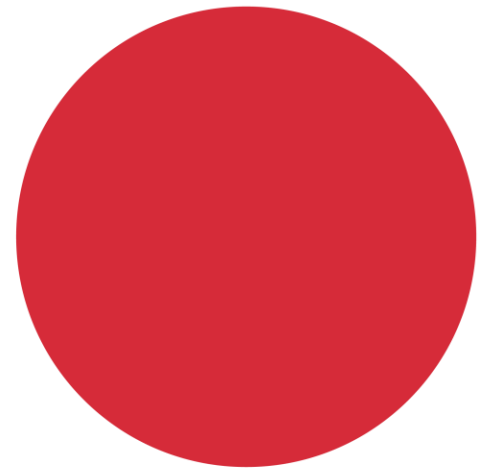


UK Coaching Population study 2024 Report England

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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 England, their activity and demographic characteristics



Total sample size (in England):

- **2022** (Fieldwork: 20/09 - 19/10)
 - **n=24,568; 6,373 ever coached; 15,322 ever participated**
- **2024** (Fieldwork: 01/05 - 07/06)
 - **n=25,294; 6,666 ever coached; 15,942 ever participated**

All responses were collected online via **YouGov's online panel**. The results are **weighted to be representative** of the English 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.
- *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 England largely mirror the overall UK results.

Participants

- Similarly as in the UK, participants in England are most likely to think a great coach is one who is friendly and approachable (47%). Following this, 44% think a great coach is one who gives constructive feedback and corrections, and 42% one who creates a warm and welcoming environment.
- In line with the rest of the UK, most participants in England (60%) haven't performed any checks on their coaches. Indeed, around a third (34%) expect the club/gym/facility/employer to do the relevant checks. Notably, those participants in England from ethnically diverse backgrounds are more likely to have made at least one check (58% vs 36% white participants).

Coaches

- Active Coaches in England are slightly less likely to be a volunteer coach only (32% vs 33% all UK Active Coaches), and slightly more likely to be both a paid and volunteer coach (33% vs 31%).
- Compared with the UK as a whole, Active Coaches in England are slightly less likely to be white (73% vs 74%) and more likely to be from ethnically diverse communities (21% vs 20%). They are also more likely to be male (62% vs 61%).
- Similarly to the UK as a whole, Active Coaches in England most commonly view their role as to build confidence and self-esteem in participants (40%), followed by just under a third (32%) 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 England to coach at recreational level (68%). Slightly more coach at academy level (15% vs 14%).
- It is most common for Active Coaches in England to coach mixed gender groups (44%), the same as in the UK as a whole.
- Similarly to the UK as a whole, it is most common for Active Coaches in England to have never completed a coaching/instructor qualification (37%), whilst 23% have in the last 12 months.

1.

Participants



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

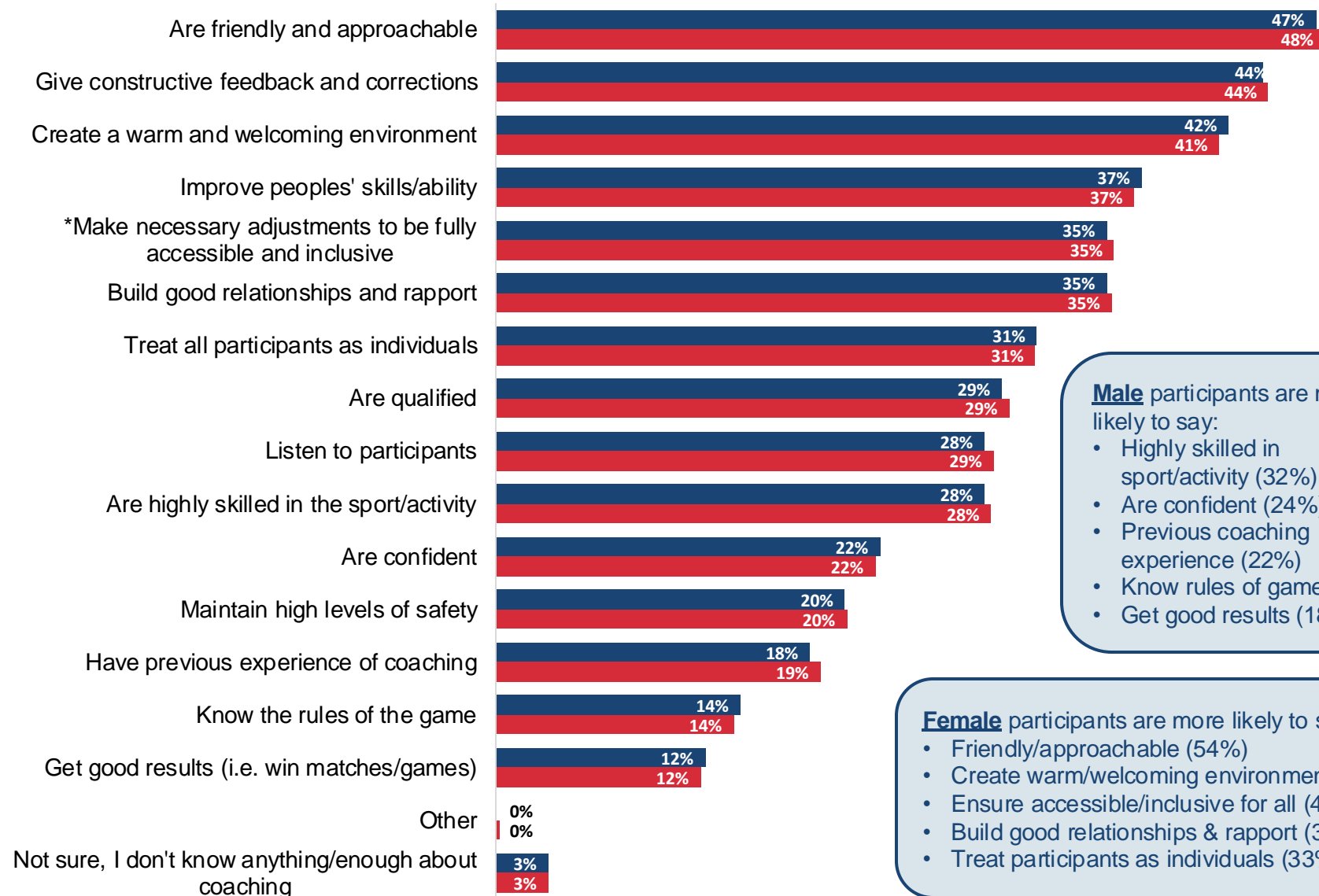
q25. In your opinion, what do you think makes a great sport or physical activity coach? You can tick up to 5. They...?

