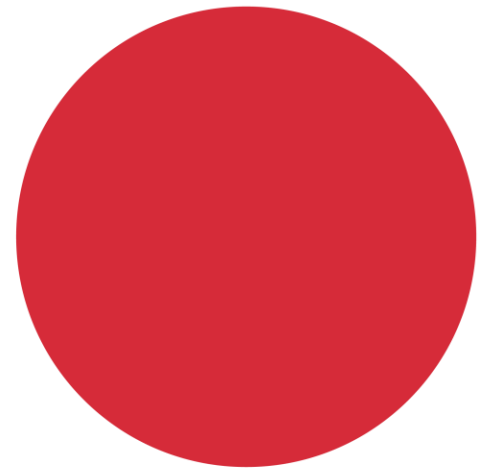


UK Coaching Population Study 2024 Report: Participants

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 participants in the receipt of coaching in the UK, their activity and demographic characteristics.



Total sample size:

- **2017, n=20,688 (12,793 ever participated).** Fieldwork: 02/08-21/08
- **2019, n=50,797 (31,273 ever participated).** Fieldwork: 09/08-19/09
- **2022, n=30,088 (18,818 ever participated).** Fieldwork: 20/09-19/10
- **2024, n=30,990 (19,617 ever participated).** 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:

- *Participants* – people who have received Sport and Physical Activity coaching 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 adults who have received coaching in the past 12 months in the UK remains consistent with previous years (17%).
- Compared with 2022, more participants say they do more sport and physical activity than they did last year (49% vs 45% in 2022).
- Consistent with previous years, it was most common for participants to receive coaching in exercise, fitness and personal training (32%), with the same proportion (32%) saying their coached activity takes place at a private leisure centre, gym or health club.
- Trust in coaches in general among participants remains stable, at 8 in 10 (80%). And compared with 2022, more participants say their coach motivates them to be better (89%), they have a good relationship with their coach (83%) and their coach listens to them (81%).
- The average rating of participants coached-session remains at 8.5/10, with a third (33%) rating their session as very good (10/10).
- Overall checks made on coaches by participants are steadily increasing. Four in ten (40%) of participants report making at least one check on their coach, compared with 34% in 2022.
- Participants are spending more money on their coached sessions, with over a third (35%) reporting that their session costs over £10, an increase from 30% in 2022.

Participants overview:

*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](#)



17% of UK adults are active participants

Participated in coached activity in the last 12 months

	2019	2022	2024
	17%	16%	17%

Participated in coached activity more than 12 months ago

44%	46%	44%
-----	-----	-----



82%	White	4%	Black
2%	Mixed	1%	Other
6%	Asian		



26% Are disabled or have a long-term health condition

Participants are typically young women of higher social grades

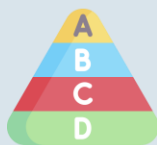


18 to 34s	44%
35 to 54s	29%
55+	27%



Gender

59%	40%
Women	Men



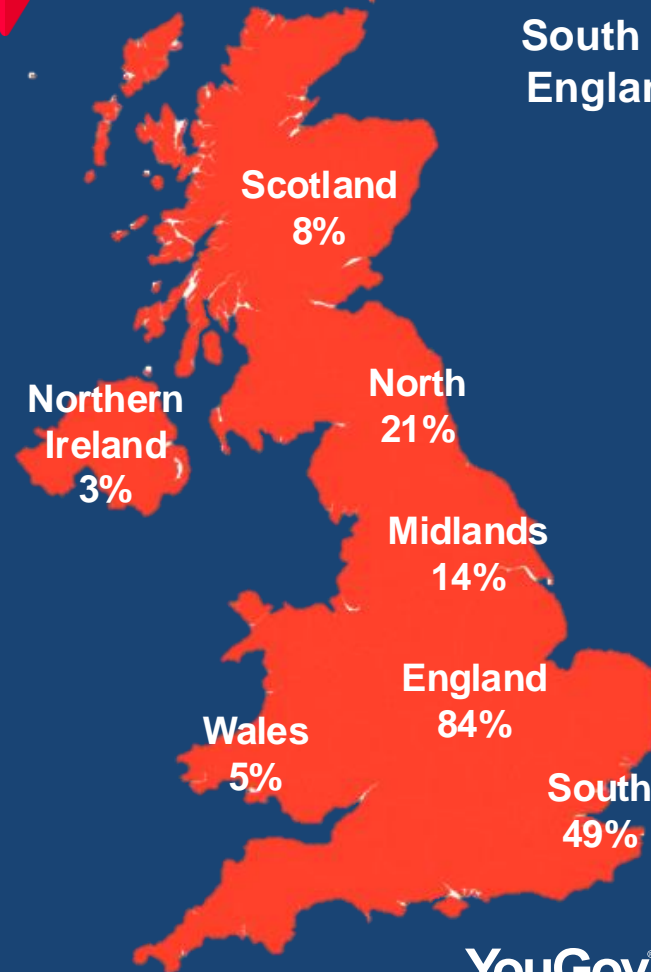
Social grade

65%	35%
ABC1	C2DE



Region

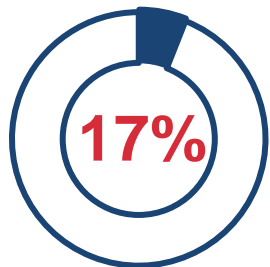
Most live in the South of England



YouGov®

Participants overview:

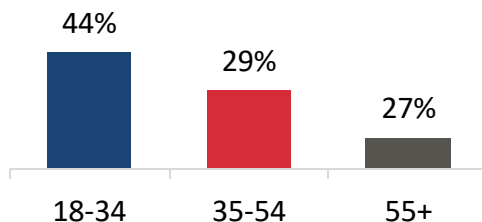
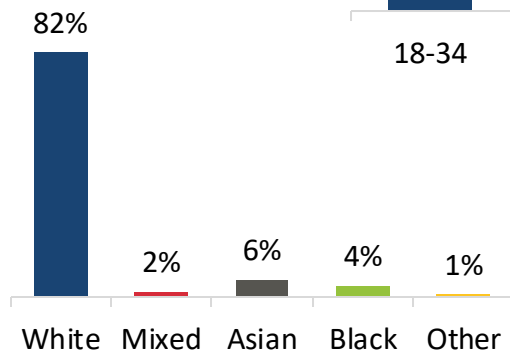
*Social grade is defined by the occupation of a household's Chief Income Earner (CIE). It factors in the CIE's job as well as details such as their qualifications and the number of people they are responsible for. More information can be found [here](#)



of UK adults
are active
participants

	2019	2022	2024
Coached in the last 12 months	17%	16%	17%
Coached more than 12 months ago	44%	46%	44%

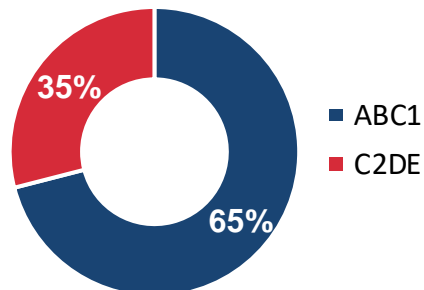
Participants are
typically young
women of higher
social grades



