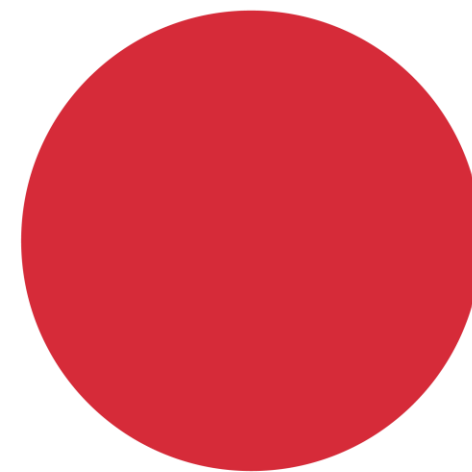


UK Coaching Population Study 2024 Report

Paid vs Voluntary Spotlight

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 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, 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

- Young people (aged 18-34) are more likely than Active Coaches as a whole to be paid coaches (62%), whilst those aged over 35 are more likely to volunteer (39% 35-54, 21% 55+). Active coaches who are from ethnically diverse communities are also more likely to be paid (21%), whereas Active coaches who are white are more likely to be volunteer only (80%)
- When looking at the type of sports that are coached, active coaches who are paid are most likely to coach team sports, racket games and athletics, whereas volunteer coaches are less likely to coach these sports
- Volunteer coaches are more likely than Active Coaches as a whole to coach adults in sports clubs, whereas paid coaches are more likely to coach mixed gender, mixed ability groups, and children between the ages of 5-13
- Compared to Active Coaches, paid coaches are more likely to hold a recent qualification, whereas volunteer coaches are less likely to have done so
- Similarly, paid coaches are also more likely than Active Coaches as a whole to both support other coaches and have access to support, whereas volunteer coaches are less likely

Active Coaches Overview by by Paid vs Voluntary:

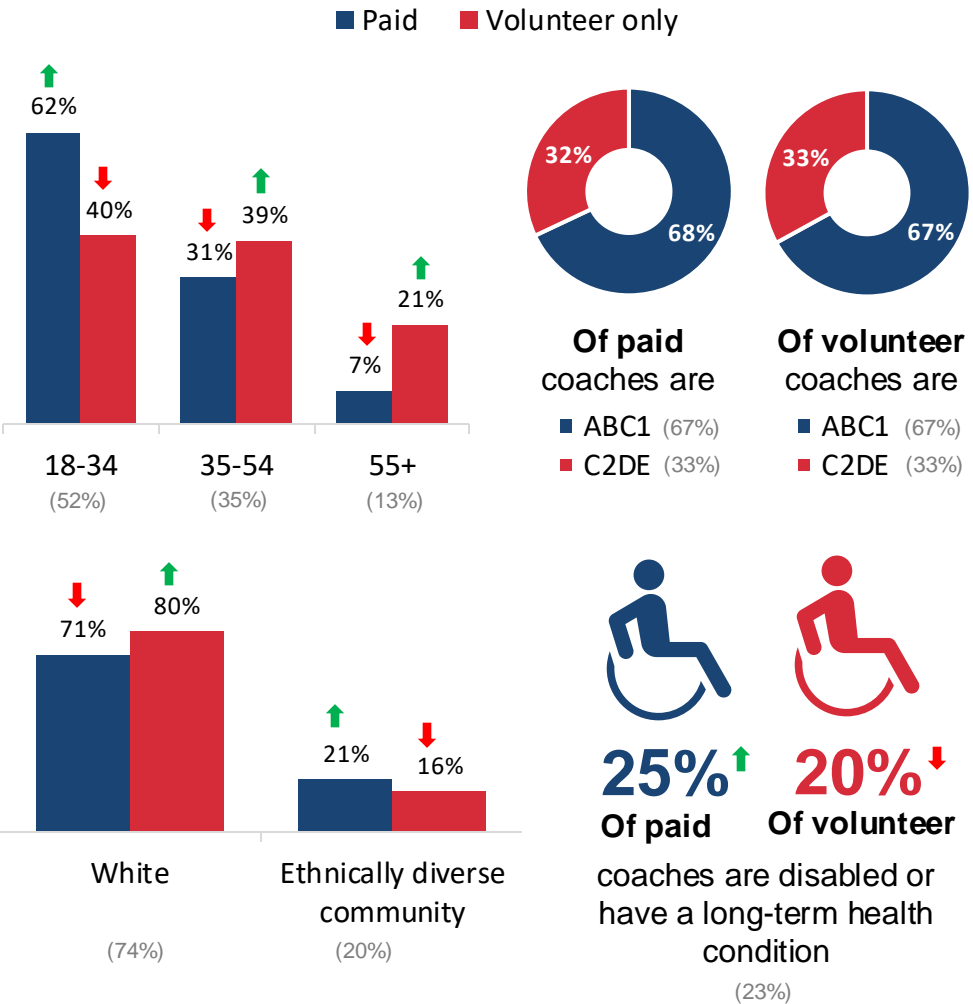
↑ Statistically significantly higher than average
↓ Statistically significantly lower than average



