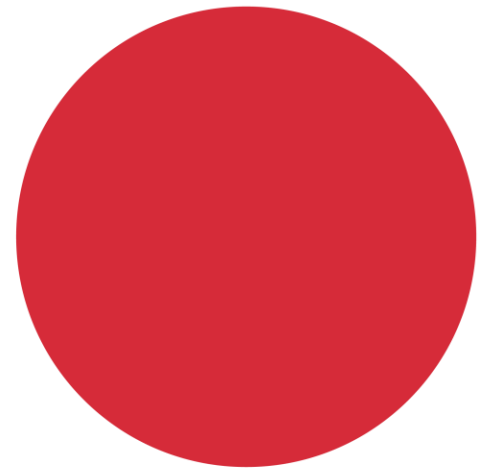


# UK Coaching Population study 2024 Report Scotland

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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 Scotland, 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.



# 1.

# Participants

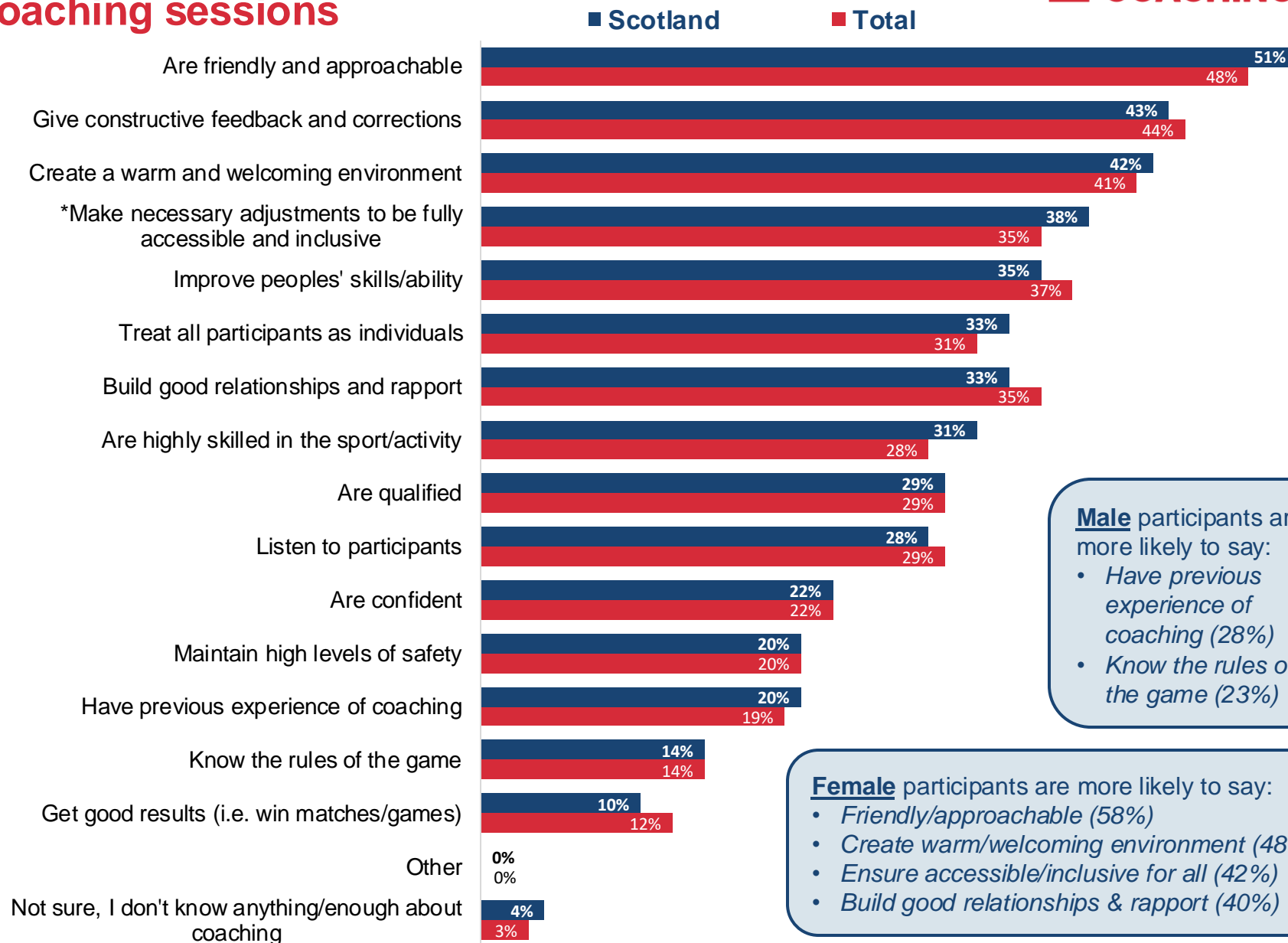


As with the UK as a whole, participants in Scotland are most likely to say being friendly and approachable makes a great coach

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; Scotland: n=469) \*Added in 2024

## Agreement statements about coaches and coaching sessions



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

- Have previous experience of coaching (28%)
- Know the rules of the game (23%)