59%
Women



40%
Men



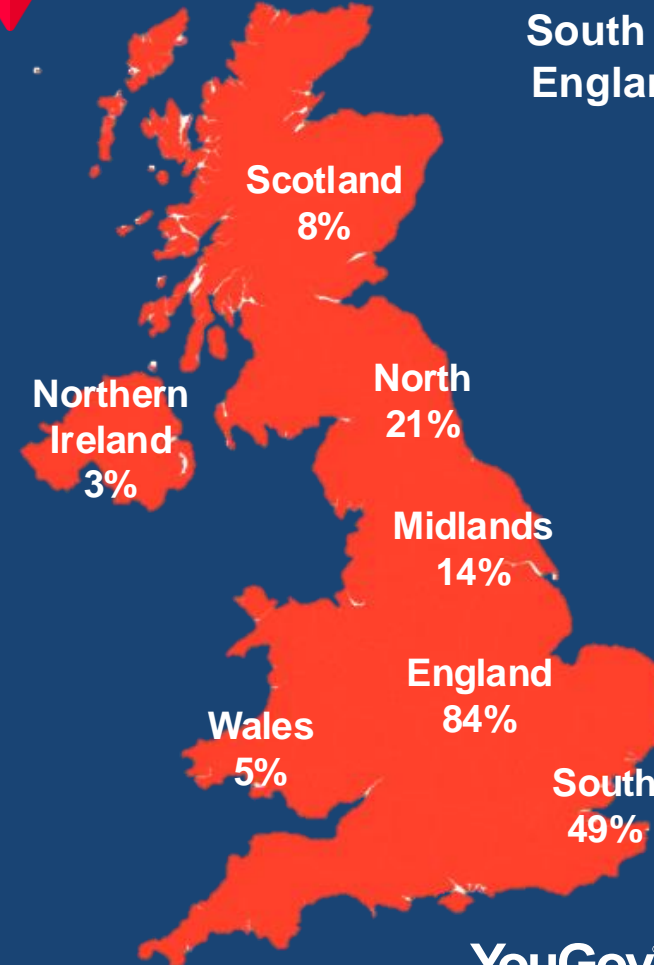
26%

Are disabled or have a
long-term health condition



Region

Most live
in the
South of
England



YouGov®

1.

Sport and Physical Activity

Coached Participation in the UK



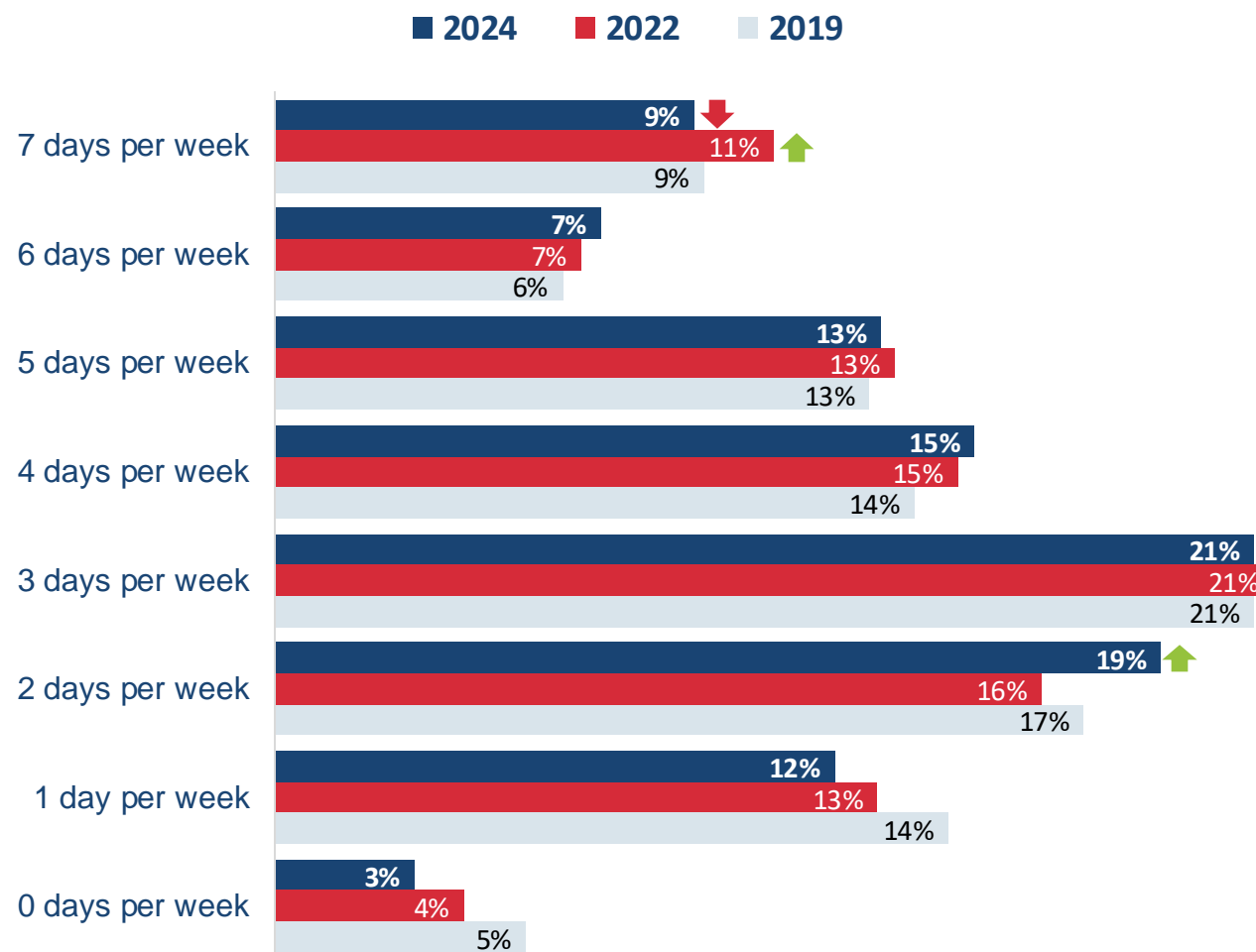
Most coached participants (83%) do over 30 minutes of exercise per week, with the average number of minutes rising compared with 2022

P2. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that may be part of your job.

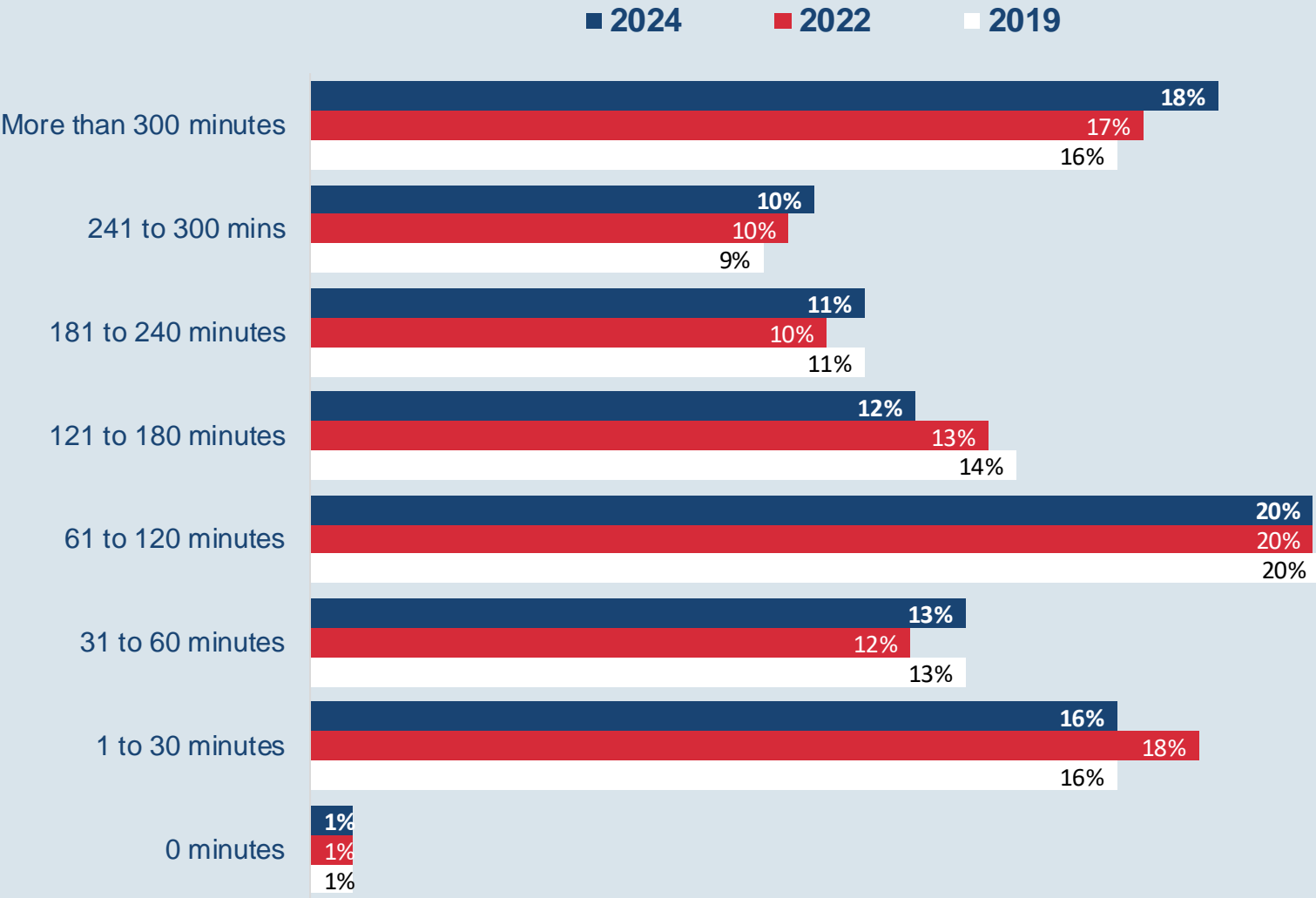
q3_rcx2. Can you estimate how many minutes of sport or physical activity you did in a typical week?