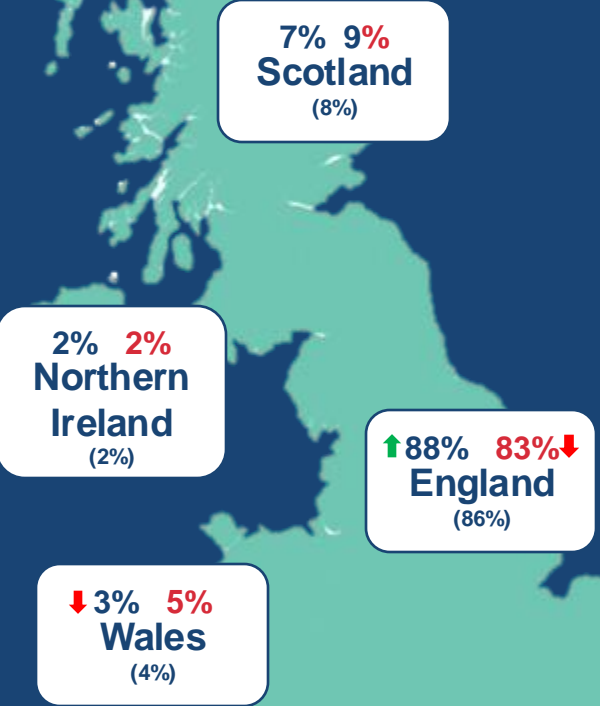
54%
are paid
for their
coaching



32%
volunteer
only



Region



Both paid and voluntary coaches are most likely to coach team sports; voluntary coaches are more likely than Active Coaches as a whole to coach adults in sports clubs

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; Paid: n=1,092; Volunteer only: n=643)



What? (Top 5)

Paid



Team sports
46%↑
(40%)



Racket games
22%↑
(16%)



Dance
19%↑
(14%)



Athletics
17%↑
(12%)



Target sports
13%↑
(8%)

Volunteer only



Team sports
33%↓
(40%)



Racket games
7%↓
(10%)



Bat & ball sports
7%↓
(10%)



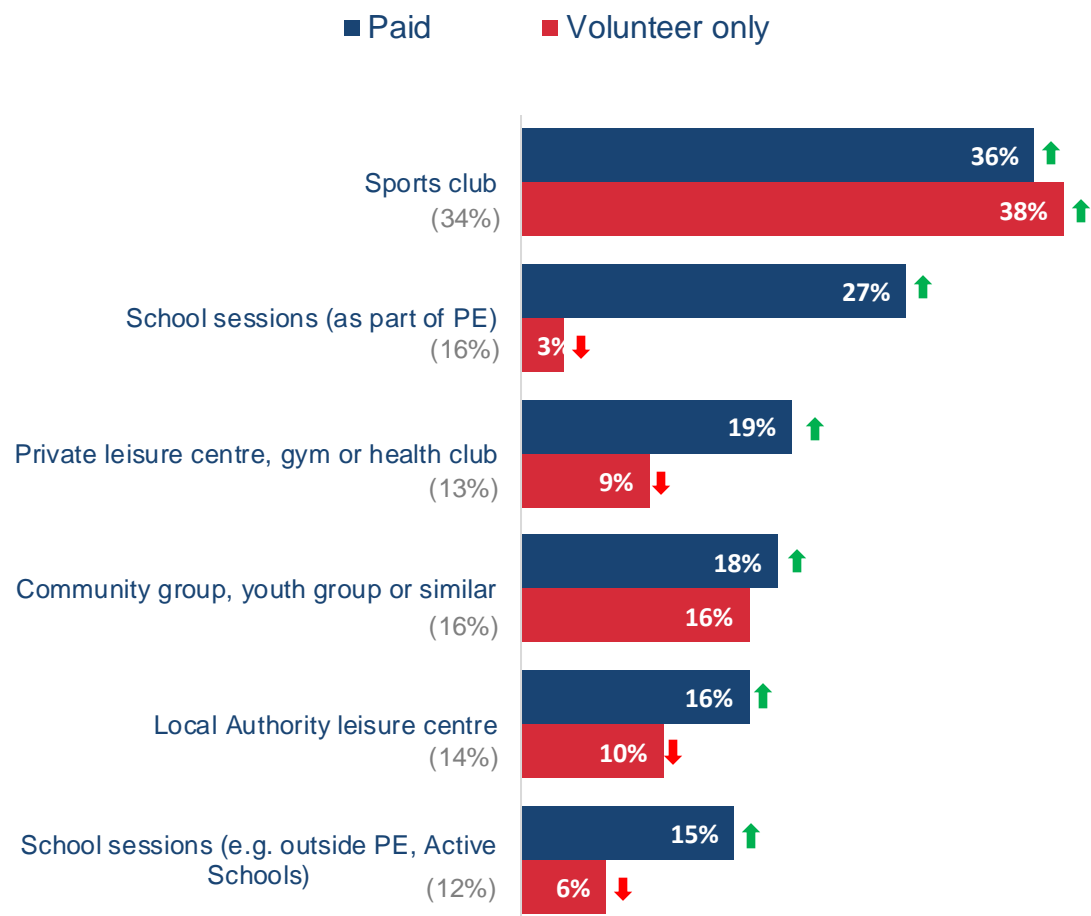
Athletics
6%↓
(12%)