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

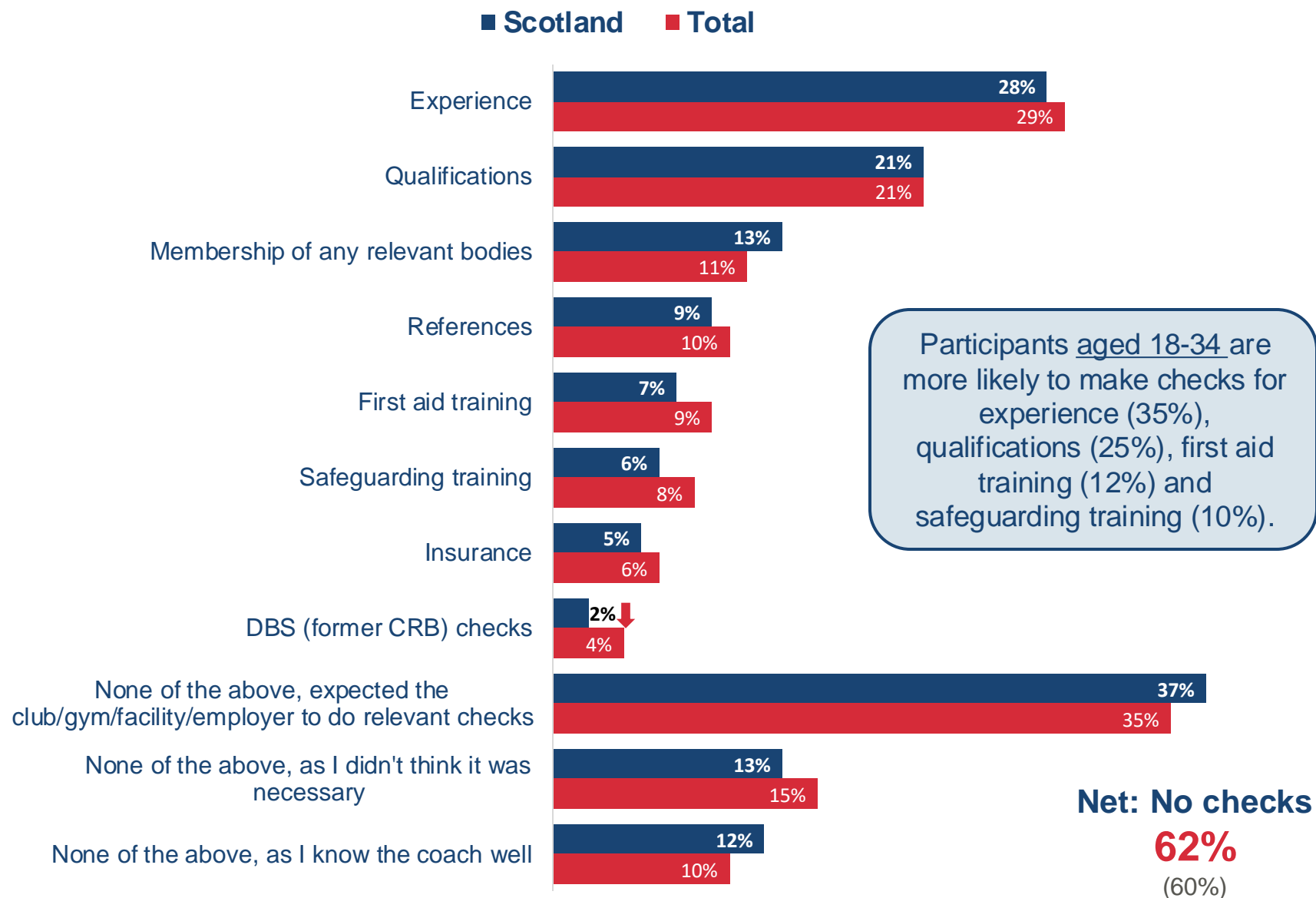
- Friendly/approachable (58%)
- Create warm/welcoming environment (48%)
- Ensure accessible/inclusive for all (42%)
- Build good relationships & rapport (40%)

In line with the UK as a whole, the majority (62%) of participants in Scotland haven't performed any checks on their coaches

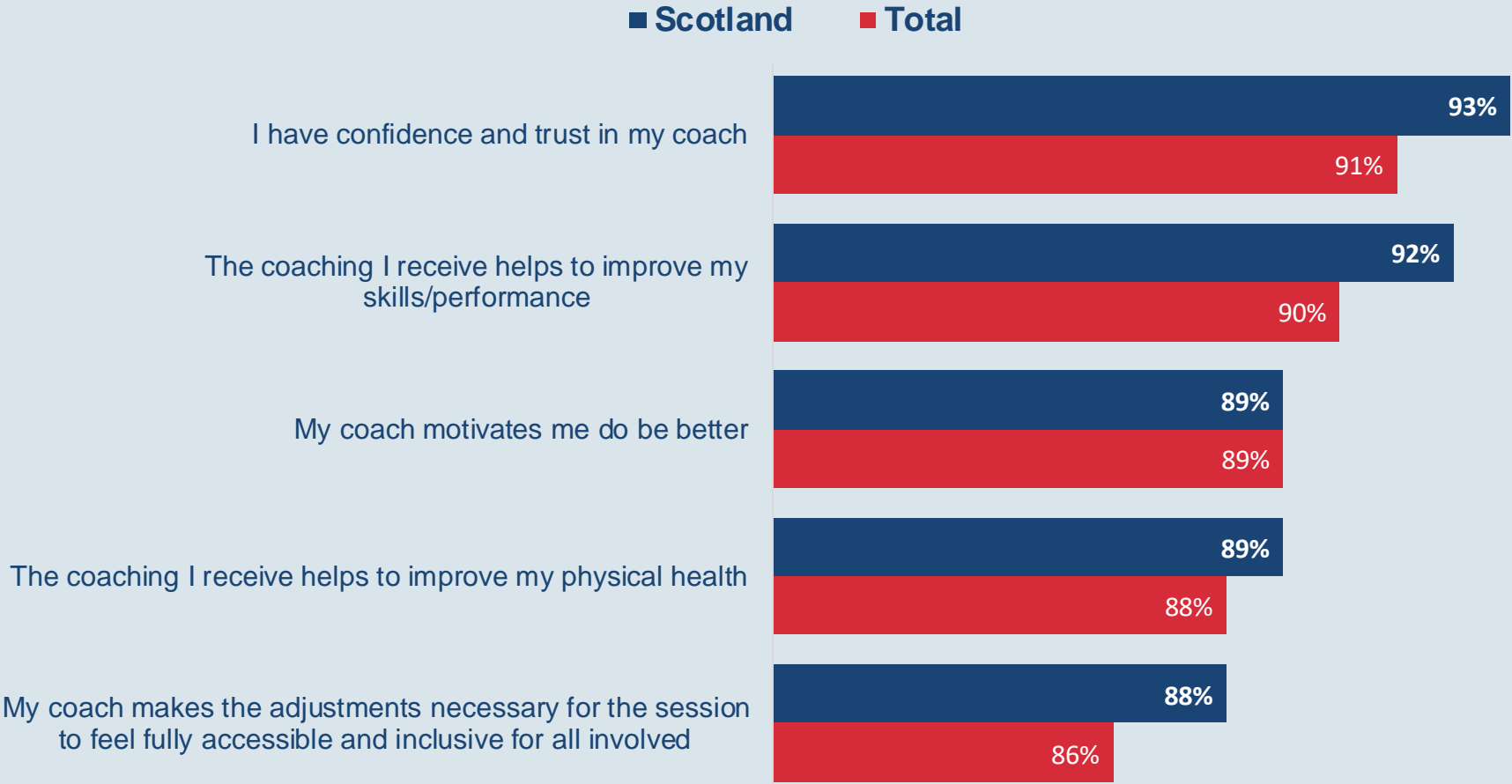
q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply / q17. And thinking specifically about your coach and the coached-sessions you attend, how much do you agree or disagree with the following statements? (Strongly agree + Agree)

