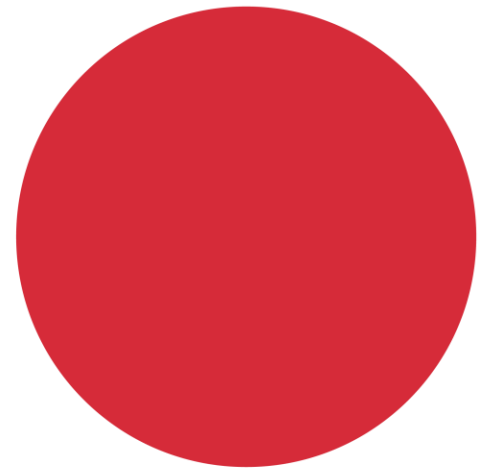


UK Coaching Population Study 2024 Report: Coaches

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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 the UK, their activity and demographic characteristics.



Total sample size:

- **2017, n=20,688 (5,482 ever coached).** Fieldwork: 02/08-21/08
- **2019, n=50,797 (12,840 ever coached).** Fieldwork: 09/08-19/09
- **2022, n=30,088 (7,751 ever coached).** Fieldwork: 20/09-19/10
- **2024, n=30,990 (12,840 ever coached).** Fieldwork: 01/05-07/06

All responses were collected online via **YouGov's online panel**. The results are **weighted to be representative** of the UK population by gender, age, region, social grade and ethnicity.

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.

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.

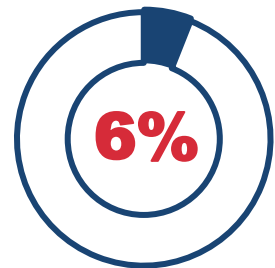


Key Findings

- The proportion of UK adults who are active coaches (have coached in the last 12 months) remains consistent with previous years at 6%. Approximately 3.1 million across the UK.
- The proportion of active coaches who are paid in any capacity has increased substantially, from 38% in 2022 to 53%.
- Furthermore, active coaches who say that coaching is their primary occupation has increased to 12%, from 9% in 2022.
- Whilst just over two thirds (68%) of active coaches coach at recreational level, in line with previous years, there has been an increase in the proportion who coach at an academy level (14% from 8% in 2022) and national level (6% from 3% in 2022).
- It is still most common for active coaches to coach team sports (37%), followed by racket games (15%) and dance (13%).
- Just over half (53%) of active coaches have access to coaching support (for example a mentor or coach developer), slightly more than in 2022 (45%).
- Approximately one in three (29%) coaches who have coached in the last five years know a lot or a little about UK Coaching. Overall, 45% have heard of UK Coaching.
- Of those who have heard of UK Coaching, over three quarters (77%) say they have heard of the Play Their Way campaign, with 19% saying they know a lot about this.

Coaches overview:

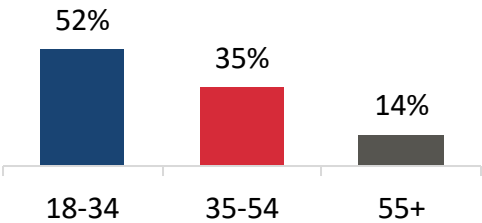
↑ Statistically significantly higher than average
↓ Statistically significantly lower than average



of UK adults
are coaches

	2019	2022	2024
Coached in the last 12 months	6%	6%	6%
Coached more than 12 months ago	20%	20%	19%

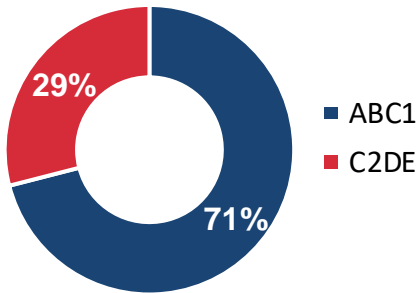
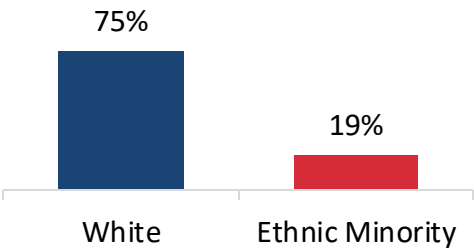
Coaches are
typically young
men of higher
social grades



38%
Women



61%
Men



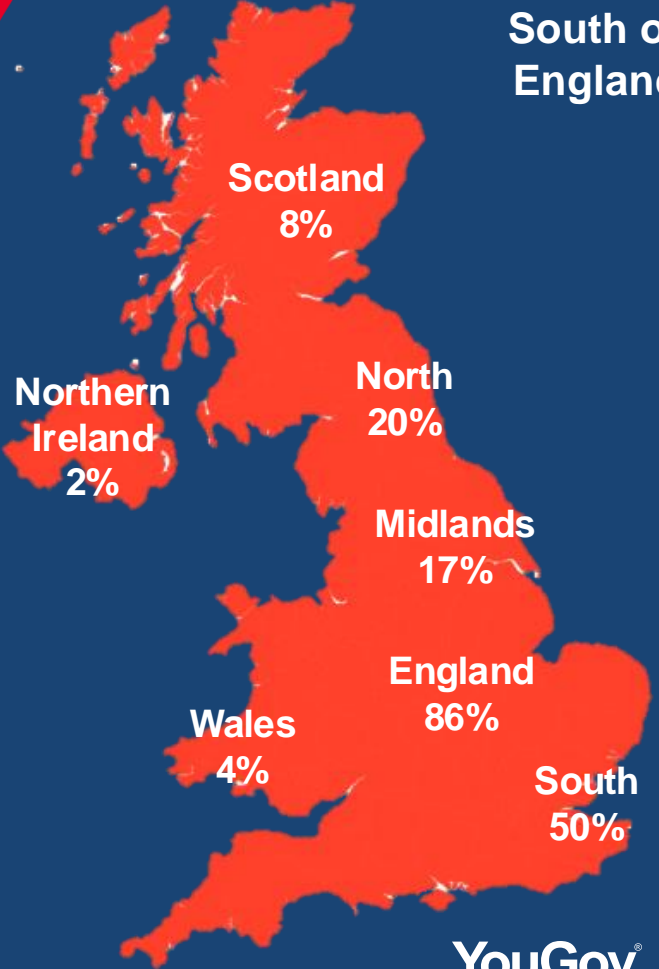
23%

Are disabled or have a
long-term health condition



Region

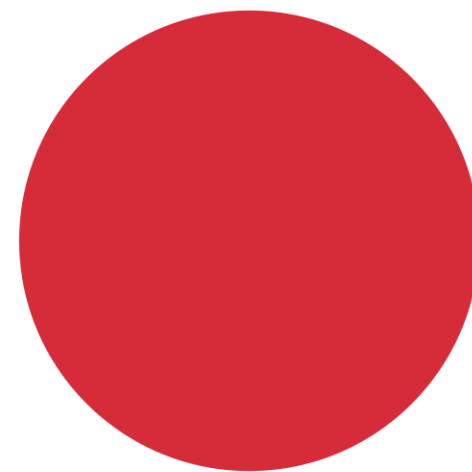
Most live
in the
South of
England



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1.

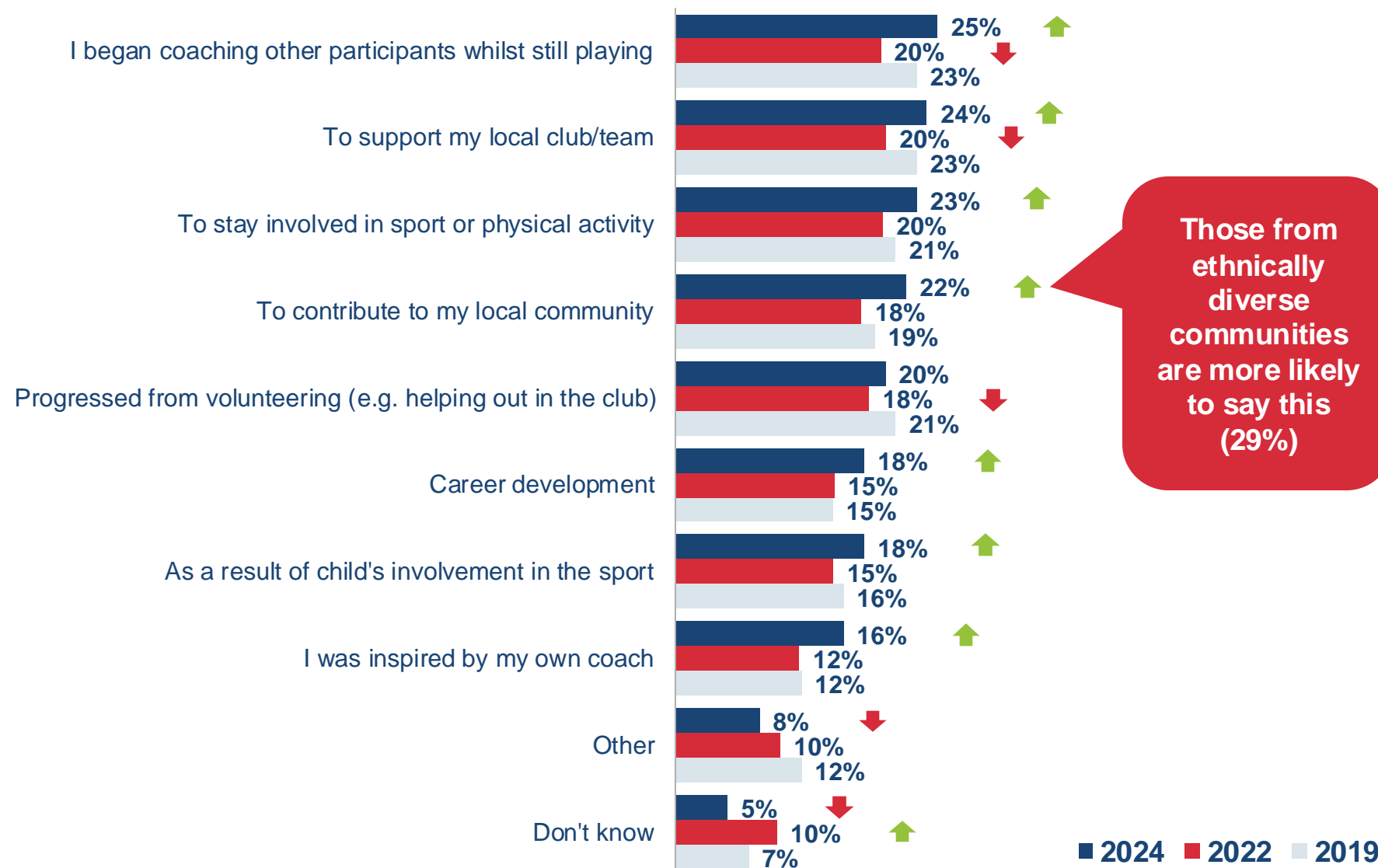
Sport and Physical Activity Coaching in the UK



