

**Coaching in the UK 2024**

# **UK COACHING 2024 SURVEY**

**Participants Report –  
those in receipt of coaching**



Produced by You Gov – Edited by UK Coaching

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## Background and method

This report presents findings from a study commissioned by UK Coaching to explore public opinion of coaches and coaching, as well as to inform UK Coaching's key objectives as an organisation. This study aims to measure the incidence of coaches in the UK, analyse any changes since when the research was last conducted in 2019 and 2022, and build a picture of the demographic characteristics of these coaches.

In 2019, a survey of 50,797 UK adults aged 18+ was conducted online between the 9<sup>th</sup> August and the 16<sup>th</sup> September 2019. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In 2022, a survey of 30,088 UK adults aged 18+ was conducted online between the 20<sup>th</sup> September and the 19<sup>th</sup> October 2022. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In 2024, a survey of 30,990 UK adults aged 18+ was conducted online between the 1<sup>st</sup> May and the 7<sup>th</sup> June 2024. The results are weighted to be representative of the UK population by gender, age, region, social grade and ethnicity.

In order to explore all forms of coaching, 'coaching' has been defined for the purposes of this research as: "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".

Throughout the report, 'active participants' are defined as those who have received Sport and Physical Activity coaching in the past 12 months.

The socio-economic groups refer to the National Readership Survey social grades: A (upper middle), B (middle), C1 (lower middle), C2 (skilled working), D (working), E (lowest). These are defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional. C2: Skilled manual workers. Ds: Semi and unskilled manual workers. E: Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income.

Unless stated otherwise, 'LGBTQ+' refers to all respondents who have listed their sexuality as 'gay, lesbian, bisexual or other' and those who do not identify with the sex they were assigned with at birth, or those who define their gender in another way that is not male or female. 'Transgender and non-binary' refers to all respondents who have stated they now identify differently to the sex they were assigned at birth or those who were born as 'intersex'. 'Cis-gender' refers to all respondents who identify as either 'male' or 'female' and state this is the sex they were assigned at birth.

Throughout sport and physical activities are discussed in groups, these groups are as follows:

Grouped Activity	Sports/ Activity
<b>Action sport</b>	Roller skating, Skateboarding
<b>Angling/ fishing</b>	Angling
<b>Bat and ball sports</b>	Cricket, Rounders
<b>Combat sports</b>	Boxing, Chinese martial arts, Fencing, Judo, Ju Jitsu, Karate, Taekwondo, Wrestling
<b>Cycling</b>	Cycling
<b>Dance</b>	Dance
<b>Exercise, fitness and personal training</b>	Exercise and movement (e.g. Zumba, Aerobics, Boxercise, etc.), Weightlifting
<b>Gaelic/ Irish sports</b>	Gaelic football, Hurling/ Camogie, Shinty

<b>Gymnastics and Trampolining</b>	Gymnastics, Trampolining
<b>Lawn games</b>	Bowls
<b>Multi-event sports</b>	Modern pentathlon
<b>Outdoor/ adventure sports and activities</b>	Climbing, Orienteering, Parkour
<b>Racket games</b>	Badminton, Squash, Table Tennis, Tennis
<b>Sky diving</b>	Sky diving
<b>Sports associated with a people who have a physical disability</b>	Boccia
<b>Sports on horseback</b>	Equestrian (e.g. Horse riding, jumping, etc.)
<b>Swimming and aquatics</b>	Diving, Swimming, Water polo
<b>Target sports</b>	Archery, Golf, Shooting (e.g. clay pigeon)
<b>Team sports</b>	Basketball, Field hockey, Football, Handball, Lacrosse, Netball, Rugby league, Rugby union, Volleyball
<b>Track and field sports</b>	Athletics
<b>Water sports</b>	Canoeing, Rowing, Sailing/ yachting, Surfing, Water skiing, Windsurfing
<b>Winter sports</b>	Curling, Ice hockey, Ice skating, Skiing, Snowboarding
<b>Yoga</b>	Yoga
<b>Other</b>	Other

For any 2019 data, these are based on the 2018 ONS mid-year population estimate of 52,383,965 people aged 18+ in the UK. For any 2022 and 2024 data, these are based on the 2022 ONS mid-year population estimate of 53,513,132 people aged 18+ in the UK.

The tables displayed in this report that show the total differences between 2019, 2022 and 2024 use colour coded significance testing (P-values). The green colour gradients show where figures are significantly higher and the red colour gradients highlight where the figures are significantly lower. The darker

the colour the more significant the differences between yearly data is. The P-value (shown below) is the difference of what would be expected if the 2019, 2022 and 2024 figures are statistically significantly different. P-values test null hypotheses of “no difference” or “independence.” It is common to declare differences with P-values less than .05 as “statistically significant.” The P-value is the probability of observing a larger difference than what was observed in the sample data under the assumption that there is, in fact, no difference in the population.

**Figure 1. Key of significance testing for year on year data**



## Section 1: Incidence, profile and background

### How many participants are currently active in the UK?

Seventeen percent of UK adults state that they have received coaching, instruction, training or tuition in any sport or physical activity outside of formal education in the past 12 months. This figure remains largely in line with those seen in 2019 (17%) and 2022 (16%). Seventeen percent is the equivalent of approximately 9.1 million active adult participants across the UK.

Conversely, around three in ten (29%) of adults in the UK say they have never been coached, while 62% say they have ever been coached at some point. These figures also remain in line with those seen in 2019 (30% and 62%, respectively) and 2022 (29% and 61%, respectively).

