

UK Coaching Population Study 2024 Report

Gender Spotlight

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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

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

- Men are generally more likely to be active coaches (61% vs 49% of UK population) and hold an official coaching qualification; young coaches (aged 18-34) are more likely to be male (52%), while coaches aged 35-54 are more likely to be female (39%). In terms of regional differences, female coaches also make up a larger proportion of Active Coaches in Scotland (10%) while male coaches make up a larger proportion of those in England (88%)
- There are also gender differences across paid vs voluntary coaching: female coaches are more likely to be paid for coaching, while male coaches spend more hours doing voluntary coaching
- When looking at the type of sports that are coached, female coaches are more likely to coach more creative sports (like dance and yoga), while male coaches are more likely to coach team sports, racket games and combat sports
- Male coaches are more likely for their coaching to take place in a sports club or private leisure centre, while female coaches are more likely to coach in school sessions
- Finally, male coaches are more likely to both support coaches and have access to support whereas female coaches are less likely to either support other coaches or have access support themselves

Active Coaches Overview by Gender

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



38%↓

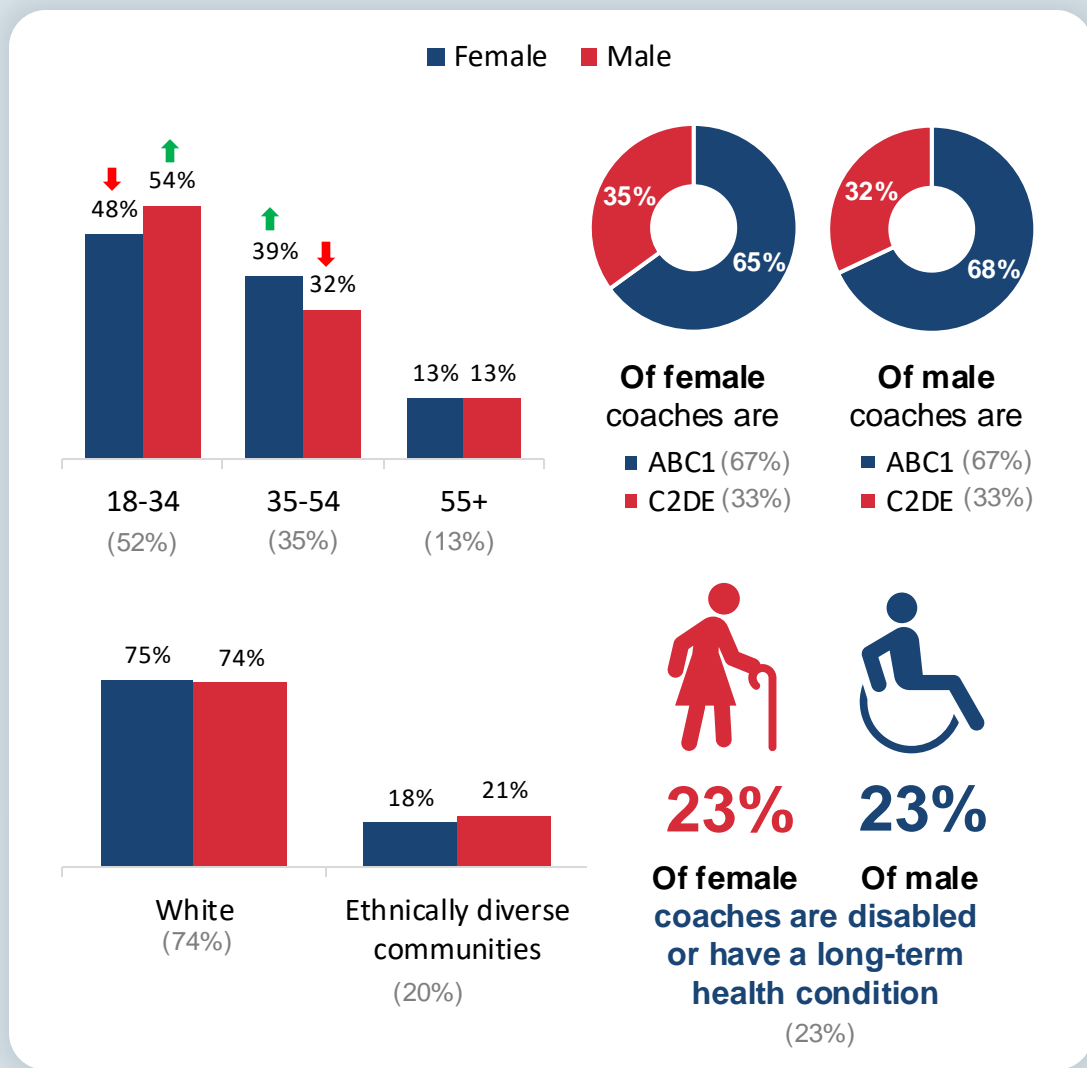
are female
compared to
51% of the
population*



