



# UK Coaching

National Population Survey: Results  
October 2017



# Introduction

- \* This report presents findings from a study commissioned by UK Coaching to explore public opinion of coaches and coaching, as well as to address the following key objectives:
  - \* Measure the incidence of coaches and people receiving coaching in the UK
  - \* Build a picture of the demographic characteristics of these coaches and participants
  - \* Investigate coaches' activities and perceptions
  - \* Explore participants' experiences of being coached
- \* The results are broken out by three key audiences:
  - 1) Coaches
  - 2) Participants
  - 3) The general public

# Method and background

- A survey of 20,688 UK adults aged 18+ was conducted online between 2<sup>nd</sup> and 21<sup>st</sup> August, 2017. The results are weighted to be representative of all UK adults (aged 18+).
- 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.”
- Below are definitions for various terms used throughout the report:
  - Current coaches: people who have coached in last 12 months
  - Inactive coaches: people who have coached in past five years, but not in last 12 months
  - Participants: people who have received coaching in the last 12 months
  - BAME: Black, Asian, and minority ethnic (used to refer to members of non-white communities in the UK)
  - Social grade: defined by the Market Research Society as a series of demographic classifications based on the occupation of the head of the household. The categories are classified as follows: AB: upper middle and middle class; C1: lower middle class; C2 skilled working class; DE: working class and non-working class. For our analysis, they have been grouped into ABC1 and C2DE.

# Key findings



# Key findings: Current coaches

- Six percent of UK adults have coached within the last 12 months
- While coaches are a diverse group, they are more likely than the UK population overall to be male, aged 18-24, of a minority ethnic group and from a higher social grade
- Across the UK regions, London has the highest proportion of coaches among its population
- More than half started coaching before the age of 26
- They most commonly coach in a sports club, however this group represents only a quarter of the coaching population. Coaches at sports clubs are more likely to be male and White – potentially representing coaches in the more ‘traditional’ sense
- The majority are coaching less than three hours a week, and are more likely to be working on a volunteer than a paid basis
- More than half of coaches do not have any formal coaching qualifications, although are more likely to have these if they work in a sports club/institute or private gym, or if they conduct private sessions
- Coaches identify the cost of training/qualifications and balancing work/home life as the top barriers facing coaches in the UK

# Key findings: Inactive coaches

- Six percent of UK adults are inactive coaches who have coached in the past five years, but not in the last 12 months
- They are similar demographically to current coaches in most ways except that they tend to be younger, indicating that young people may be most likely to give it up
- One in four inactive coaches began coaching before they were 17 years old – a higher proportion than among current coaches, further indicating that those who start young could be more likely to stop coaching
- Inactive coaches identify the same top two barriers as current coaches: the cost of training/qualifications followed by balancing work/home life
- They mainly stopped coaching due to external factors, like not having enough time or moving away, as opposed to issues related to the coaching system
- Payments for sessions and expenses are two of the things most likely to encourage recently inactive coaches to start coaching again

# Key findings: Those who have never coached

- Sixty-six percent of UK adults have never coached or taught any type of sport or physical activity
- One in five UK adults who have never coached indicate they might be interested in doing so
- Those who might be interested in coaching most often feel they could be helped to become a coach with a free introduction to coaching session or further information about qualifications and training opportunities
- A third of those who are not interested in becoming a coach/instructor believe they are not fit/active enough, the reason cited most often. This could highlight a disconnect, as findings evidence that current coaches see their role as being more about building confidence and self-esteem than about teaching technique/skill or developing those who are talented.