Base: Participants of coaching who have done any physical activity in the past 12 months (2019 n=8,474; 2022 n=4,514; 2024 n=5,338).

Number of days per week when at least 30 minutes took place



Number of minutes per week spent taking part in physical activities



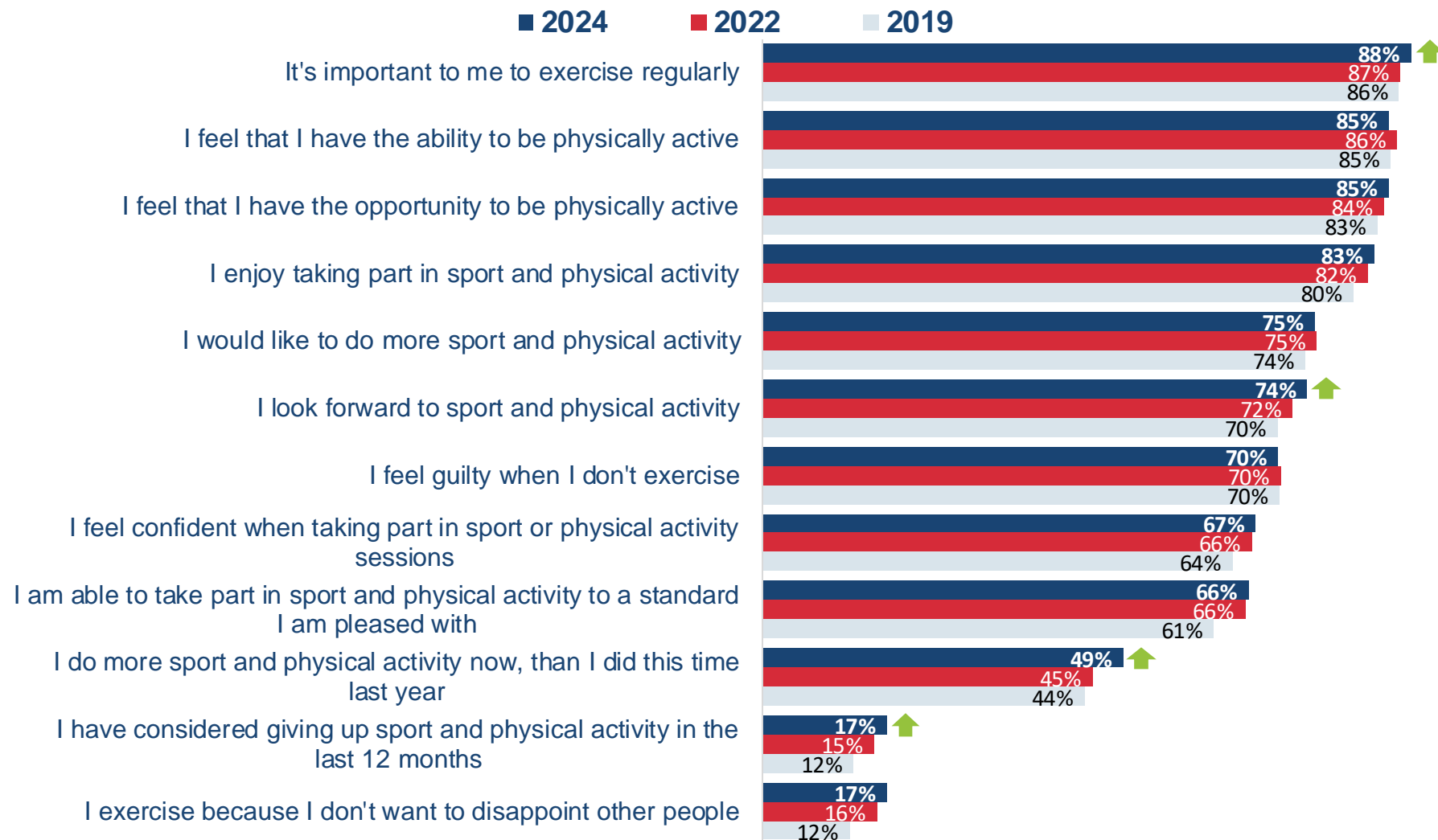
Average
=
214 minutes
(up from 195 minutes
in 2022)

Compared with 2022, more coached participants say they do more sport/ physical activity than they did this time last year

q6. Thinking about your overall experience of sport and physical activity, how much do you agree or disagree with the following statements?

Base: Participants of coaching who have done any physical activity in the past 12 months (2019 n=8,474; 2022 n=4,514; 2024 n=5,338).

Net: Agreement with statements about exercise (% agree)



Most commonly coached sports/ activities in last 12 months

It was most common for participants to receive coaching in exercise, fitness and personal training

UKC_Q7. Which of the following sports or physical activities have you been coached or instructed in in the last 12 months? Please tick all that apply.

Base: Participants who recalled which sport/activity they had taken part in in last 12 months (2024 n=5,552)

Male participants are more likely to have participated in:

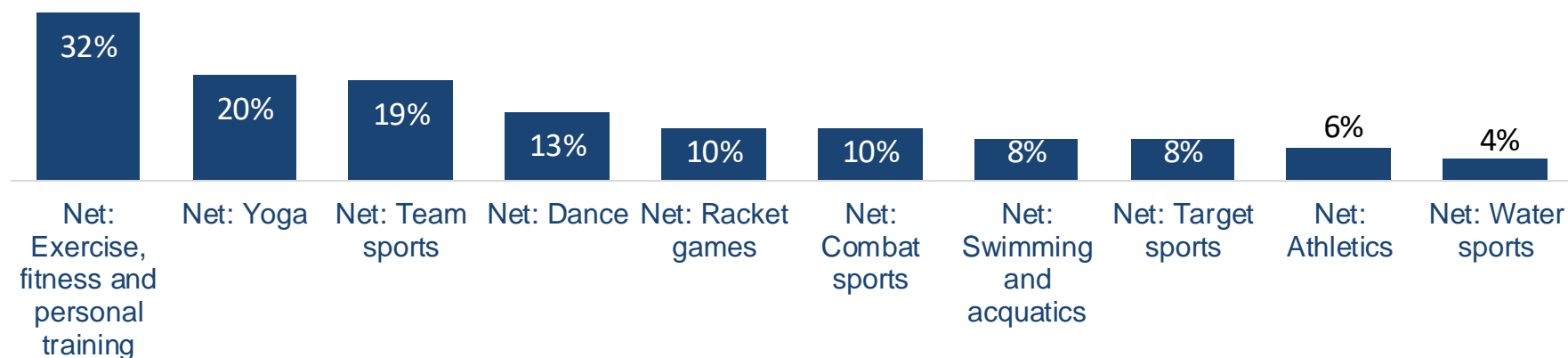
- Team sports (33%)
- Racket games (16%)
- Combat sports (15%)
- Target sports (13%)
- Athletics (12%)
- Water sports (5%)