Frequency of participation in coached activity	Year		
	2019	2022	2024
In the past 12 months	17%	16%	17%
In the past 2 years	5%	5%	5%
In the past 3 years	4%	5%	4%
In the past 5 years	4%	6%	5%
Longer than 5 years ago	30%	30%	30%
Never	30%	29%	29%
Don't know/ can't remember	8%	9%	9%
Unweighted N	50797	30088	30990

### How diverse are participants in the UK?

Following patterns seen in previous years, active participants are more likely to be women than men. Around six in ten (59%) active participants in 2024 are female, compared to four in ten (40%) who are male.



Those from ethnically diverse communities are more likely to be active participants than those who are white (20% vs. 17%). When looking more specifically at active participants from ethnically diverse communities, 16% are Asian, 28% are Black, 23% are Mixed, and 23% are from other ethnic backgrounds.

q8 - Frequency of participation in coached activity	Ethnicity	
	White	Ethnically Diverse Communities
In the past 12 months	17%	20%
Unweighted N	26675	3243

Around a quarter (26%) of active participants in 2024 are limited either a lot or a little by a disability or long term health condition. While there were no significant changes between 2019 (24%) and 2022 (23%), there has been a small though statistically significant increase in the proportion of active participants who are limited by a disability or long-term health condition since 2022.

Approximately two-thirds (65%) are from high social grades (ABC1), while around one third (35%) are from lower social grades (C2DE). After an uptick seen in active participants from lower social grades between 2019 (32%) and 2022 (36%), this increase was sustained in 2024.

Active participants are more likely to be younger, as 44% are aged 18-34, compared with 29% who are aged 35-54 and 27% aged 55 and over. There was a notable increase from 2019 (36%) to 2022 (45%) in those aged 18-34 that was sustained in 2024.

As seen consistently in previous years, those living in London are more likely to be active participants than adults across the UK as a whole (18%).



Demographic breakdown of active participants		
Gender		
Male		40%
Female		59%
In another way		1%
Ethnicity		
White		82%
Mixed/multiple ethnic groups		2%
Asian/ Asian British		6%
Black / African / Caribbean / Black British		4%
Other Ethnic group		1%
NET: Ethnically Diverse Communities		13%
Refused		5%
Disability or long term health condition		
Yes – limited a lot / a little		26%
No		74%
Social Grade		
ABC1		65%
C2DE		35%
Age		
18-34		44%
35-54		29%
55+		27%
Region		
North East		3%
North West		10%
Yorkshire and the Humber		7%
East Midlands		6%
West Midlands		8%
East of England		9%
London		18%
South East		14%
South West		9%
Wales		5%
Scotland		8%
Northern Ireland		3%
NET: North		21%
NET: Midlands		14%
NET: South		49%
Net: England		84%
Unweighted N		5714



## Section 2: Sport and Physical Activity participation in the UK

### Time spent doing physical activity each week

It is most common for active participants to do a total of 30 minutes or more of physical activity (enough to raise their breathing rate) three days per week, with a fifth (21%) stating this. This is consistent with the two previous waves; overall, the findings are broadly consistent with 2022. However, there has been a decrease in the proportion of participants who exercise less than two days a week compared to 2019 (15% in 2024, compared with 20% in 2019).

Days doing activity in a typical week	Year		
	2019	2022	2024
0 days per week	5%	4%	3%
1 day per week	14%	13%	12%
2 days per week	17%	16%	19%
3 days per week	21%	21%	21%
4 days per week	14%	15%	15%
5 days per week	13%	13%	13%
6 days per week	6%	7%	7%
7 days per week	9%	11%	9%
<b>Net: At least once per week</b>	<b>95%</b>	<b>96%</b>	<b>97%</b>
Unweighted N	8474	4514	5338

Those from ethnically diverse communities are more likely than white participants to exercise less than three days a week (44%, compared with 33% white), whilst white participants are more likely to exercise more than four times a week (31%, compared with 19% ethnically diverse). Similarly, participants living with a disability are more likely than those living without to exercise for less than three days a week (44%, compared with 31% without), whilst those living without disability are more likely to exercise more than four days a week (31%, compared with 24% with disability). These findings align with those from 2022.

Days doing activity in a typical week	Ethnicity		Disability	
	White	Ethnically Diverse Communities	Yes	No
0 days per week	3%	4%	6%	3%
1 day per week	12%	16%	17%	10%
2 days per week	18%	24%	21%	18%
3 days per week	21%	22%	18%	22%
4 days per week	15%	15%	14%	16%
5 days per week	14%	10%	12%	14%
6 days per week	7%	4%	4%	7%
7 days per week	10%	6%	8%	10%
<b>Net: At least once per week</b>	<b>97%</b>	<b>96%</b>	<b>94%</b>	<b>97%</b>
Unweighted N	4455	657	1227	4002

### Number of minutes per week taking part in physical activities

The average number of minutes per week spent doing sport or physical activities is 214 minutes, a slight increase from 195 minutes in 2022. This is higher among male participants than female participants (233 minutes, compared with 202 minutes), as well as those aged 65 and over (242 minutes). Active participants from ethnically diverse communities, on average, spend less time doing physical activity per week than white participants (196 minutes, compared with 215). These trends mirror those from the 2022 study.