# Key findings: Participants

- Eighteen percent of UK adults have received coaching, instruction, training or tuition in the last 12 months
- Current recipients of coaching represent a range of age groups, and are more likely than the UK population overall to be female and from a higher social grade
- People are more likely to be receiving coaching in London than in any other region in the UK
- Perceptions of the coaching experience are overwhelmingly positive; the vast majority say they enjoy being coached, feel their coach motivates, encourages and supports them, and would recommend him/her to others
- Those who have been receiving coaching report that being motivated to do better and pushed to do more are top reasons why they have a coach instead of exercising independently
- Most participants do not find it important that their coach is similar to them (e.g. gender, age, background) but rather value their experience, people skills and reputation within the community
- Among the 14% of the UK population who have been coached in the past five years but not in the most recent 12 months, cost is the biggest barrier for returning to coaching – most commonly they say they'd be encouraged to take part again if the cost of sessions was reduced
- However, close to half of inactive participants would not be interested in receiving coaching again in the future
- Among those who have never received coaching and are not interested in doing so, their top reason is that they prefer to exercise on their own, followed by feeling it's not for people like them. This draws attention to another possibly key gap; while findings indicate that recipients of coaching are diverse and highly satisfied, there is a group in the population who are under the impression that it is not for them.

# Key findings: General public

- A majority of UK adults believe that coaches have a positive influence on people's personal and professional lives, as well as that they are effective at increasing physical activity and promoting emotional health and wellbeing
- Although nearly three quarters of the general public believe that sports coaches are trustworthy, over a quarter do not. The more active someone is, whether through physical activity or receiving coaching, the more likely they are to think that coaches are trustworthy.
- Eight percent of UK adults say they've heard of UK Coaching/Sports Coach UK, and among current coaches this figure rises to 25%

# Spotlight: Qualifications

- More than half of those who coach do not have any coaching qualifications
- Coaches are most likely to have qualifications if they coach in a sports club/institute or in private sessions/gyms
- More than half of coaches who usually or always coach alone do not hold any coaching qualifications. This is higher among those who coach in community centres or outdoors, but still close to half of those who coach alone in sports clubs/institutes do not have any coaching qualifications.
- A lack of qualifications is an important topic, as two thirds of those receiving coaching state it is one of the most important factors to consider when choosing a coach. Notably, however, only a minority report checking that their coach has qualifications – much more commonly they left it up to the club/gym/facility to check. Also, a third of all UK adults feel that being qualified makes a great coach.
- Additionally, coaches are significantly more likely to feel they can deliver the style of coaching they aspire to if they have qualifications
- Coaches themselves acknowledge that a lack of qualifications is a problem; over a third feel that the cost of training/qualifications is a major barrier to coaching in the UK

# Spotlight: Perception vs. reality

- The picture painted by those who have recent experience receiving coaching does not always align with the perceptions of those who don't
- Coaching is delivered for a wide variety of activities and audiences, but consistently across the board people receiving coaching are highly satisfied with their experience and positive about the benefits of coaching
- Those who do not receive coaching, however, can sometimes feel that it is not for people like them. Perhaps in relation to this, they appear to more often see coaches as being competitive, athletic and aggressive, which does not in reality match the experience of participants or the perspective of coaches.
- The UK public believe that a great coach is constructive, friendly and approachable above all else, and participants place high value on a coach with people skills who understands them and their specific needs. Notably, coaches themselves mirror these preference with their belief that their primary role to be about building confidence and self-esteem ahead of developing technique/skills.

# Coaches

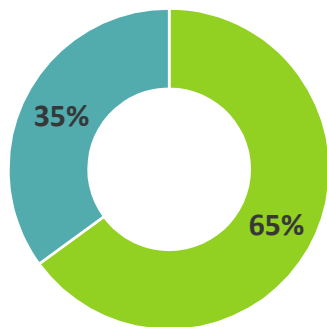


# Current coaches



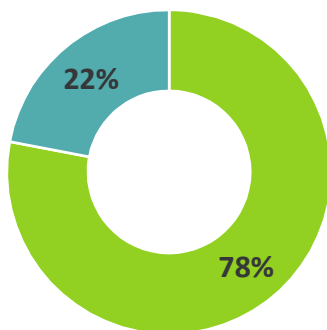
# Coaches are more likely to be male and ethnically diverse

## Social Grade



■ ABC1 ■ C2DE

## Ethnicity



■ White ■ BAME

**6%** of UK adults have coached within the last 12 months, which can be extrapolated to an estimate of approximately **3,106,000** coaches in the UK\*.

