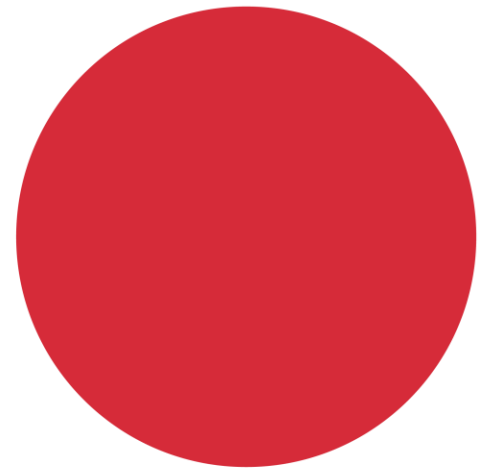


# UK Coaching Population study 2024 Report

## Wales

All reports are produced by **YouGov** and edited by UK Coaching

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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 Wales, 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 Wales largely mirror the overall UK results.

## Participants

- Similarly as in the UK, participants in Wales are most likely to think a great coach is one who is friendly and approachable (49%). The same proportion (49%) think a great coach is one who gives constructive feedback and corrections.
- In line with the rest of the UK, most participants in Wales (63%) haven't performed any checks on their coaches. Indeed, around a third (35%) expect the club/gym/facility/employer to do the relevant checks.

## Coaches

- Active Coaches in Wales are less likely to be both a volunteer and paid coach compared to Active Coaches across the UK as a whole (16% vs 31%).
- Similarly to the UK as a whole, Active Coaches in Wales most commonly view their role as to build confidence and self-esteem in participants (42%), followed by 37% who say it is to develop technique, and teach drills and skills.
- Consistent with the rest of the UK, Active Coaches in Wales most commonly have a good/some understanding of the coaching requirements of adults (18-50) 82%, and people new to the sport/physical activity (79%).
- In line with the rest of the UK, it is most common for Active Coaches in Wales to coach at recreational level (69%), followed by 14% who coach at club level.
- It is most common for Active Coaches in Wales to coach mixed gender groups (41%) and at sports clubs (31%), the same as in the UK as a whole.
- Just under half (47%) of Active Coaches in Wales have no coaching qualification, in line with the rest of the UK.
- Similarly to the UK as a whole, it is most common for Active Coaches in Wales to have never completed a coaching/instructor qualification (37%), whilst 20% have in the last 12 months.

# 1.

# Participants



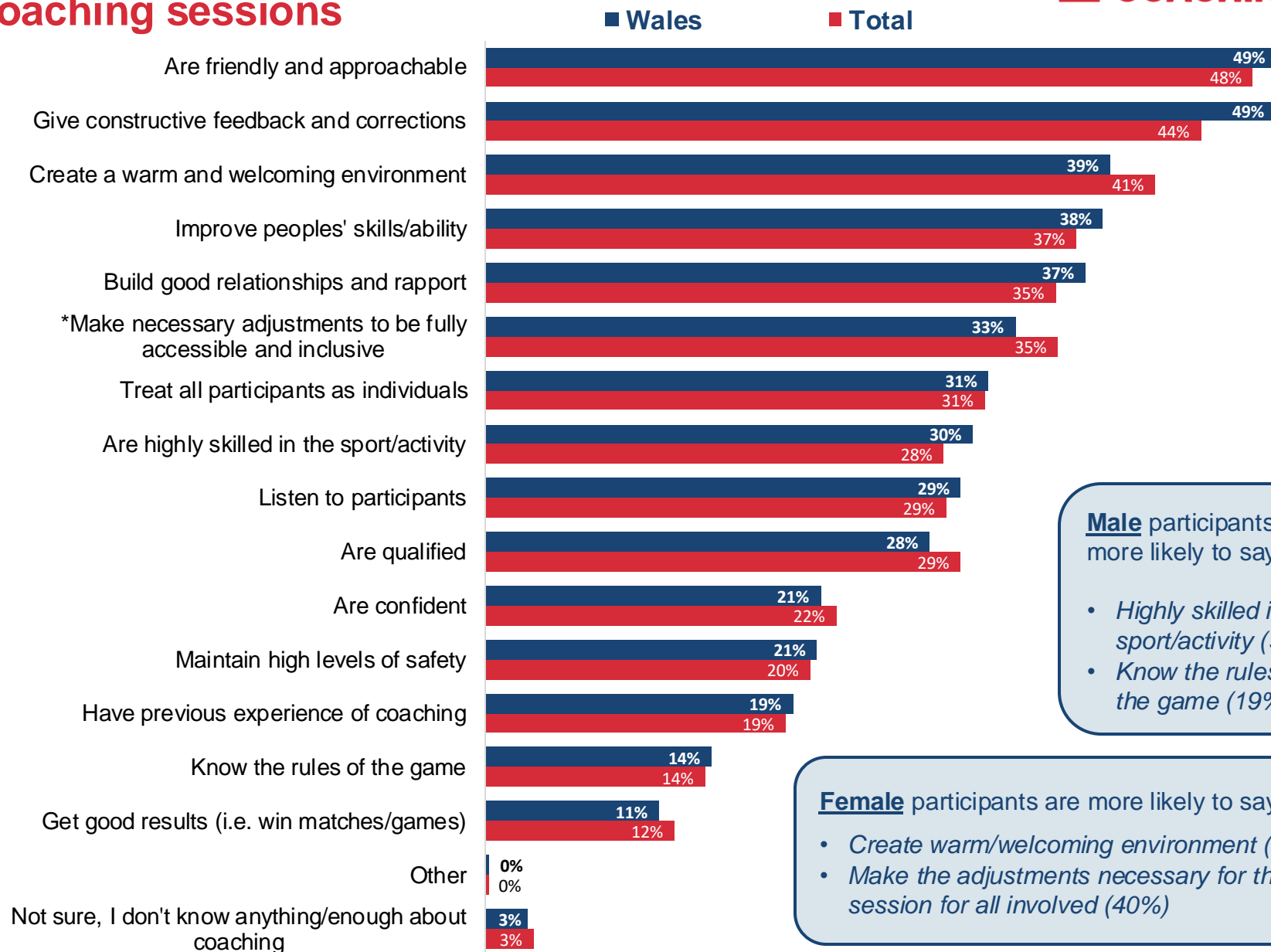
Similar to the UK as a whole, participants in Wales are most likely to think a great coach is one who is friendly and approachable and gives constructive feedback

