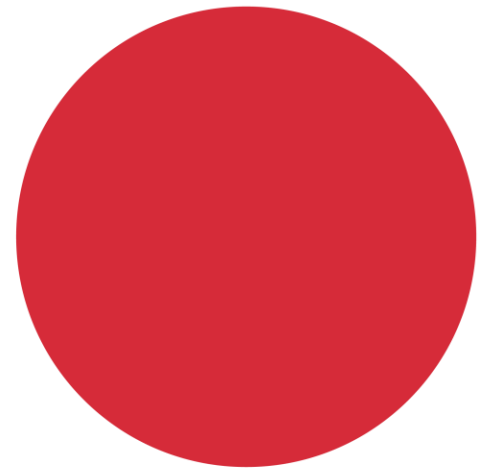


UK Coaching Population Study 2024 Report

Social grade Spotlight

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

business.yougov.com



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 the UK, their activity and demographic characteristics

In this report, social grade is defined by the occupation of a household's Chief Income Earner (CIE). It factors in the CIE's job as well as details such as their qualifications and the number of people they are responsible for. More information can be found [here](#).

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,



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.

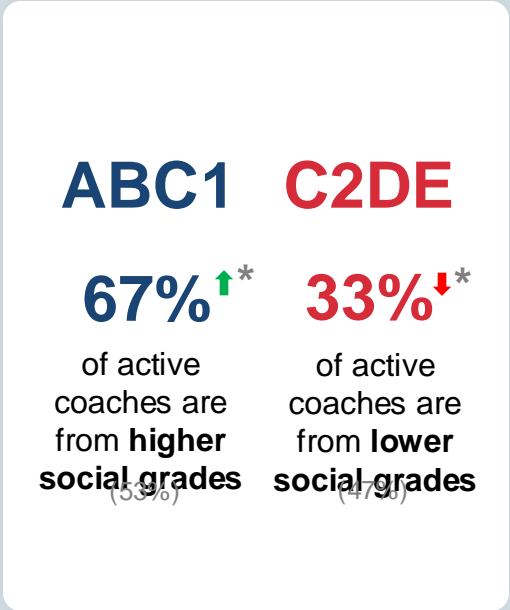


Key Findings

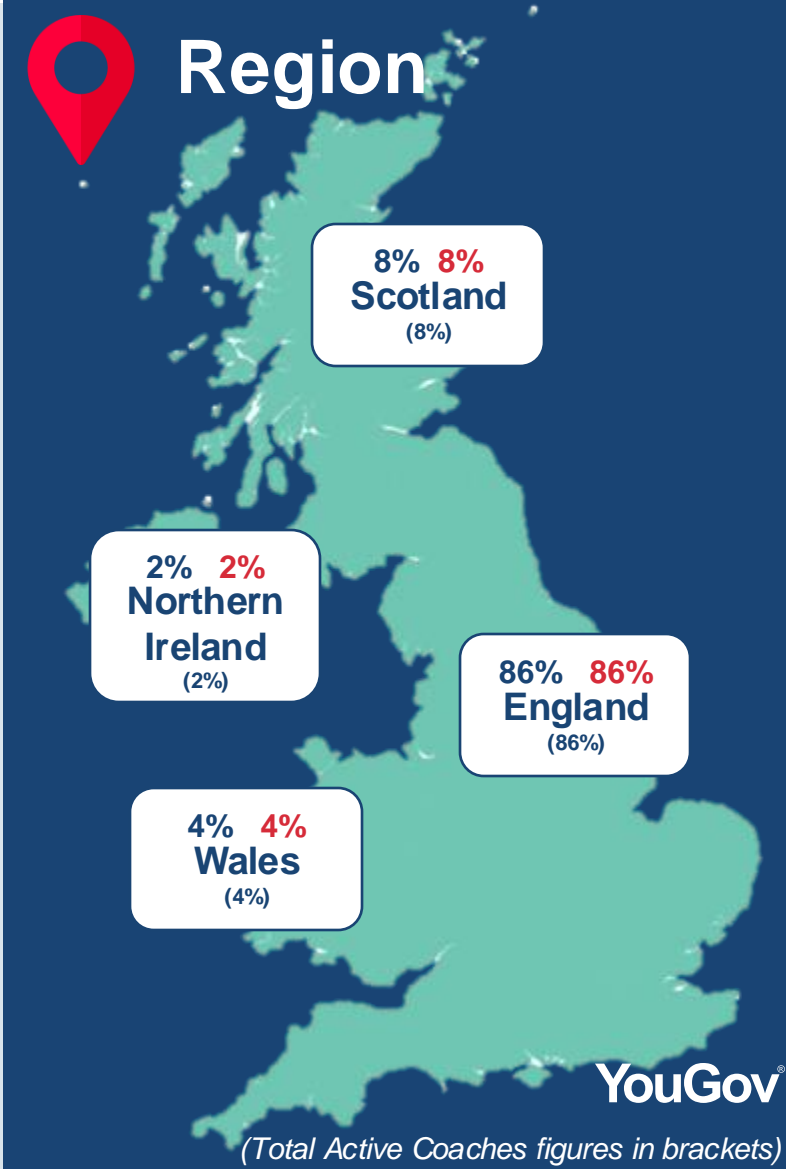
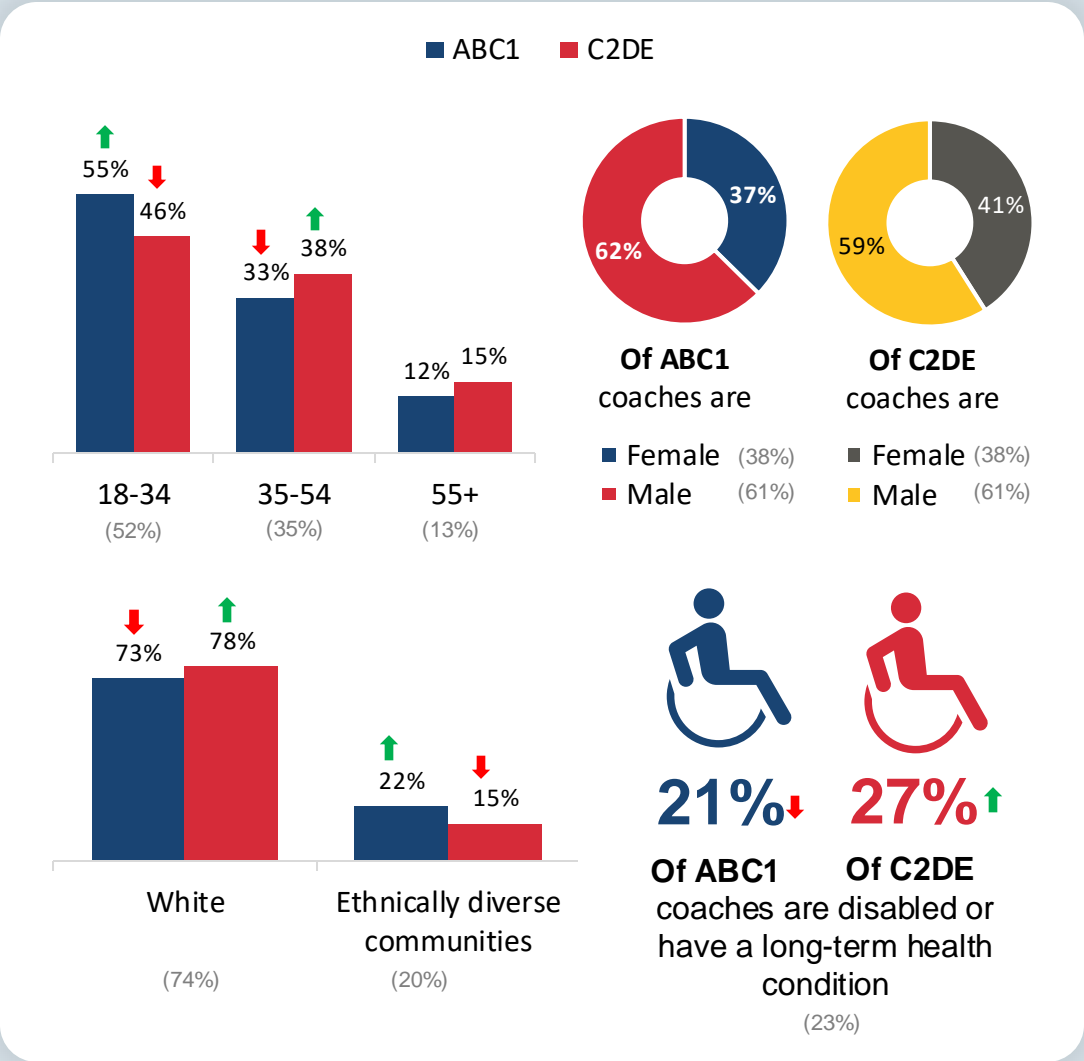
- Compared to the overall UK population, Active Coaches are more likely to be from higher social grades (67% vs 53%), and less likely to be from lower social grades (33% vs 47%)
- Compared to Active Coaches as a whole, those from higher social grades are more likely to be younger (55% aged 18-34) and from ethnically diverse communities (22%), whereas those from lower social grades are more likely to be white (78%) and have a disability or long-term health condition (27%)
- There are no significant differences across social grade between Active Coaches who are paid vs volunteer
- Coaches from higher social grades are more likely than Active Coaches as a whole to coach team sports and racket games, while those from lower social grades are less likely to; those in higher social grades are also more likely to coach in sports club, community groups (or similar) and private leisure centres, whereas those in lower social grades are less likely to coach in these venues
- While there is no difference across social grade in Active Coaches who hold a recent qualification, coaches from higher social grades are more likely to recommend coaching and say they feel recognised
- Coaches from higher social grades are more likely to both support other coaches and have access to support, while those from lower grades are less likely to