Base: Those who have received coaching in the last 12 months
(Total: n=5,714; England: n=4,710)

*Added in 2024

Agreement statements about coaches and coaching sessions

■ England ■ Total



Male participants are more likely to say:

- Highly skilled in sport/activity (32%)
- Are confident (24%)
- Previous coaching experience (22%)
- Know rules of game (20%)
- Get good results (18%)

Female participants are more likely to say:

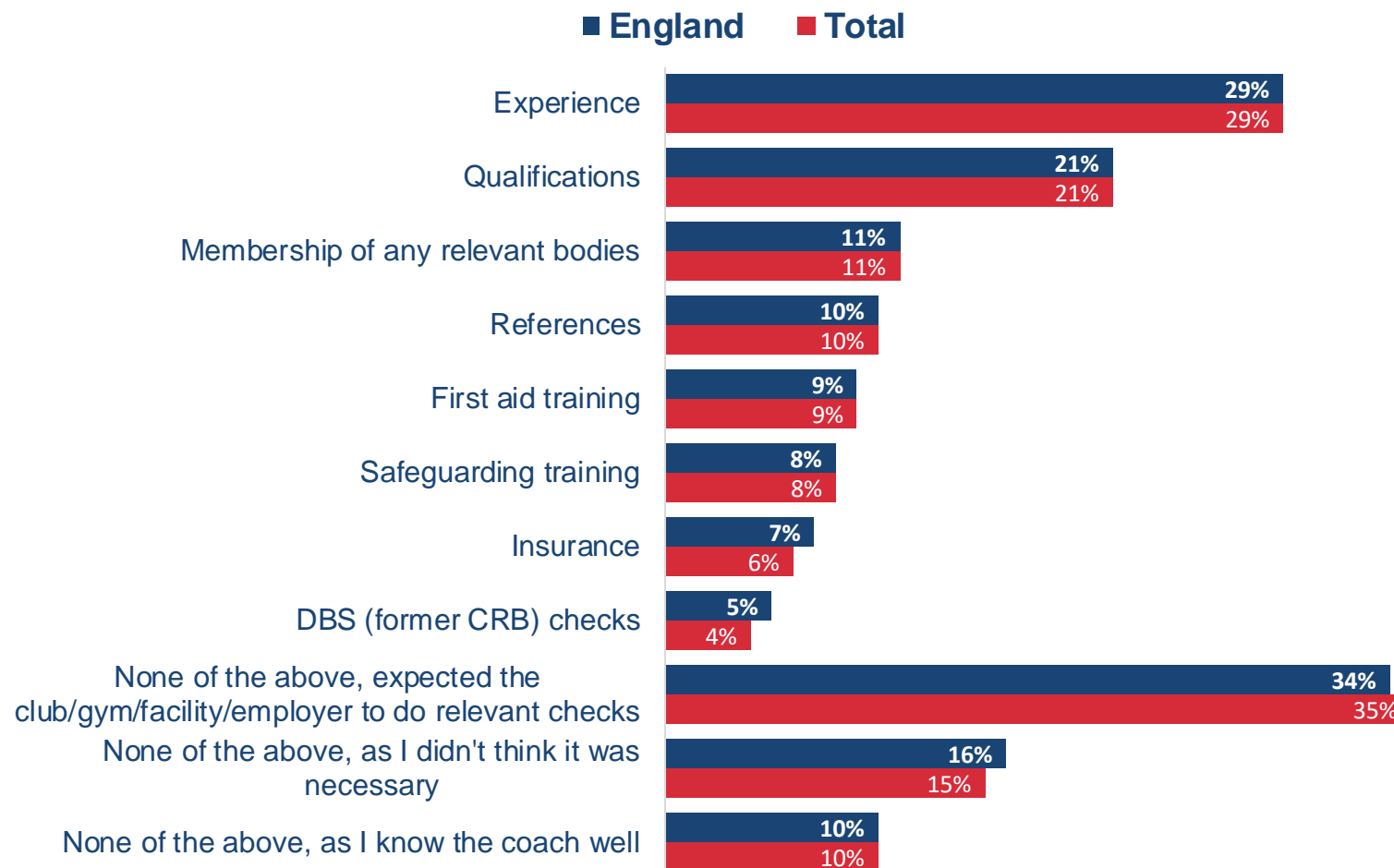
- Friendly/approachable (54%)
- Create warm/welcoming environment (49%)
- Ensure accessible/inclusive for all (42%)
- Build good relationships & rapport (37%)
- Treat participants as individuals (33%)

In line with the rest of the UK, the majority (60%) of participants in England haven't performed any checks on their coaches

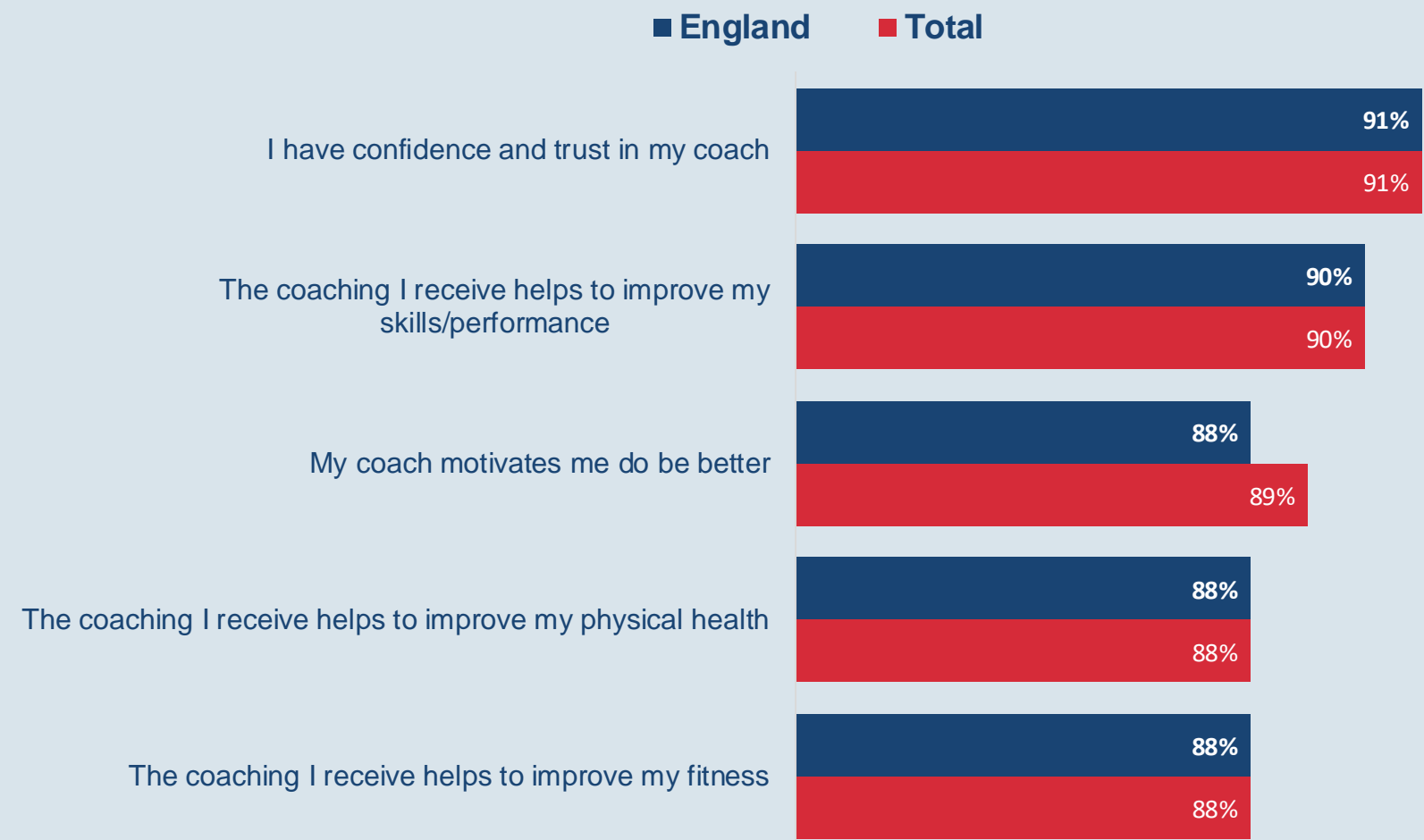
q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply / q17. And thinking specifically about your coach and the coached-sessions you attend, how much do you agree or disagree with the following statements? (Strongly agree + Agree)