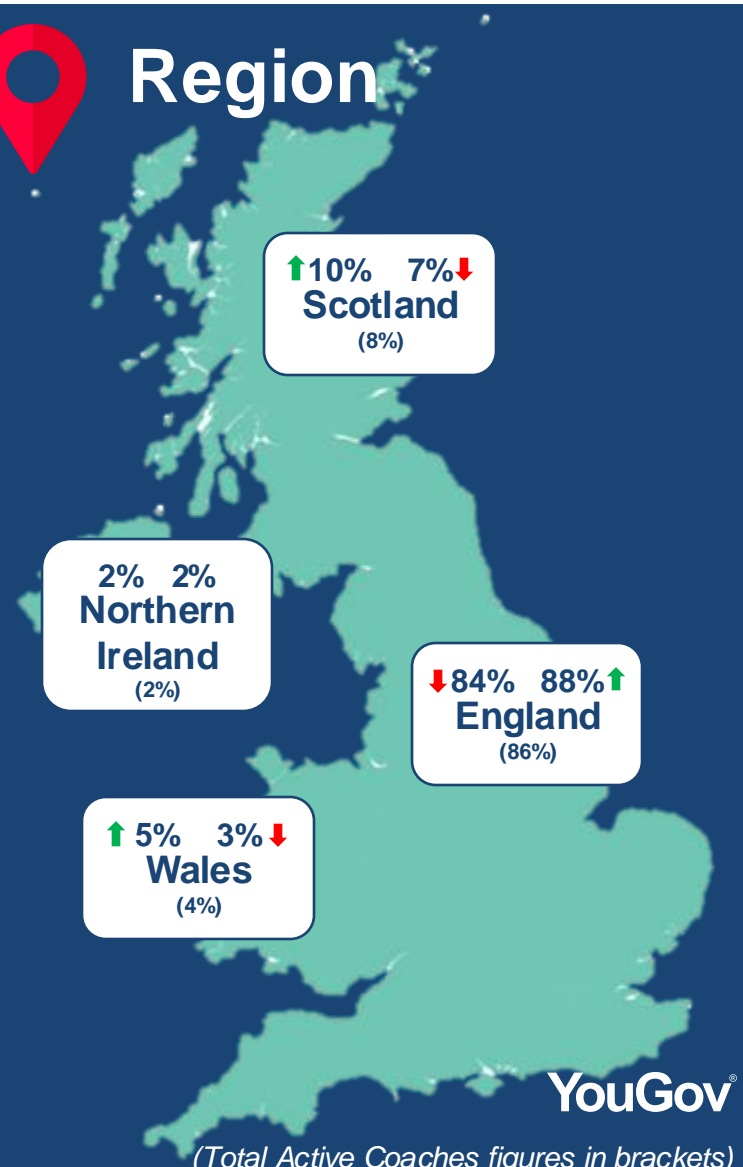
61%↑

are male
compared to
49% of the
population*

*significant compared to 2021
census data



Region





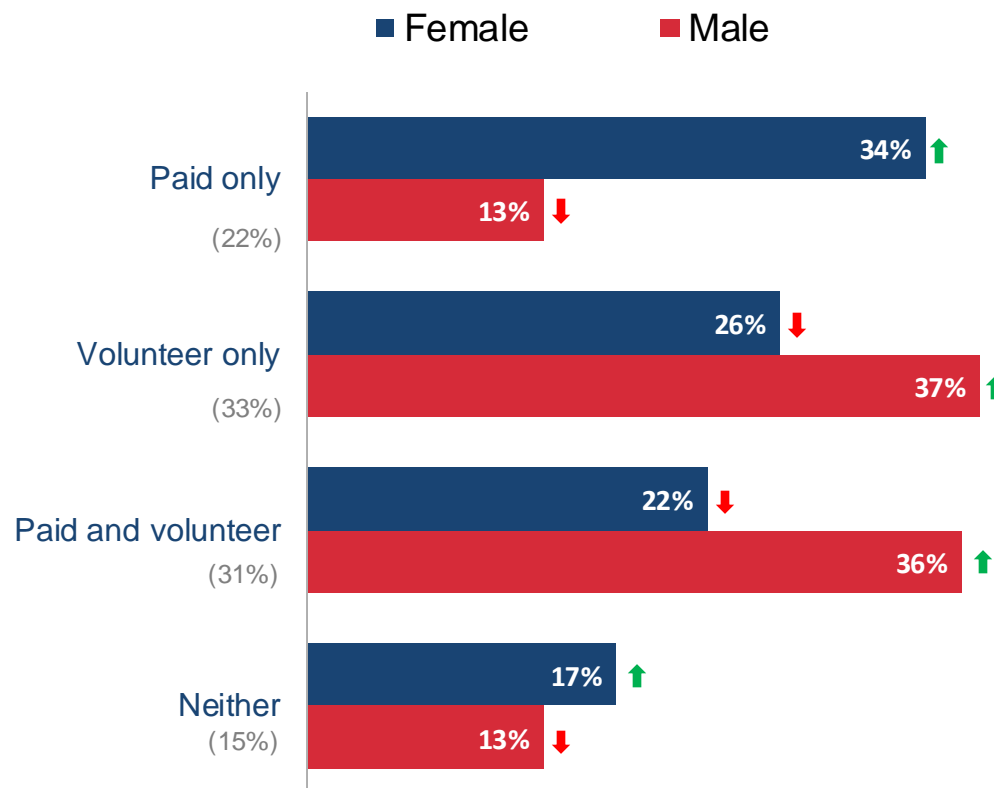
Pay status of active coaches

Female coaches are significantly more likely to be paid than male coaches, and spend less hours volunteering

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; Female: n=793; Male: n=1,194)