There has been an increase in most reasons for becoming a coach compared to 2022, with the most common reasons still related to coaches' desires to remain involved in their sport

Q44. And why did you first become involved in coaching? Please tick all that apply.
Base: All who have coached in the last 5 years (2019 n=5,756; 2022 n=3,743; 2024 n=4,023)

Reason for first becoming a coach



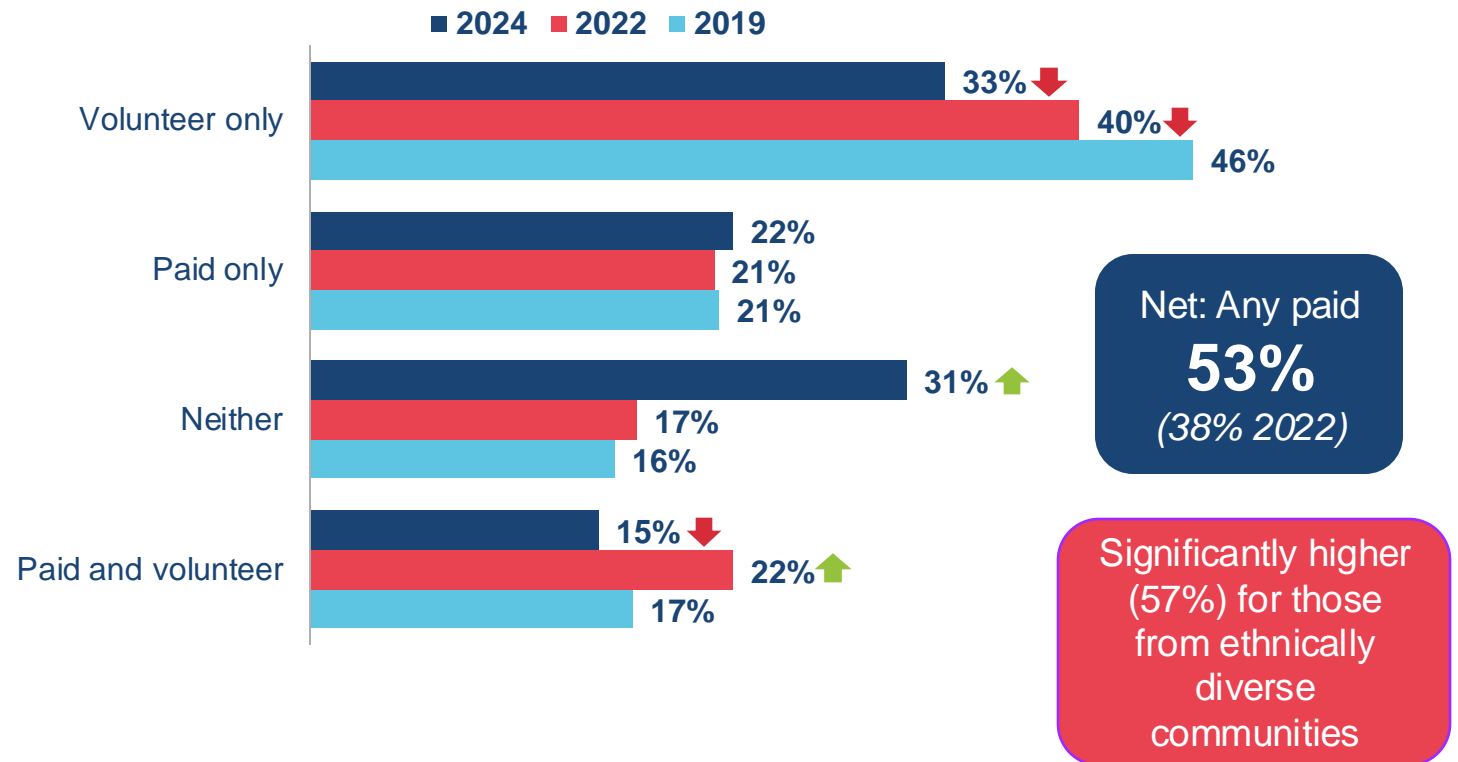
Around half (53%) of active coaches receive financial remuneration; whilst a third (33%) are volunteers only, down substantially from 2022 and 2019

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.

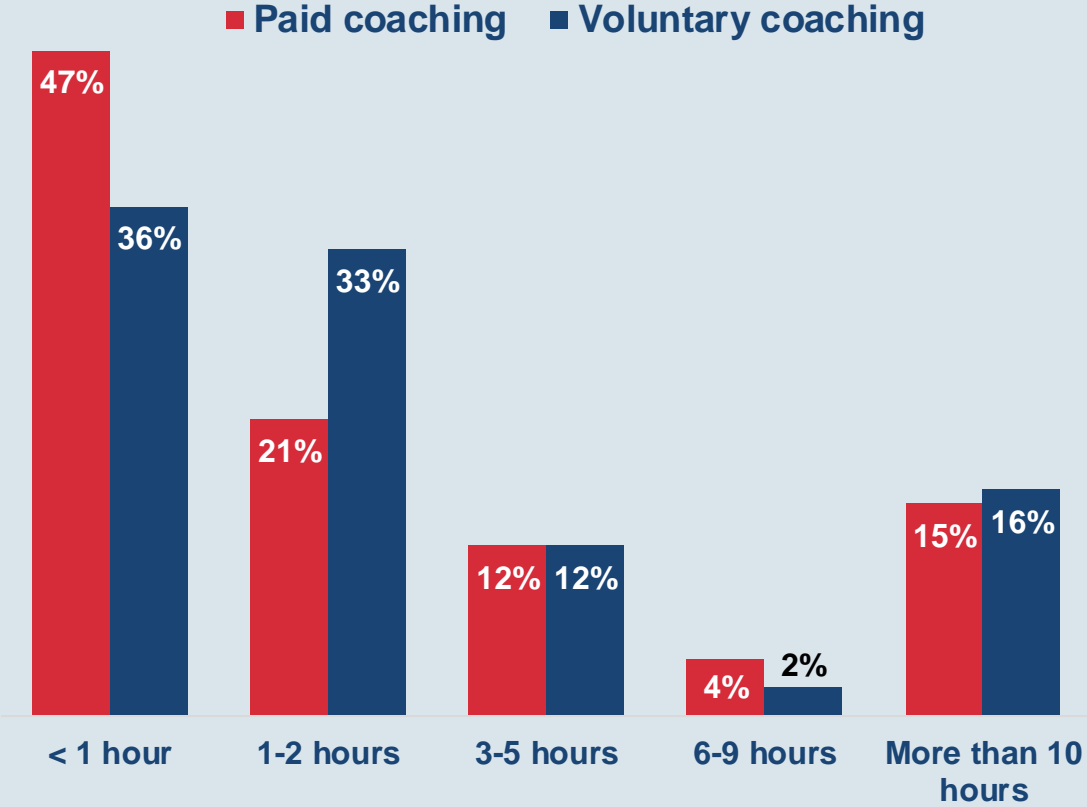
q28_rcx. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a voluntary capacity (volunteering excludes payment except for expenses).

Base: Those who have coached in the last 12 months (2019 n=2823, 2022 n=1,681, 2024 n=2,013)

Pay status of active coaches by year



Hours spent coaching per week (2024)



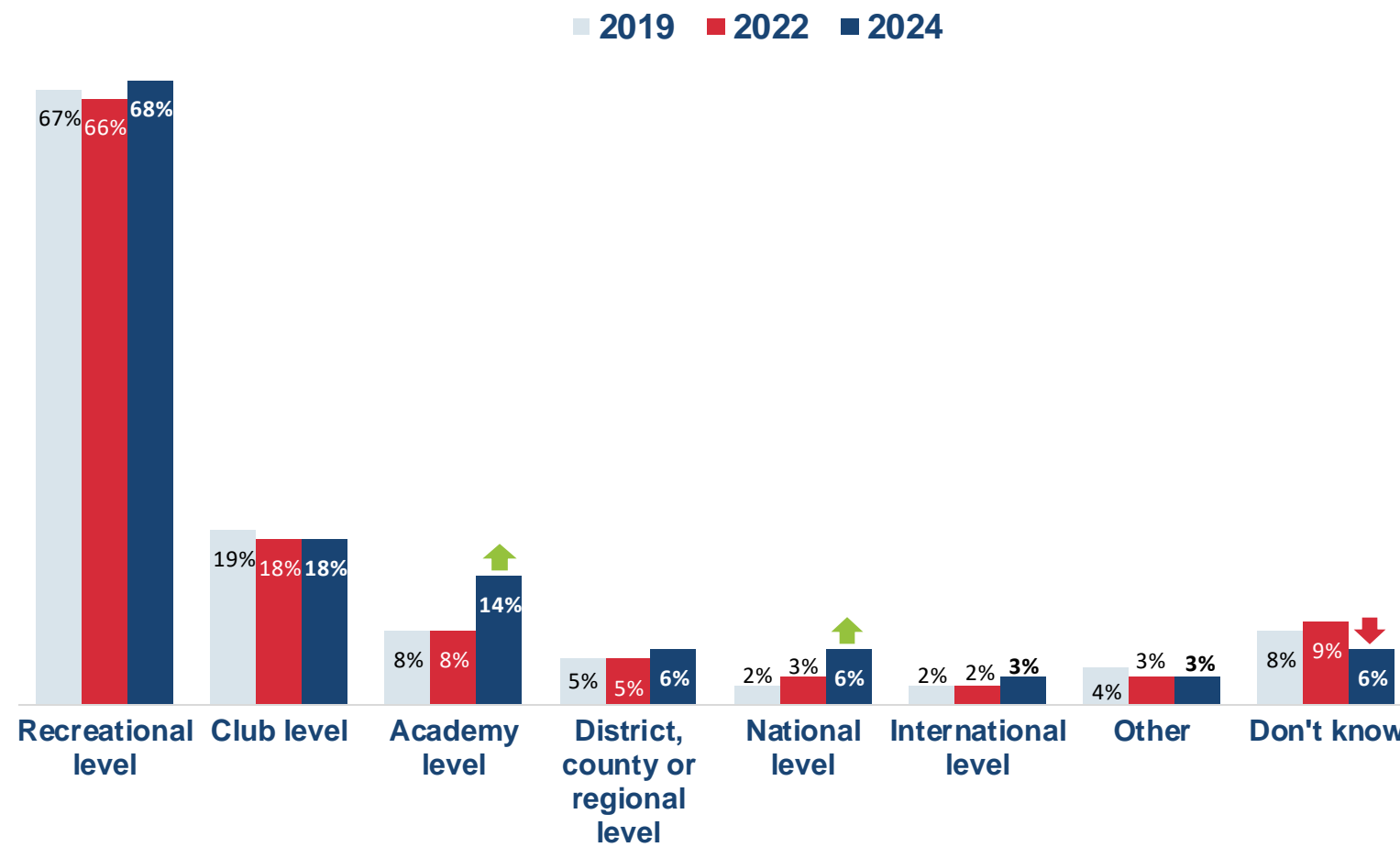
12% 
are coaching as
their primary
occupation
(9% 2022)

Just over two thirds (68%) of coaches coach at a recreational level, in line with findings from previous waves, while there has been an increase in those who coach at academy and national level

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.