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; Wales: n=349)

\*Added in 2024

## Agreement statements about coaches and coaching sessions



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

- Highly skilled in the sport/activity (37%)
- Know the rules of the game (19%)

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

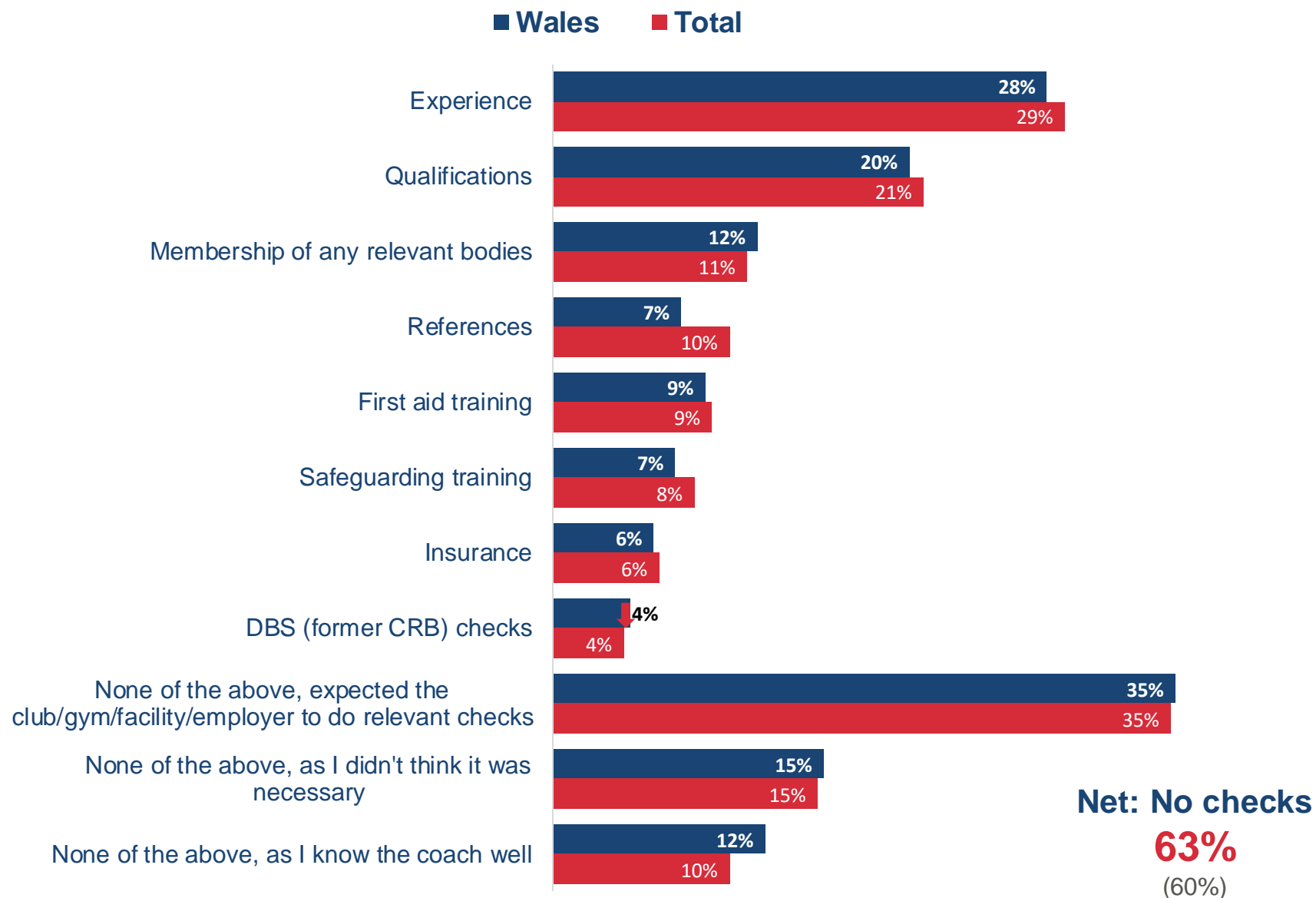
- Create warm/welcoming environment (44%)
- Make the adjustments necessary for the session for all involved (40%)

In line with the rest of the UK, the majority (63%) of participants in Wales 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; Wales: n=349)

## Checks made when choosing a coach



# Agreement with statements about coaches (top 5)





# 2.

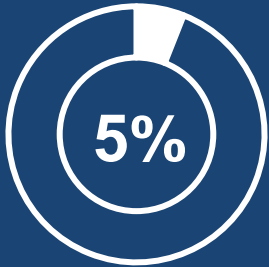
## Coaches



# Coaches overview:

Base: Those who have coached in the last 12 months

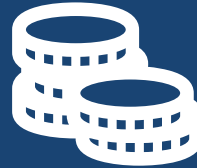
↑ Statistically significantly higher than average  
↓ Statistically significantly lower than average



(6%)

of adults in  
Wales have  
coached in the  
last 12 months

YouGov®



23%

Are paid to  
coach

(22%)



43%

Volunteer  
coach

(33%)



16%↓

Coach both paid &  
volunteer

(31%)



17%

Coach neither  
paid nor volunteer

(15%)

Welsh coaches are typically young,  
white, men of higher social grades



77%↑ White  
(74%)

16%↓ Ethnically diverse  
community  
(20%)



