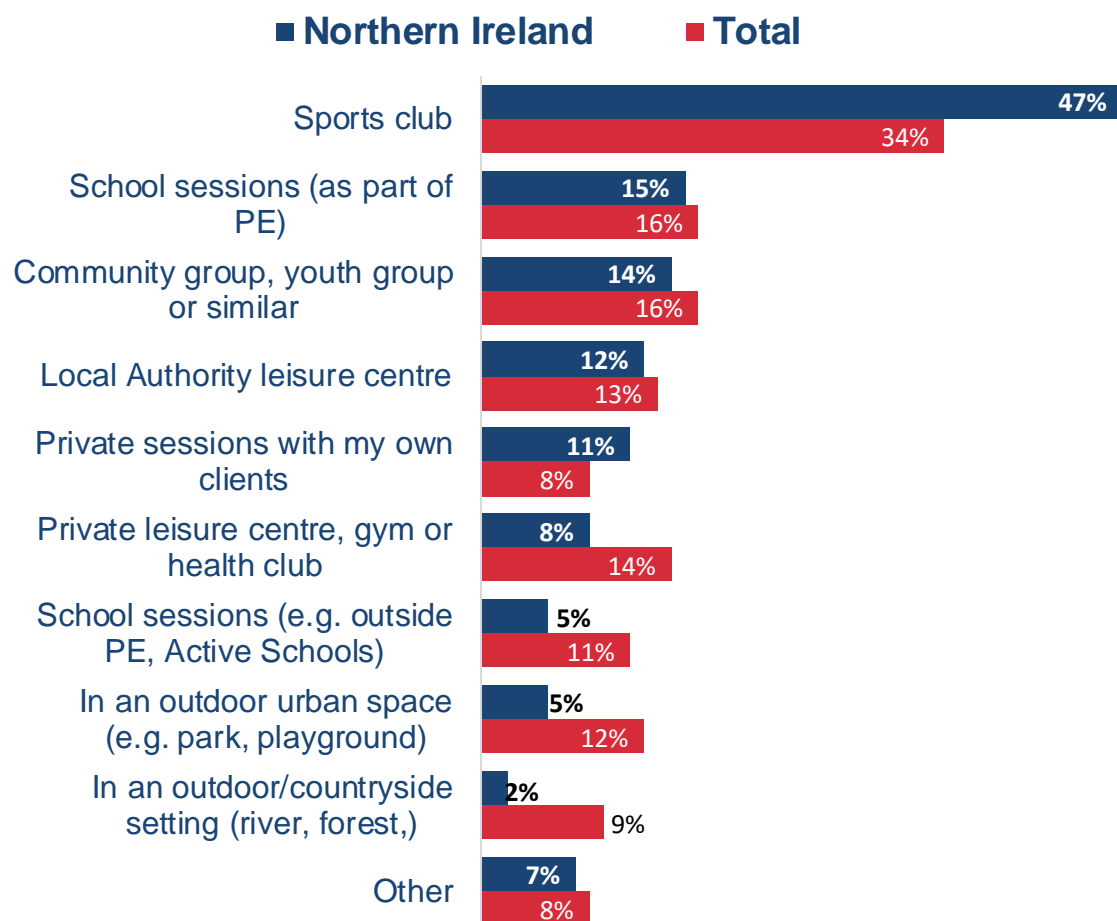
NT\_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply / Q32. Where do you coach? Please tick all that apply / NT\_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity? Please tick all that apply.

Base: Those who have coached in the last 12 months (Total: n=2,013; Northern Ireland: n=52)