Participants from **ethnically diverse backgrounds** more likely to have participated in:

- Team sports (32%)
- Racket games (18%)
- Dance (17%)
- Combat sports (15%)
- Swimming and aquatics (14%)
- Athletics (11%)

Female participants are more likely to have participated in:

- Exercise, fitness and personal training (37%)
- Yoga (28%)
- Dance (17%)



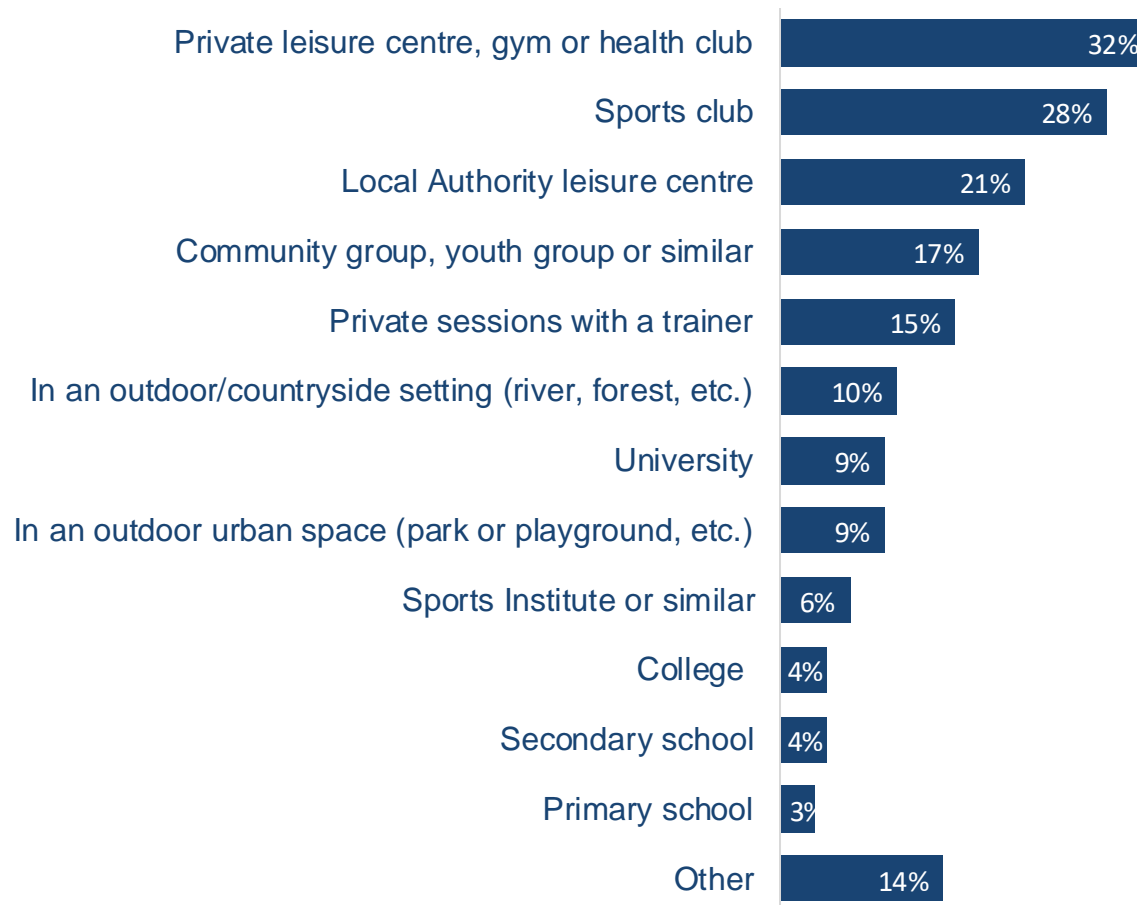
Just under a third recall their coached activity taking place at a private leisure centre, gym or health club

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.

UKC_Q10. And where does/do the sport(s) or physical activity(ies) that you coach or instruct in take place? Please tick all that apply for each option.

Base: All who have coached in the last 12 months (2024 n=2,013)

Where coached activity took place in last 12 months

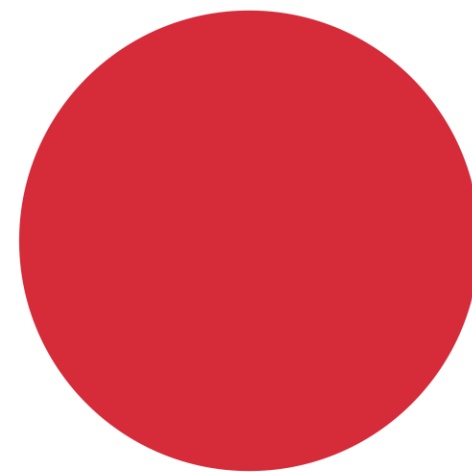


Participants from **ethnically diverse communities** are more likely than white participants to say their activity took place at each of the locations asked about, except community group (or something similar) where there is no difference.

Participants from lower social grades (**C2DE**) are less likely to say each location than participants from higher social grades (ABC1) except Local Authority leisure centre, community group (or something similar), and secondary school where there is no difference.

2.