Base: Those who have coached in the last 12 months (2019 n=2,823; 2022 n=1,681; 2024 n=2,013)

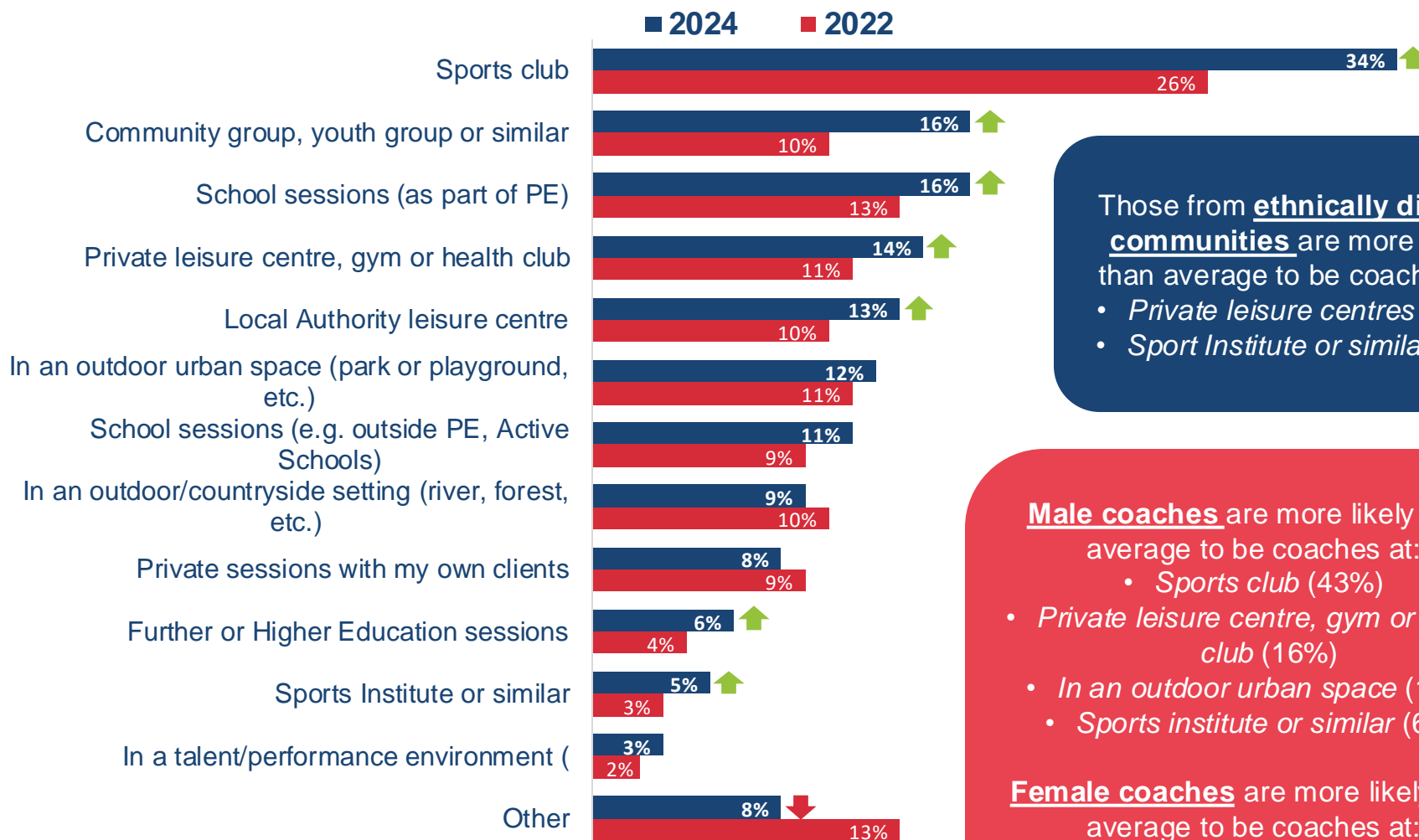
Level of Activity Coached



The most common locations that active coaches coach at are sports clubs, increasing to a third (34%) of all coaches this wave

q32. Where do you coach?
Please tick all that apply. Base:
Those who have coached in the
last 12 months (2022 n=1,681;
2024 n=2,013)

Location of Coaching



Those from **ethnically diverse communities** are more likely than average to be coaches at:

- *Private leisure centres* (19%)
- *Sport Institute or similar* (8%)

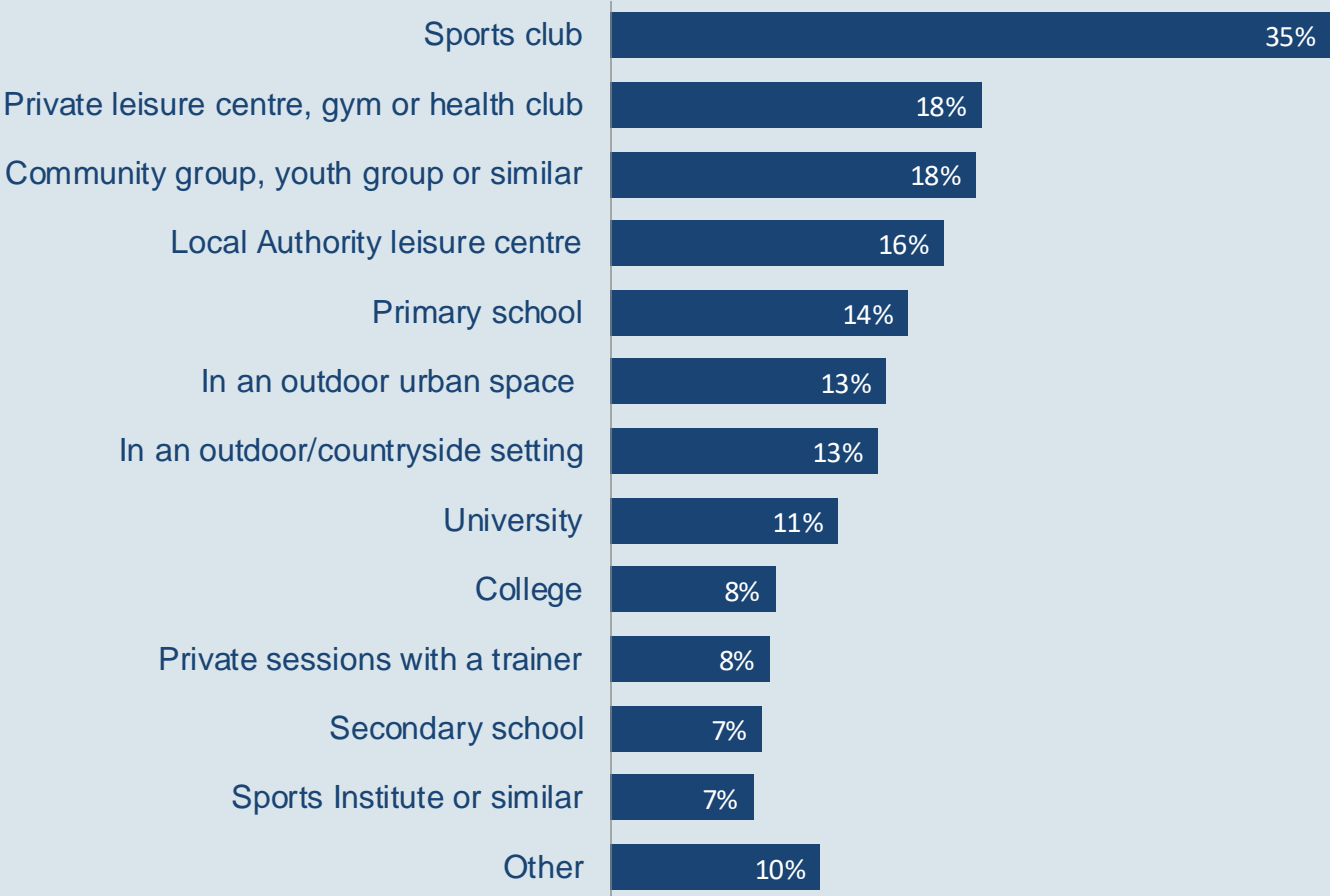
Male coaches are more likely than average to be coaches at:

- *Sports club* (43%)
- *Private leisure centre, gym or health club* (16%)
- *In an outdoor urban space* (14%)
- *Sports institute or similar* (6%)

Female coaches are more likely than average to be coaches at:

- *School sessions as part of PE* (22%)