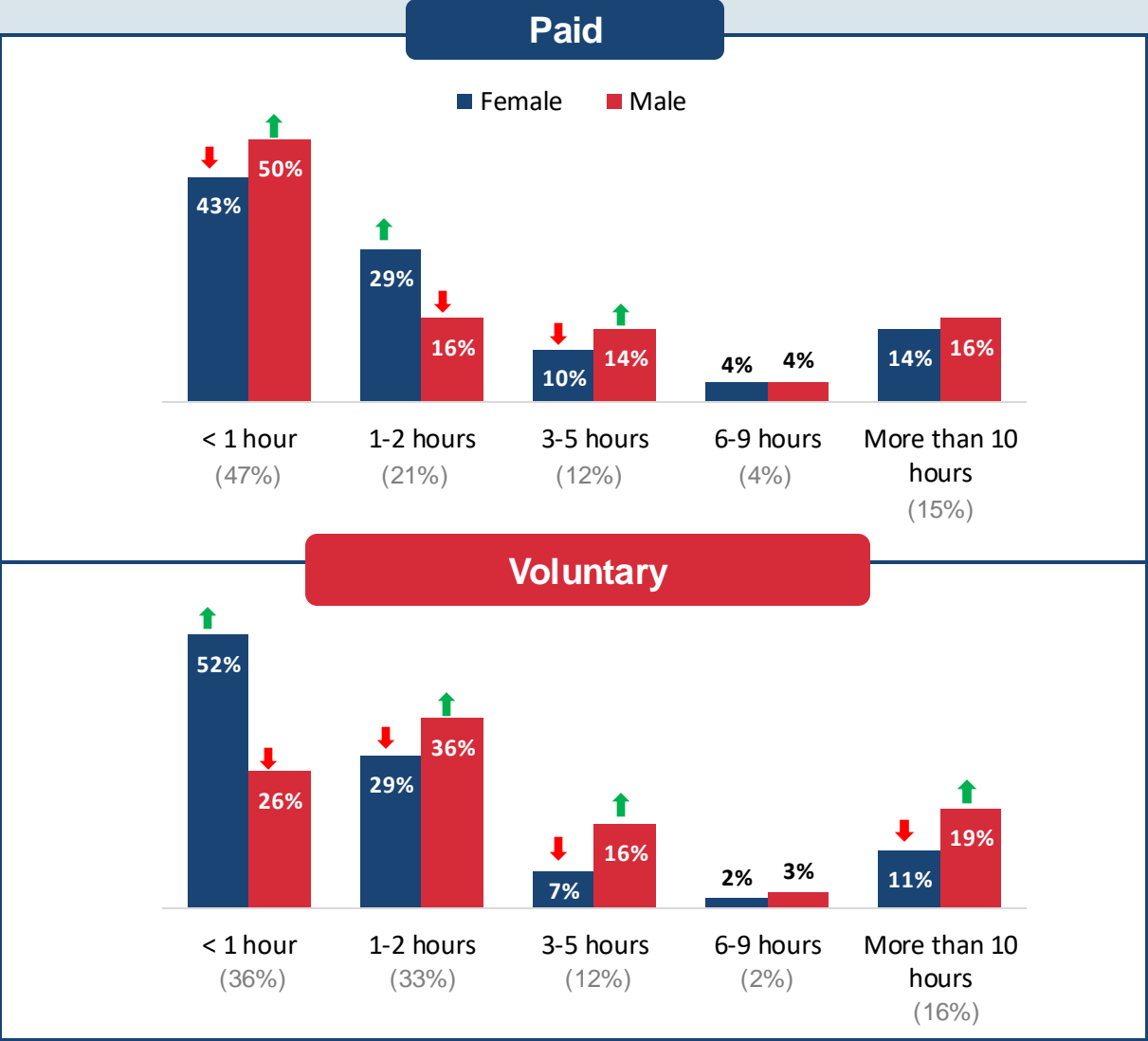


Net: Any paid
57% **50%**
 (53%)

12% **13%**
 are coaching as their
 primary occupation (12%)

(Total Active Coaches figures in brackets)

Hours spent coaching per week





What? (Top 5)

Female coaches are more likely to coach dance and yoga, while male coaches are more likely to coach team sports, racket games and combat sports

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; Female: n=793; Male: n=1,194)

Female



Team sports

25%↓
(40%)



Dance

24%↑
(14%)



Yoga

14%↑
(8%)



Racket games

13%↓
(16%)



Athletics

12%↑
(12%)

Male



Team sports

49%↑
(40%)



Racket games

17%↑
(16%)



Combat sports

12%↑
(10%)



Athletics

12%↑
(4%)