Active Coaches Overview by Social Grade:

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



*significant compared to 2021 census data



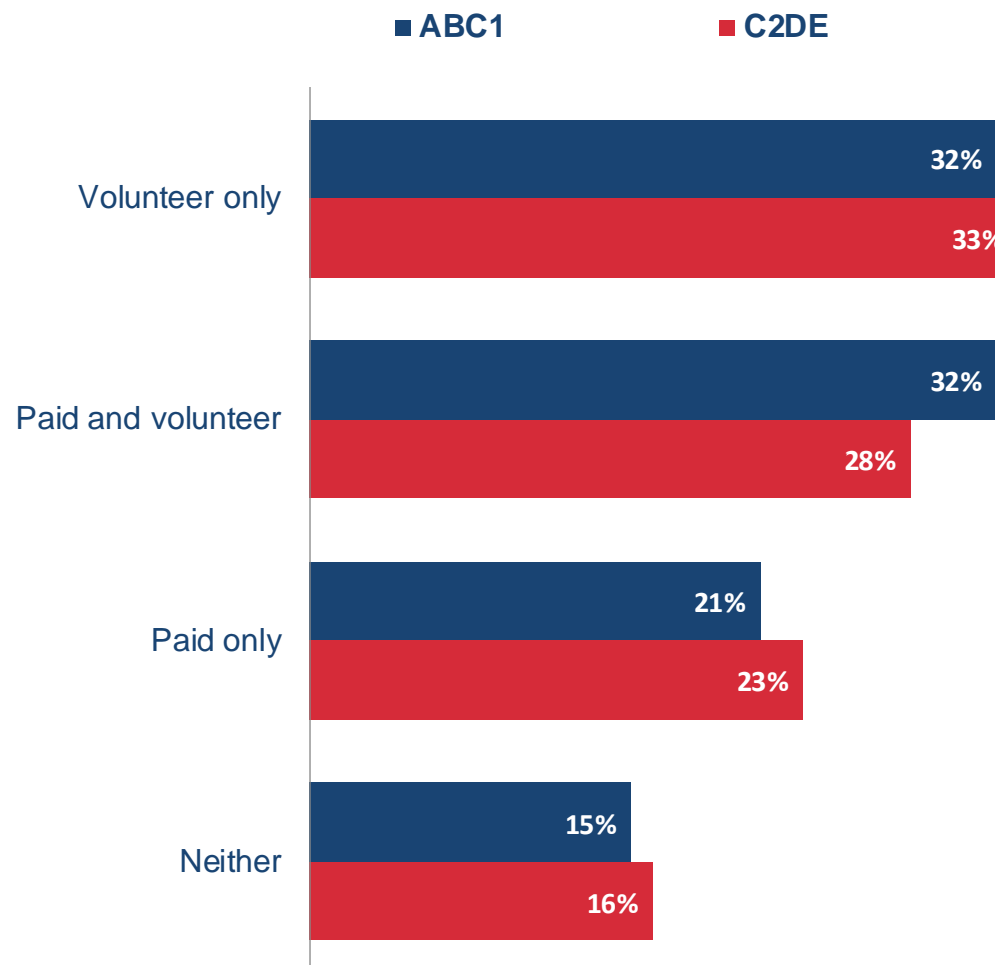


Pay status of active coaches

There are no significant differences across social grade in regards to whether Active Coaches are paid vs voluntary, or time spent coaching

q27_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a paid capacity.