Location Activity Coached in

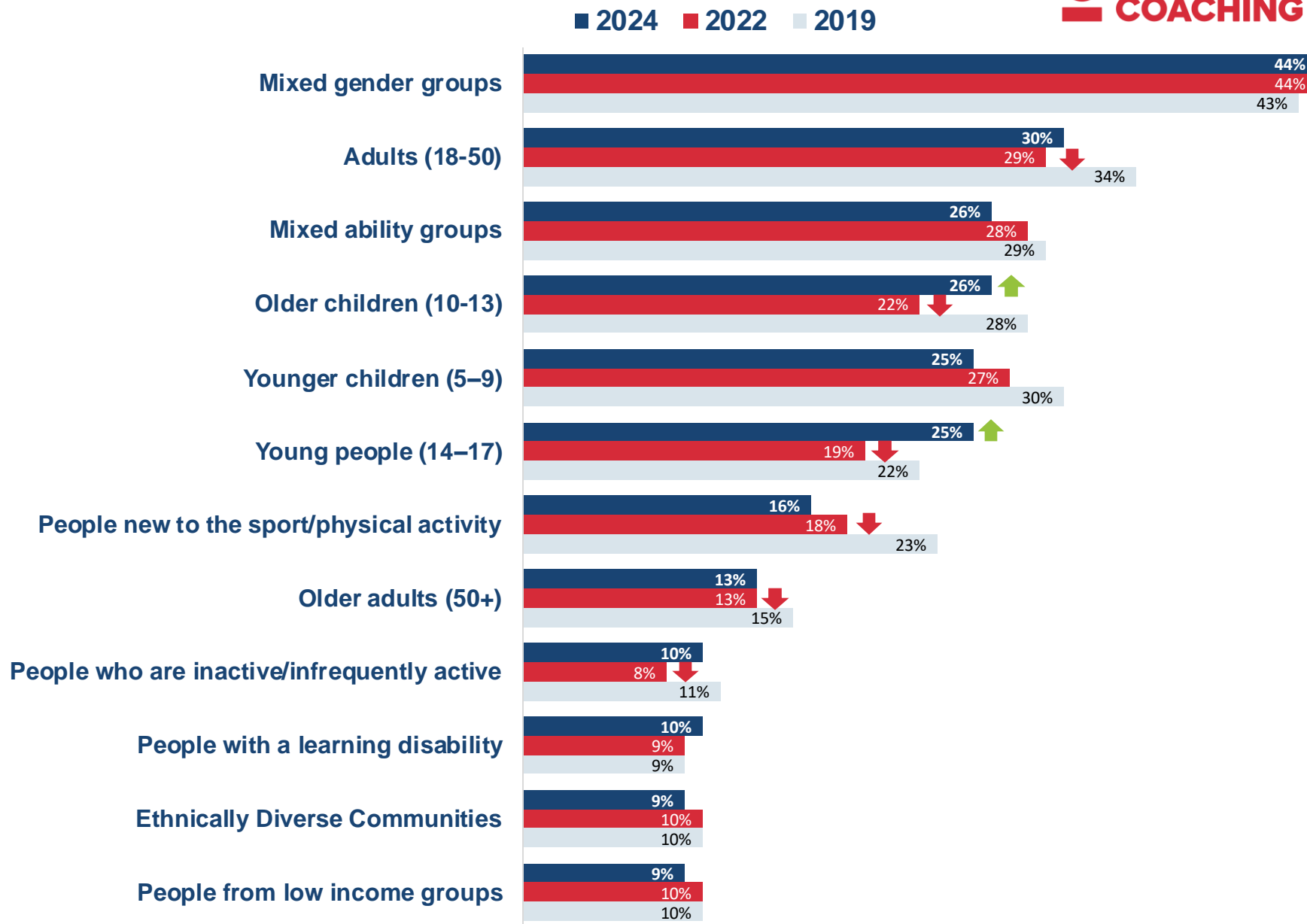


There has been a significant increase in the proportion of coaches who coach young people compared to 2022

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 (2019 n=2823, 2022 n=1,681; 2024 n=2,013)

Types of participants coached (Top 10)

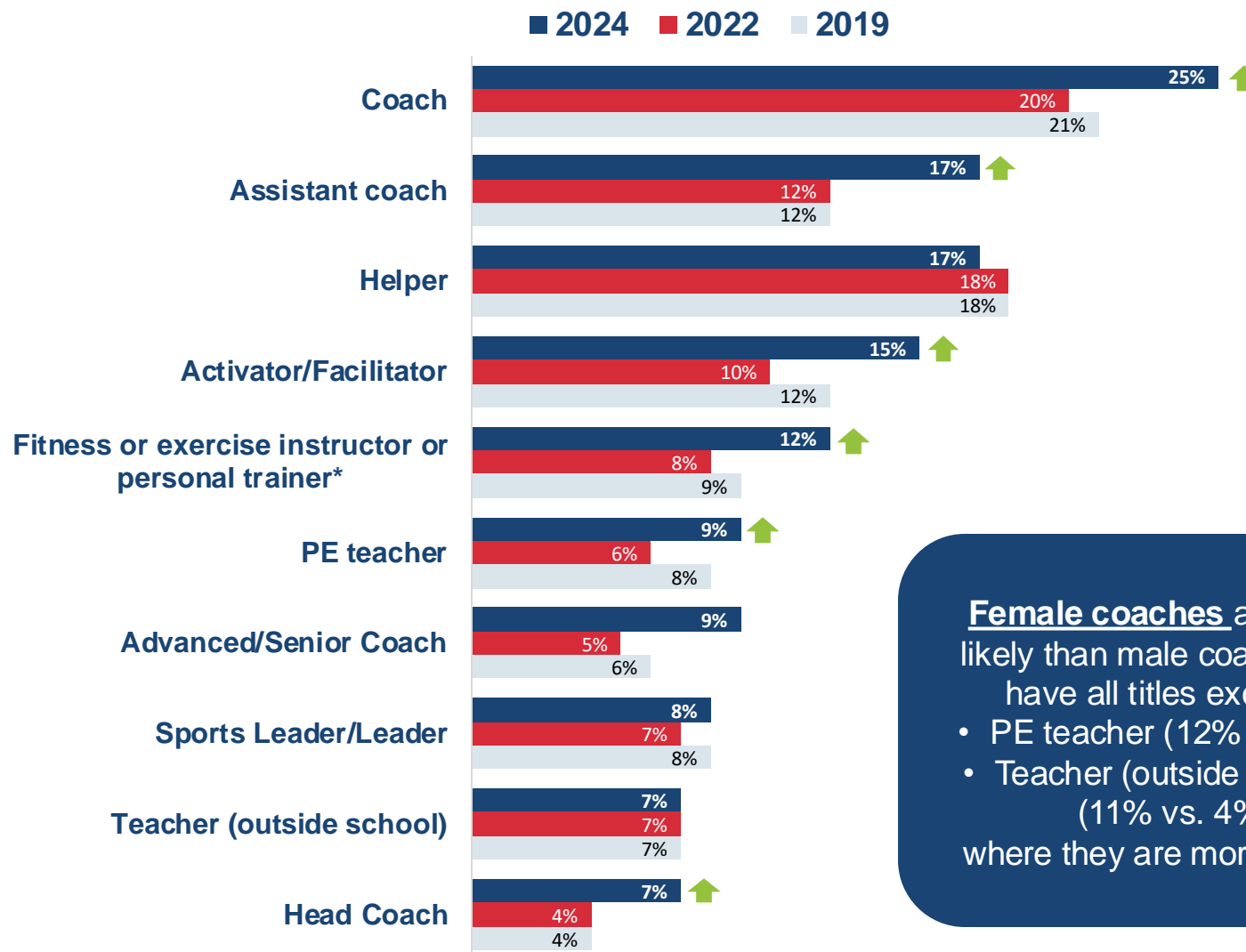


A quarter of active coaches have the title 'Coach', a significant increase from 2022

Q39. Which of the following job titles best describes your coaching role either now or in the past when you were coaching? Please tick all that apply.

Base: Those who have coached in the last 12 months (2019 n=2,823; 2022 n=1,681; 2024 n=2,013)

Coaching Title (Top 10)



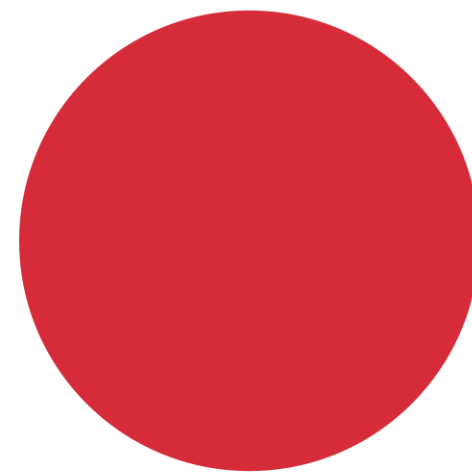
Female coaches are less likely than male coaches to have all titles except:

- PE teacher (12% vs. 7%)
- Teacher (outside school) (11% vs. 4%)

where they are more likely.

2.

Sport and Physical Activity Coaching Quality



Coaching qualifications remain less commonly obtained than informal or formal learning