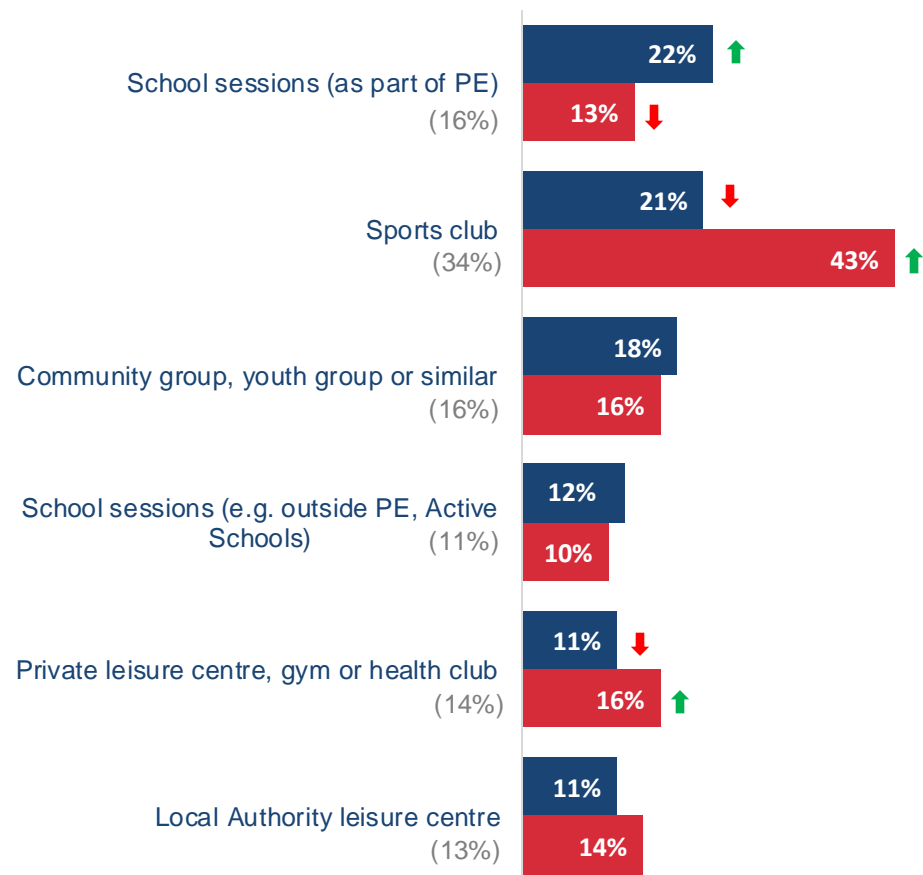
Bat & ball sports

11%↑
(12%)

(Total Active Coaches figures in brackets)

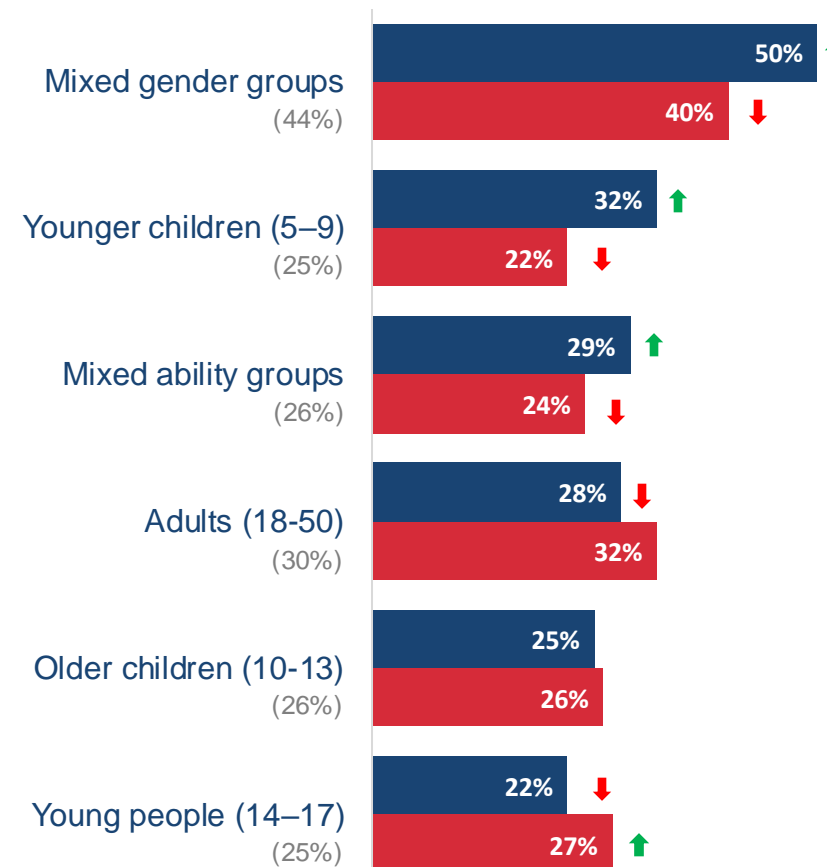
Where? (top 6)