q28_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a voluntary capacity (volunteering excludes payment except for expenses).
MT_3. Is coaching your primary occupation? Base: Those who have coached in the last 12 months (Total: n=2,013; ABC1: n=1,431; C2DE: n=582)

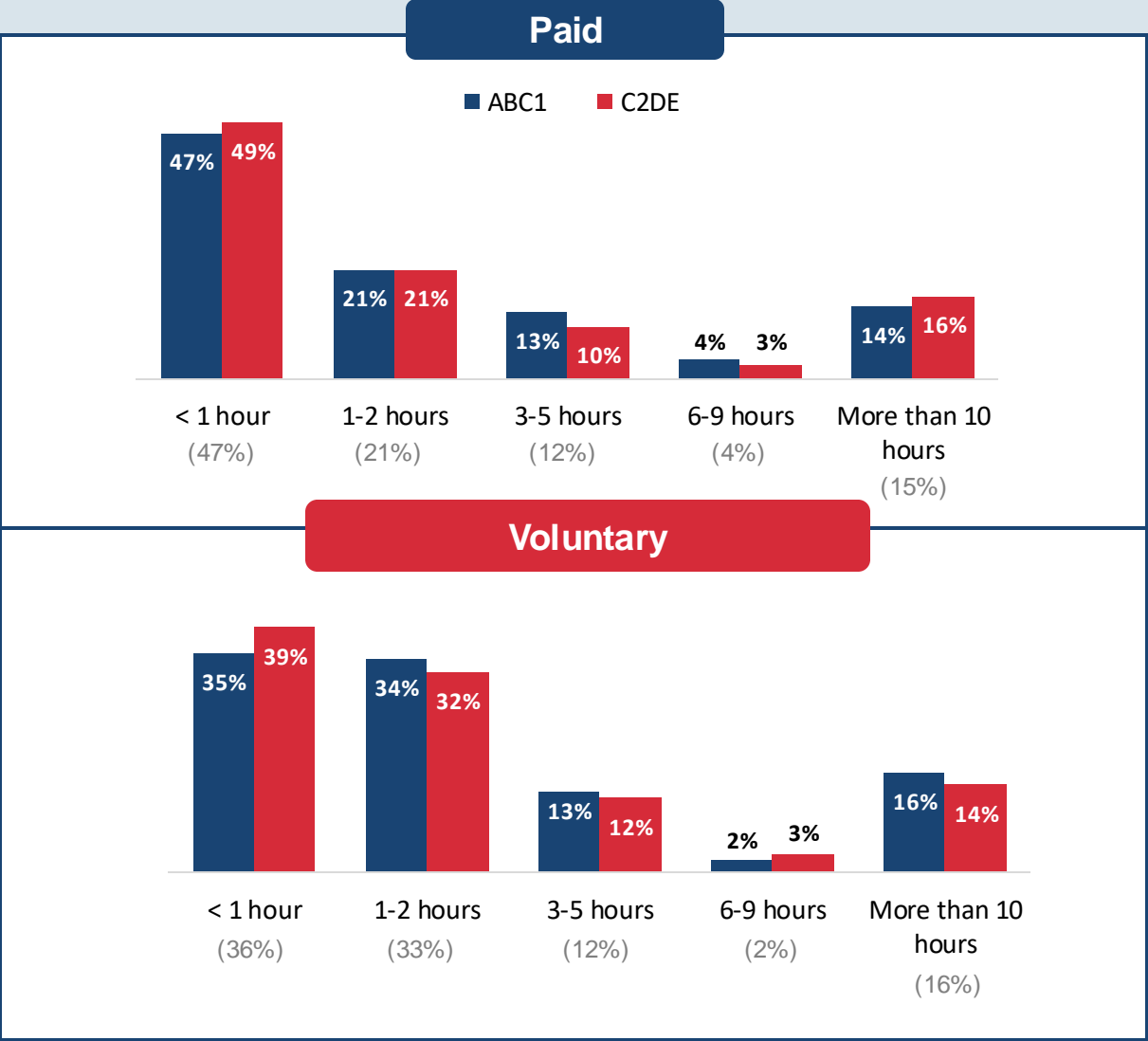


Net: Any paid
53% **51%**
(53%)