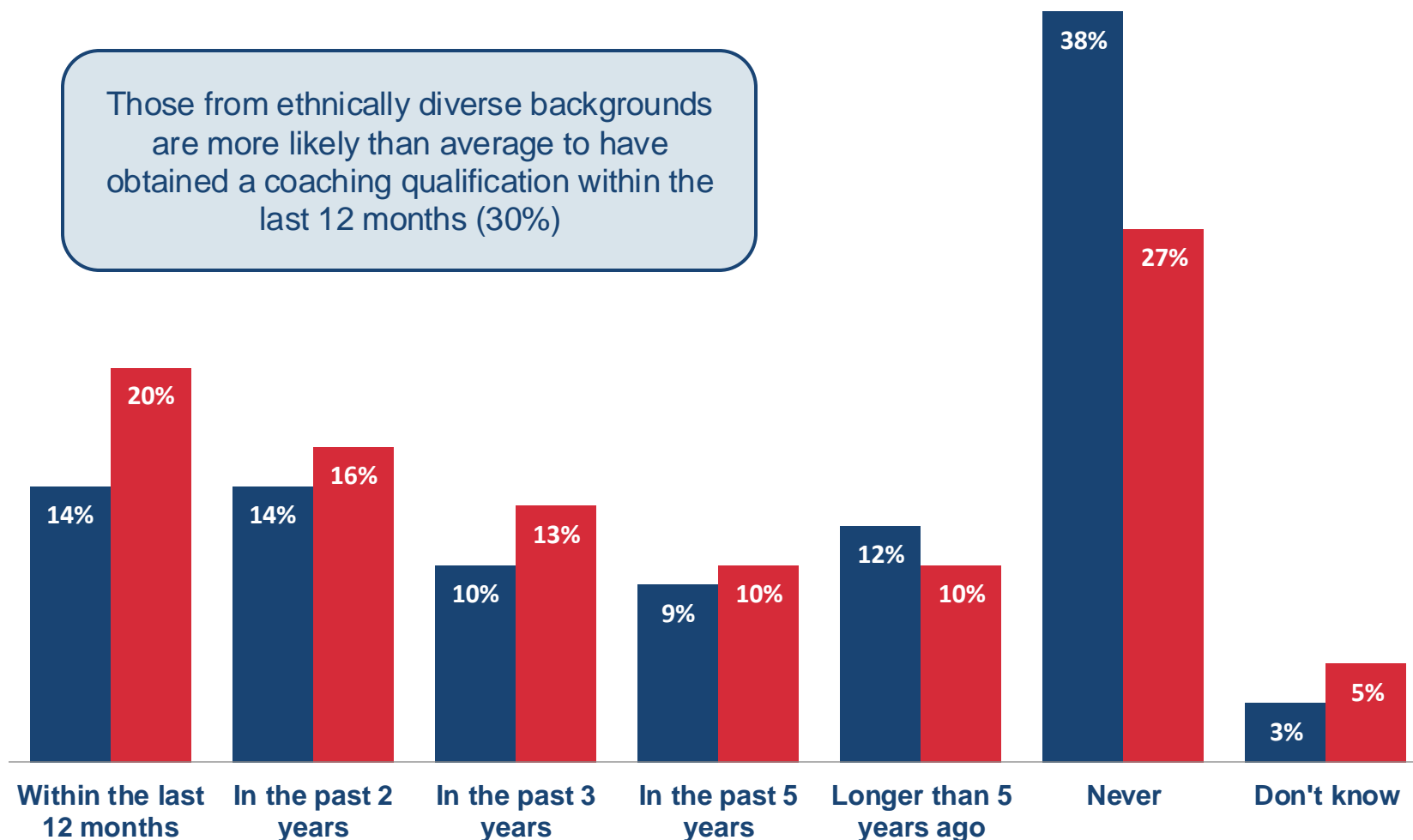
MT_8. When, if at all, was the last time you completed...?
Base: All who have coached in the last 12 months (2024 n=4,023)

Last time completed coach education



- Coaching/ instructor qualification
- Any informal or formal learning or development related to coaching

Those from ethnically diverse backgrounds are more likely than average to have obtained a coaching qualification within the last 12 months (30%)



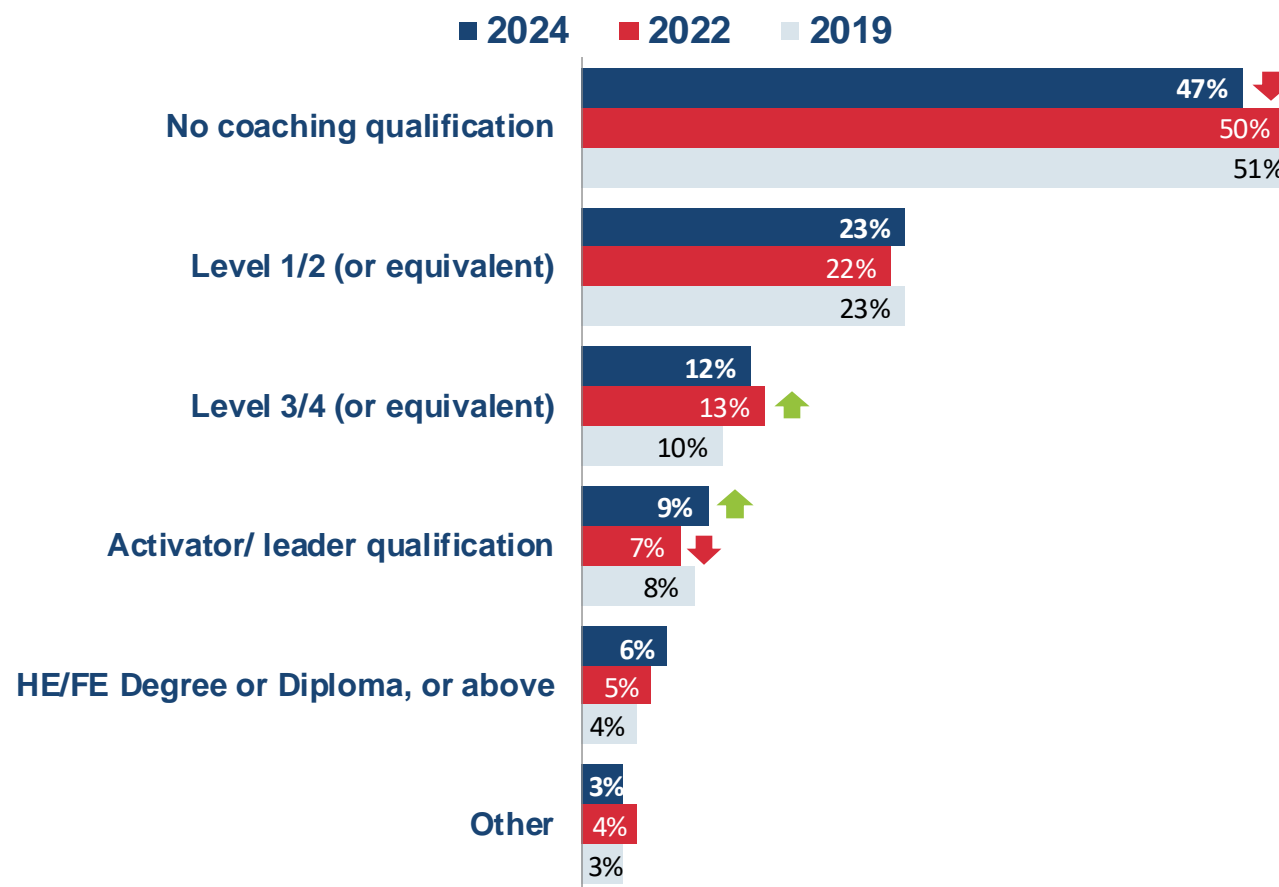
There is continued decline in the proportion without a coaching qualification, with more coaches saying it is easy to obtain one since 2019

q40. What is your highest level of coaching qualifications?

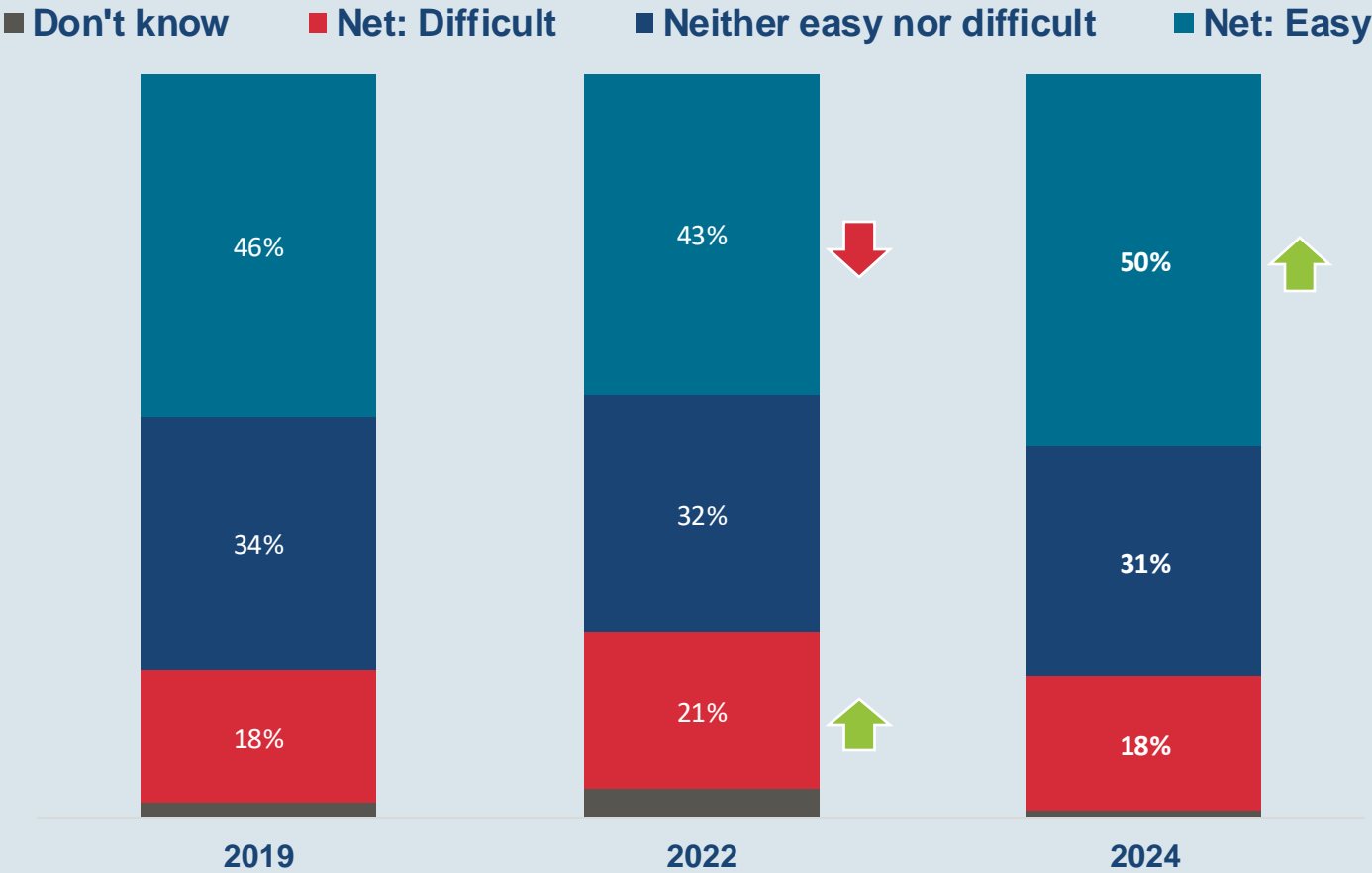
Base: All who have coached in the last 5 years (2019 n=5,756; 2022 n=3,743; 2024 n=4,023)

q40b. And when you obtained your qualification, how easy or difficult did you find this? Base: All who have a qualification (2019 n=2,769, 2022 n=1,839; 2024 n=2,185)