■ Female ■ Male

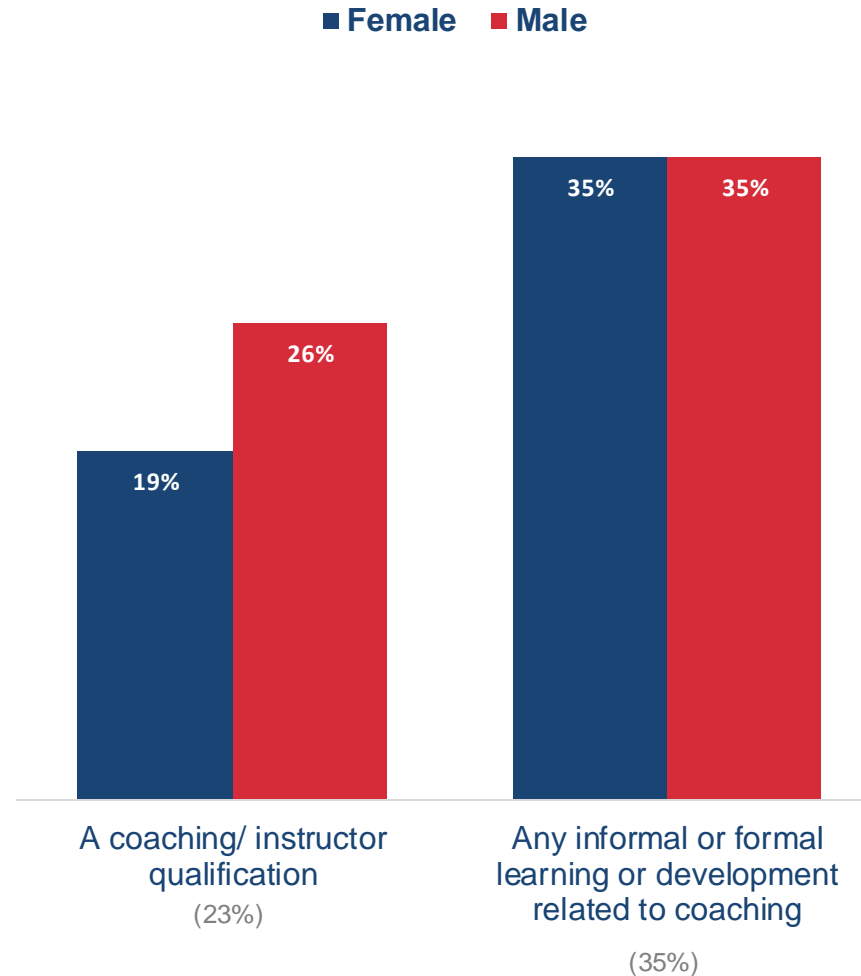


Who? (top 6)

■ Female ■ Male



Qualifications taken in last 12 months



↑ **52%** **44%** ↓
Have no formal coaching
qualifications
(47%)