Base: Those who have received coaching in the last 12 months (Total: n=5,714; Scotland: n=469)

## Checks made when choosing a coach



# Agreement with statements about coaches (top 5)



# 2.

## Coaches

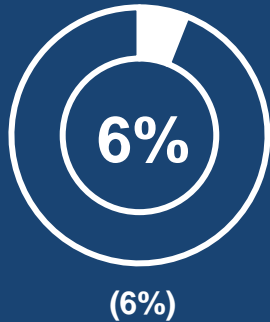




# Coaches overview:

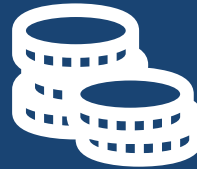
Base: Those who have coached in the last 12 months

↑ Statistically significantly higher than average  
↓ Statistically significantly lower than average



of adults in  
Scotland have  
coached in the  
last 12 months

YouGov®



22%  
Are paid to  
coach  
(22%)



38%  
Volunteer  
coach  
(33%)



23% ↓  
Coach both paid &  
volunteer  
(31%)



17%  
Coach neither  
paid nor volunteer  
(15%)

Scottish coaches are typically young,  
white and of higher social grades



85% ↑  
(74%) White

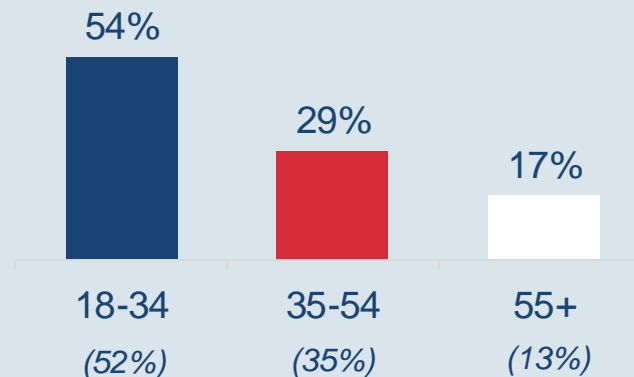
7% ↓  
(20%) Ethnically diverse  
community



28%  
(23%) Are disabled or  
have a long-term  
health condition



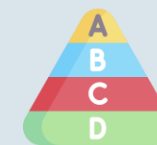
Age



Gender

48% ↑  
Women  
(38%)

52% ↓  
Men  
(61%)



Social grade

68%  
ABC1  
(67%)

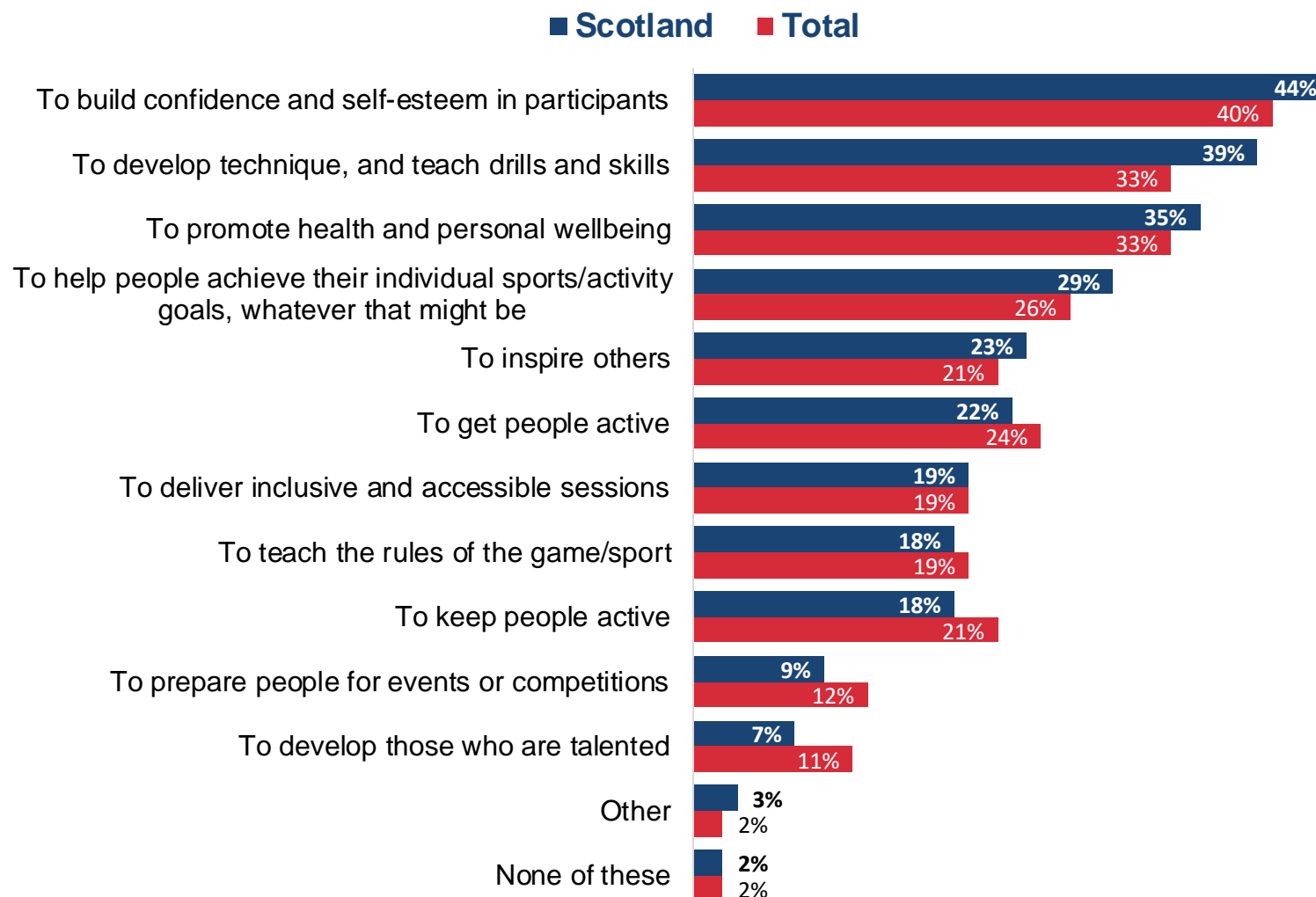
32%  
C2DE  
(33%)