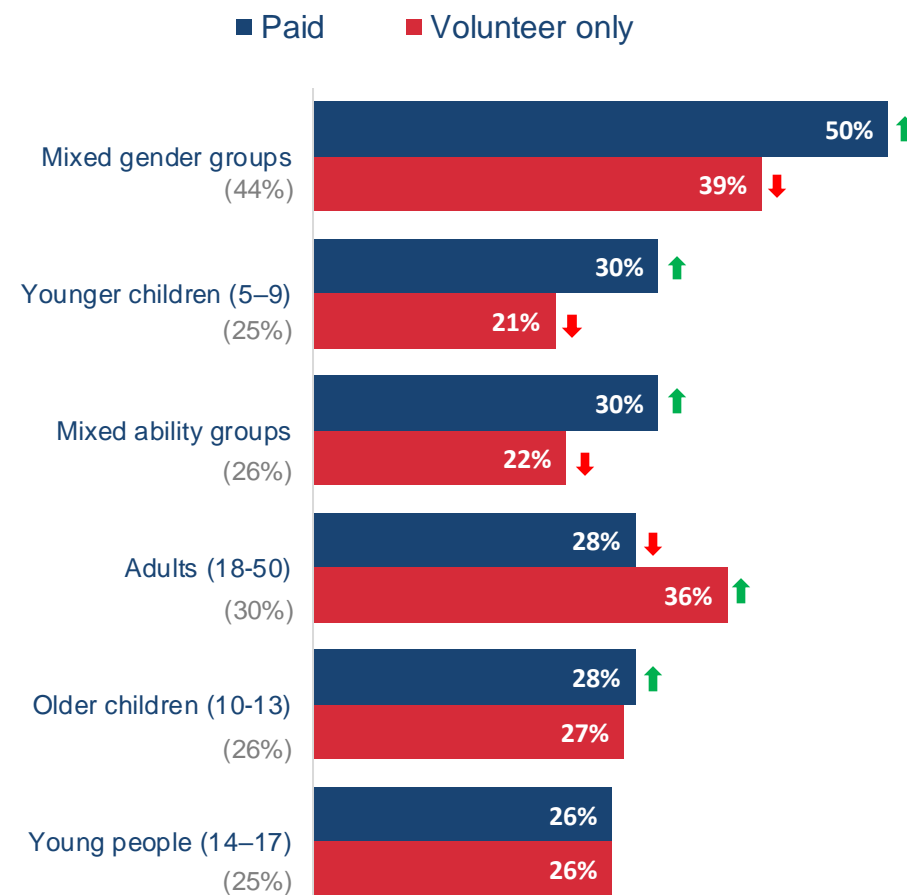
Exercise/ Fitness/ Personal training
10%
(10%)

(Total Active Coaches figures in brackets)

Where? (top 6)