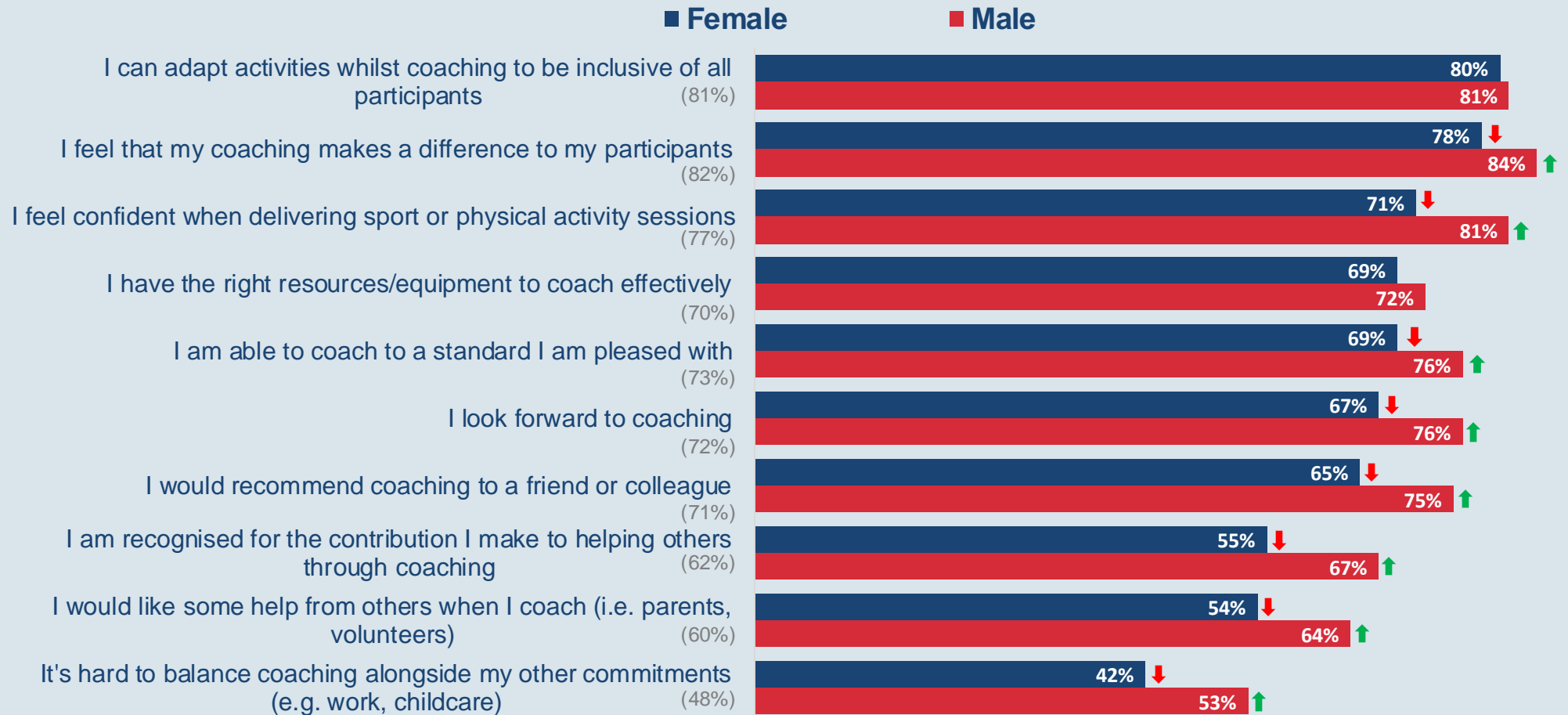
q40. What is your highest level of coaching qualification? Base: Those who have coached in the last 5 years (Total: n=4,023; Female: n=1,647; Male: n=2,303)