Average minutes of activity in a typical week	Total	Male	Female	65+	White	Ethnically Diverse Communities
Mean (minutes)	214	233	202	242	215	196

## Reasons for participating in Sport and Physical Activities

The most common motivations for partaking in coached activity relate to the accountability and effort that coaches encourage from participants. The top cited motivation is that the coach motivates participants to be better (46%), followed by the coach pushing participants to do more (38%), and encourages participants to come back (27%).

Motivations for partaking in coached activity	Total
I can't participate in the sport/activity without a coach	14%
I like the individual attention of a coach	18%
The sport/activity is new to me, I need the advice of a coach	23%
The coach pushes me to do more	38%
The coach motivates me to be better	46%
The coach encourages me to come back	27%
The coach understands my motivations and goals	23%
I can only access the competition/event via the coach	9%
I have specific individual needs that my coach can help with	20%
Other	8%
Don't know	6%
Unweighted N	5714

Male participants are more likely than female participants to cite motivations related to them as an individual. For example, male participants are more likely to say that they like the individual attention of a coach (21% vs. 16% female), that the coach understands their motivations and goals (29% vs. 20%), and that they have specific individual needs that their coach can help with (25% vs. 16%).

When looking at age, younger participants are more likely than older participants to cite most motivations. The most notable differences are in those who cite the coach pushing the participant to do more (45% 18-34 vs. 25% 55+) and understands the participant's motivations and goals (27% 18-34 vs. 18% 55+). Conversely, older participants are more likely to say that

they have specific individual needs that their coach can help with (22% 55+ vs. 20% 18-34).

	Gender			Age		
Motivations for partaking in coached activity	Male	Female	In another way	18-34	35-54	55+
I can't participate in the sport/activity without a coach	11%	16%	15%	15%	12%	14%
I like the individual attention of a coach	21%	16%	15%	20%	17%	15%
The sport/activity is new to me, I need the advice of a coach	21%	24%	37%	26%	23%	16%
The coach pushes me to do more	39%	36%	41%	45%	38%	25%
The coach motivates me to be better	43%	48%	49%	47%	47%	44%
The coach encourages me to come back	25%	28%	29%	29%	27%	23%
The coach understands my motivations and goals	29%	20%	25%	27%	22%	18%
I can only access the competition/event via the coach	12%	7%	11%	12%	7%	7%
I have specific individual needs that my coach can help with	25%	16%	41%	20%	19%	22%
Other	7%	9%	10%	4%	10%	13%
Don't know	6%	6%	5%	6%	8%	5%
Unweighted N	2256	3354	60	2482	1665	1567

Respondents were asked whether they agree with statements around participating in sports and sporting activities. The statement that most active participants agree with is that it is important for them to exercise regularly, with almost nine in ten saying this (88%). This is closely followed by feeling they have the ability and opportunity to be physically active (both 85%), and



that they enjoy taking part in sport and physical activity (83%). Conversely, few active participants agree that they exercise because they don't want to disappoint other people (17%).

In 2024, we see increased agreement with many statements compared to 2019. For example, the proportion of those saying they feel confident when taking part in sport sessions has increased (67%, vs. 64% 2019). In 2024, there has also been an increase in the proportion of participants who agree that they do more sport and physical activity than they did last year (49%, vs. 45% in 2022), although there is also an increase in the proportion of participants agreeing that they have considered giving up sport in the last year (17%, vs. 15% 2022, 12% 2019).

Agreement with activity statements	Year		
	2019	2022	2024
I enjoy taking part in sport and physical activity	80%	82%	83%
I look forward to sport and physical activity	70%	72%	74%
I do more sport and physical activity now, than I did this time last year	44%	45%	49%
I would like to do more sport and physical activity	74%	75%	75%
I have considered giving up sport and physical activity in the last 12 months	12%	15%	17%
I feel confident when taking part in sport or physical activity sessions	64%	66%	67%
I am able to take part in sport and physical activity to a standard I am pleased with	61%	66%	66%
I feel that I have the ability to be physically active	85%	86%	85%
I feel that I have the opportunity to be physically active	83%	84%	85%
It's important to me to exercise regularly	86%	87%	88%
I feel guilty when I don't exercise	70%	70%	70%
I exercise because I don't want to disappoint other people	12%	16%	17%
Unweighted N	8474	4514	5338



Notably, three quarters (75%) of active participants would like to do more sport and physical activity. In particular, male participants are more likely to say this (79% vs. 73% female), as are younger participants (86% of 18-34 vs. 55% 55+), those from ethnically diverse communities (85% vs. 73% white), and those from higher social grades (77% ABC1 vs. 71% C2DE). These trends are broadly consistent with 2022.

	Gender		Age			Ethnicity		Social Grade	
I would like to do more sport and physical activity	Male	Female	18-34	35-54	55+	White	Ethnically Diverse Communities	ABC1	C2DE
Total: Agree	79%	73%	86%	77%	55%	73%	85%	77%	71%

### Sports and Physical Activity which participants received coaching in

The most common sports for active participants to receive coaching in are exercise, fitness and personal training (33%), yoga (21%), and team sports (19%), consistent with 2022. Compared with 2022, there has been an increase in the proportion of participants receiving coaching in yoga (from 19% in 2022) and team sports (from 15% in 2022).