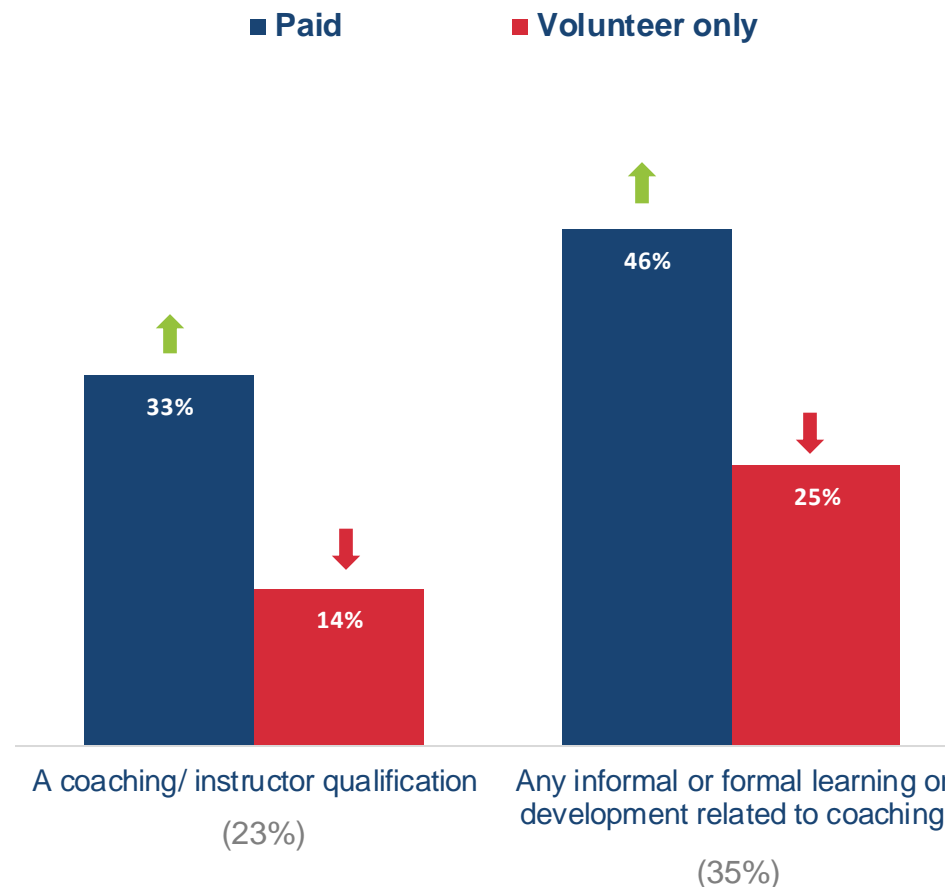


Who? (top 6)



Paid coaches are more likely than Active Coaches as a whole to hold a qualification while voluntary coaches are less likely; paid coaches are also generally more likely to have positive experiences of coaching

Qualifications taken in last 12 months



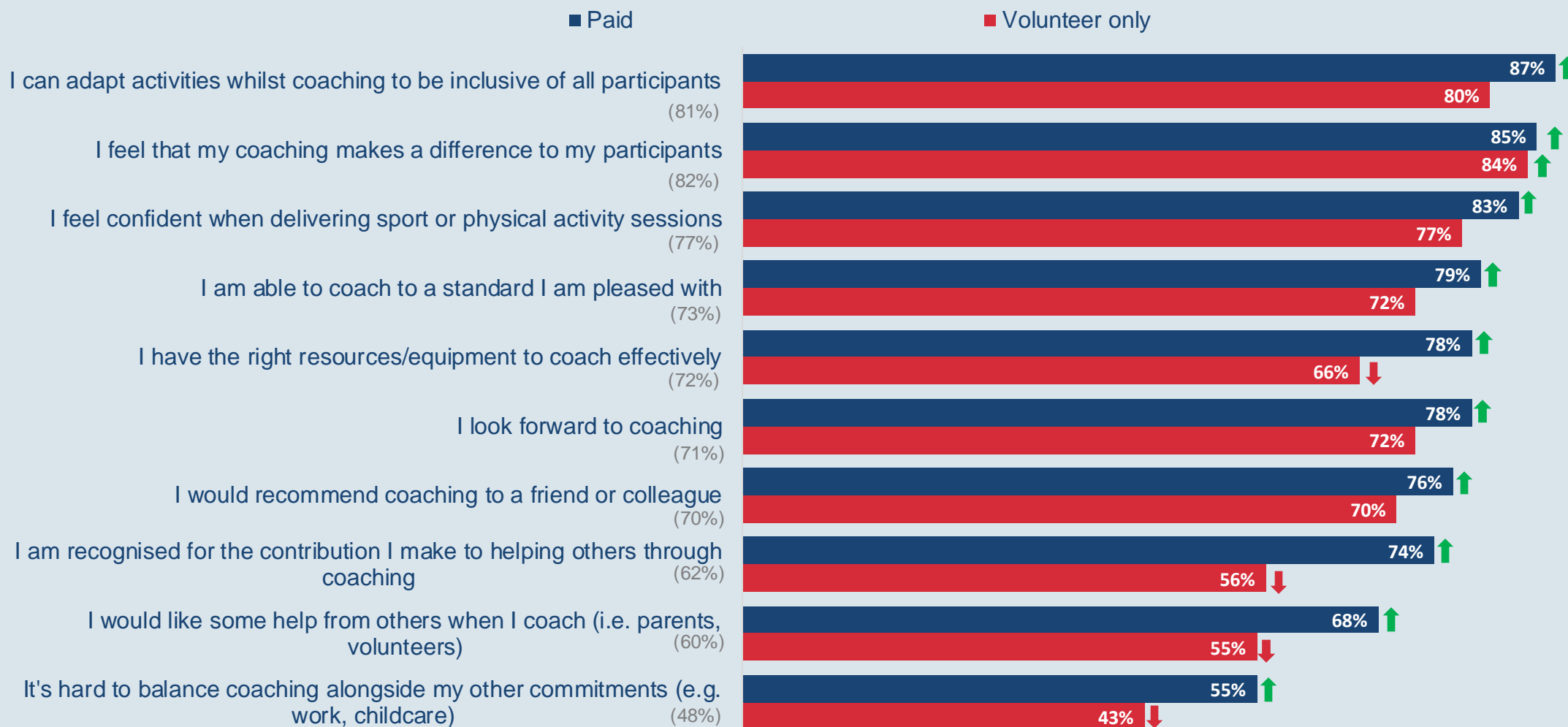
↓ **30%** **59%** ↑
Have no formal coaching qualifications (47%)