27% Are disabled or  
have a long-term  
health condition  
(23%)



Age

51%

18-34

(52%)

33%

35-54

(35%)

16%

55+

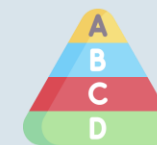
(13%)



Gender

46%↑ Women  
(38%)

54%↓ Men  
(61%)



Social grade

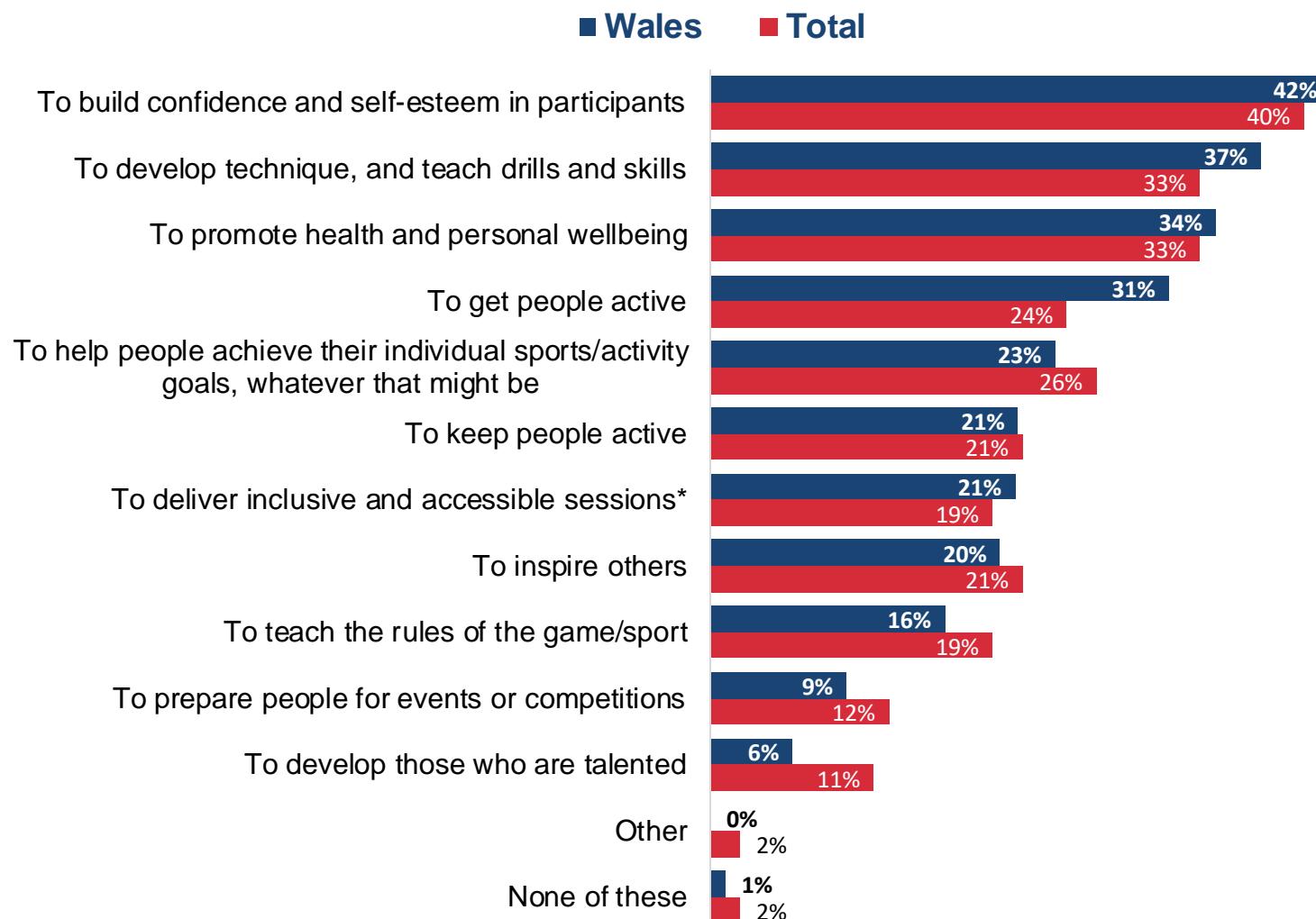
63% ABC1  
(67%)

37% C2DE  
(33%)