Coaches are more heavily weighted towards being male than female, with men representing a higher proportion overall than within the UK population.

**22%** of coaches in the UK are Black, Asian, or minority ethnic (BAME), while **78%** are White. This is higher than the nationally representative proportion of the BAME population (14%).

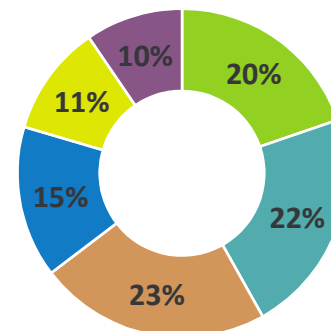
**65%** of those who coach are in the higher social grade ABC1, which is a higher proportion than in the overall UK population (57%).

One in five coaches (**20%**) are under the age of 25, meaning that they are heavily weighted towards being younger. In the UK adult population, only 12% are aged 18-24.

## Gender



## Age



■ 18-24 ■ 25-34  
■ 35-44 ■ 45-54  
■ 55-64 ■ 65+

**YouGov**

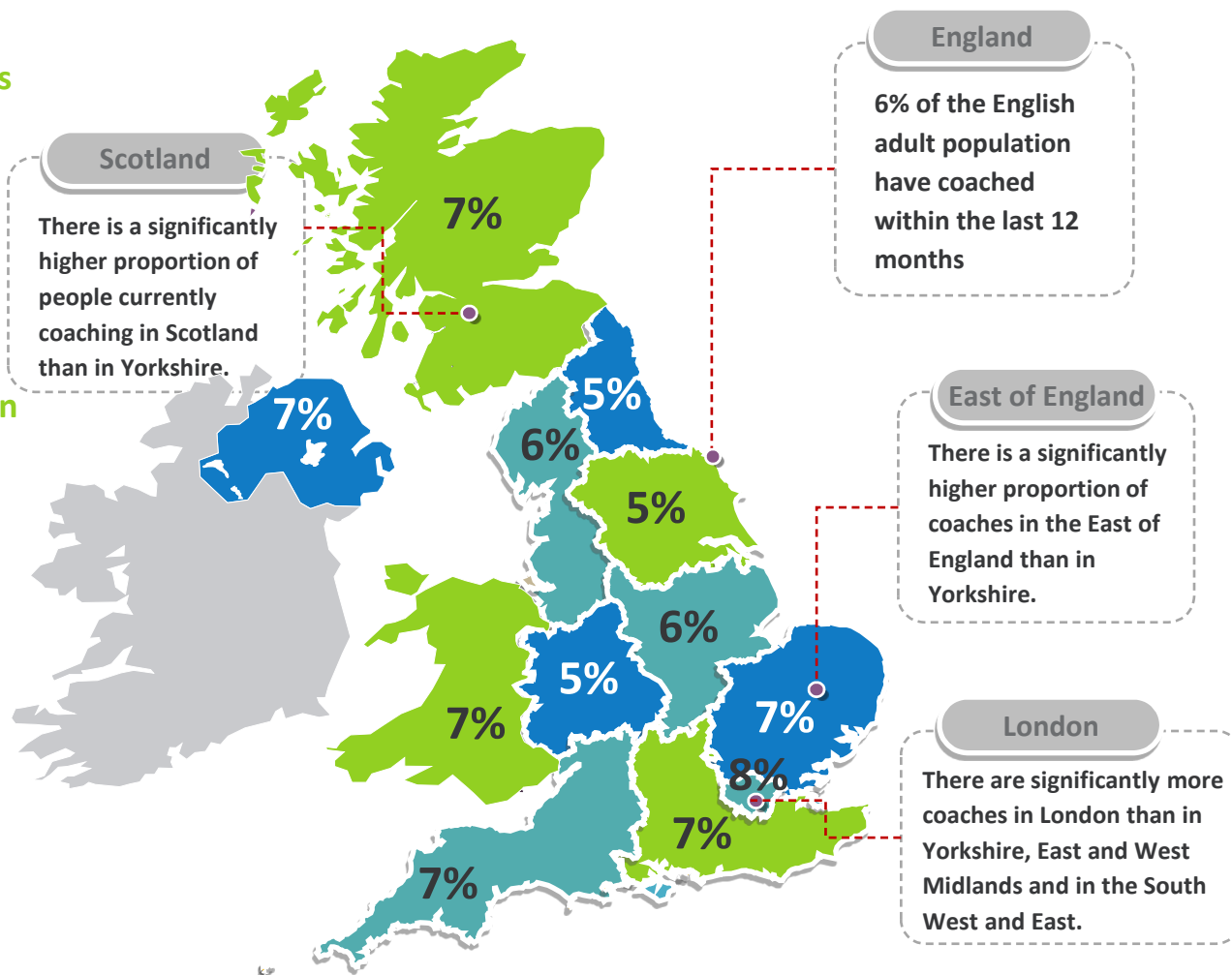
# London has the highest proportion of coaches in the UK, while Yorkshire has the lowest