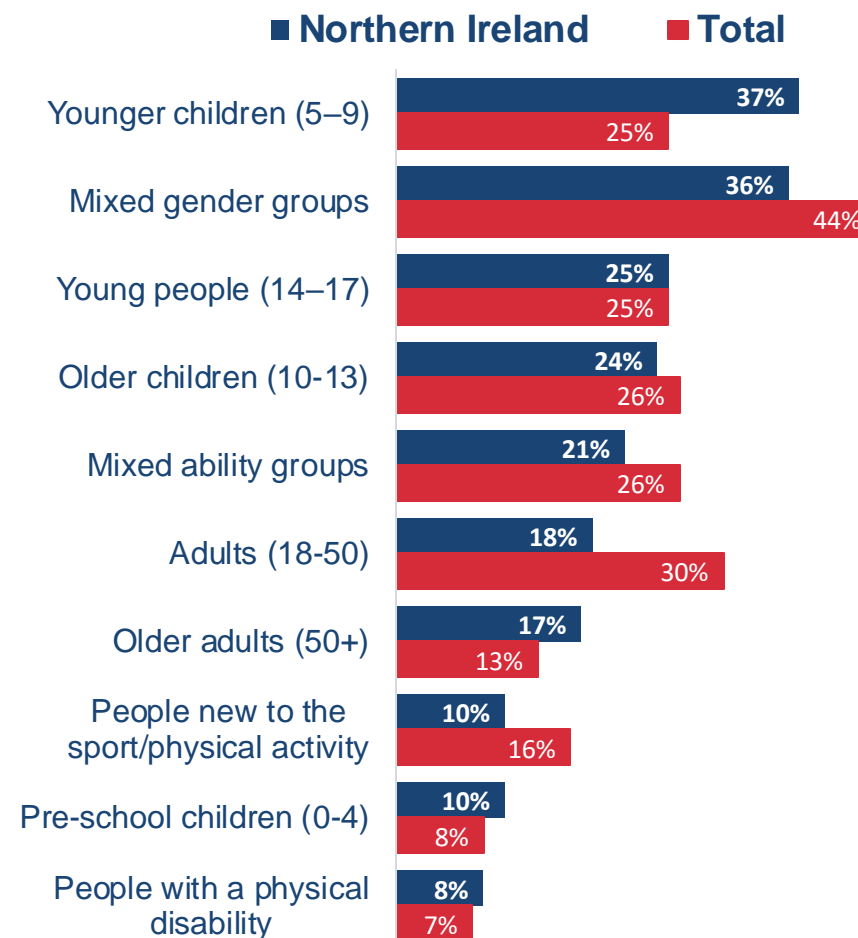
## Level of activity coached



## Location of coaching (top 10)



## Type of participant (top 10)



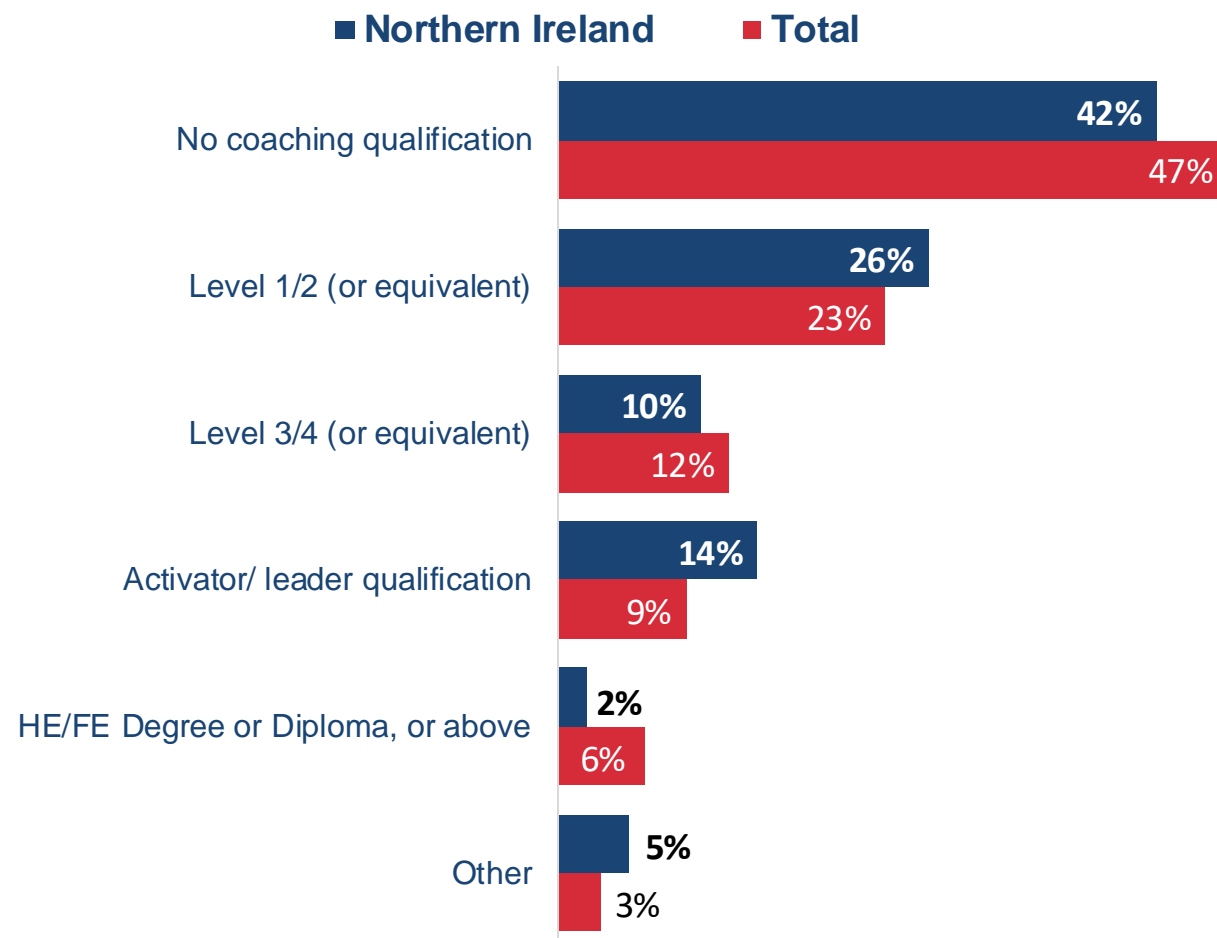
## Coaches in Northern Ireland are as likely as the UK as a whole to have no coaching qualification