	Year	
Activities coached in, grouped	2022	2024
Action sport	1%	1%
Angling/ fishing	1%	2%
Bat and ball sports	3%	3%
Combat sports	11%	10%
Cycling	4%	4%
Dance	12%	13%
Exercise, fitness and personal training	33%	33%
Gaelic/ Irish sports	0%	1%
Gymnastics and Trampolining	2%	3%





<b>Lawn games</b>	0%	0%
<b>Multi-event sports</b>	0%	0%
<b>Outdoor/ adventure sports and activities</b>	4%	4%
<b>Racket games</b>	8%	11%
<b>Sports associated with a people who have a physical disability</b>	1%	1%
<b>Sports on horseback</b>	2%	2%
<b>Swimming and aquatics</b>	7%	9%
<b>Target sports</b>	7%	8%
<b>Team sports</b>	15%	19%
<b>Track and field sports</b>	5%	7%
<b>Water sports</b>	5%	4%
<b>Winter sports</b>	3%	3%
<b>Yoga</b>	19%	21%
<b>Other</b>	22%	23%
<b>Sky diving</b>	-	1%
<b>Unweighted N</b>	0-4672	5552

Similar to previous waves, there is a distinct gender divide in the activities that participants are coached in. Male participants are more likely than female participants to be coached in team sports (34% vs. 10%), combat sports (15% vs. 6%), target sports (14% vs. 4%), and athletics (12% vs. 3%), whilst female participants are more likely to be coached in yoga (28% vs. 10%) and dance (17% vs. 7%). Those who identify their gender in another way are most likely to receive coaching in exercise, fitness, and personal training (50% compared with 25% male and 38% female).

Additionally, there is a difference in the activities that younger and older participants are coached in. For example, participants older than 55 are more likely than younger participants to receive coaching in exercise, fitness and personal training (37% vs. 26% under 35), whilst those younger than 35 are more likely to receive coaching in most other activities, most notably team sports (35% vs. 2% over 55) and racket games (16% vs. 4% over 55). Similarly, those from ethnically diverse communities are more likely than

white participants to be coached in most sports except exercise, fitness, and personal training (34% vs. 25% ethnically diverse communities).

Activities coached in, grouped	Gender			Age			Ethnicity	
	Male	Female	In another way	18-34	35-54	55+	White	Ethnically Diverse Communities
Action sport	2%	1%	2%	2%	2%	0%	1%	2%
Angling/ fishing	4%	1%	0%	3%	1%	1%	1%	3%
Bat and ball sports	5%	1%	0%	4%	3%	0%	2%	6%
Combat sports	15%	6%	14%	14%	10%	4%	9%	15%
Cycling	5%	2%	4%	4%	4%	2%	3%	4%
Dance	7%	17%	7%	15%	10%	14%	12%	18%
Exercise, fitness and personal training	25%	38%	50%	26%	40%	37%	34%	25%
Gaelic/ Irish sports	1%	1%	0%	2%	0%	0%	1%	2%
Gymnastics and Trampolining	3%	3%	0%	5%	2%	1%	2%	5%
Lawn games	1%	0%	0%	1%	0%	0%	0%	1%
Multi-event sports	0%	0%	0%	0%	0%	0%	0%	0%
Outdoor/ adventure sports and activities	5%	3%	4%	6%	3%	1%	3%	5%
Racket games	16%	7%	1%	16%	9%	4%	9%	19%
Sports associated with a people who have a physical disability	1%	0%	0%	1%	0%	0%	0%	2%

Sports on horseback	1%	3%	0%	3%	2%	1%	2%	3%
Swimming and aquatics	10%	8%	8%	10%	8%	7%	8%	14%
Target sports	14%	4%	4%	9%	7%	8%	8%	9%
Team sports	34%	10%	9%	35%	11%	2%	16%	33%
Track and field sports	12%	3%	1%	11%	4%	2%	6%	12%
Water sports	5%	3%	0%	5%	4%	2%	4%	3%
Winter sports	4%	2%	0%	4%	2%	1%	3%	4%
Yoga	10%	28%	18%	18%	23%	23%	21%	20%
Other	17%	26%	30%	14%	25%	34%	25%	12%
Sky diving	1%	0%	0%	1%	0%	0%	0%	1%
Unweighted N	217	3280	58	2433	1626	1493	4586	720

### Location of coaching sessions

It is most common for active participants to receive coaching at a private leisure centre, gym or health club, with a third (32%) selecting this, consistent with previous waves. This is followed by a sports club (28%), consistent with 2022, and a local authority leisure centre (21%), increased from 2022 (18%).

Location of coaching sessions	Year		
	2019	2022	2024
Sports club	22%	28%	28%
Local Authority leisure centre	20%	18%	21%
Private leisure centre, gym or health club	33%	30%	32%
Community group, youth group or similar	17%	13%	17%
College or university	9%	9%	4%
Sports Institute or similar	4%	5%	6%
In an outdoor/countryside setting (river, forest, etc.)	11%	11%	10%
In an outdoor urban space (park or playground, etc.)	7%	9%	9%
Private sessions with a trainer	13%	15%	15%
Primary school	0%	2%	3%



Secondary school	0%	3%	4%
Other	11%	14%	14%
University	0%	-	9%
Unweighted N	8708	0-4706	5588

Female participants (35%), participants under 35 (37%), and participants living without disabilities or a long term health condition (33%) are most likely to say their coaching sessions take place at a private leisure centre, gym or health club. Male participants (41%), those aged under 35 (38%), and those living without disabilities or a long term health condition (30%) are most likely to be coached at a sports club. These findings are consistent with those of 2022.