The incidence of those coaching around the UK varies

from **5%** in Yorkshire to **8%** in London.

The south of England has a significantly higher proportion of coaches than the North or

the Midlands – **7%**  
compared with **5%.**



**YouGov**

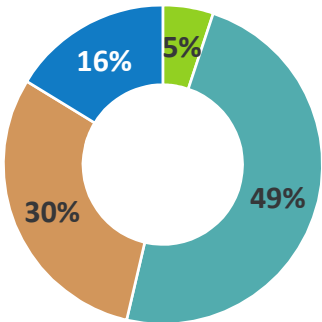
# Coaches are less likely than the UK population overall to have a long-term physical or mental health condition

**88%** of coaches in the UK have done physical activity within the last 12 months, and among that group **3hrs and 45mins** is the average amount of time they spend doing physical activity a week.

You are less likely to be overweight than the average UK population if you are a coach, however a significant minority **(46%)** are overweight or obese.

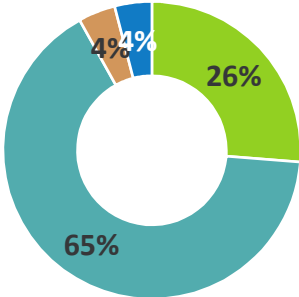
Coaches are also more likely to be positive about the physical activity they partake in.

Weight (based on BMI)



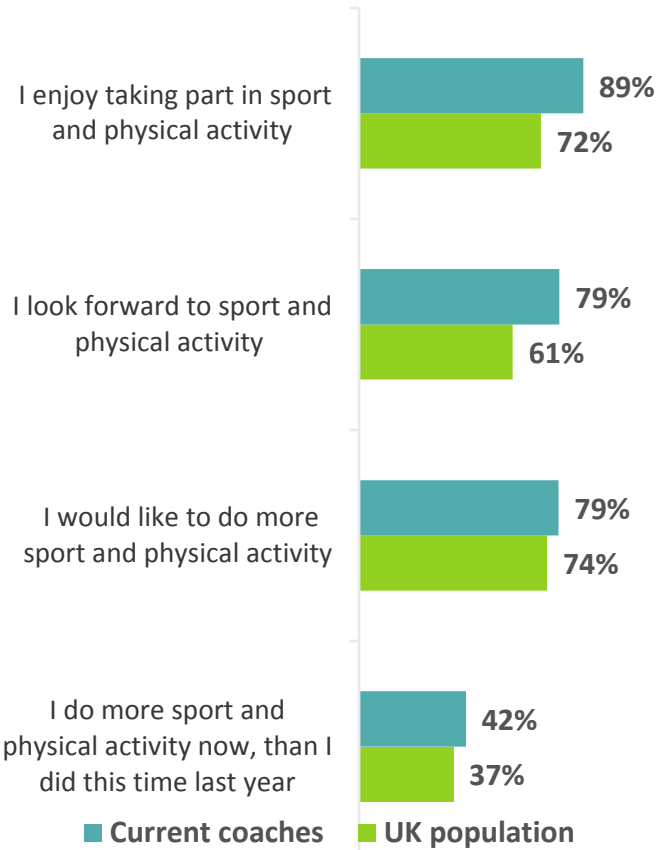
Underweight   Normal weight  
Overweight   Obese

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?