q40. What is your highest level of coaching qualifications?

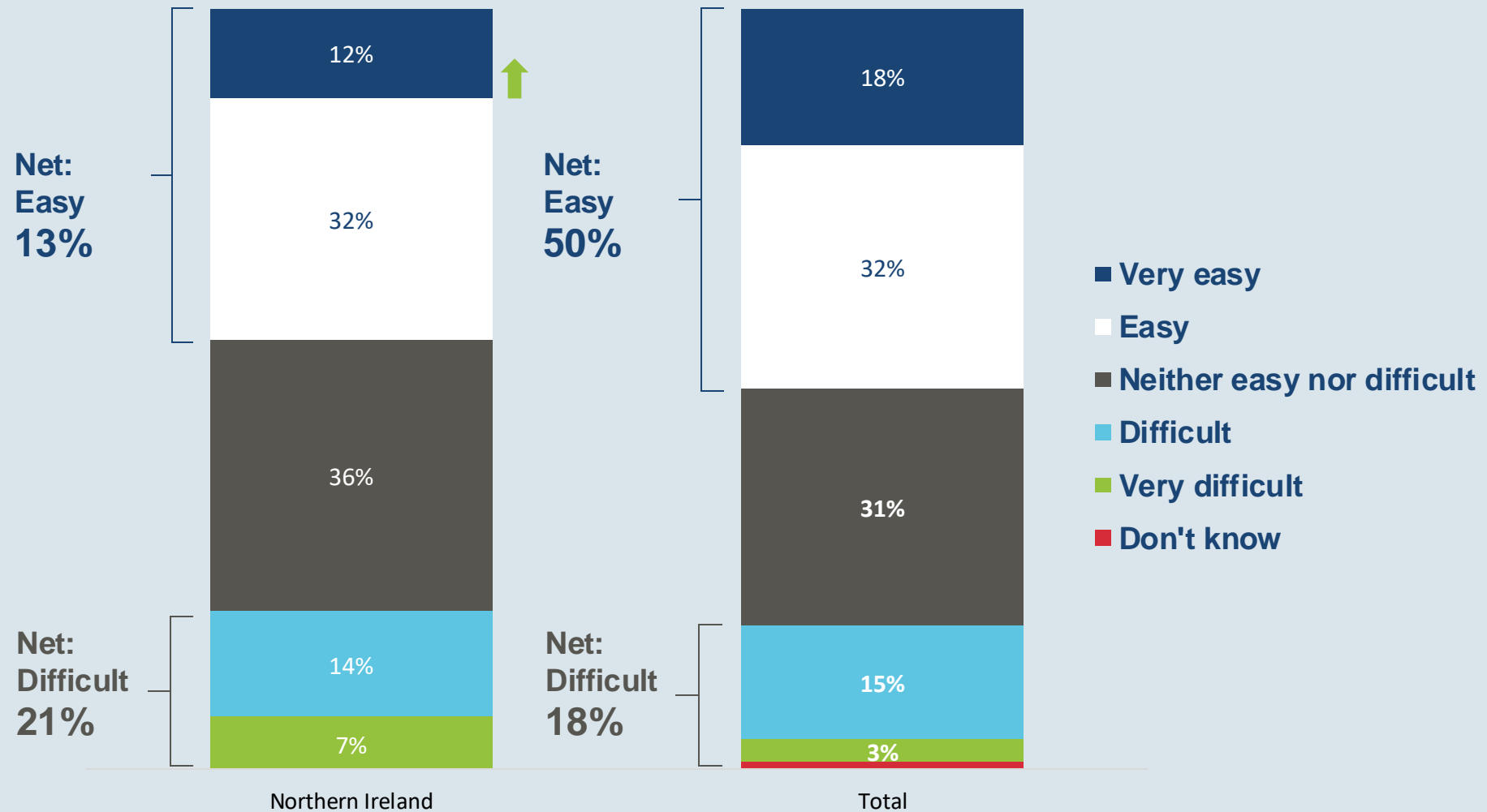
Base: All who have coached in the last 5 years (Total: n=4,023; Northern Ireland: n=114)