Highest level of coaching qualification



Ease of obtaining qualification

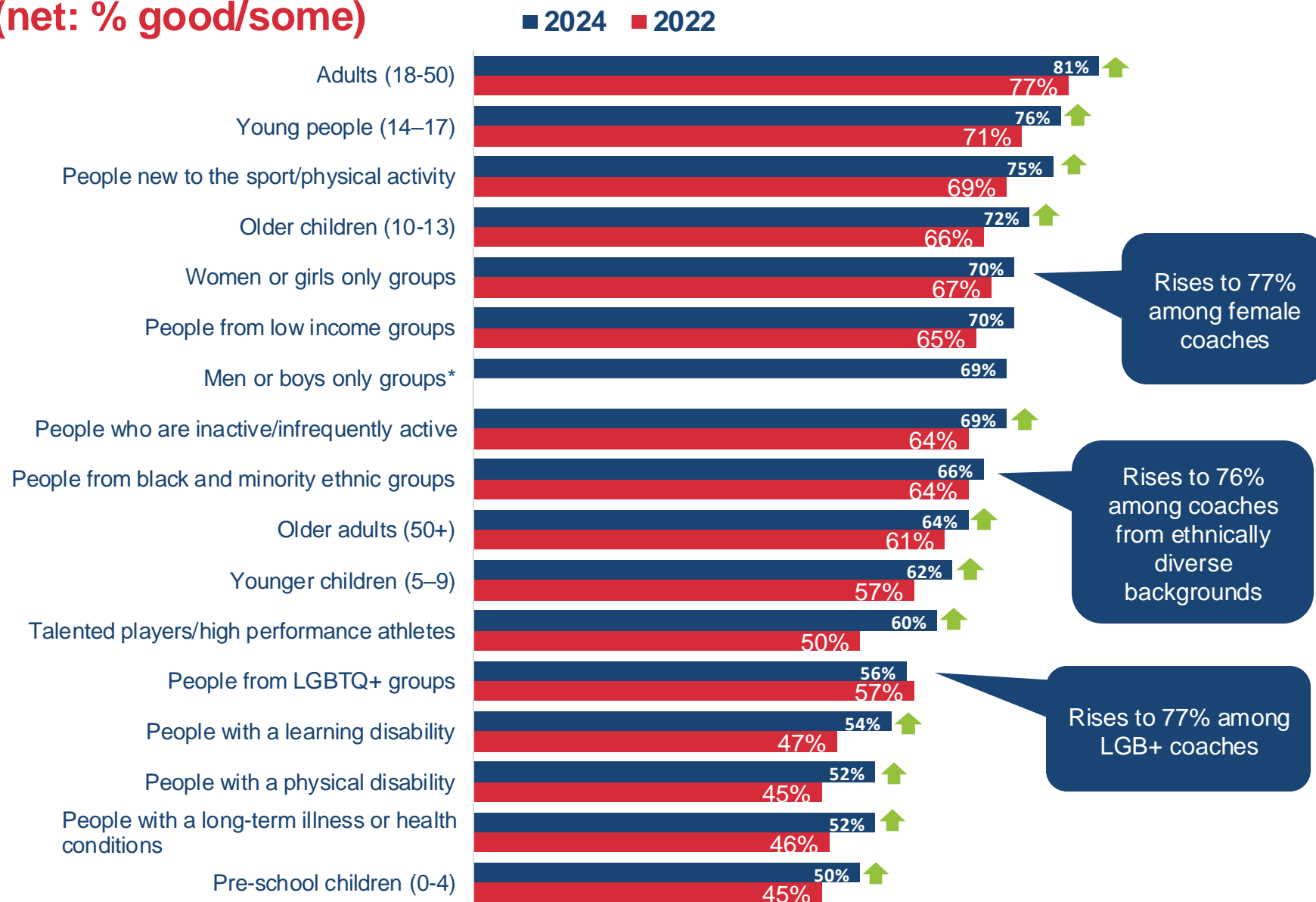


While coaches remain the most understanding of the needs of adults, young people, and those new to sport/physical activity, there has been an overall increase in understanding since 2022

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 (2022 n=1,681; 2024 n=2,013) *Added in 2024

Understanding of coaching needs of different groups (net: % good/some)

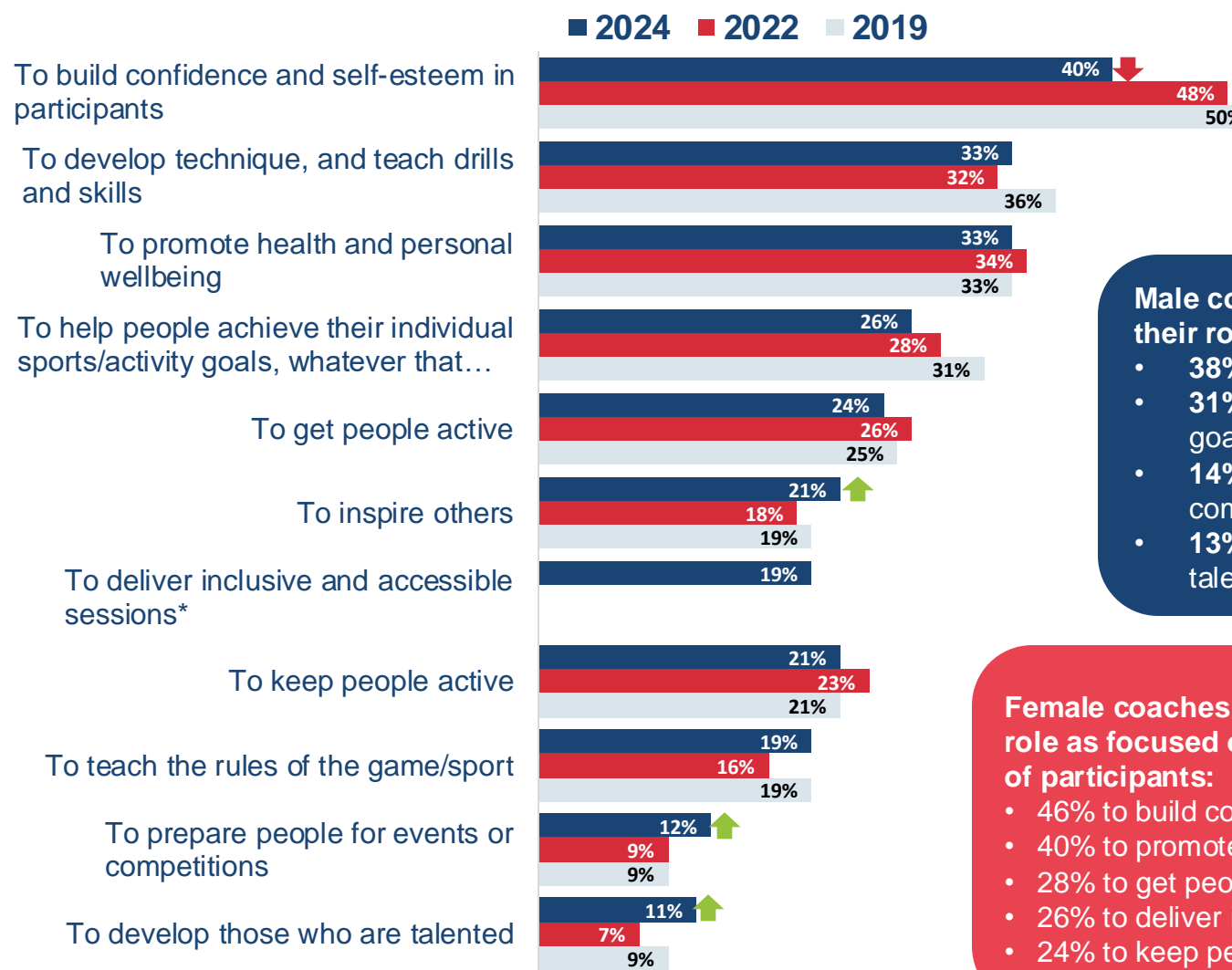


Building confidence and self-esteem in participants remains the most common primary coaching role, although the proportion citing this has decreased compared to 2022

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 (2022 n=1,681; 2024 n=2,013) *Added in 2024

Primary role as a coach



Male coaches are more likely to see their role as competitive:

- 38% to develop technique
- 31% to help people achieve their goals
- 14% to prepare people for events/competitions
- 13% to develop those who are talented

Female coaches are more likely to see their role as focused on the health and wellbeing of participants:

- 46% to build confidence/self-esteem
- 40% to promote health/personal wellbeing
- 28% to get people active
- 26% to deliver inclusive/accessible sessions
- 24% to keep people active