Perceptions of Sport and Physical Activity Coaching

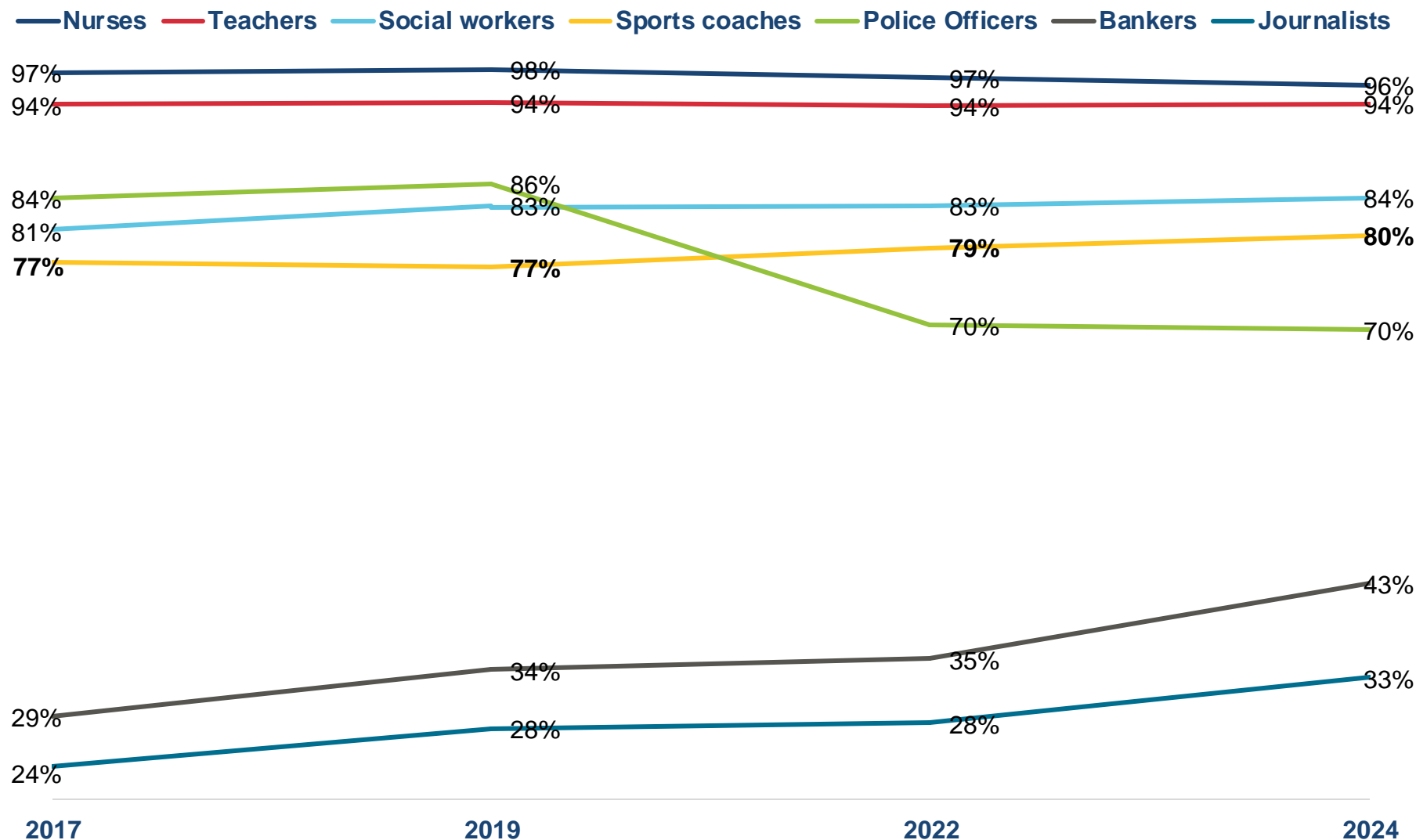


Trust in coaches amongst participants remains steady when compared with 2022, at 80%

S1. Thinking about people working in the following roles, how trustworthy do you think they are? (Very trustworthy + Quite trustworthy)

Base: Those who have received coaching in the last 12 months (2017 n=3,788; 2019 n=8,930; 2022 n=4,808; 2024 (n=5,714).

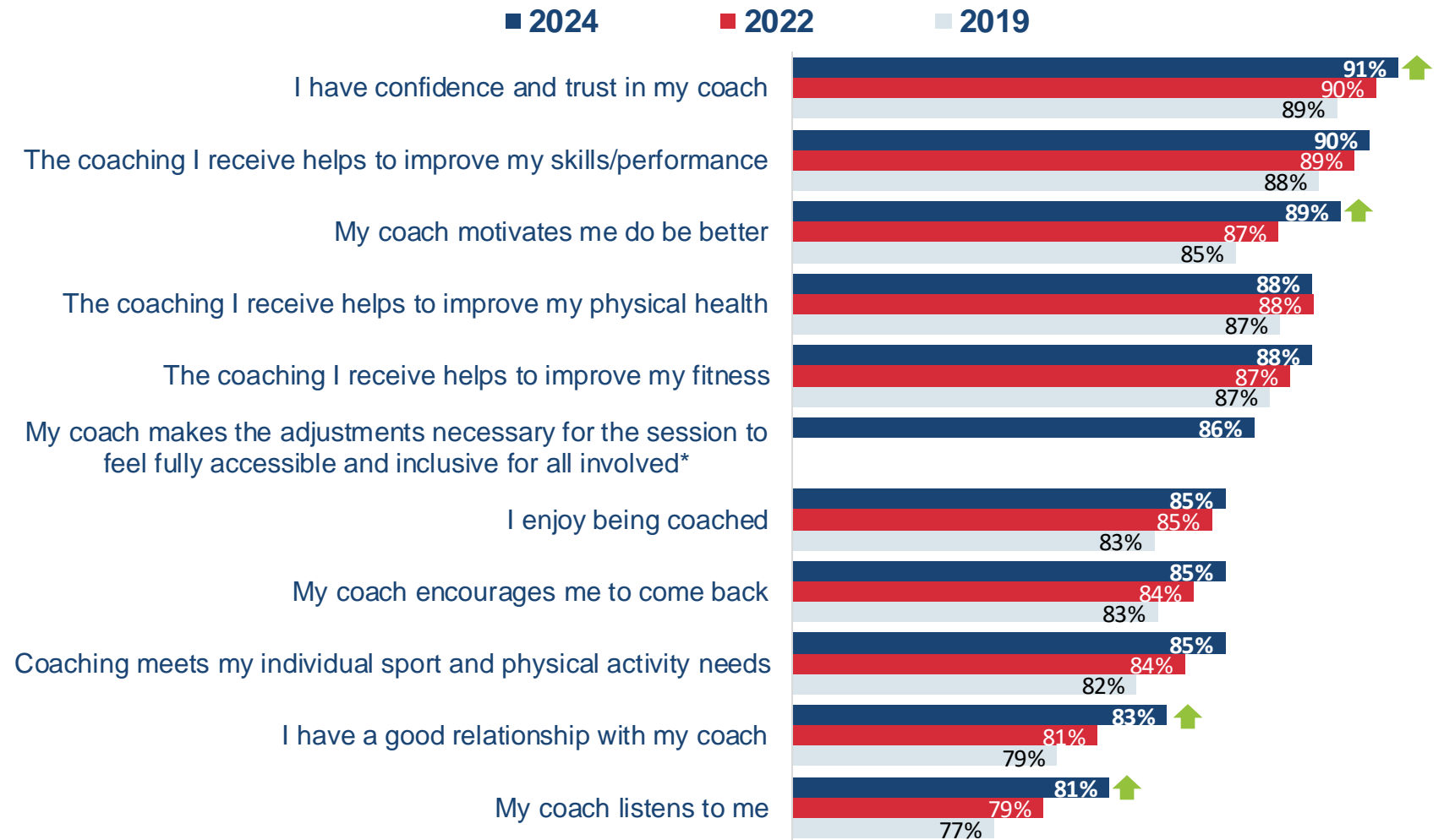
Net trust in profession (amongst participants)



Since 2022, more participants agree that their coach motivates them to do better, listens to them, and that they have a good relationship with their coach

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

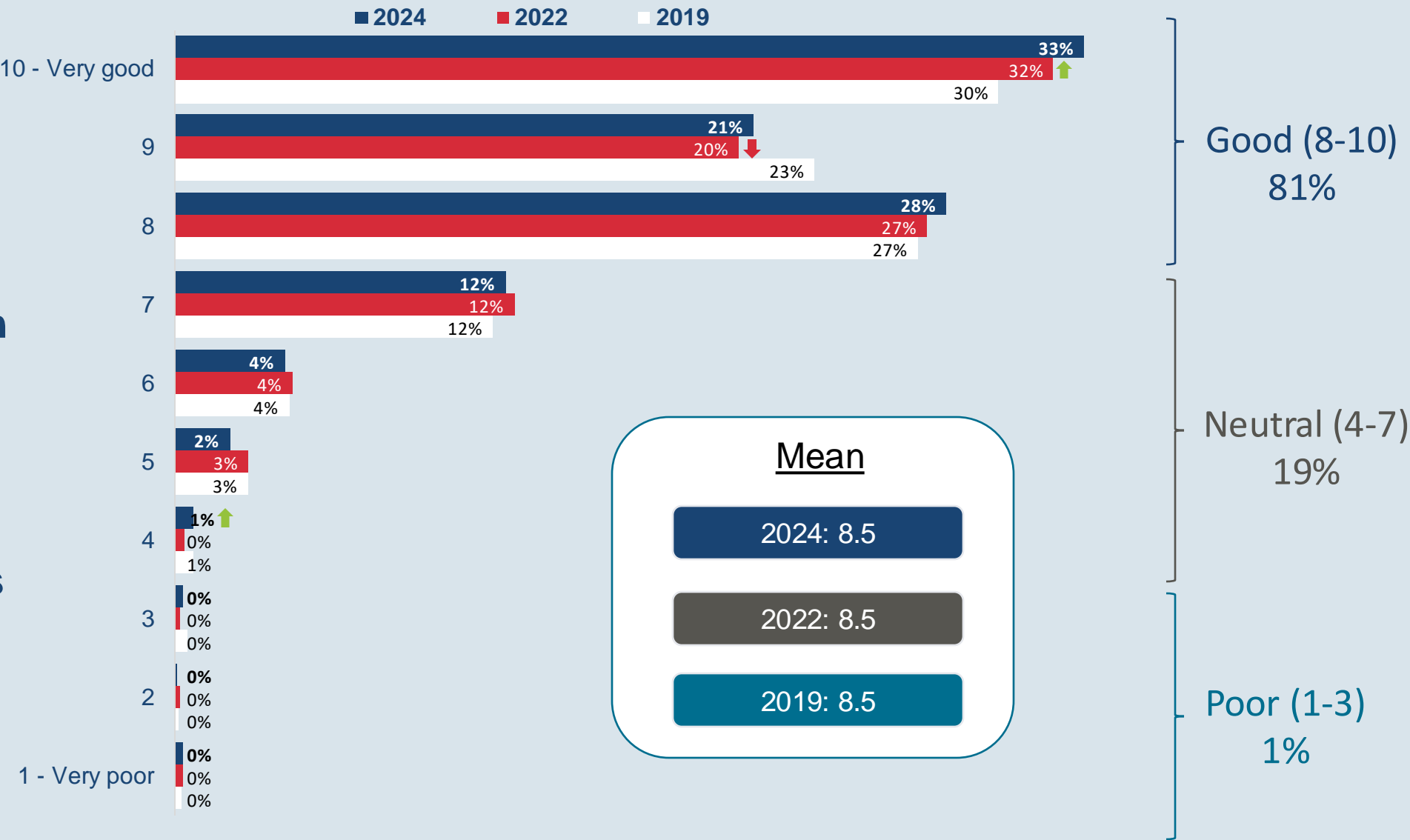
Net agreement with statements about coaches (Top 10 net agree shown)