## Active Coaches in Scotland are more likely to say their primary role as a coach is to build confidence and self-esteem in participants

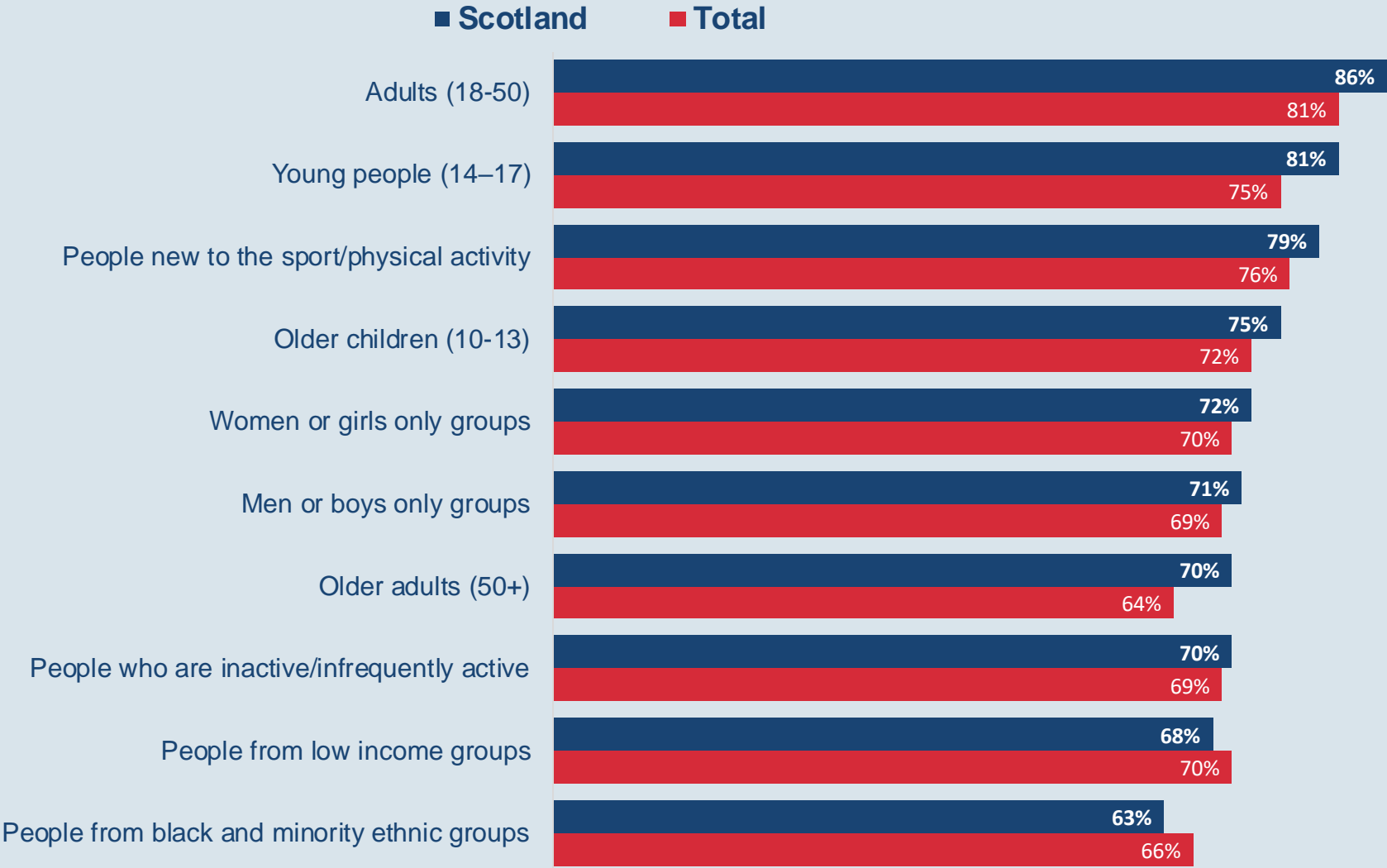
q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options / q34. To what extent do you feel that you understand the specific sport and physical needs of each of the following?  
Base: Those who have coached in the last 12 months (Total: n=2,013; Scotland: n=52)