12% **12%**
are coaching as their
primary occupation (12%)

(Total Active Coaches figures in brackets)

Hours spent coaching per week





What? (Top 5)

Coaches from higher social grades are more likely to coach team sports and racket games in sports clubs and private leisure centres, while those from lower social grades as less likely to coach these sports and in these venues

UKC_Q9. Which of the following sports or physical activities have you coached or instructed in in the last 12 months? 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; ABC1: n=1,431; C2DE: n=582)

Paid



Team sports
43%↑
(40%)



Racket games
17%↑
(16%)



Dance
14%↑
(14%)



Athletics
12%↑
(12%)



Bar & ball sports
11%↑
(10%)

Volunteer only



Team sports
34%↓
(40%)



Dance
13%
(14%)



Racket games
13%↓
(10%)



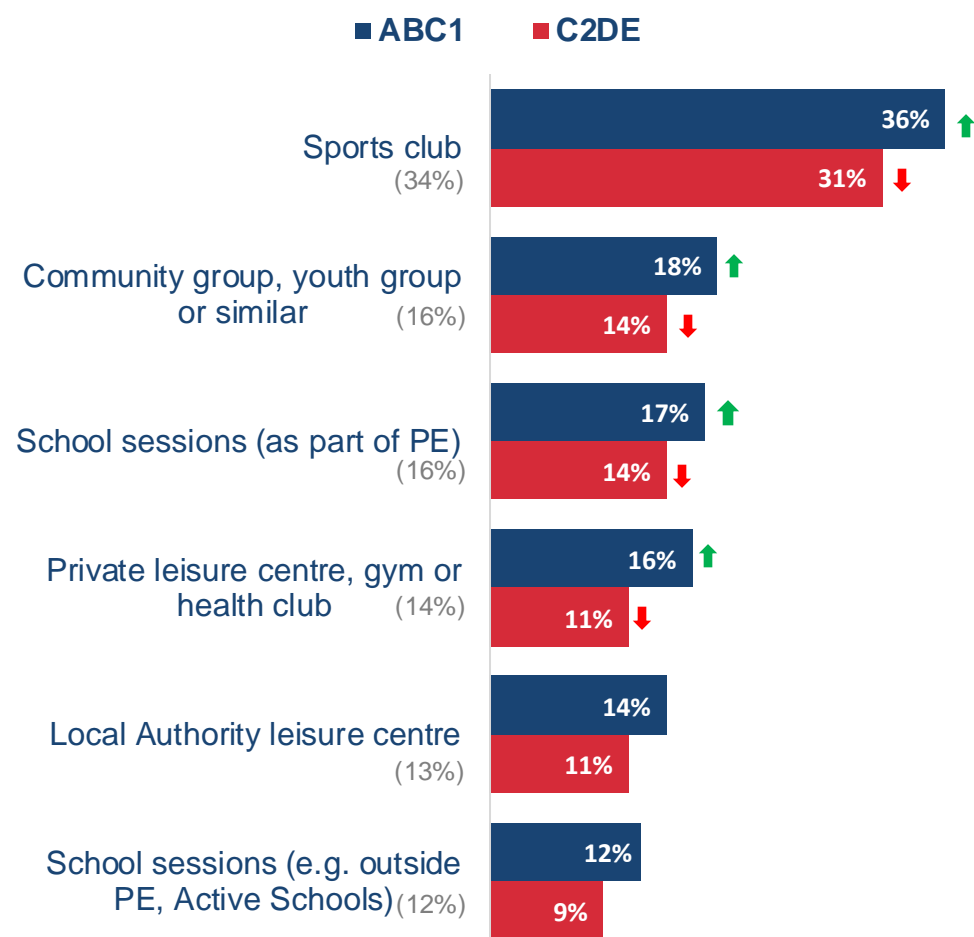
Athletics
11%
(12%)