Base: Those who have received coaching in the last 12 months (Total: n=5,714; England: n=4,710)

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

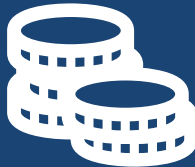
↑ Statistically significantly higher than average
↓ Statistically significantly lower than average



(6%)

of adults in
England have
coached in the
last 12 months

YouGov®



21%

Are paid to
coach

(22%)



32%↓

Volunteer
coach

(33%)



33%↑

Coach both paid &
volunteer

(31%)



15%↓

Coach neither
paid nor volunteer

(15%)

English coaches are typically young
men of higher social grades



73%

(74%)

White

21%

(20%)

Ethnically diverse
community



23%

(23%)

Are disabled or
have a long-term
health condition



Age

52%

18-34

(52%)

35%

35-54

(35%)

12%

55+

(13%)



Gender

37%↓

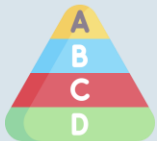
Women

(38%)

62%↑

Men

(61%)



Social grade

67%

ABC1

(67%)

33%

C2DE

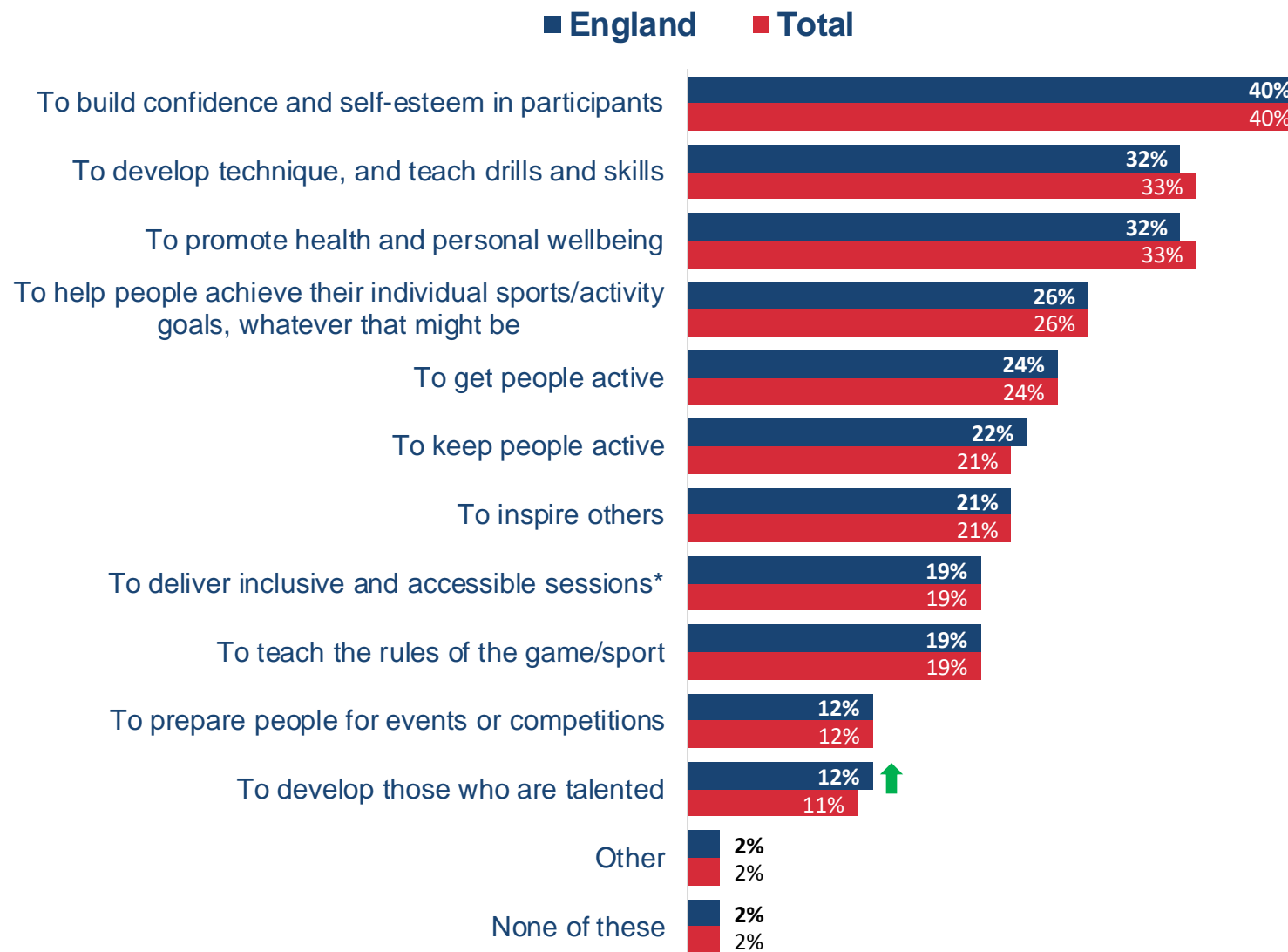
(33%)

Active Coaches in England are slightly less likely than UK average to say they understand the coaching needs of adults over 18 and those over age 50