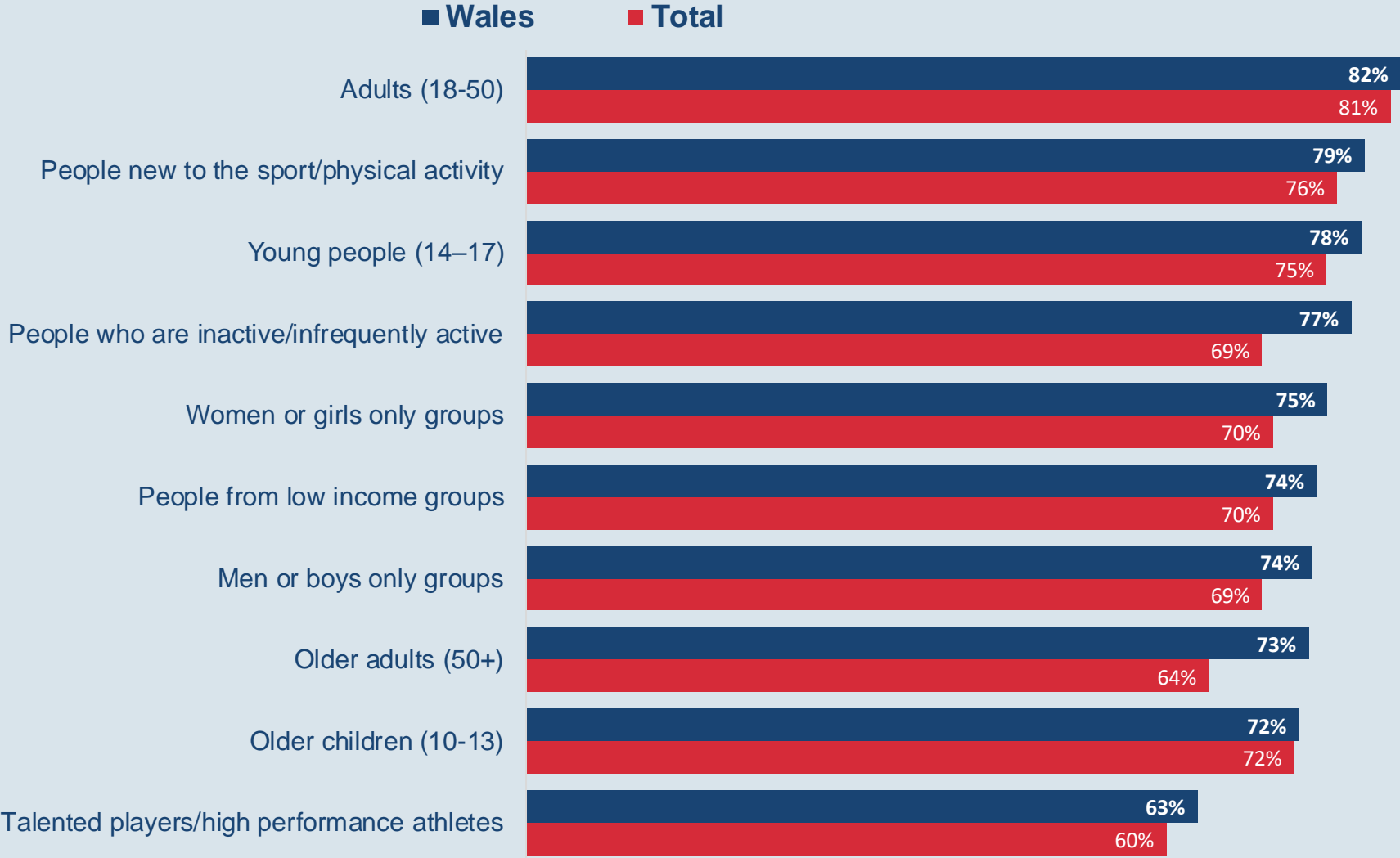
## Consistent with the UK as a whole, Active Coaches in Wales are most likely to view their primary role as to build confidence and self-esteem

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; Wales: n=100) \*Added in 2024

### Primary role as coach



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

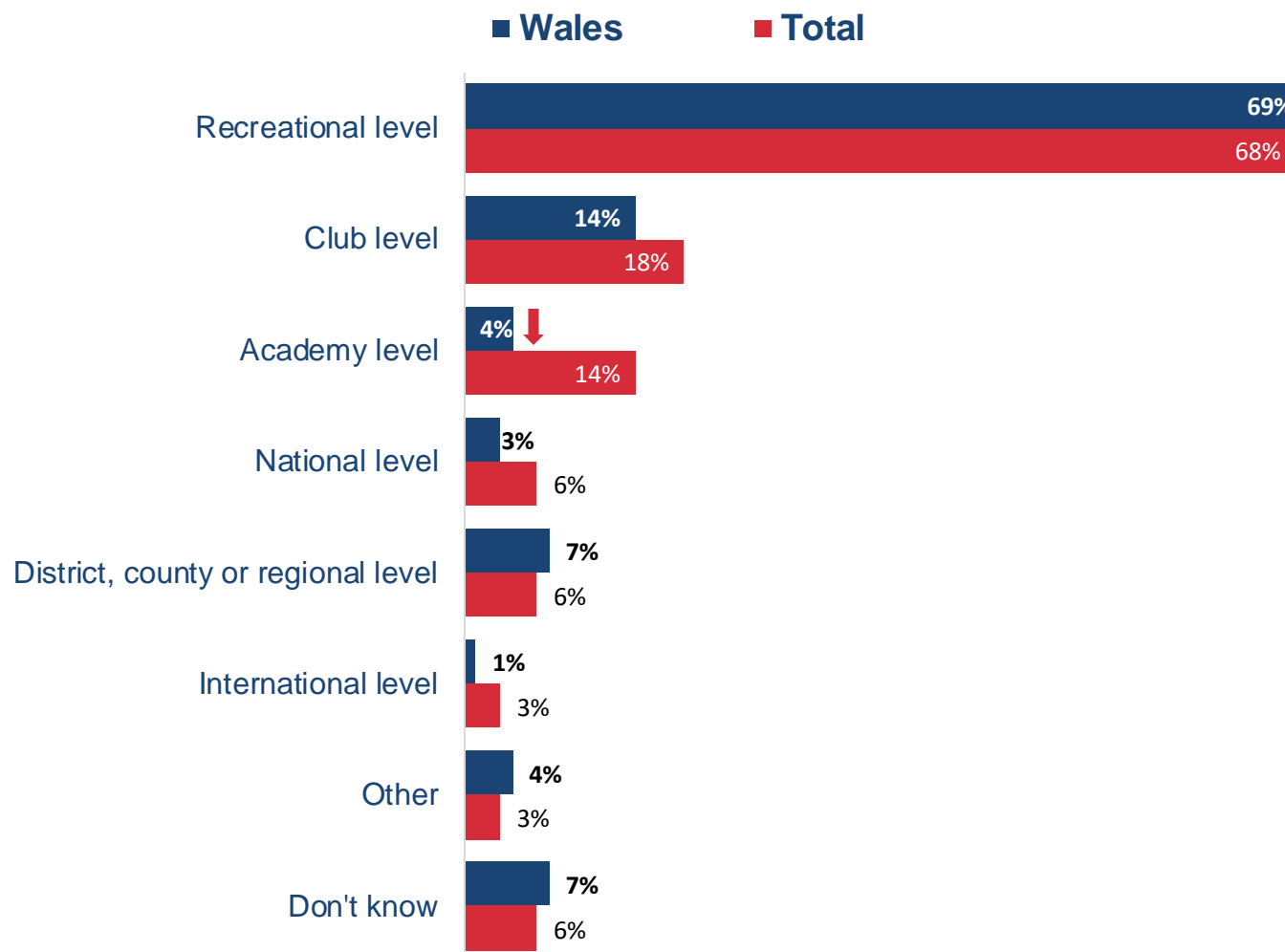


## Active Coaches in Wales are less likely to coach at academy level, and to a community group, youth group, or something similar than Active Coaches across the UK