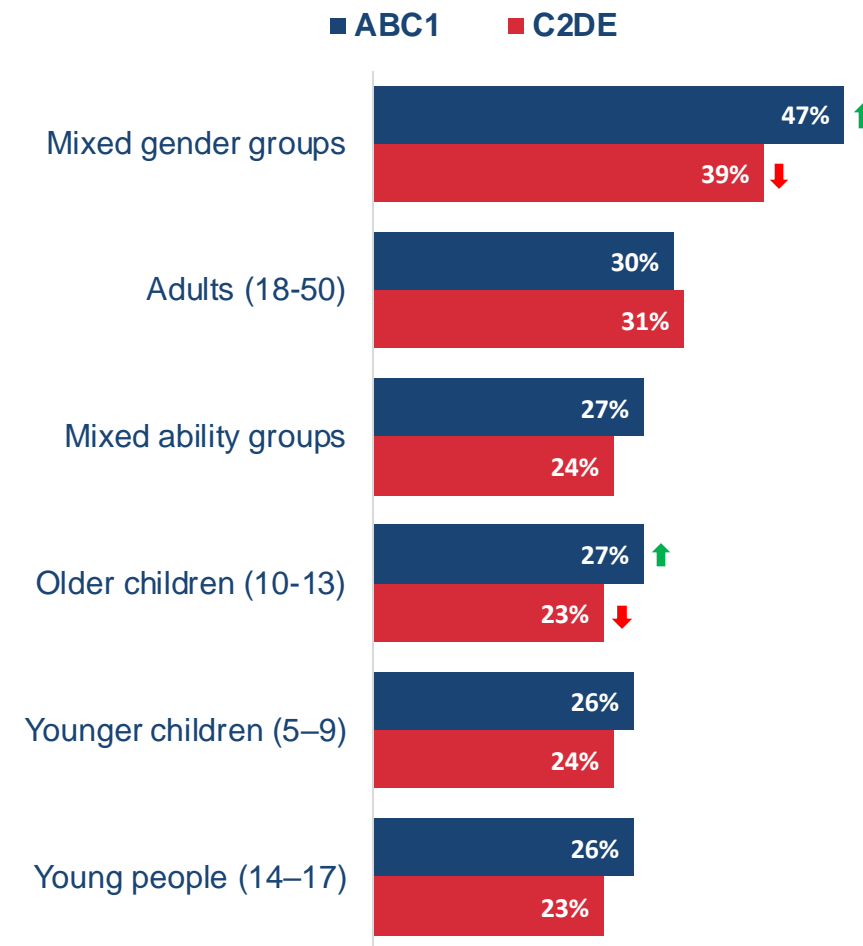
**Exercise/ fitness/
personal training**
10%
(10%)

(Total Active Coaches figures in brackets)