Location of coaching sessions	Gender			Age		
	Male	Female	In another way	18-34	35-54	55+
Sports club	41%	19%	26%	38%	24%	16%
Local Authority leisure centre	22%	19%	30%	19%	19%	25%
Private leisure centre, gym or health club	29%	35%	23%	37%	33%	23%
Community group, youth group or similar	15%	19%	8%	15%	16%	22%
College or university	8%	2%	2%	9%	2%	0%
Sports Institute or similar	9%	4%	5%	10%	4%	1%
In an outdoor/countryside setting (river, forest, etc.)	13%	8%	9%	13%	9%	6%
In an outdoor urban space (park or playground, etc.)	13%	6%	4%	12%	8%	4%



Private sessions with a trainer	17%	14%	17%	16%	18%	11%
Primary school	4%	2%	0%	4%	2%	0%
Secondary school	5%	3%	5%	6%	3%	1%
Other	11%	15%	10%	9%	16%	18%
University	13%	6%	7%	19%	2%	0%
Unweighted N	2197	3292	59	2434	1629	1525

Participants from ethnically diverse communities are more likely to say they receive coaching at most listed locations, compared to white participants. Most notable gaps include likelihood to receive coaching at college or university (10%, vs. 3% white), and in an outdoor urban space (16%, vs. 7%), broadly consistent with findings from 2022.

Also similar to 2022, participants living with a disability or long term health condition are more likely than those living without to receive coaching at local authority leisure centres (27%, vs. 19%) and community or youth groups (21%, vs. 16%). Conversely, those with a disability or long term health condition are more likely to receive coaching at a sports club (30% vs. 21%), private leisure centre (33% vs. 27%), and in an outdoor urban space (10% vs. 7%).

Location of coaching sessions	Ethnicity		Disability	
	White	Ethnically Diverse Communities	Yes	No
Sports club	27%	32%	21%	30%
Local Authority leisure centre	20%	23%	27%	19%
Private leisure centre, gym or health club	31%	36%	27%	33%
Community group, youth group or similar	17%	19%	21%	16%
College or university	3%	10%	5%	4%
Sports Institute or similar	5%	10%	5%	6%

In an outdoor/countryside setting (river, forest, etc.)	9%	13%	10%	10%
In an outdoor urban space (park or playground, etc.)	7%	16%	7%	10%
Private sessions with a trainer	15%	20%	15%	16%
Primary school	2%	6%	3%	3%
Secondary school	3%	7%	4%	4%
Other	14%	9%	16%	13%
University	8%	15%	8%	10%
Unweighted N	4620	721	1329	4142



## Section 3: Perceptions of Sport and Physical Activity coaching

### Level of trust towards coaches and other professions

The level of trust towards sports coaches amongst active participants is quite high, with 80% reportedly saying that they believe sports coaches to be either very or quite trustworthy. This has also seen a slight though steady increase since 2019 (77%). Compared to various other professions, sport coaches rank among the 4<sup>th</sup> most trusted professions amongst participants, behind nurses (96%), teachers (94%), and social workers (84%).

Total Trustworthy	Year		
	2019	2022	2024
Nurses	98%	97%	96%
Teachers	94%	94%	94%
Social workers	83%	83%	84%
Sports coaches	77%	79%	80%
Police Officers	86%	70%	70%
Bankers	34%	35%	43%
Journalists	28%	28%	33%
Unweighted N	8930	4808	5714

Participants who have a disability or long term health condition are less likely to say they find sports coaches trustworthy (75% vs. 82% no disability), while those aged 35-54 are slightly more likely to find coaches trustworthy (82%). However, there still remains a strong majority comprising of at least three-quarters who find coaches trustworthy, consistent with 2019.

Levels of trust in sports coaches	Age			Disability	
	18-34	35-54	55+	Yes	No
Net: Trustworthy	80%	82%	79%	75%	82%
Unweighted N	2482	1665	1567	1382	4214





## Quality of coaching sessions received

In line with previous years, 8 in 10 (81%) participants say that their last coaching session was good (rating it between 8 -10). A third (33%) gave it a 10 out of 10 rating, sustaining the gains made in 2019. Female participants are more likely to have rated their last coaching session 10 out of 10 (35% vs. 29% male), as are participants aged 35 and over (35% vs. 29% 18-34s) and White participants (33% vs. 31% ethnically diverse communities).

In line with 2019 and 2022, a fifth (19%) gave their last coaching session a neutral rating (4-7), while only around 1% gave their session a poor rating (1-3). The average rating given by participants was 8.5, which also is comparable with previous years.

Rating of last coached session	Year		
	2019	2022	2024
1 - Very poor	0%	0%	0%
2	0%	0%	0%
3	0%	0%	0%
4	1%	0%	1%
5	3%	3%	2%
6	4%	4%	4%
7	12%	12%	12%
8	27%	27%	28%
9	23%	20%	21%
10 - Very good	30%	32%	33%
Unweighted N	8930	4808	5714
Mean	8.5	8.5	8.5

Following this trend of higher satisfaction with their coach, overall sentiments around coaching remains positive, in line with previous years. The vast majority (91%) of participants have confidence and trust in their coach. A similar proportion also agree that the coaching they receive helps improve their performance (90%), motivates them to do better (89%), and helps improve both their physical health and fitness (both 88%).



There has been a steady increase in the proportion who say they have confidence and trust in their coach (89% in 2019) and that they motivate them to do better (85% in 2019). There has also been a similar increase from participants who say they have a good relationship with their coach (83% in 2024, 79% in 2019), that their coach listens to them (81% in 2024, 77% in 2019) and supports them in achieving their individual goals (80% in 2024, 74% in 2019).