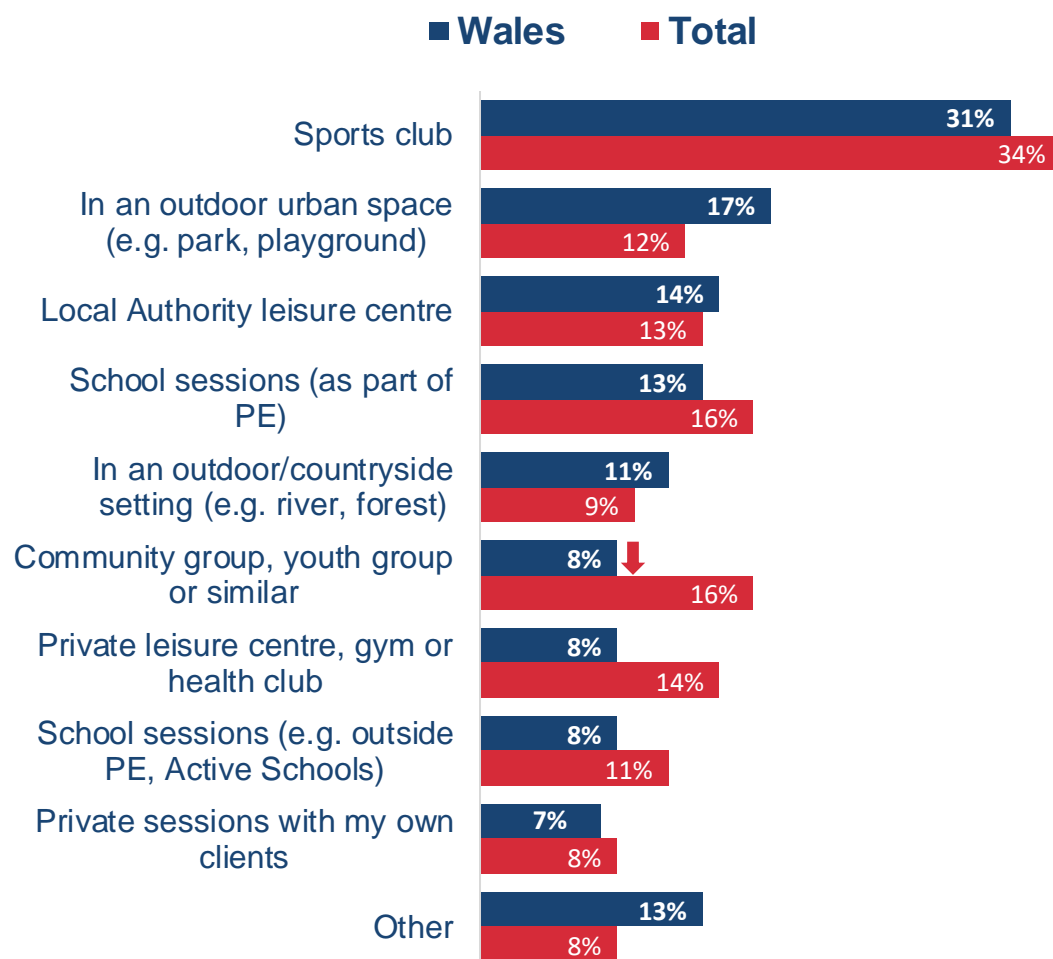
NT\_2. Which, if any, of the following best describes the level that you instruct in sport or physical activity? Please tick all that apply / Q32. Where do you coach? Please tick all that apply / NT\_1. Which, if any, of the following groups do you currently coach or instruct in sport or physical activity?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

Base: Those who have coached in the last 12 months (Total: n=2,013; Wales: n=100)