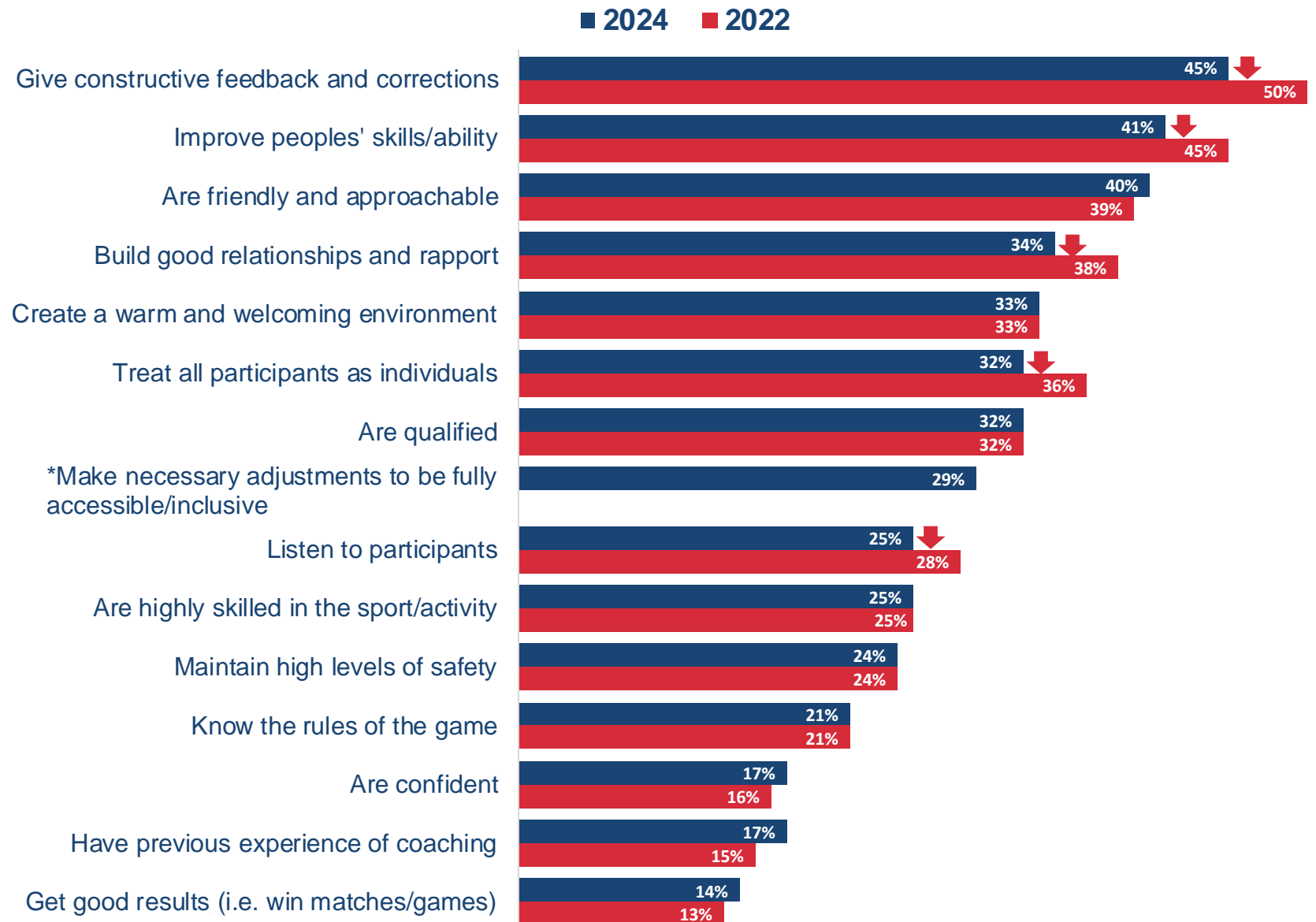
Despite a drop since last wave, giving constructive feedback or corrections, and improving peoples' skills, remain the most important qualities that make a great coach, according to coaches

Q25. In your opinion, what do you think makes a great sport or physical activity coach? You can tick up to 5.

Base: All who have ever coached (2022 n=7,801; 2024 n=8,120)

*Added in 2024

Qualities that make a great coach



All statements have seen increases in levels of agreement compared with 2022; the highest agreement remains that coaching makes a difference to participants

q37. Thinking about your experience of being a coach or physical activity instructor, how much do you agree or disagree with the following statements?
Base: Those who have coached in the last 12 months (2022 n=1,681; 2024 n=2,013)

Coaching statements (net % agree)



Female coaches are less likely than male coaches to agree to all statements except being able to adapt activities and having the right resources (where there is no difference)

Overall, female coaches are less likely to recommend coaching than male coaches (65% vs 75%)

A third cite the cost of training or qualifications and balancing work/home life as key barriers to coaching; behavioural issues from parents and participants have significantly increased since 2022

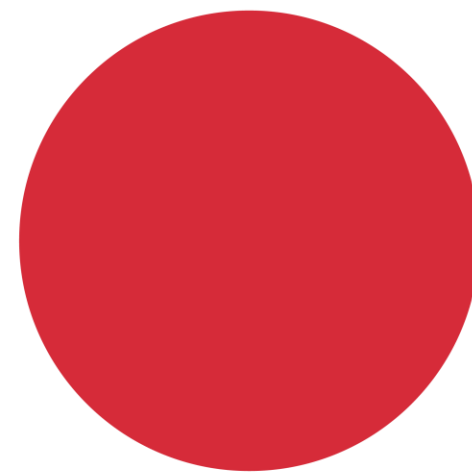
q46. What do you think are the main challenges or barriers facing coaches in the United Kingdom? Please tick all that apply.
Base: All who have coached in last 5 years (2019 n=5,756; 2022 n=3,743; 2024 n=4,023)

Challenges or barriers facing coaches



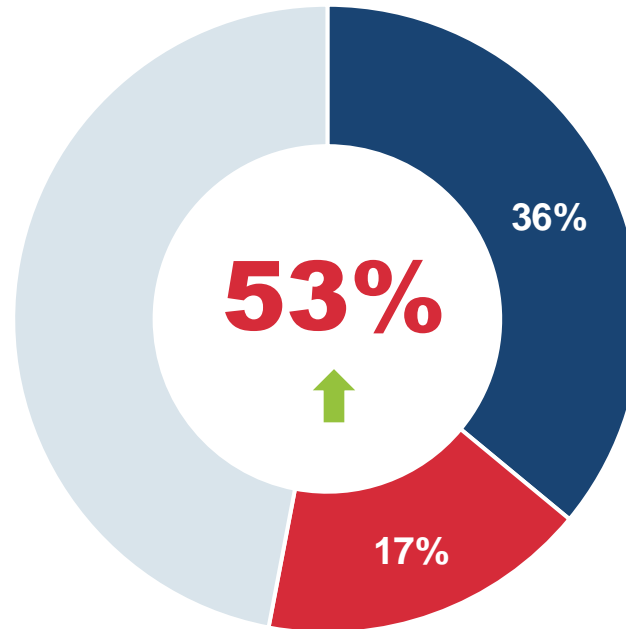
3.

Sport and Physical Activity Coaching Support



A majority (53%) of coaches have access to coaching support and most commonly access them through clubs, though there has been a significant increase in accessing them via facilities since 2022

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) Base: Those who have coached in the last 12 months (2022 n=1,681; 2024 n=2,013)
SE_7a. You said that you have access to or have accessed someone for support, from which of the following can you access support from? (please select all that apply) Base: Those who have accessed a coaching mentor (2022 n=756; 2024 n=1,094)



- Yes - I currently have someone supporting me
- Yes - I have access to someone but they don't currently support me
- No/Don't know

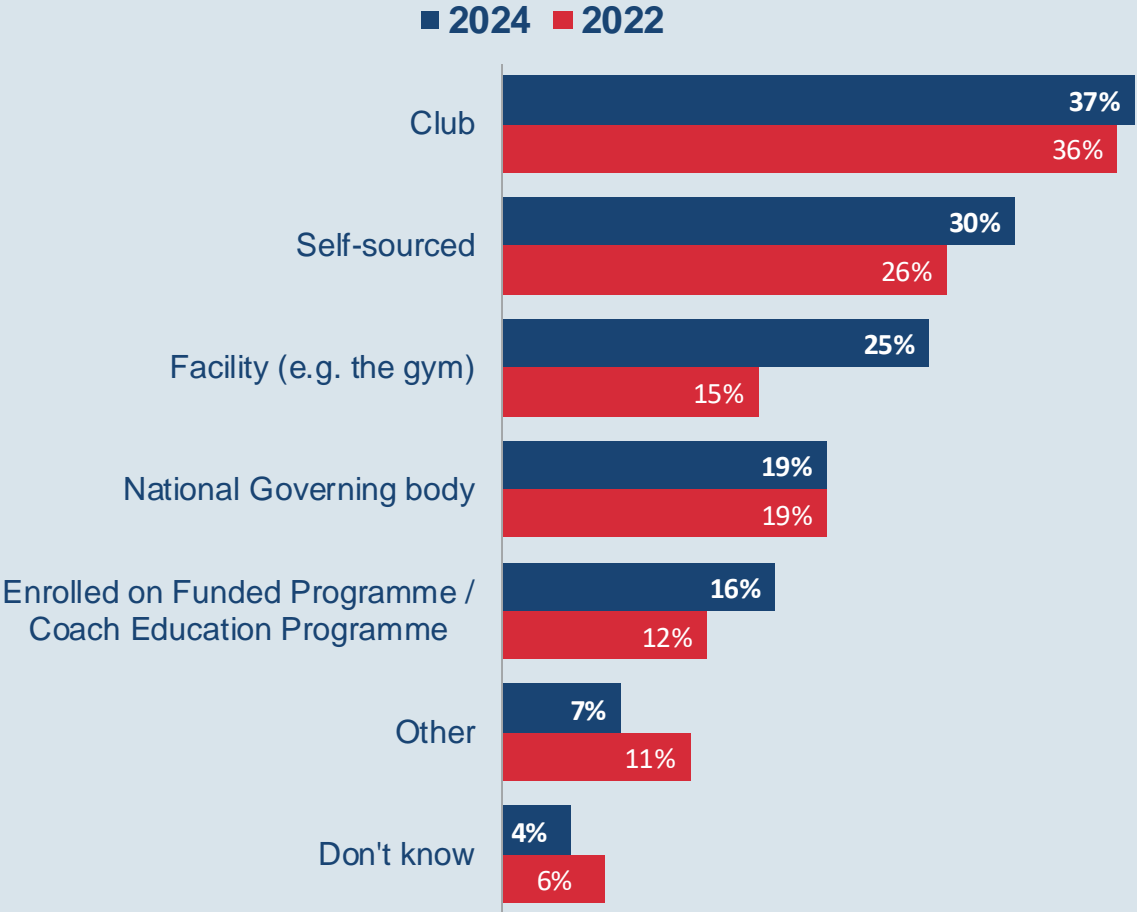
Of active coaches have access to a coach developer or coaching support

(45% 2022)

Younger coaches (under 35s) are *more* likely to have access to a coaching support (57% vs 47% 55+)

Coaches with disabilities are also *more* likely to have access to a coaching support than those no disability (58% vs 52% no disability)

Where accessed coaching support



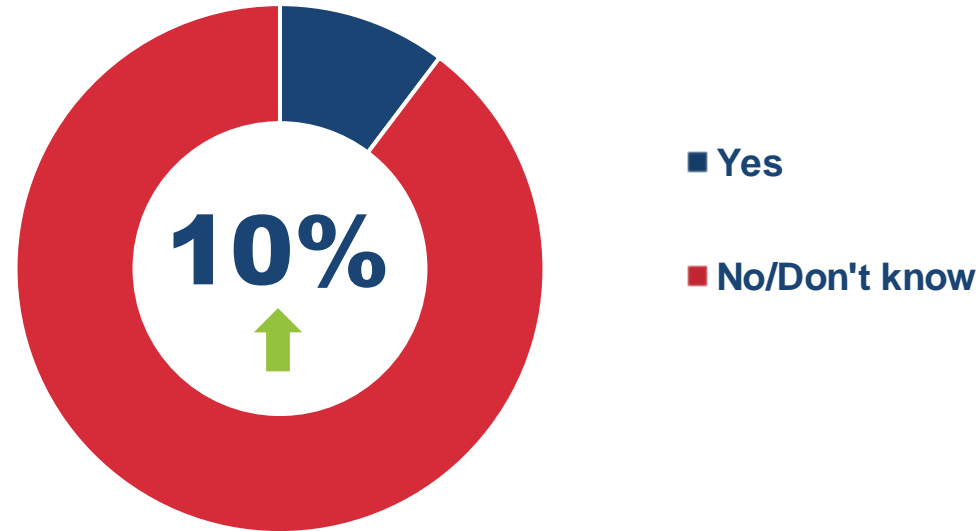
Significantly more coaches are supporting other coaches since 2022 (10%) with coach developer roles being the most common

MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? Base: all who have ever coached (2019 n=12,725; 2022 n=7,801; 2024 n=8,120)

MT_6_new. And which, if any, of the following best describes your role? Base: All who said they are in a coaching support role (2024 n=895)

MT_7a. And which, if any, of the following job titles do you have for this role? Please tick all that apply.