Q40. What is your highest level of coaching qualification? Base: Those who have coached in the last 5 years (Total: n=4,023; Paid: n=1,092 Volunteer only: n=643)

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; Paid: n=1,092; Volunteer only: n=643)

(Total Active Coaches figures in brackets)

Coaching statements (net % agree)

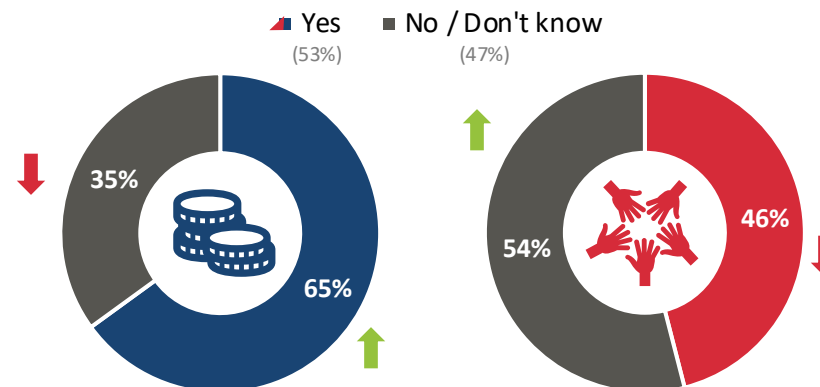


Paid coaches are more likely than Active Coaches as a whole to both support other coaches and have access to support, whereas volunteer coaches are less likely

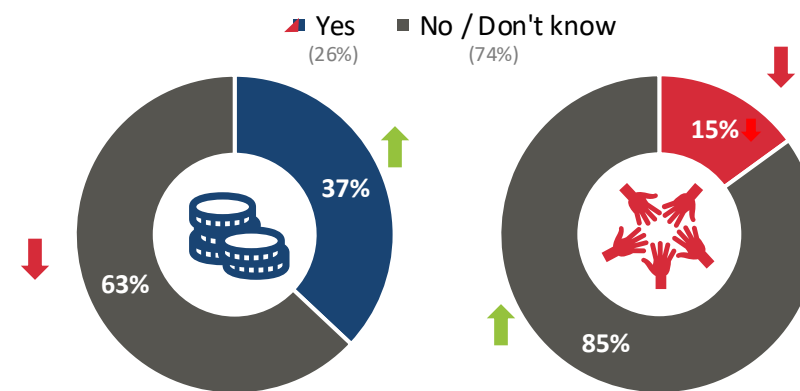
SE_7. Do you currently have access to someone who can support you in your coaching role? (i.e. a coach developer or a mentor who can help educate, support or teach you about coaching) / MT_5. Do you currently work with other coaches or instructors to educate, support, mentor or teach them about coaching?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