Quality of previous coaching session rated



In line with previous years, eight in ten think their previous coaching session was good, with a third giving it a rating of 10/10, and only one percent thought their session was poor.

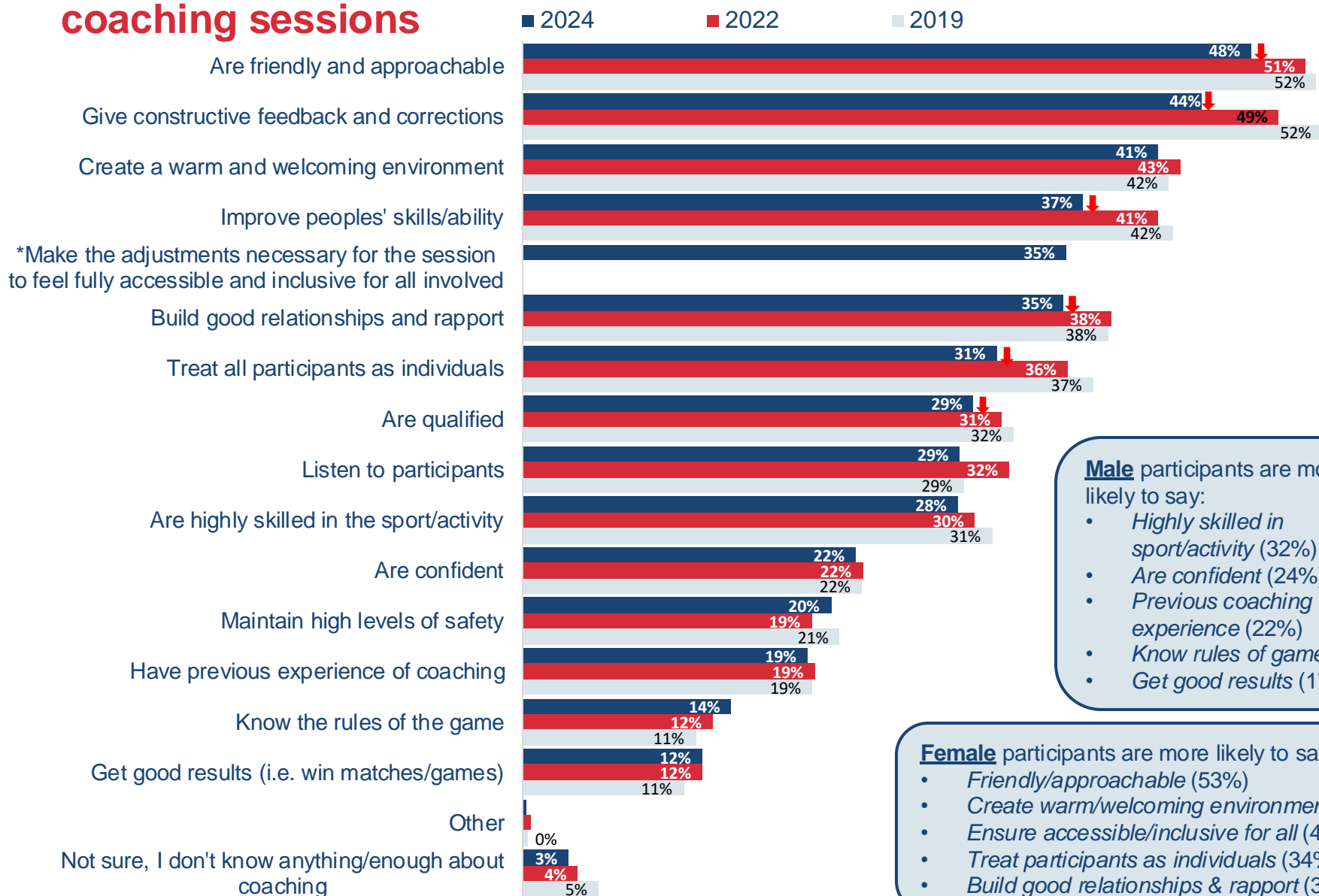


When asked what makes a great coach, fewer participants emphasise the importance of environment and relationships when compared with 2022

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

Agreement statements about coaches and coaching sessions



Male participants are more likely to say:

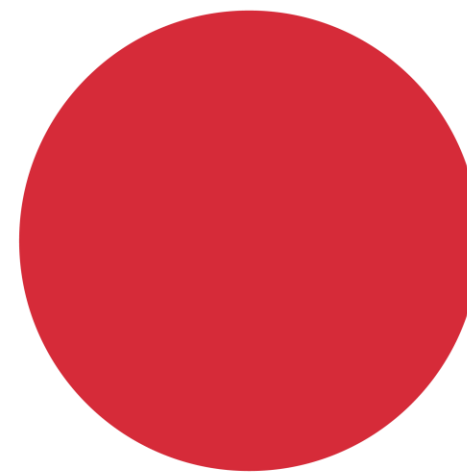
- *Highly skilled in sport/activity* (32%)
- *Are confident* (24%)
- *Previous coaching experience* (22%)
- *Know rules of game* (20%)
- *Get good results* (17%)

Female participants are more likely to say:

- *Friendly/approachable* (53%)
- *Create warm/welcoming environment* (35%)
- *Ensure accessible/inclusive for all* (42%)
- *Treat participants as individuals* (34%)
- *Build good relationships & rapport* (37%)

3.