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 qualification (Total: n=2,185; Northern Ireland: n=69)

### Highest level of qualification



# Ease of obtaining qualification

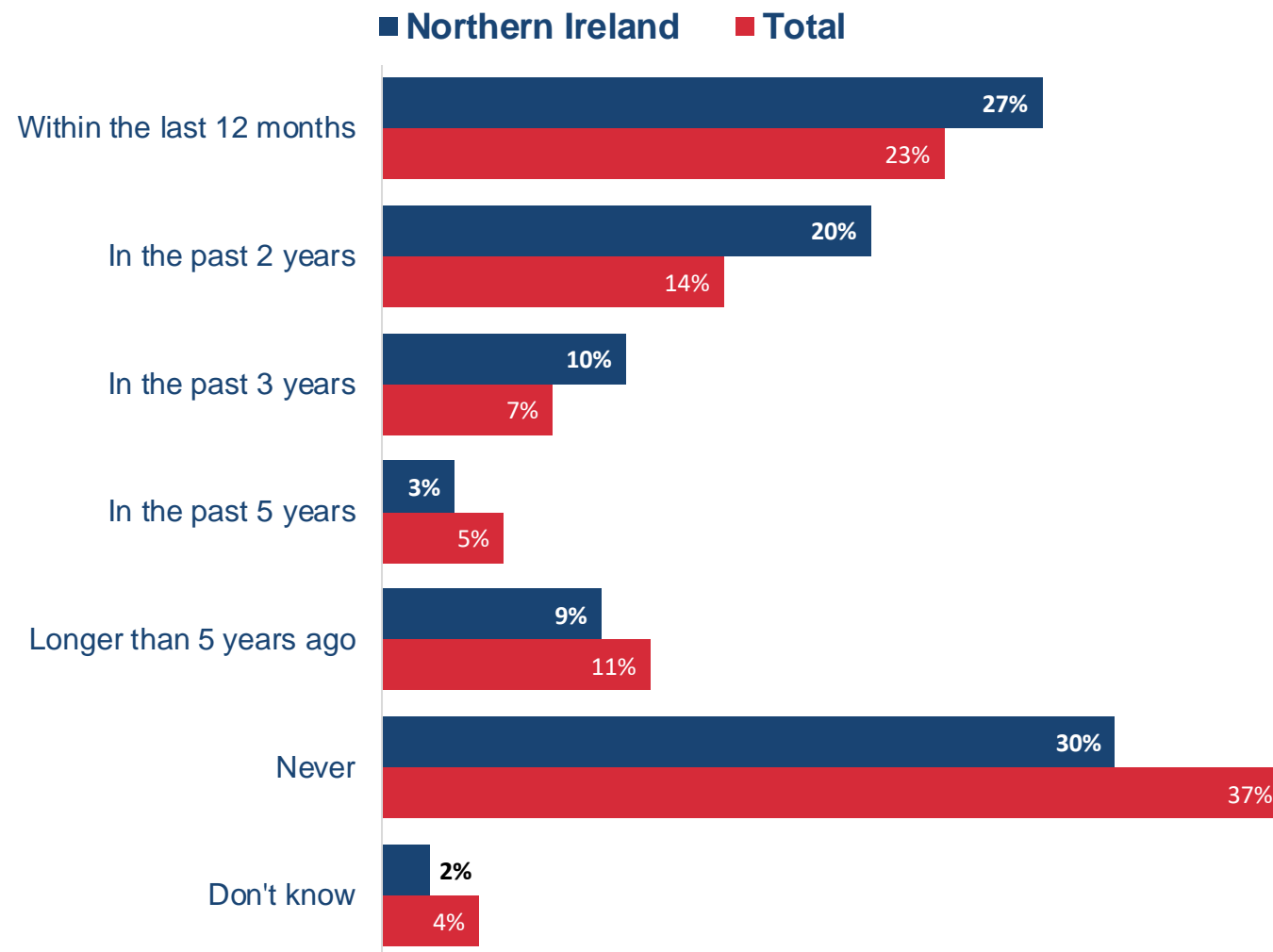




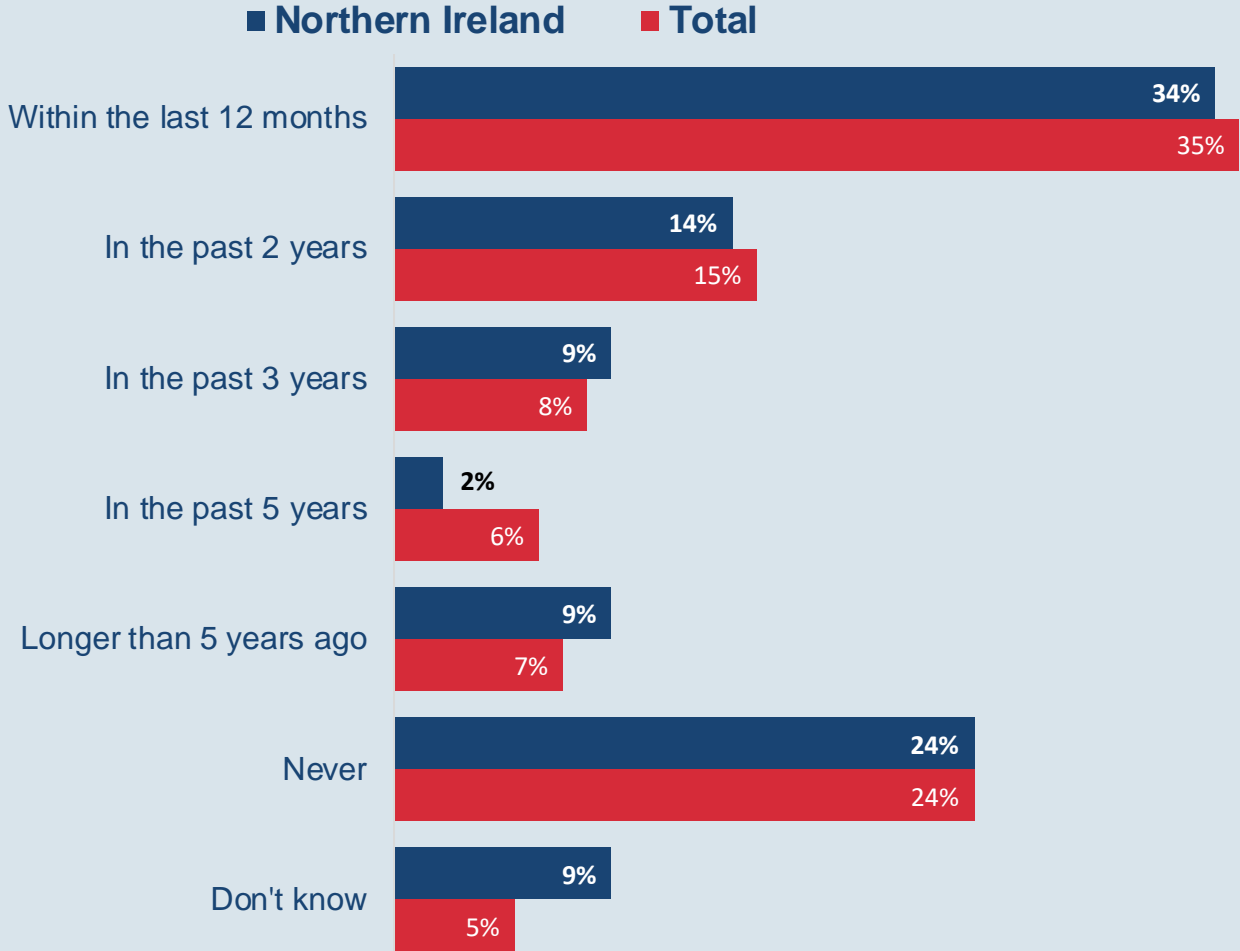
In line with the UK as a whole, it is most common for Active Coaches in Northern Ireland to have never completed a coaching/instruct or qualification

MT\_8. When, if at all, was the last time you completed...?  
Base: All who have coached in the last 12 months (total: n=2,013; Northern Ireland: n=52)

## A coaching/ instructor qualification



# Any informal/ formal learning or development related to coaching



**Almost half of coaches in Northern Ireland see balancing working/home life as the main barrier facing coaches in the UK, higher than the UK average**

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 last 5 years (total: n=4,023; Northern Ireland: n=114)

## Challenges/ barriers facing coaches