\*Added in 2024

## Primary role as coach



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

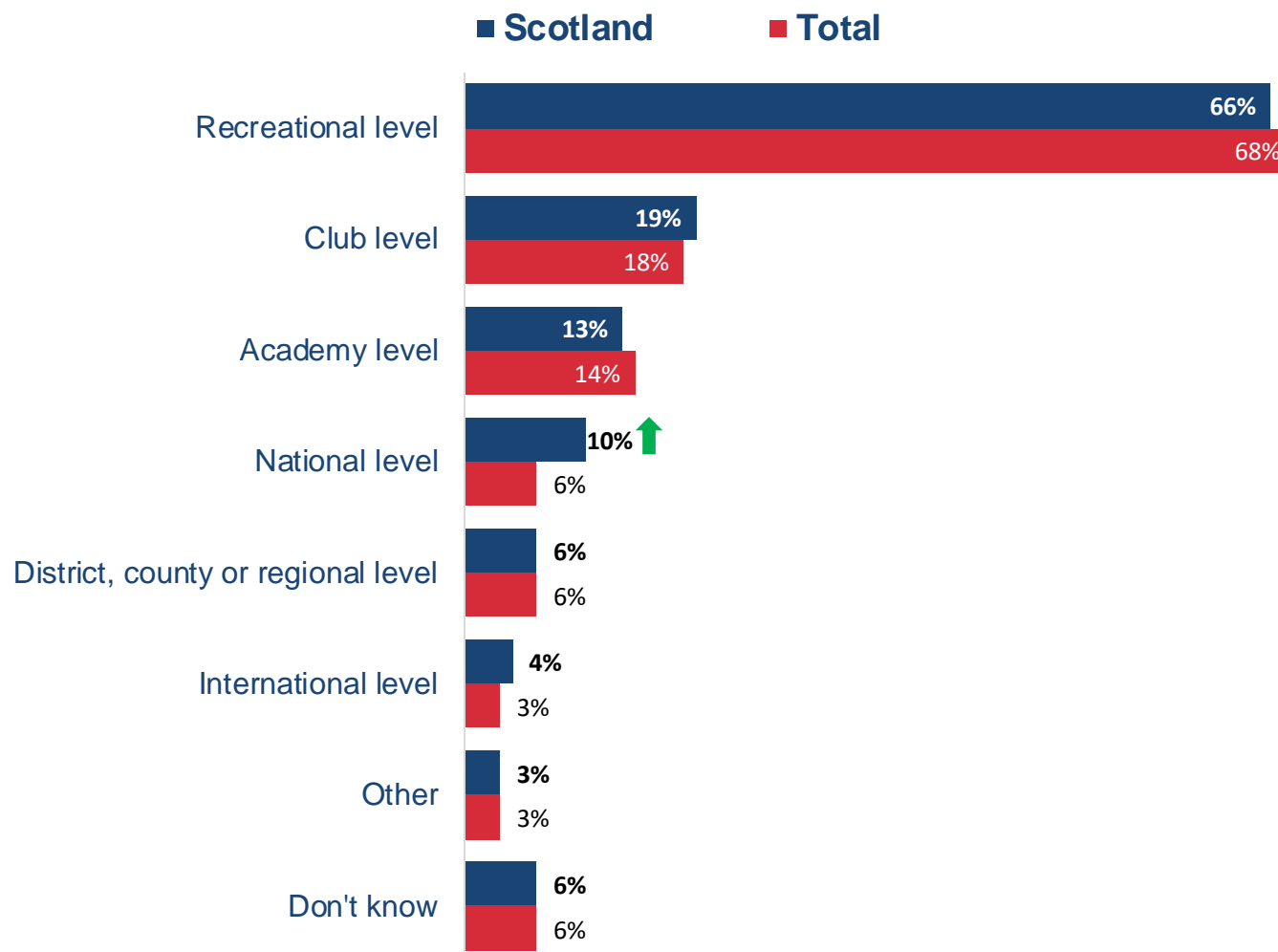


## Active Coaches in Scotland are more likely to coach at the National level than the UK as a whole

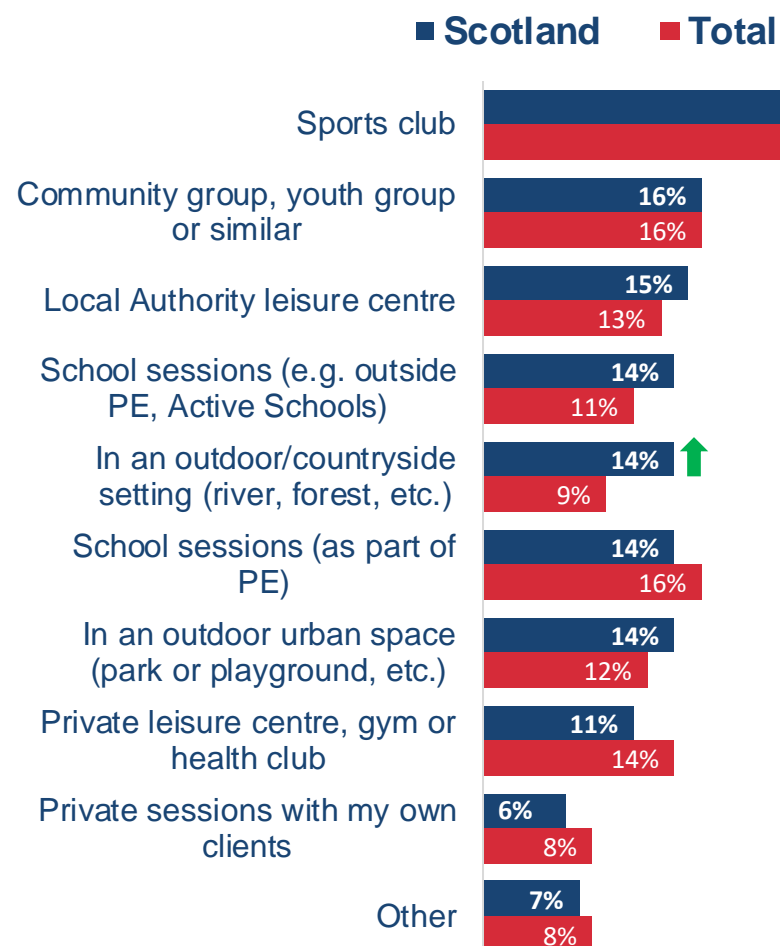
NT\_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply / Q32. Where do you coach? Please tick all that apply / NT\_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity?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

Base: Those who have coached in the last 12 months (Total: n=2,013; Scotland: n=154)