Choosing a Sport and Physical Activity Coach

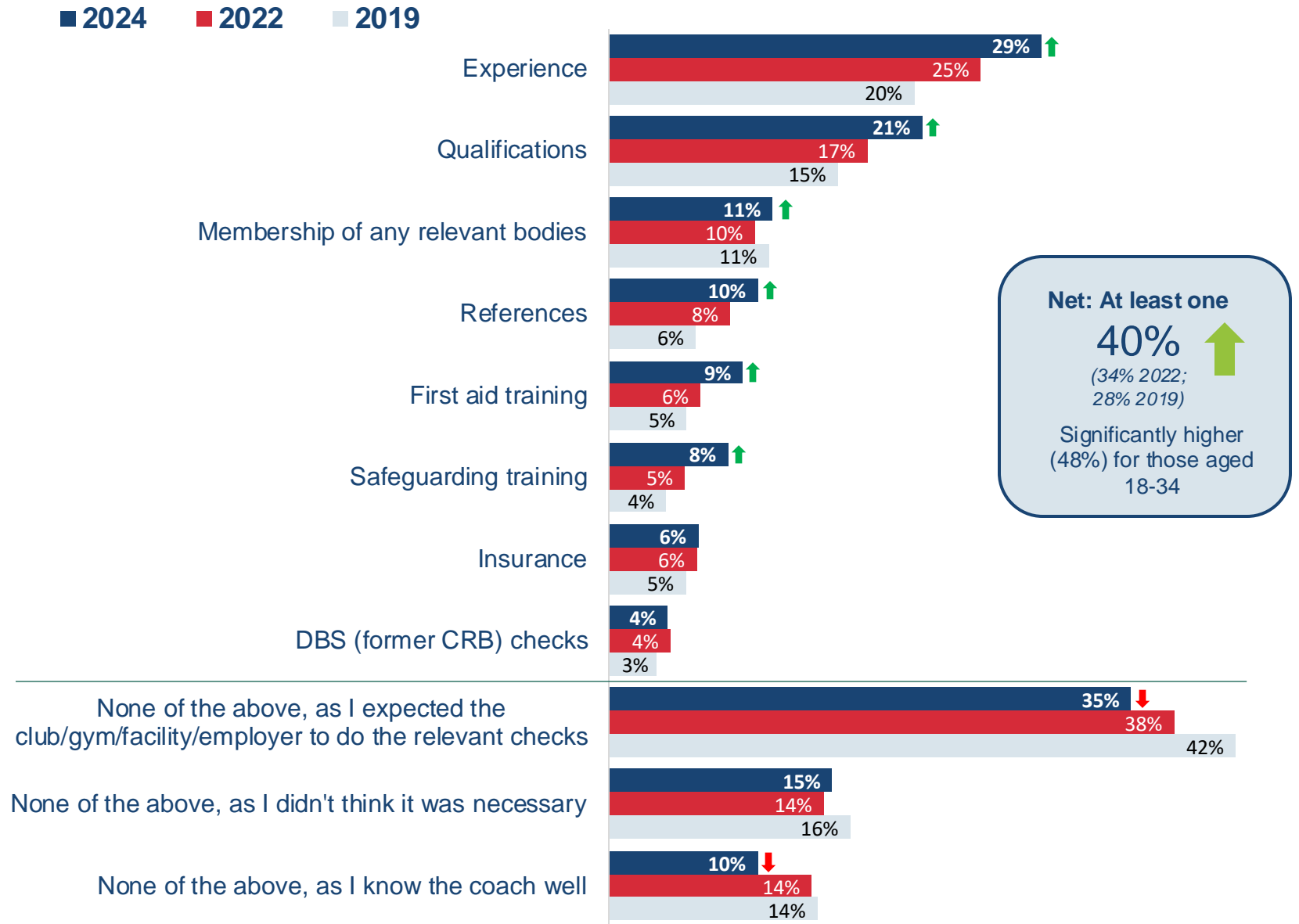


Overall checks on coaches are steadily increasing, with now four in ten participants reporting they performed at least one check

Though a third of participants continue to trust the club/gym/facility/employer to perform the relevant checks on coaches, this proportion is steadily decreasing, dropping 7 percentage points since 2019. For participants, their coach's experience and qualification remain the most common checks they would do.

q15. When choosing or selecting your coach(es), did you check any of the following? Please tick all that apply. Base: Those who have received coaching in the last 12 months (2019 n=8,930; 2022 n=4,808; 2024: n=5,714).

Checks made when choosing a coach



Level of experience remains the most important characteristic to consider when choosing a coach, followed by people skills and ability to make adjustments to suit needs

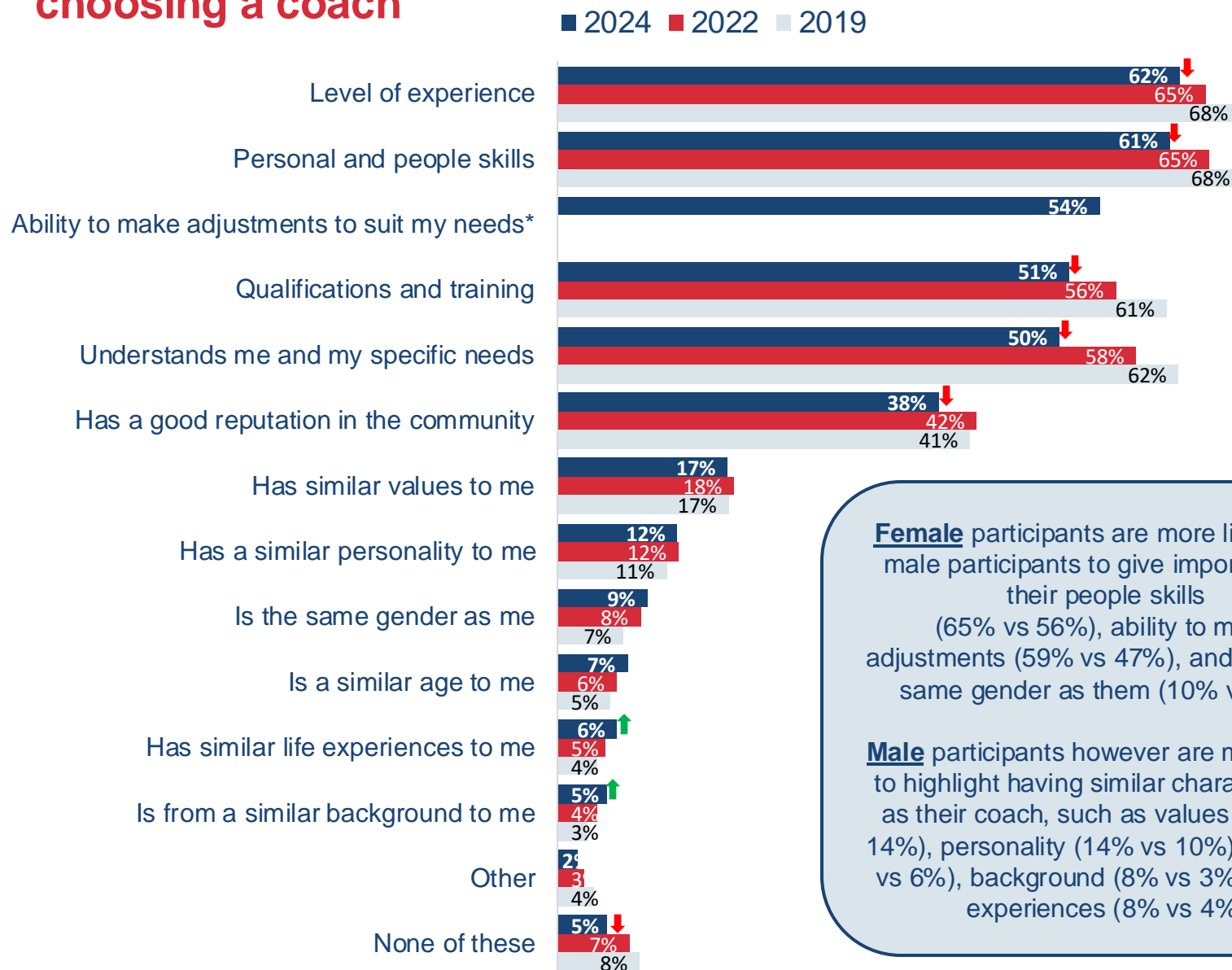
There has also been an increase in the importance placed on having similar life experiences and backgrounds to participants compared with 2022

q16. When choosing a coach, which five of these do you think are the most important? You can tick up to 5.

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

Most important characteristics when choosing a coach



Female participants are more likely than male participants to give importance to their people skills (65% vs 56%), ability to make adjustments (59% vs 47%), and being the same gender as them (10% vs 8%).