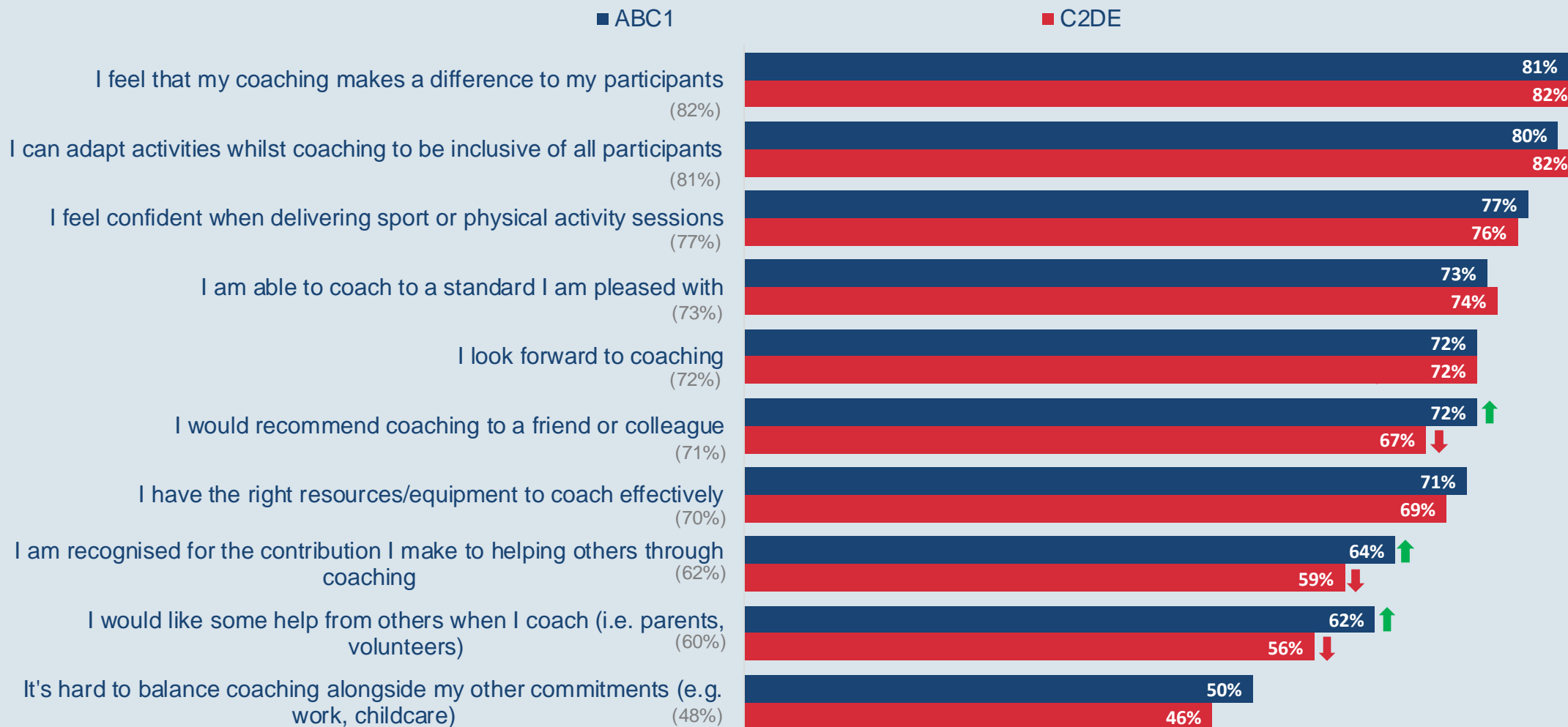
Where? (top 6)



Who? (top 6)



Coaching statements (net % agree)

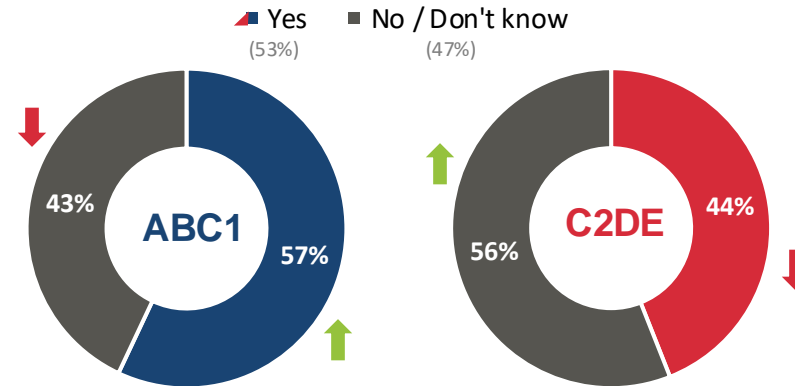


Paid coaches are more likely than Active Coaches as a whole to both support other coaches and have access to support, whereas volunteer coaches are less likely

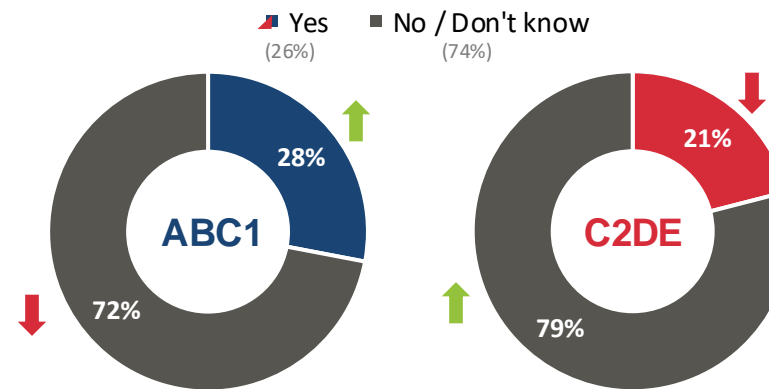
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? / q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply.

Base: Those who have coached in the last 12 months (Total: n=2,013; Paid: n=1,092; Volunteer only: n=643)

Access to coaching support



Is currently in a coaching support role



(Total Active Coaches figures in brackets)

Challenges / barriers facing coaches (top 5)