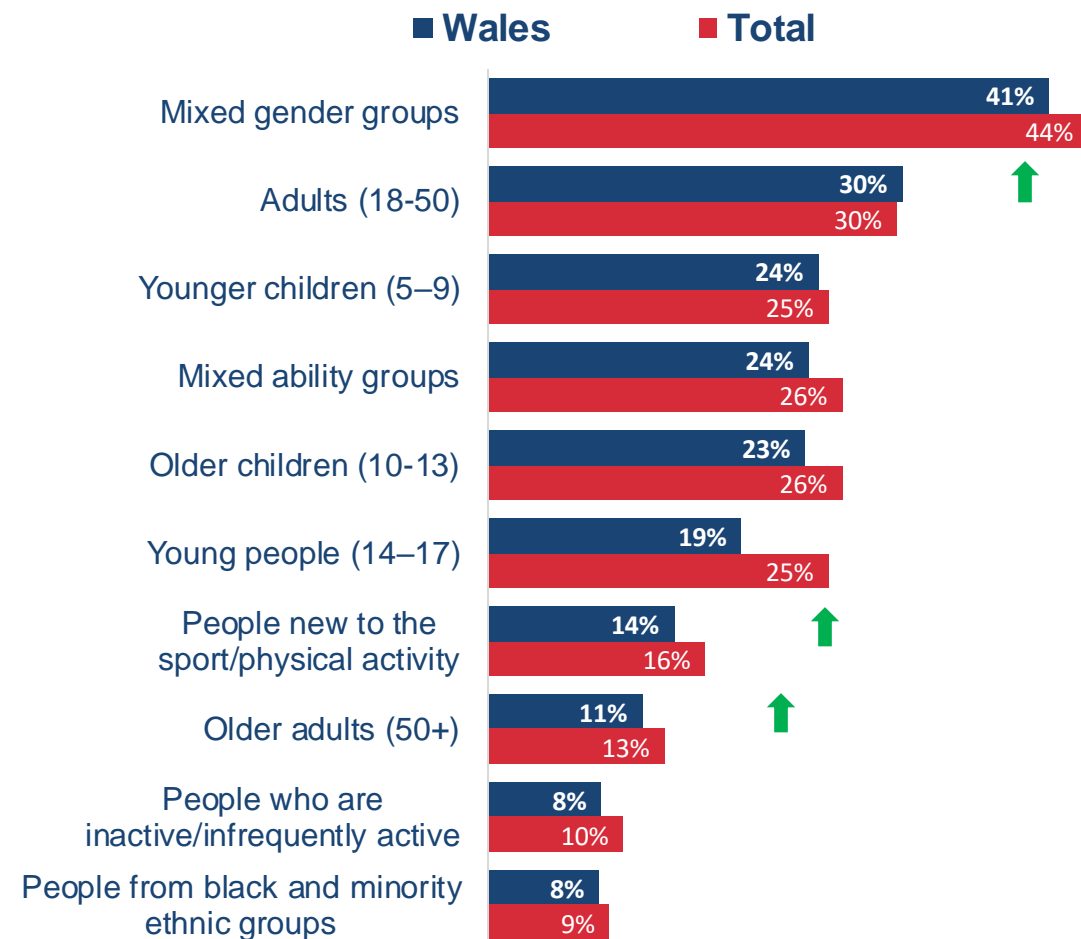
### Level of activity coached



## Location of coaching (top 10)



## Type of participant (top 10)



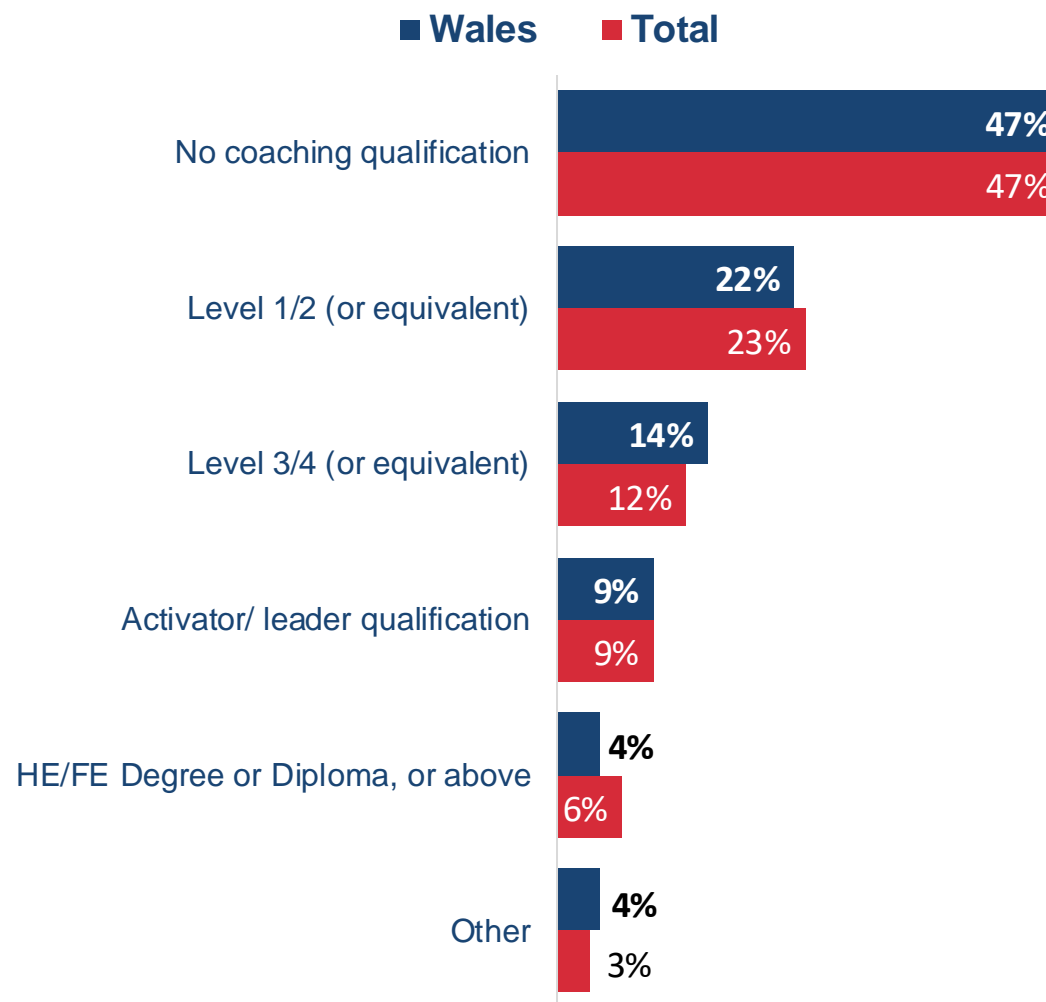
Similarly to the UK as a whole, just under half of coaches in Wales have no coaching qualification

q40. What is your highest level of coaching qualifications?