MT_8. When, if at all, was the last time you completed...?

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 (Total: n=2,013; Female: n=793; Male: n=1,194)

(Total Active Coaches figures in brackets)

Coaching statements (net % agree)

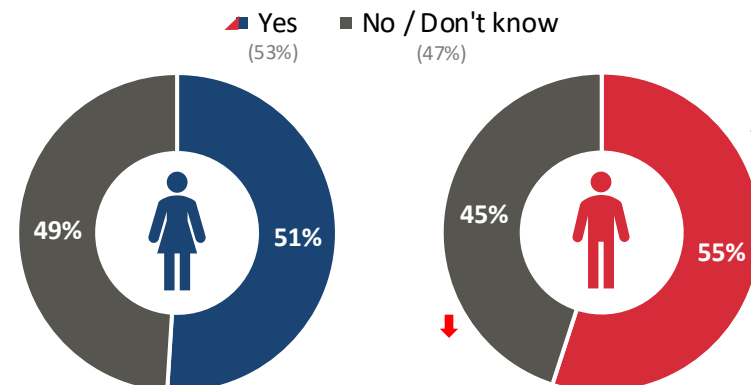


Male coaches are more likely to support other coaches and have access to support than female coaches

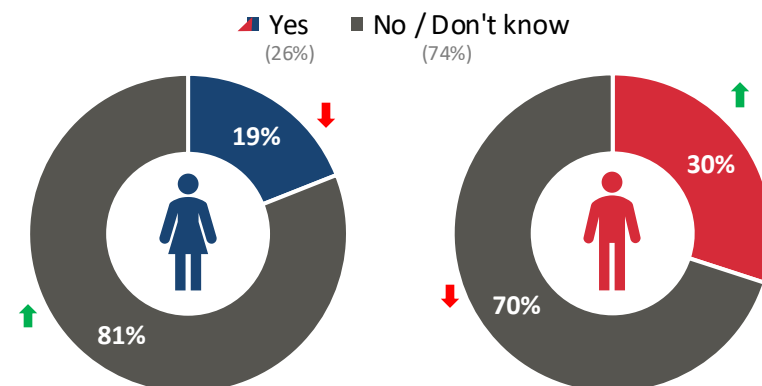
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching? / 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; Female: n=793; Male: n=1,194)

Access to coaching support



Is currently in a coaching support role



(Total Active Coaches figures in brackets)

Challenges / barriers facing coaches (top 5)