### Level of activity coached



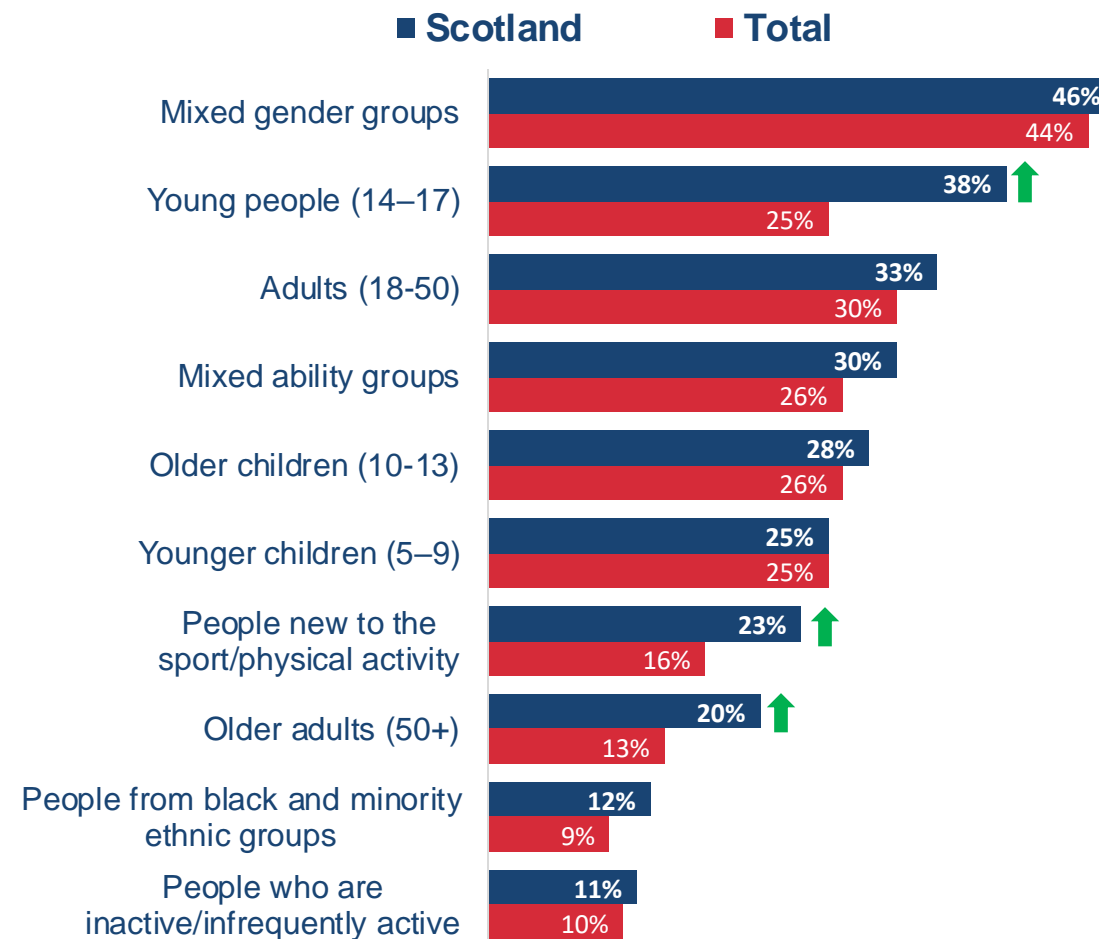
## Location of coaching (top 10)



Male coaches are more likely to coach at sports clubs (48%).

Female coaches are more likely to coach at community groups (23%) and school sessions as part of PE (21%).

## Type of participant (top 10)



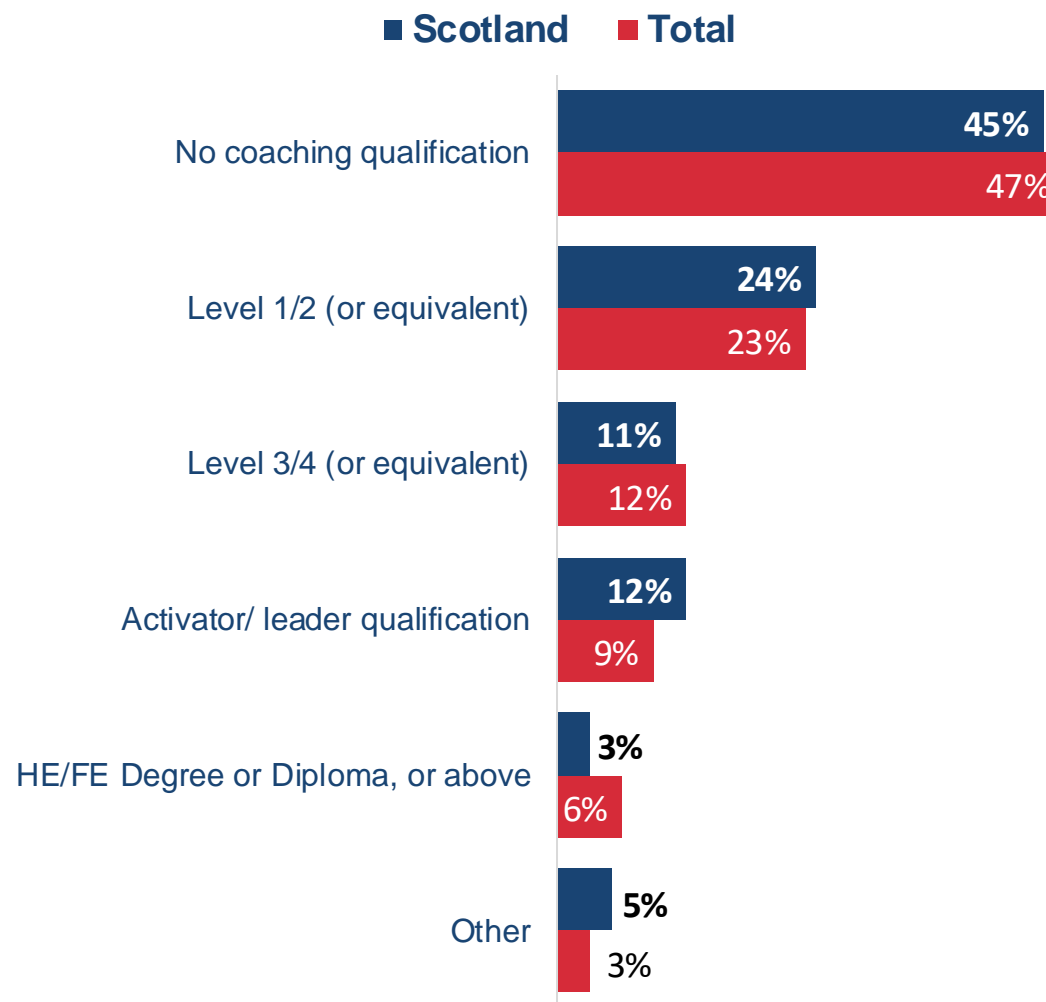
## Coaches in Scotland are just as likely as the UK as a whole to have all qualifications listed

q40. What is your highest level of coaching qualifications?