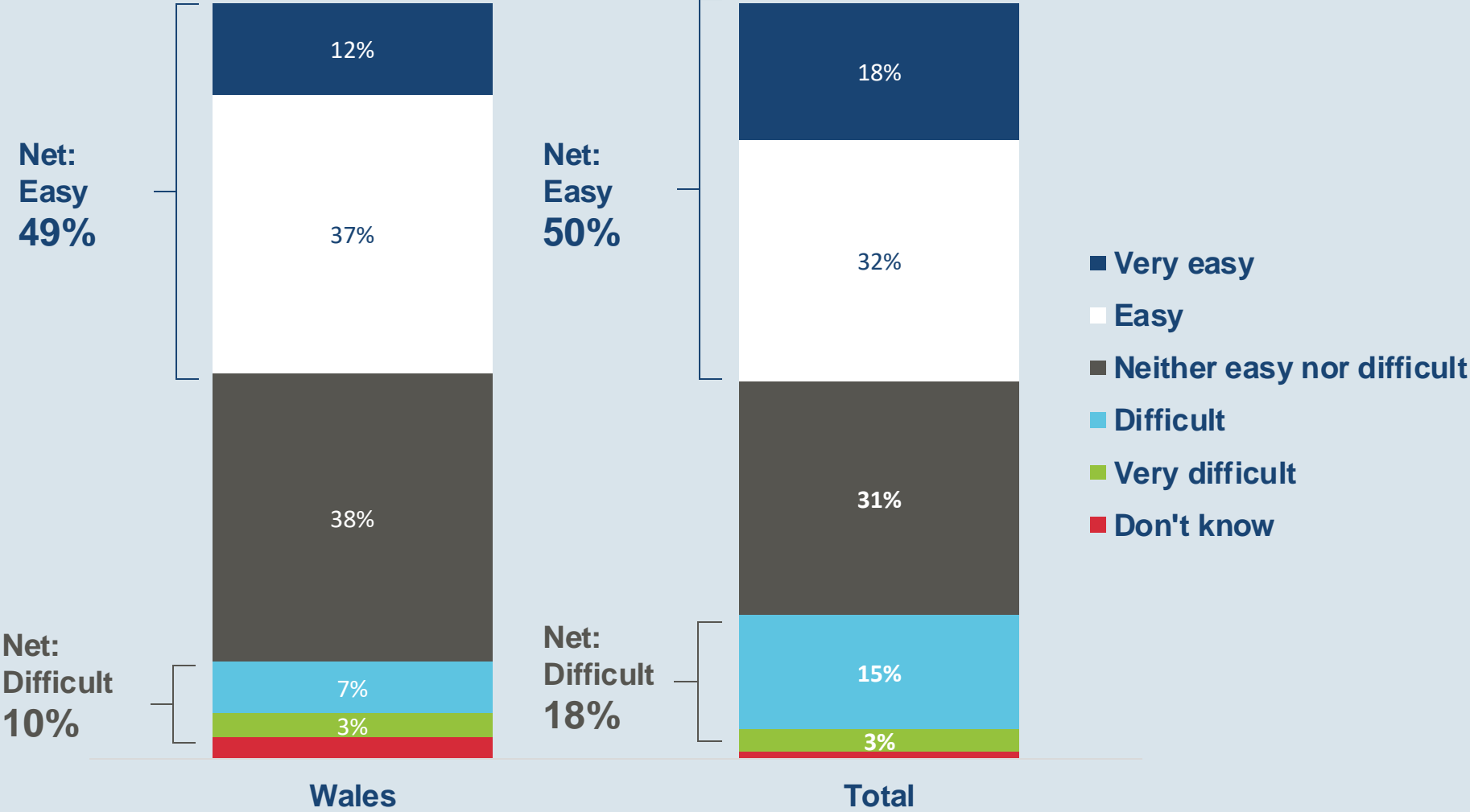
Base: All who have coached in the last 5 years (Total: n=4,023; Wales: n=207)

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; Wales: n=112)