Base: All who said they are in a coaching support role (2019 n=808; 2022 n=524; 2024 n=895)



Of those who have ever coached are currently supporting other coaches
(7% 2022)

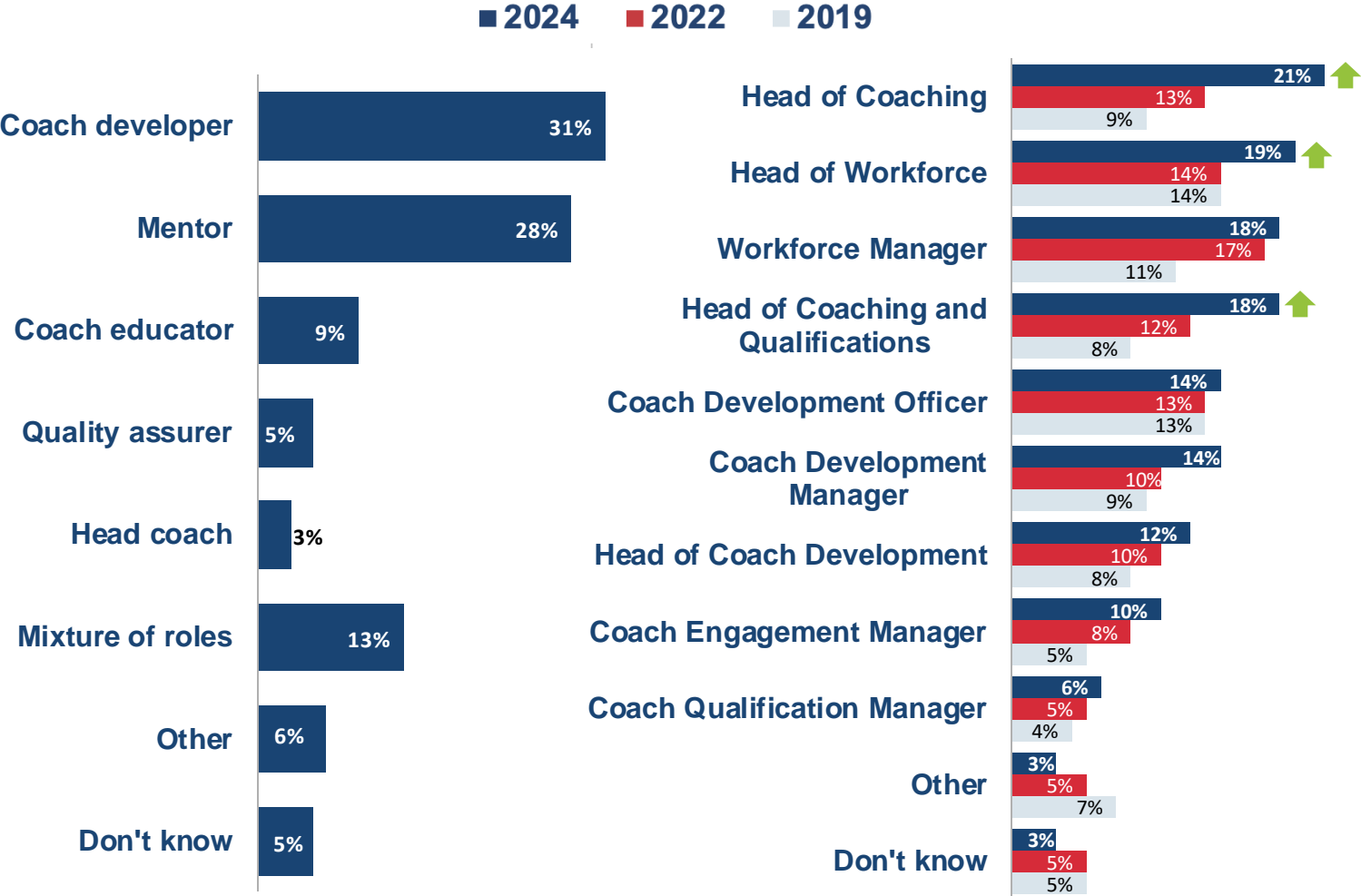
LGB+ coaches are *more* likely than heterosexual coaches to be in a coaching support role (14% vs 9% heterosexual)

Young coaches (u35s) are more likely to support other coaches than older coaches (18% v 3% 55+)

A majority (53%) of coaches have access to coaching support and most commonly access them through clubs, though there has been a significant increase in accessing them via facilities since 2022

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) Base: Those who have coached in the last 12 months (2022 n=1,681; 2024 n=2,013)
SE_7a. You said that you have access to or have accessed someone for support, from which of the following can you access support from? (please select all that apply) Base: Those who have accessed coaching support (2022 n=756; 2024 n=1,094)

Description and title of coach support roles



4.

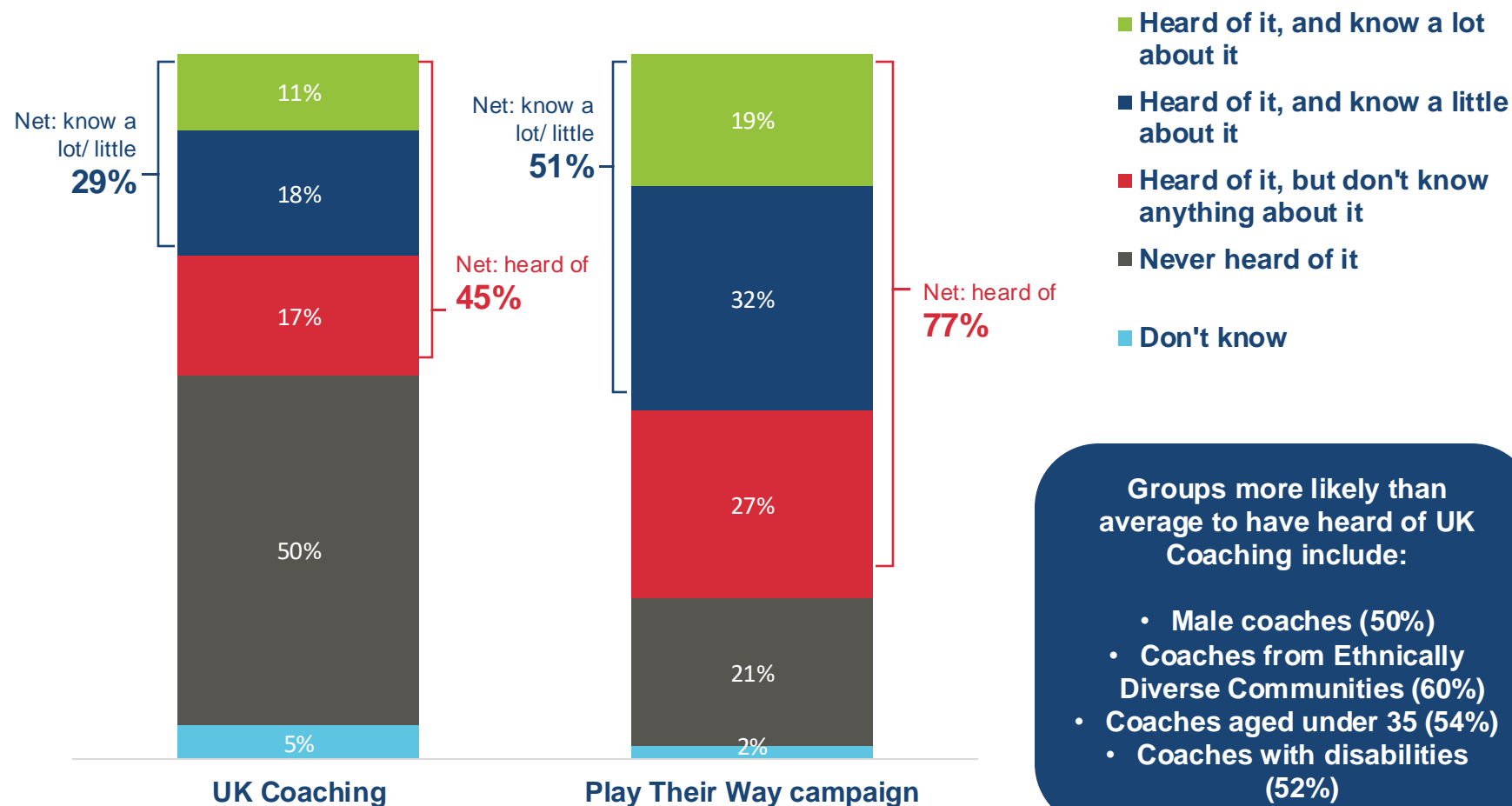
UK Coaching Awareness



One in three (29%) coaches know a lot or a little about UK Coaching, and this increases to half (51%) of coaches who know a lot or a little about the 'Play Their Way' campaign

UKC_aware1. Have you ever heard of the organisation UK Coaching?
Base: All who have coached in the last 5 years (2024 n=4,023) /
UKC_aware2. Are you aware of UK Coaching's national campaign 'Play Their Way'? Base: All who have coached in the last 5 years and heard of UK Coaching (2024 n=1,861)

Awareness



Thank you

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