Agreement statements about participation and their coach	Year		
	2019	2022	2024
I have confidence and trust in my coach	89%	90%	91%
The coaching I receive helps to improve my skills/performance	88%	89%	90%
My coach motivates me to do better	85%		89%
The coaching I receive helps to improve my physical health	87%	88%	88%
The coaching I receive helps to improve my fitness	87%	87%	88%
My coach makes the adjustments necessary for the session to feel fully accessible and inclusive for all involved	-	-	86%
I enjoy being coached	83%	85%	85%
My coach encourages me to come back	83%	84%	85%
Coaching meets my individual sport and physical activity needs	82%	84%	85%
I have a good relationship with my coach	79%	81%	83%
My coach listens to me	77%	79%	81%
The coaching I receive helps to improve my mental health and well-being	77%	82%	81%
My coach supports me to achieve my individual goals	74%	78%	80%
Through coaching, I feel part of a team or community	61%	67%	69%
Unweighted N	0-8930	0-4808	0-5714

## Important qualities in a coach

Approximately half (48%) of active participants say being friendly and approachable makes a great sport or physical activity coach, though the proportion who select this has declined since 2022 (51%). Female active participants are more likely to cite this criteria compared to male participants (54% vs. 38%).

Following this, a similar proportion (44%) cite giving constructive feedback and corrections, which has also seen a decline since 2022 (49%).

The third most important criteria active participants say makes a great coach is creating a warm and welcoming environment (41%), consistent with last year. This is also more commonly cited among female participants (48% vs. 32% male).

	Year		
What makes a good coach	2019	2022	2024
Are friendly and approachable	52%	51%	48%
Give constructive feedback and corrections	52%	49%	44%
Create a warm and welcoming environment	42%	43%	41%
Improve peoples' skills/ability	42%	41%	37%
Make the adjustments necessary for the session to feel fully accessible and inclusive for all involved	-	-	35%
Build good relationships and rapport	38%	38%	35%
Treat all participants as individuals	37%	36%	31%
Are qualified	32%	31%	29%
Listen to participants	29%	32%	29%
Are highly skilled in the sport/activity	31%	30%	28%
Are confident	22%	22%	22%
Maintain high levels of safety	21%	19%	20%
Have previous experience of coaching	19%	19%	19%



Know the rules of the game	11%	12%	14%
Get good results (i.e. win matches/games)	11%	12%	12%
I'm not sure, I don't know anything/enough about coaching	5%	4%	3%
Other	0%	1%	0%
Unweighted N	0-8930	0-4808	0-5714

Additionally, female active participants are more likely than male participants to cite making necessary adjustments to make the session feel accessible and inclusive (42% vs. 26%), building good relationships/rapport (37% vs. 33%) and treating all participants as individuals (34% vs. 27%). Conversely, male active participants are more likely to cite a number of criteria, such as being highly skilled in the sport/activity (32% vs. 26% female), confident (24% vs. 20%), having previous experience of coaching (22% vs. 16%) and knowing the game rules (20% vs. 9%) and getting good results (17% vs. 8%).

	Gender		
What makes a good coach	Male	Female	In another way
Have previous experience of coaching	22%	16%	13%
Are highly skilled in the sport/activity	32%	26%	33%
Are qualified	29%	30%	26%
Know the rules of the game	20%	9%	12%
Improve peoples' skills/ability	38%	36%	41%
Get good results (i.e. win matches/games)	17%	8%	4%
Are confident	24%	20%	15%
Listen to participants	28%	28%	46%
Are friendly and approachable	38%	54%	34%
Build good relationships and rapport	33%	37%	38%
Treat all participants as individuals	27%	34%	29%
Give constructive feedback and corrections	44%	44%	52%



Create a warm and welcoming environment	32%	48%	48%
Maintain high levels of safety	19%	21%	36%
Make the adjustments necessary for the session to feel fully accessible and inclusive for all involved	26%	42%	55%
I'm not sure, I don't know anything/enough about coaching	4%	2%	2%
Unweighted N	0-2256	0-3354	0-60

## Section 4: Choosing a Sport and Physical Activity coach

### Checks made by participants when choosing a coach

Four in ten (40%) active participants say that they have done at least one type of check on their coach, which has steadily increased since 2019 (28%) and 2022 (34%). The most common check made by participants is on a coach's experience (29%) followed by their qualifications (21%), while one in ten (10%) have also checked the coach's references. All of these types of checks have steadily increased since 2019.

However, it remains most common for participants to have made no checks on their coach (60%). This includes more than a third (35%) who say this is because they expect the club, gym or facility they are employed at to have done the relevant checks. A further 15% say this is because they didn't feel it necessary, followed by 10% who say it is because they know the coach well.

That said, in line with the steady increase of overall checks, there is a declining trend among those making no checks since 2022 (66%) and 2019 (72%); this indicates that over time, more participants are making checks when choosing their coach.