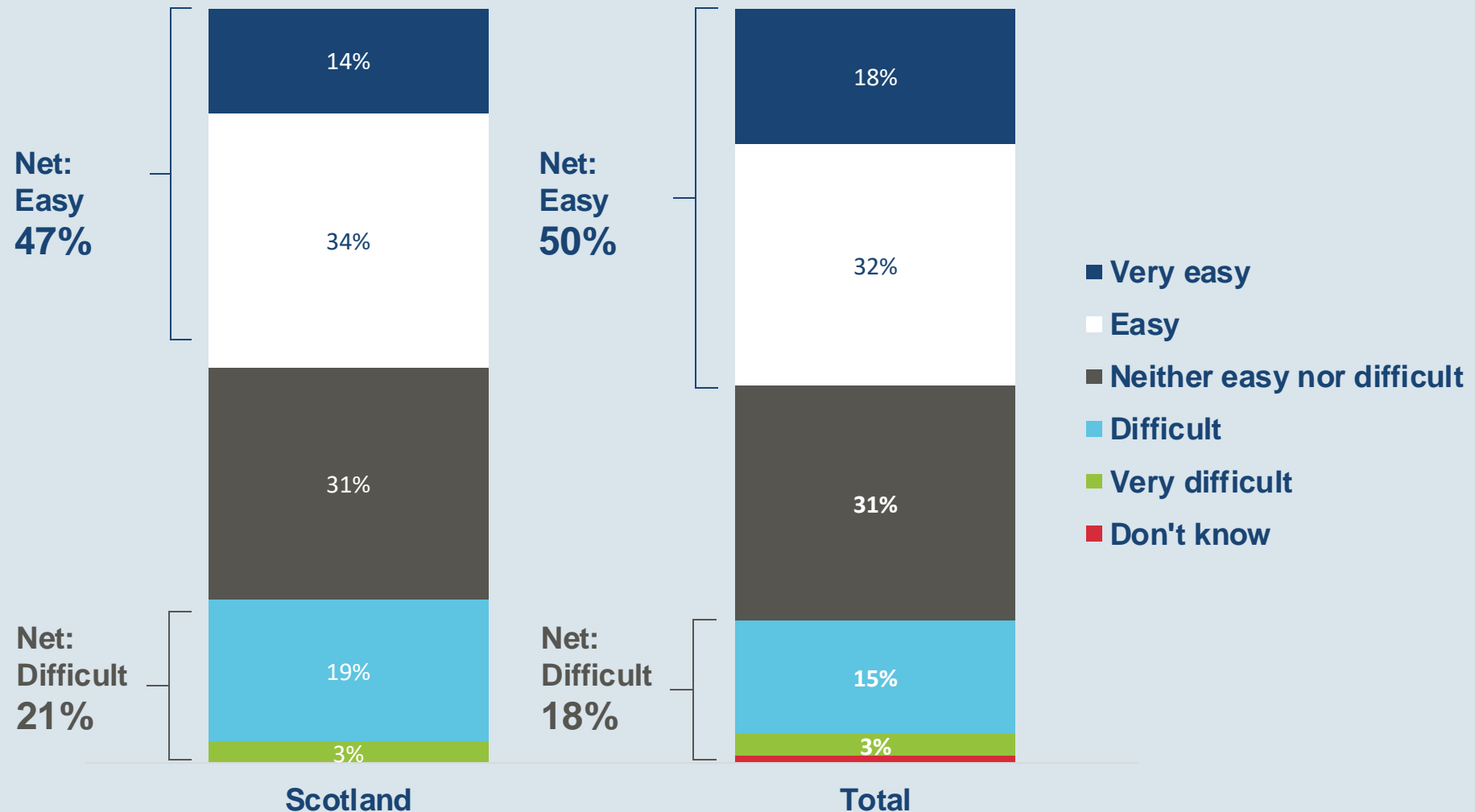
Base: All who have coached in the last 5 years (Total: n=4,023; Scotland: n=307)

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; Scotland n=170)