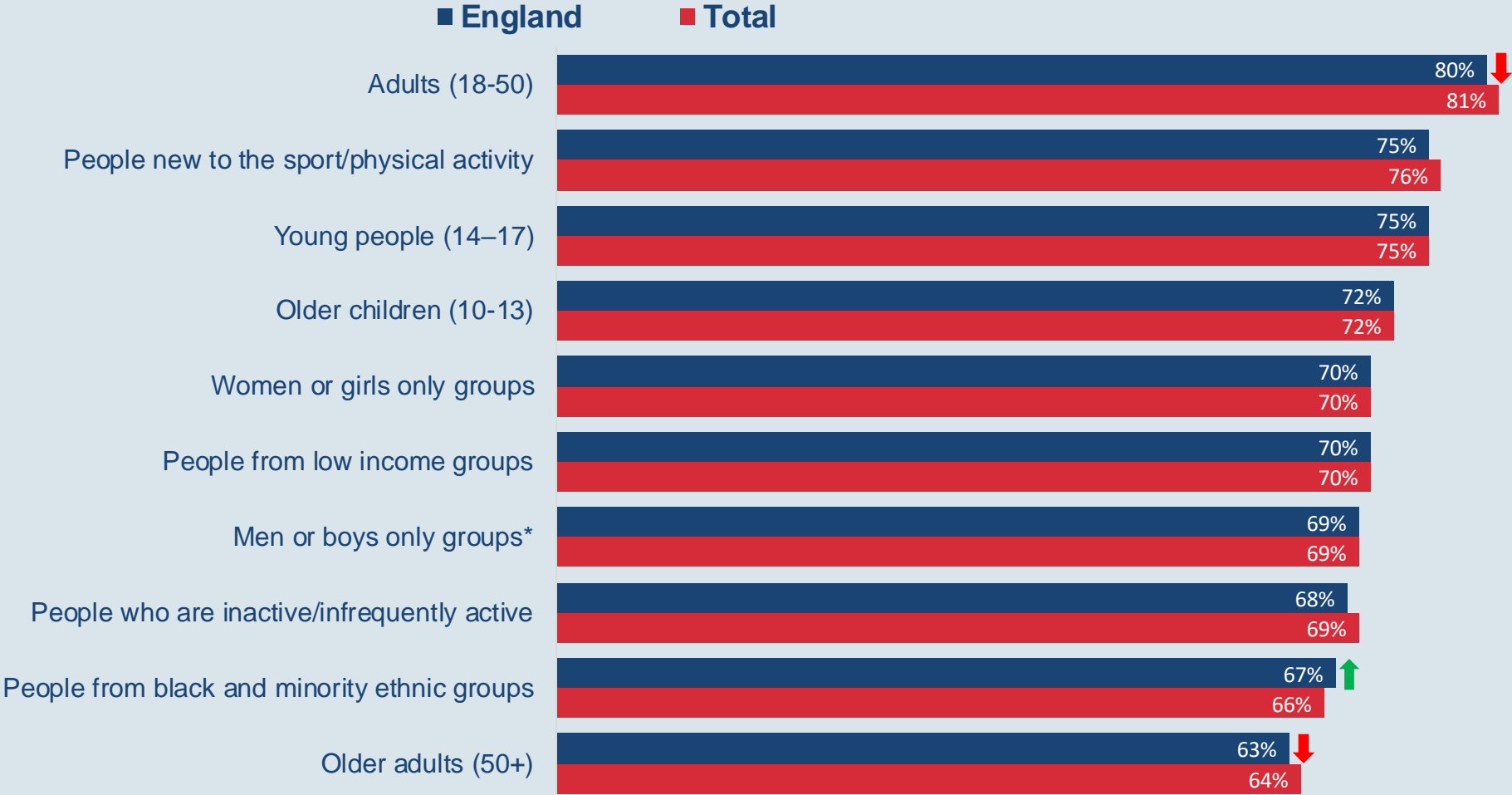
q36. And what do you think is/are your primary role(s) as a coach? Please select up to three options / q34. To what extent do you feel that you understand the specific sport and physical needs of each of the following?
Base: Those who have coached in the last 12 months (Total: n=2,013; England: n=1,707)