Checks made by participants	Year		
	2019	2022	2024
Qualifications	15%	17%	21%
Experience	20%	25%	29%
Insurance	5%	6%	6%
First aid training	5%	6%	9%
Safeguarding training	4%	5%	8%
DBS (former CRB) checks	3%	4%	4%
Membership of any relevant bodies	11%	10%	11%
References	6%	8%	10%
None of the above, as I didn't think it was necessary	16%	14%	15%



None of the above, as I know the coach well	14%	14%	10%
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	42%	38%	35%
<b>Net: At least one</b>	<b>28%</b>	<b>34%</b>	<b>40%</b>
Unweighted N	8930	4808	5714

When looking specifically at gender, male participants are more likely to have made all types of checks, while female participants are more likely to have made none. Turning to look at differences by age, (those aged 18-34) are more likely than those aged 35 and over to make all checks except membership of relevant bodies (where there is no difference), while those aged 35 and over are more likely to have made no checks.

Checks made by participants	Gender			Age		
	Male	Female	In another way	18-34	35-54	55+
Qualifications	26%	17%	21%	25%	18%	17%
Experience	35%	25%	26%	35%	28%	22%
Insurance	8%	5%	1%	7%	6%	5%
First aid training	13%	6%	6%	13%	7%	4%
Safeguarding training	13%	5%	3%	12%	5%	4%
DBS (former CRB) checks	6%	3%	3%	6%	4%	3%
Membership of any relevant bodies	14%	9%	6%	12%	10%	12%
References	14%	7%	10%	14%	9%	5%
None of the above, as I didn't think it was necessary	14%	17%	13%	13%	17%	19%
None of the above, as I know the coach well	11%	10%	12%	8%	11%	13%
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	26%	40%	43%	31%	36%	39%
<b>Net: At least one</b>	<b>49%</b>	<b>33%</b>	<b>31%</b>	<b>48%</b>	<b>35%</b>	<b>30%</b>
Unweighted N	2256	3354	60	2482	1665	1567



There are also interesting differences across ethnicity; active participants from ethnically diverse communities are more likely than white participants to have made all checks except on insurance and membership of relevant bodies (where there is no difference), while white participants are more likely to have made no checks. Though, given that those from ethnically diverse communities tend to be younger, these findings are likely related.

Finally, participants in higher social grades (ABC1) are more likely to have made checks on a coach's experience (31% vs. 26% C2DE), qualifications (22% vs. 19%), membership of relevant bodies (12% vs. 10%), references (11% vs. 9%) and first aid training (9% vs. 8%), while those from lower social grades (C2DE) are more likely to have made no checks.

Checks made by participants	Ethnicity		Social Grade	
	White	Ethnically Diverse Communities	ABC1	C2DE
Qualifications	19%	30%	22%	19%
Experience	26%	43%	31%	26%
Insurance	6%	7%	6%	6%
First aid training	7%	17%	9%	8%
Safeguarding training	6%	17%	8%	7%
DBS (former CRB) checks	4%	8%	4%	4%
Membership of any relevant bodies	11%	12%	12%	10%
References	8%	18%	11%	9%
None of the above, as I didn't think it was necessary	16%	11%	15%	16%
None of the above, as I know the coach well	11%	6%	9%	12%
None of the above, as I expected the club/gym/facility/employer to do the relevant checks	37%	25%	34%	36%
<b>Net: At least one</b>	<b>36%</b>	<b>58%</b>	<b>42%</b>	<b>36%</b>



Unweighted N	4718	742	3956	1758
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## What are the most important characteristics when choosing a coach?

Active participants were then asked what the top five most important characteristics are when choosing a coach. Around six in ten active participants stated level of experience (62%) and personal/people skills (61%) as most important, while around half stated making the coaching personalised to them and their needs (50%), including making the adjustments and adaptations necessary for this (54%). A similar proportion also cited qualifications and training (51%). However, since 2019, there has been a steady decline in the proportion selecting most top cited characteristics.

Most important qualities in a coach	Year		
	2019	2022	2024
Level of experience	68%	65%	62%
Personal and people skills	68%	65%	61%
Ability to make adjustments and adaptations to suit my needs	-	-	54%
Qualifications and training	61%	56%	51%
Understands me and my specific needs	62%	58%	50%
Has a good reputation in the community	41%	42%	38%
Has similar values to me	17%	18%	17%
Has a similar personality to me	11%	12%	12%
Is the same gender as me	7%	8%	9%
Is a similar age to me	5%	6%	7%
Has similar life experiences to me	4%	5%	6%
None of these	8%	7%	5%
Is from a similar background to me	3%	4%	5%
Other	4%	3%	2%
<b>Net: At least one</b>	<b>92%</b>	<b>93%</b>	<b>94%</b>
Unweighted N	0-8930	0-4808	5714

Female active participants are more likely to cite personal/people skills (65% vs. 56% male) and the ability to make adjustments and adaptations necessary (59% vs. 47%). Additionally, female participants are more likely to cite having a coach who is the same gender (10% vs. 8%). Male participants however, are more likely to cite coaches having similar values (20% vs. 14% female), personality (14% vs. 10%), life experiences (8% vs. 4%), age (8% vs. 6%) and a similar background (8% vs. 3%) to them.

Younger participants (aged 18-34) are also more likely to cite most of the more personal characteristics, like having similar values, personality, age, gender, background, life experiences to them and a good community reputation, while older participants (aged 55+) are more likely to cite qualifications and training.