### Highest level of qualification



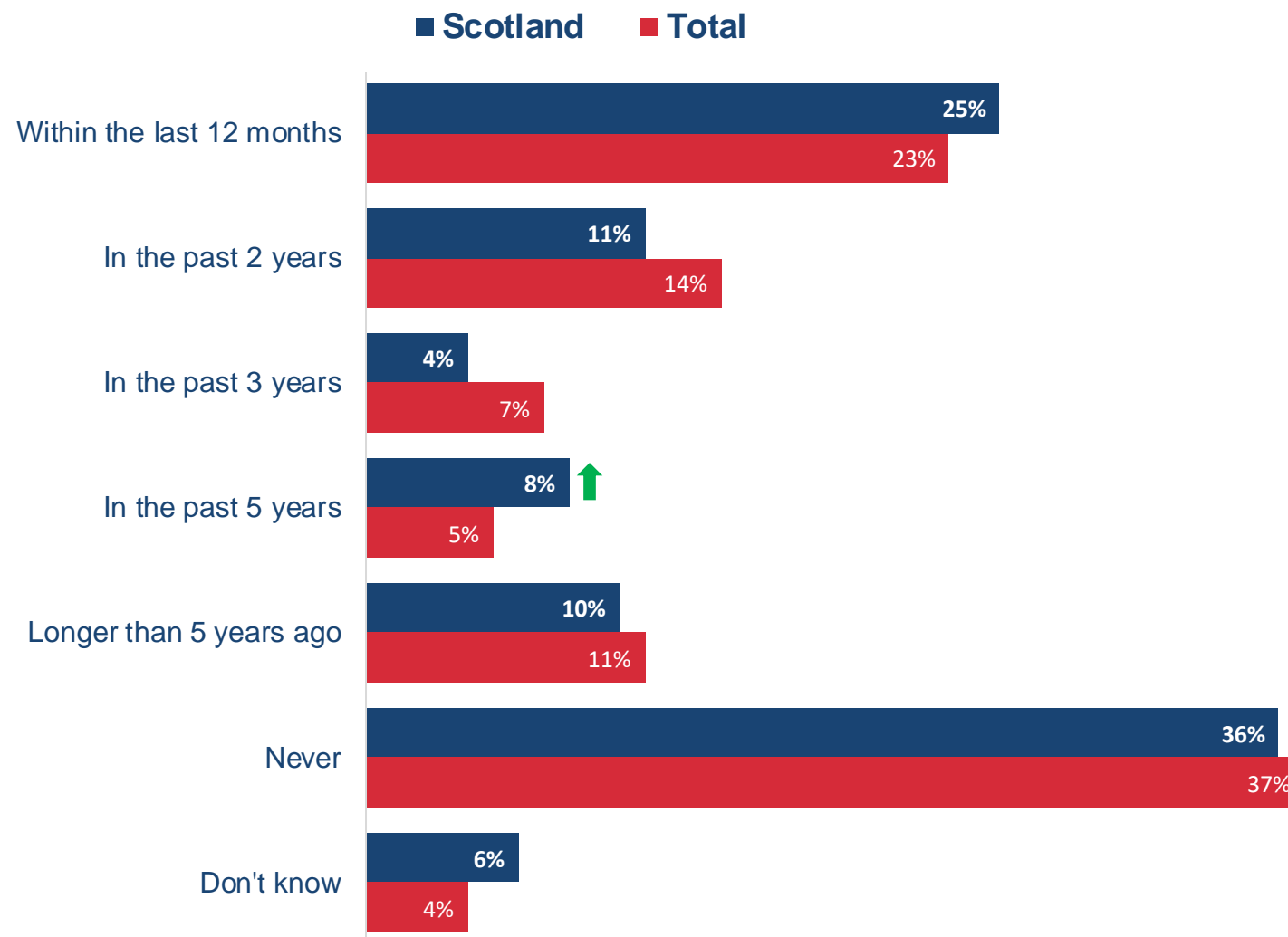
# Ease of obtaining qualification



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

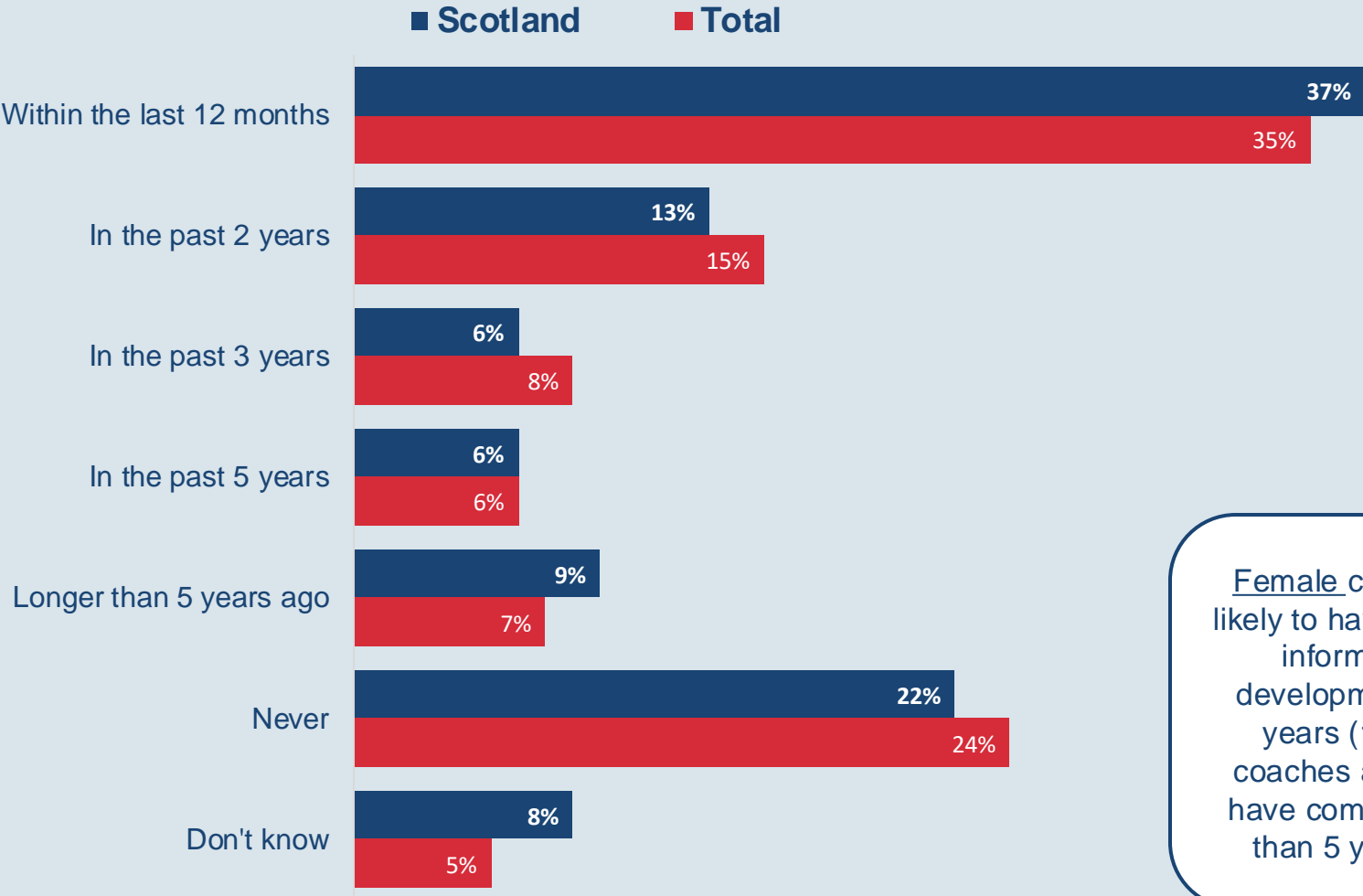
MT\_8. When, if at all, was the last time you completed...?  
Base: All who have coached in the last 12 months (total: n=2,013; Scotland: n=154)

## A coaching/ instructor qualification





# Any informal/ formal learning or development related to coaching



Female coaches are more likely to have completed their informal learning or development in the past 3 years (10%) and male coaches are more likely to have completed this longer than 5 years ago (14%)

Unlike the UK as a whole, lack of investment in facilities and equipment is the largest barrier facing coaches in Scotland

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; Scotland: n=307)

## Challenges/ barriers facing coaches