*Added in 2024

Primary role as coach



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

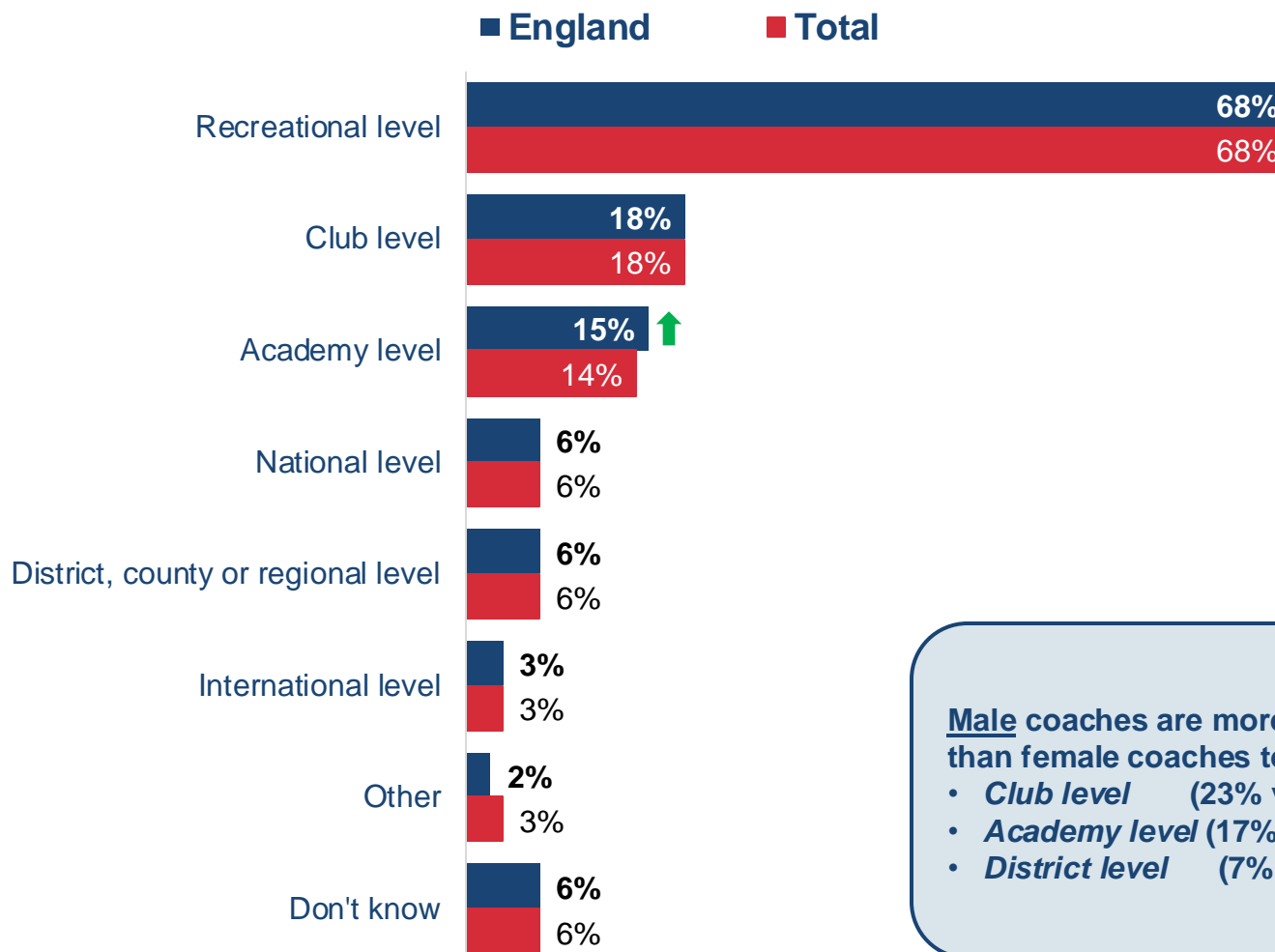


As with the rest of the UK, it is most common for Active Coaches in England to coach at the recreational level, at a sports club, and to coach mixed gender groups

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; England: n=1,707)

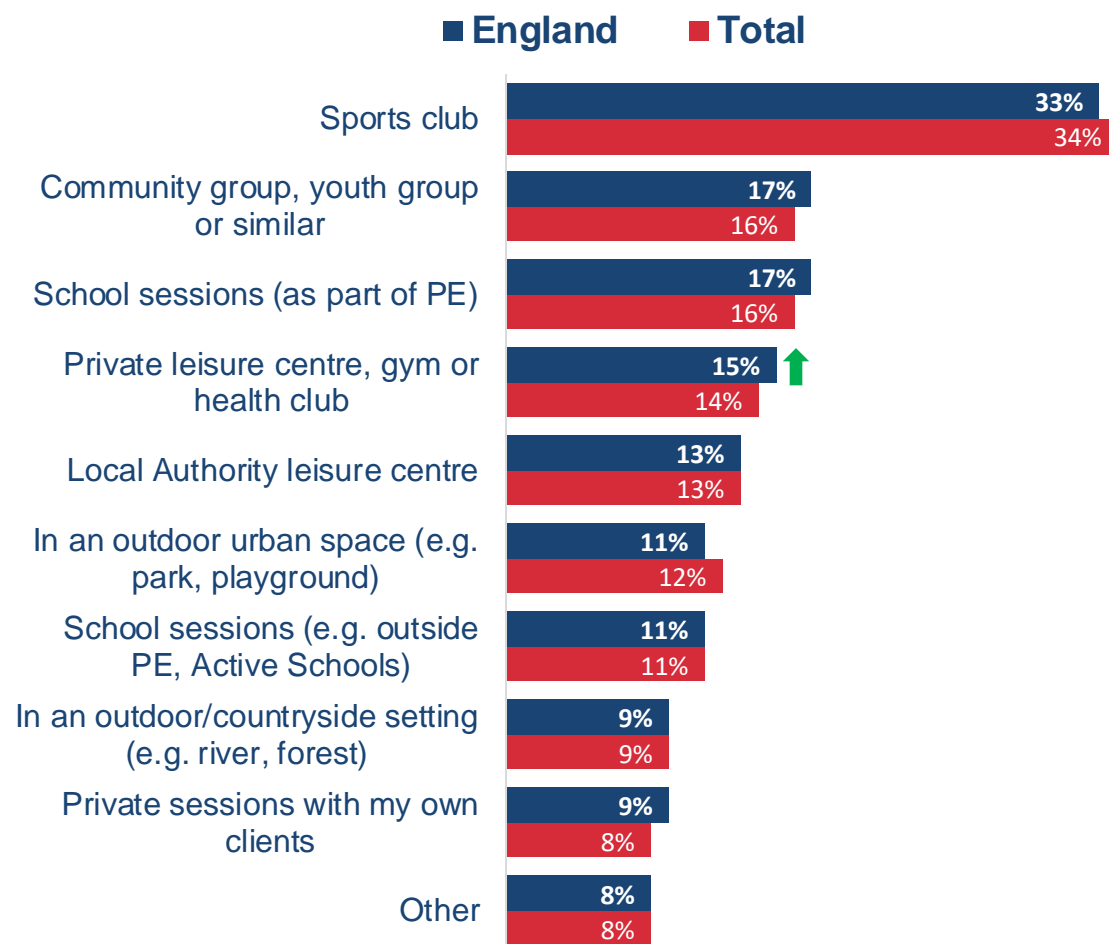
Level of activity coached



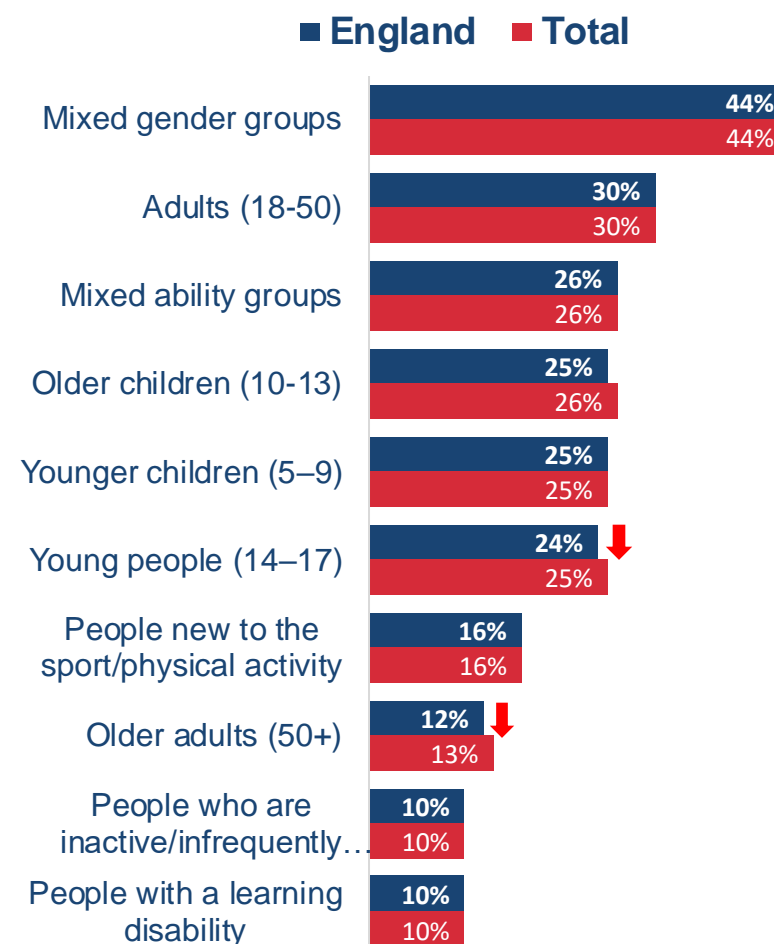
Male coaches are more likely than female coaches to coach at:

- *Club level* (23% vs 11%)
- *Academy level* (17% vs 11%)
- *District level* (7% vs 4%)

Location of coaching (top 10)



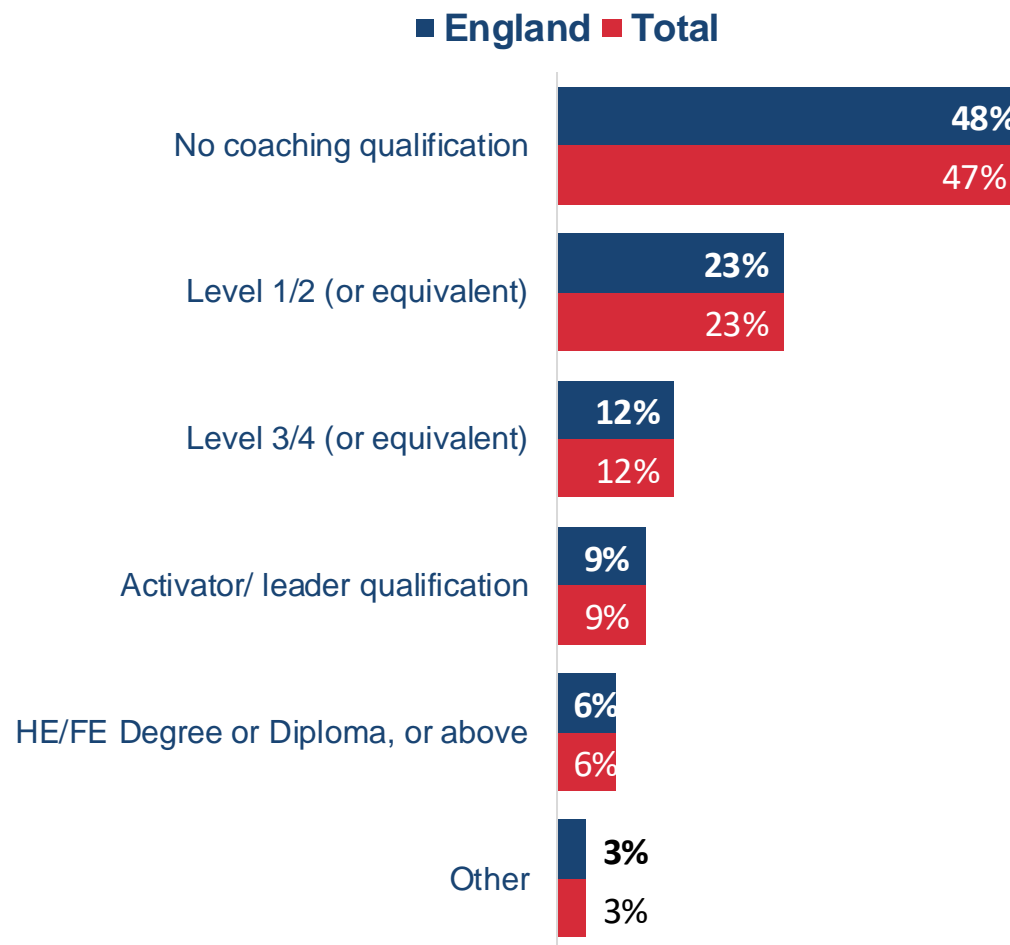
Type of participant (top 10)



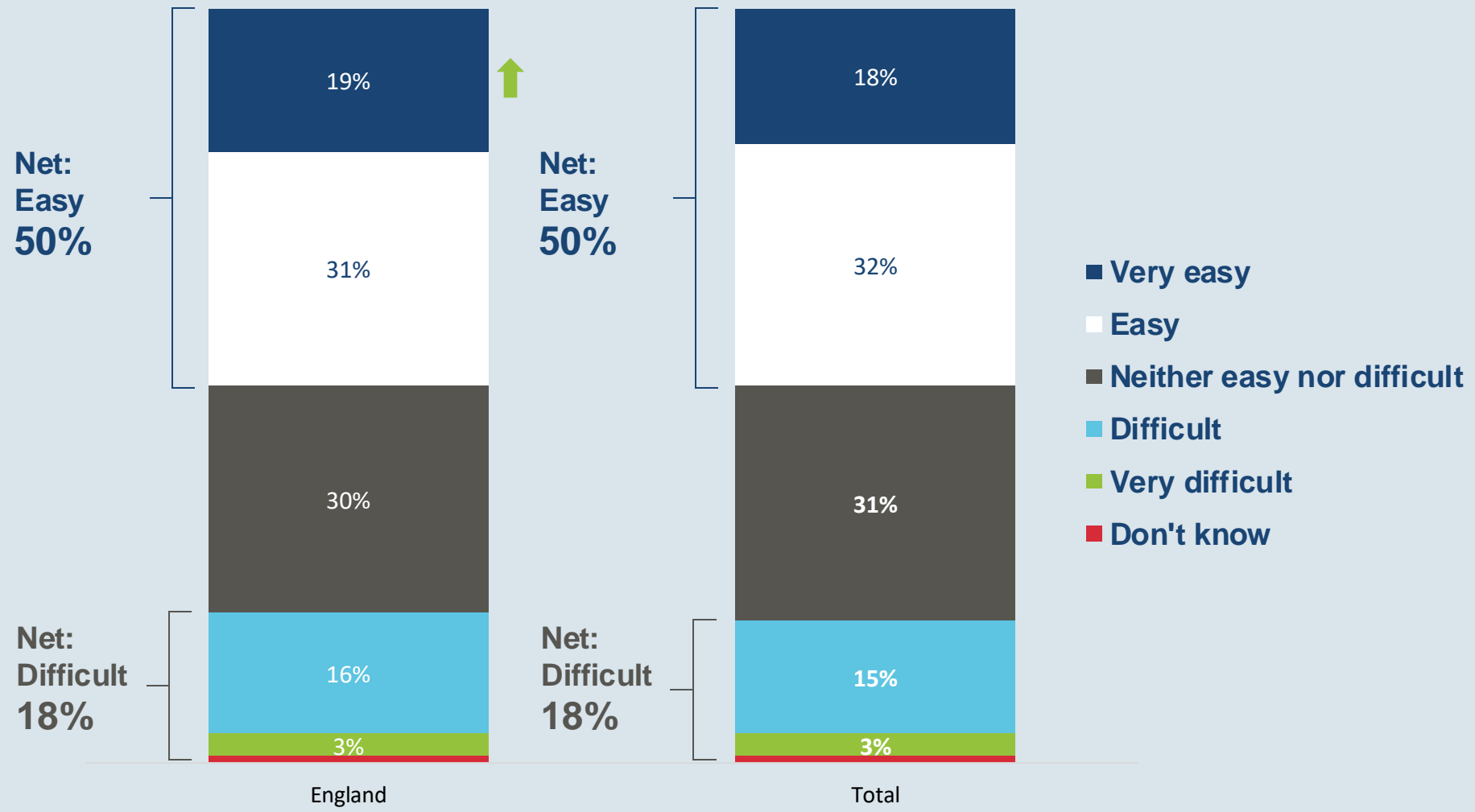
Coaches in England are slightly more likely to find it very easy to have obtained their coaching qualifications than in the UK as a whole