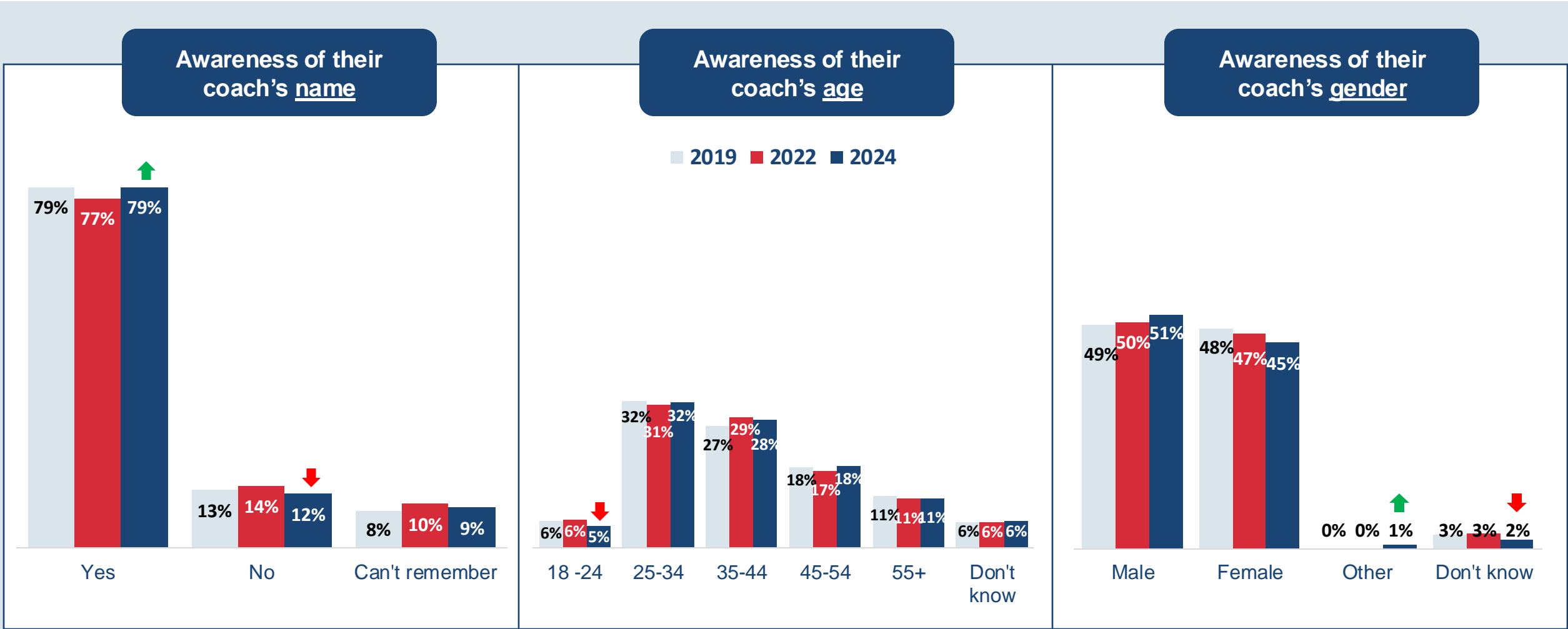
Male participants however are more likely to highlight having similar characteristics as their coach, such as values (20% vs 14%), personality (14% vs 10%), age (8% vs 6%), background (8% vs 3%) and life experiences (8% vs 4%).

4.

**What participants
know about their
coach**



Most participants are aware of their coach’s name, with this proportion increasing compared with 2022

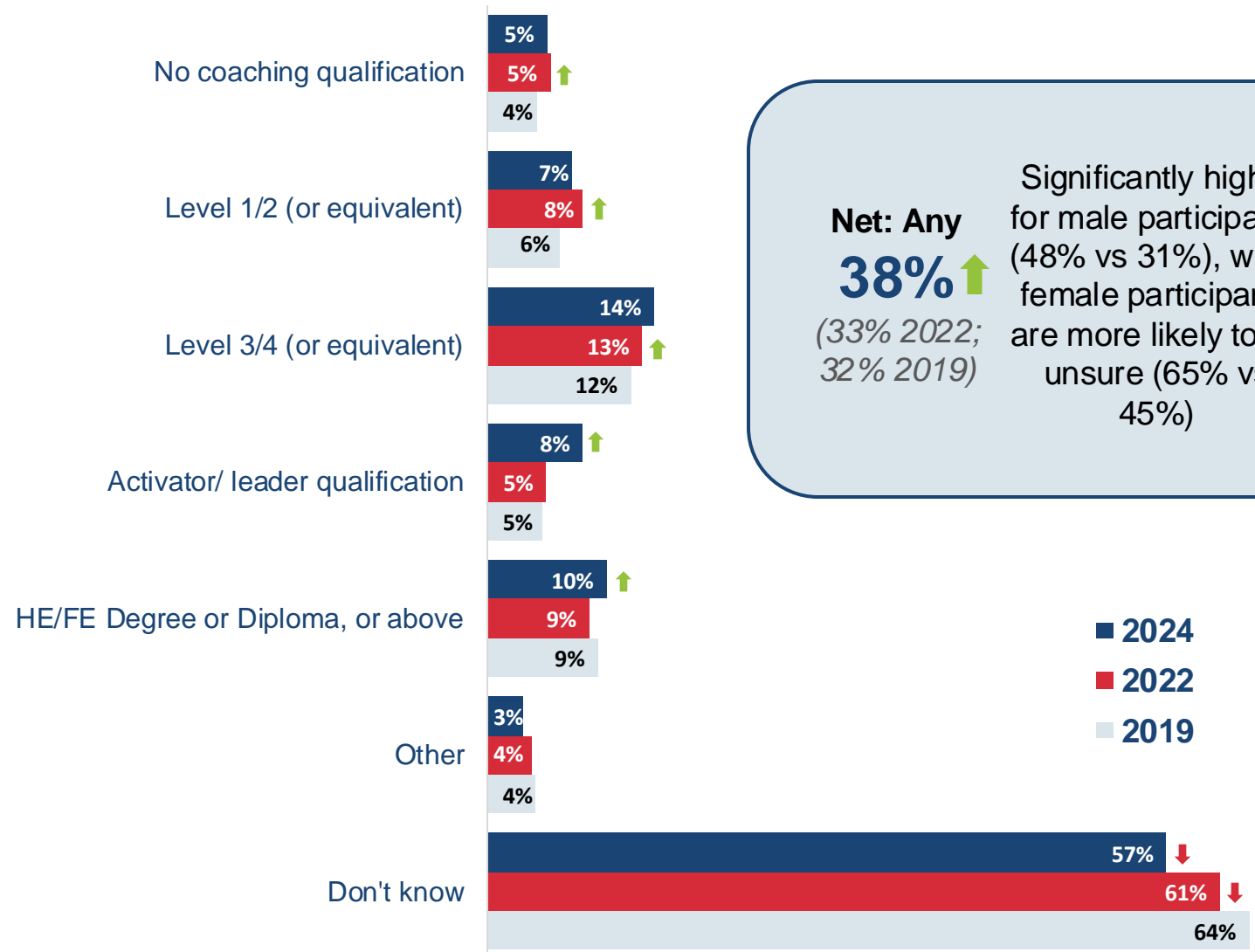


SE_1. Do you know the name of your coach? / B3. Approximately how old is your coach in \$UKCQ7sportpipe? / B2. Is your coach ...?
Base: Those who have received coaching in the last 12 months (2019 n=8,930; 2022 n=4,808; 2024: n=5,714)

Almost four in ten participants say their coach has some form of qualification, an increase compared with 2022, while only 5% say they have no qualification

There has also been an increase in those who say their coach has an activator/leader qualification or an HE/FE degree or diploma since 2022. Though most participants remain unsure of their coach's qualification status, overall awareness is increasing along with a steady decline in uncertainty.

Awareness of coach's qualifications



SE2. What qualifications does your coach have? Please tick all that apply.

Base: Those who have received coaching in the last 12 months (2019 n=8,930; 2022 n=4,808; 2024: n=5,714)

Thank you

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws.

Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited.

This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided.

We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information.

We do not exclude or limit in any way our liability to you where it would be unlawful to do so.

business.yougov.com