	Gender			Age		
Most important qualities in a coach	Male	Female	In another way	18-34	35-54	55+
Qualifications and training	50%	52%	57%	51%	48%	54%
Level of experience	63%	62%	69%	63%	62%	62%
Personal and people skills	56%	65%	53%	58%	63%	62%
Has similar values to me	20%	14%	23%	22%	15%	10%
Has a similar personality to me	14%	10%	10%	16%	12%	5%
Is a similar age to me	8%	6%	10%	8%	6%	5%
Is the same gender as me	8%	10%	11%	13%	8%	6%
Is from a similar background to me	8%	3%	6%	7%	5%	2%
Has similar life experiences to me	8%	4%	9%	9%	5%	2%
Understands me and my specific needs	51%	49%	58%	49%	52%	50%
Has a good reputation in the community	38%	38%	39%	42%	36%	35%



Other	1%	3%	10%	1%	3%	3%
None of these	5%	5%	0%	4%	7%	6%
Ability to make adjustments and adaptations to suit my needs	47%	59%	66%	50%	55%	59%
<b>Net: At least one</b>	<b>94%</b>	<b>94%</b>	<b>100%</b>	<b>96%</b>	<b>93%</b>	<b>93%</b>
Unweighted N	2256	3354	60	2482	1665	1567

## Section 5: Barriers to receiving Sport and Physical activity coaching

### How much money is spent per coaching session?

There is a general trend of increasing spending on coaching sessions. For example, in 2024, there is an increase in the proportion of participants who spent more than £10 per coaching session (35%) compared to 2022 (30%), continuing an upward trend in spending on coaching from 2019 (24%). This translates to the proportion of participants spending less than £5 on their coaching session continuing to drop significantly wave on wave, from 55% in 2019 to 48% in 2022 and 43% in 2024.

Cost per session	Year		
	2019	2022	2024
£0	30%	28%	26%
£1 to £5	25%	20%	17%
£6 to £10	21%	22%	22%
£11 to £20	9%	12%	14%
More than £20	15%	18%	21%
Unweighted N	8928	4808	5713

Male participants are more likely than female participants to either pay no money for their coaching sessions (30% vs. 22%), or pay over £20 per session (28%vs. 17%).

Additionally, younger participants are more likely to spend more on their coaching sessions than their older counterparts. Notably, a two in five (42%) 18-34 year olds reportedly spend more than £10, almost double the proportion of those aged 55 and over (22%). This overall trend aligns with 2022, although the proportion of young people paying more than £10 has increased from 33%.

Cost per session	Gender			Age		
	Male	Female	In another way	18-34	35-54	55+
£0	30%	22%	43%	24%	25%	28%
£1 to £5	14%	20%	10%	16%	15%	23%
£6 to £10	14%	28%	19%	18%	25%	27%
£11 to £20	14%	13%	13%	16%	14%	8%
More than £20	28%	17%	14%	25%	21%	14%
Unweighted N	2255	3354	60	2481	1665	1567

Other groups who are more likely to spend more than £10 per coaching session include those who are from ethnically diverse communities (48% vs. 32% white), those from higher social grades (37% ABC1 vs. 30% C2DE), and those living without a disability or long term health condition (36% vs. 31% with).

Cost per session	Ethnicity		Social Grade		Disability	
	White	Ethnically Diverse Communities	ABC1	C2DE	Yes	No
£0	27%	19%	24%	29%	29%	24%
£1 to £5	18%	13%	17%	19%	20%	17%
£6 to £10	23%	20%	22%	22%	20%	23%
£11 to £20	13%	17%	14%	13%	11%	14%
More than £20	19%	31%	24%	16%	20%	22%
Unweighted N	4717	742	3955	1758	1382	4213

### Gender of people within participants' coached sessions

The proportion of active participants who take part in men-only coaching sessions continues to increase to 20% in 2024 (rising from 18% in 2022 and 15% in 2019). At the same time, the proportion taking part in women-only sessions has decreased from 33% in 2022 to 30% in 2024. The proportion of participants partaking in mixed-gender sessions (43%) remains consistent with 2022 (43%) after a drop in 2019 (49%).



	Year		
Do you participate mainly with men or women?	2019	2022	2024
Men	15%	18%	20%
Women	31%	33%	30%
Both men and women equally	49%	43%	43%
Don't know	4%	5%	3%
Other	0%	0%	4%
Unweighted N	8930	4808	5714

Perhaps predictably, male active participants are more likely to report participating with men only (43%), and female participants are more likely to report participating with women only (48%). Notably, male participants are more likely than female participants to report participating with both men and women equally (46% vs. 41%). These findings are consistent with those of 2022 and 2019.

We also see a divide by age, with younger participants more likely to take part in men-only coaching sessions than older participants (29% 18-34 vs. 15% 35-54 and 9% 55+). The opposite trend is present for both women-only and mixed-gender activities, with older participants (aged 55 and over) more likely to take part in.

Finally, participants from ethnically diverse communities report participating with men only more often than white participants (29% vs. 18%), and are less likely to participate with women only (26% vs. 31%). Given that participants from ethnically diverse communities are more likely to be male, these two trends are likely linked. This is comparable with findings from 2022.



	Gender			Age			Ethnicity	
Do you participate mainly with men or women?	Male	Female	In another way	18-34	35-54	55+	White	Ethnically Diverse Communities
Men	43%	4%	13%	29%	15%	9%	18%	29%
Women	4%	48%	23%	27%	30%	35%	31%	26%
Both men and women equally	46%	41%	40%	38%	46%	48%	44%	41%
Don't know	2%	3%	6%	3%	3%	2%	3%	3%
Other	4%	4%	17%	2%	5%	6%	4%	2%
Unweighted N	2256	3354	60	2482	1665	1567	4718	742