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 (2019 n=8,930; 2022 n=4,808; 2024 n=5,714) *Added in 2024

Highest level of qualification



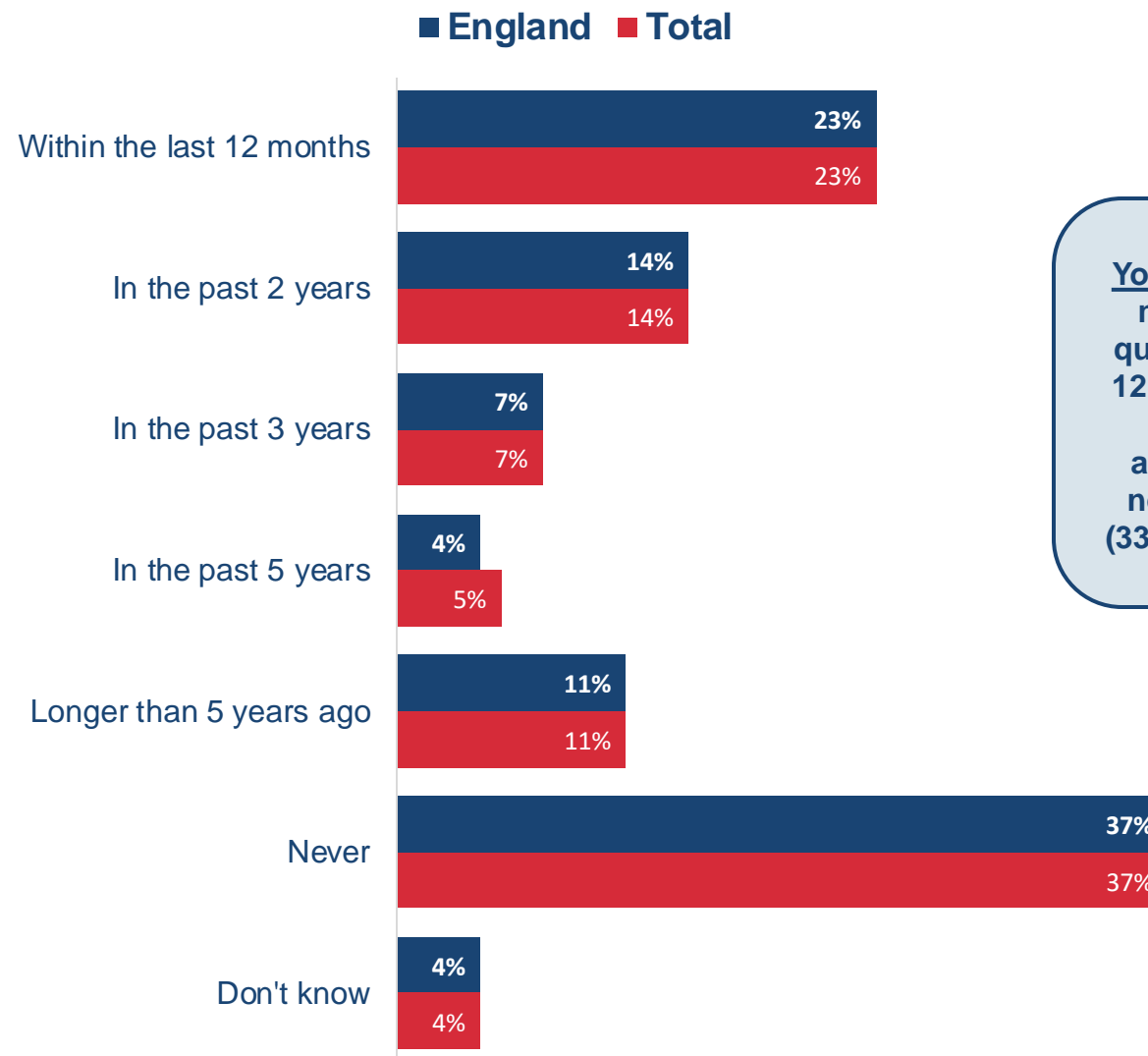
Ease of obtaining qualification



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

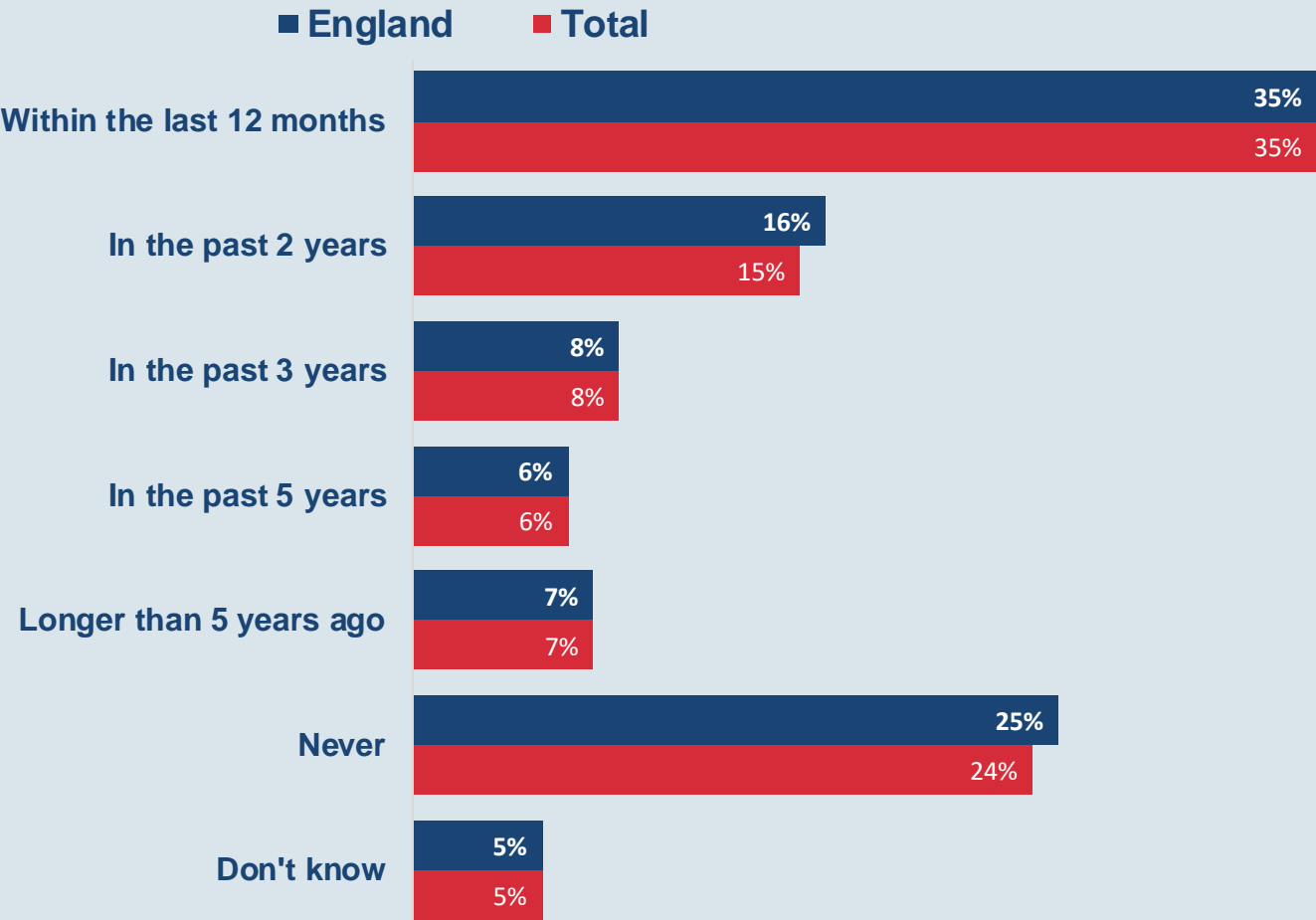
MT_8. When, if at all, was the last time you completed...? Base: All who have coached in the last 12 months (total: n=2,013; England: n=1,707)

A coaching/ instructor qualification



Younger coaches (18-34) are more likely to have taken qualifications within the last 12 months (32%, vs. 17% 35-54, 7% 55+), and are less likely to have never taken a qualification (33% vs. 40% 35-54, 44% 55+)