## Highest level of qualification



# Ease of obtaining qualification

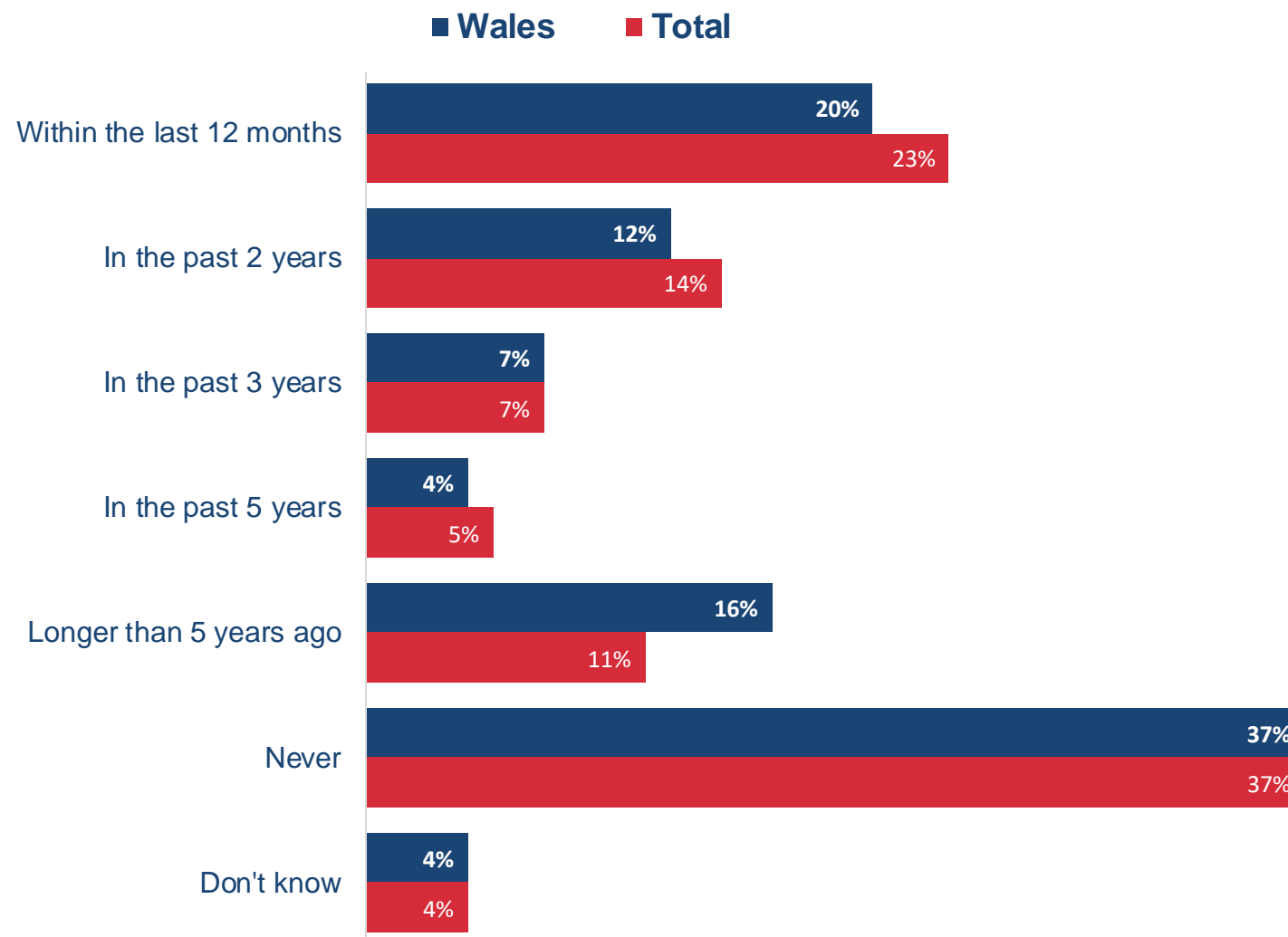




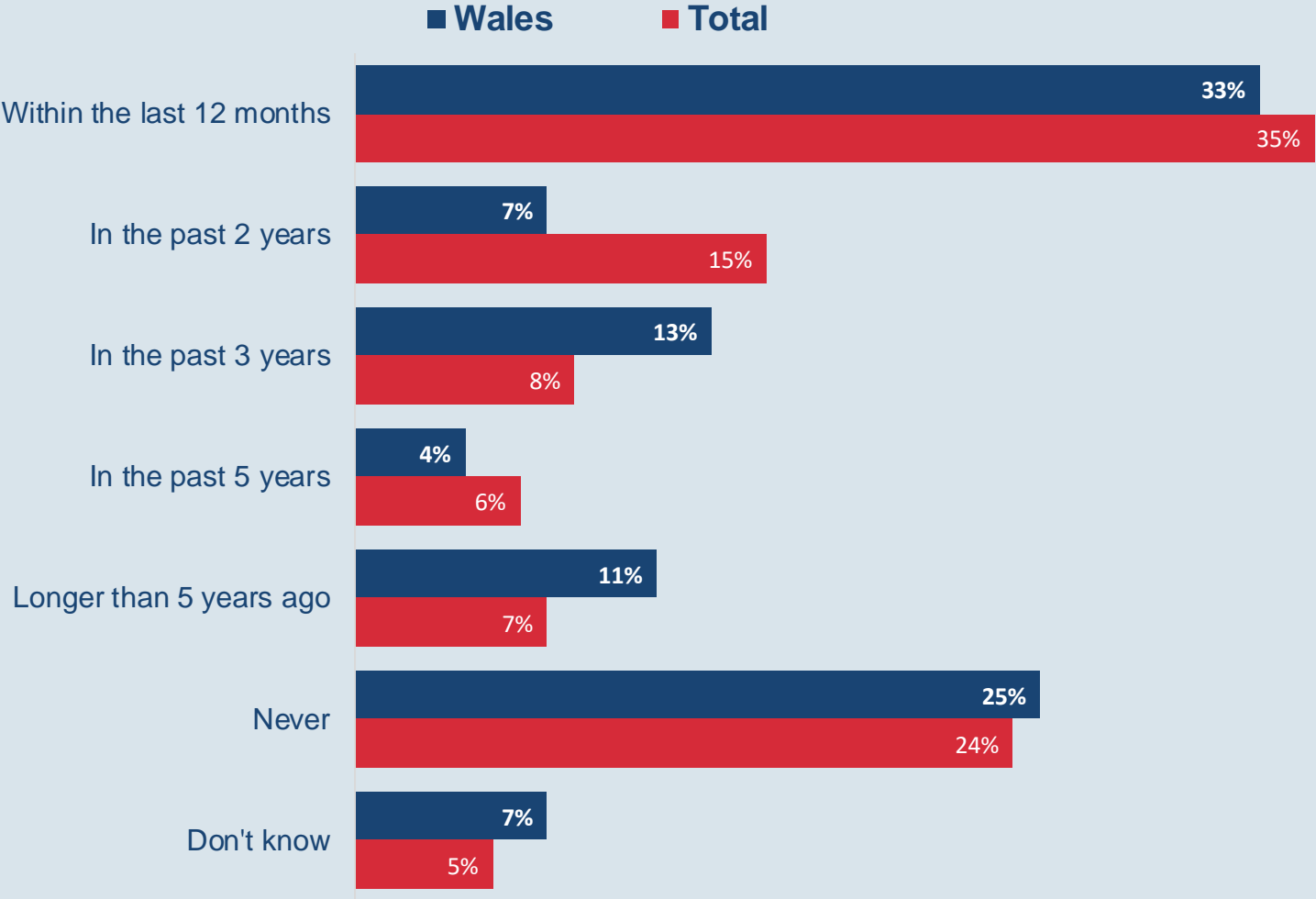
In line with the UK as a whole, it is most common for Active Coaches in Wales to have never completed a coaching/instruct or qualification

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; Wales: n=100)

## A coaching/ instructor qualification



# Any informal/ formal learning or development related to coaching



**Coaches in Wales are more likely than those in the UK as a whole to say that the cost of training/qualifications is a main barrier to coaching**

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; Wales: n=207)

## Challenges/ barriers facing coaches