Any informal/ formal learning or development related to coaching

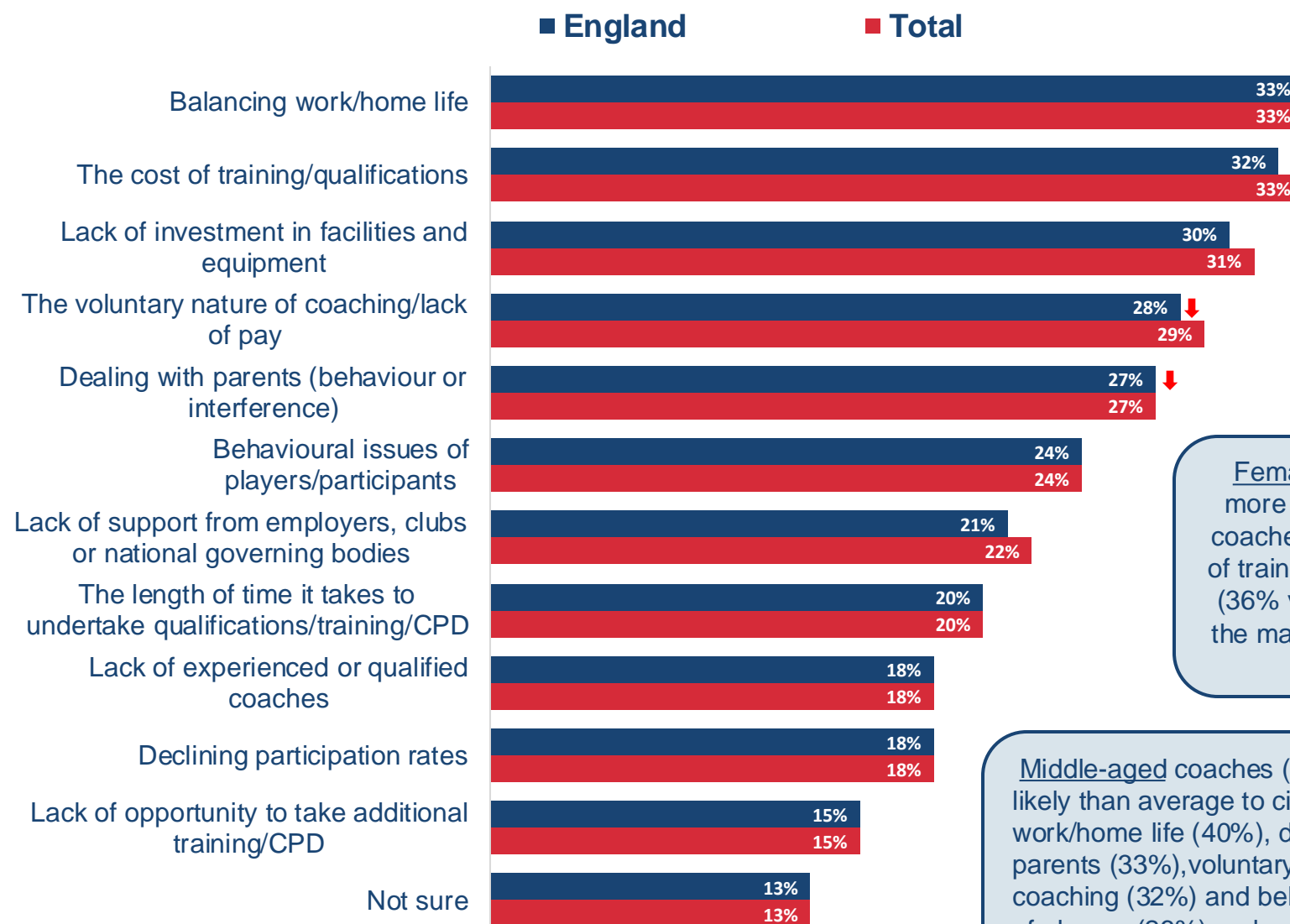


Just under a third of coaches in England, the same as the proportion across the UK as a whole, see the cost of training/qualifications as a main barrier facing coaches

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; England: n=3,395)

Challenges/ barriers facing coaches



Female coaches are more likely than male coaches to cite the cost of training/ qualifications (36% vs 29% male) as the main barriers facing coaches

Middle-aged coaches (35-54) are more likely than average to cite balancing work/home life (40%), dealing with parents (33%), voluntary nature of coaching (32%) and behavioural issues of players (26%) and as the main barriers facing coaches