Yes   No  
Don't know   Prefer not to say

Proportion who agree that...

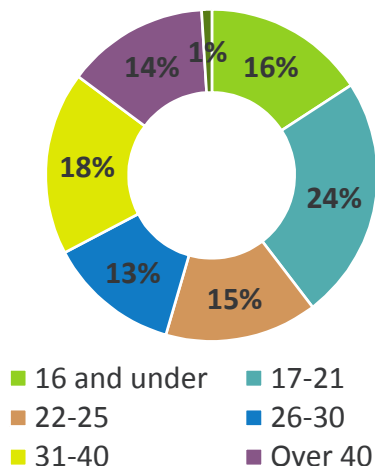


q6. Thinking about your overall experience of sport and physical activity, how much do you agree or disagree with the following statements? q3. Can you estimate how many minutes of sport or physical activity you did in a typical week? q1. When, if ever, was the LAST time you took part in any sport or physical activity, outside of formal education? d2. Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? Base: all those who have coached within the last 12 months (1350); all UK adults (20

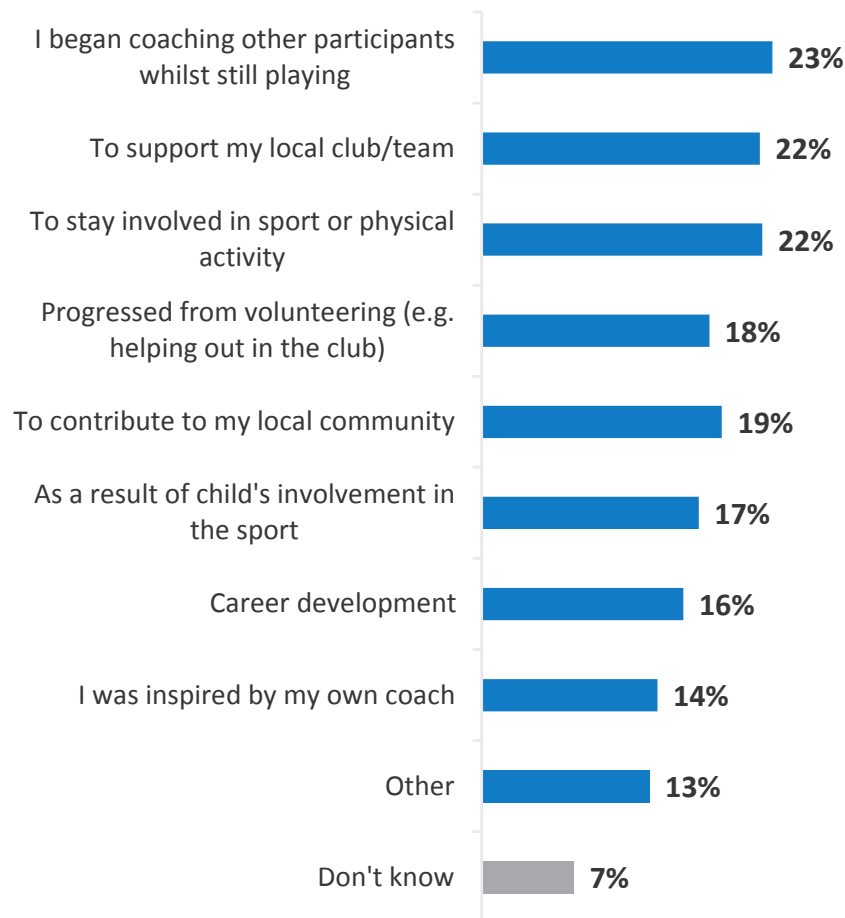
# More than half started coaching before the age of 26

**39%** of coaches started coaching between the ages of 17-25, while **16%** started before they were 17. **23%** became a coach while still participating in sport or physical activity themselves. **22%** became involved to support their local team/club or to stay involved in physical activity. Most coaches started coaching as a result of already participating in sport or physical activity in some capacity and often within their local community.

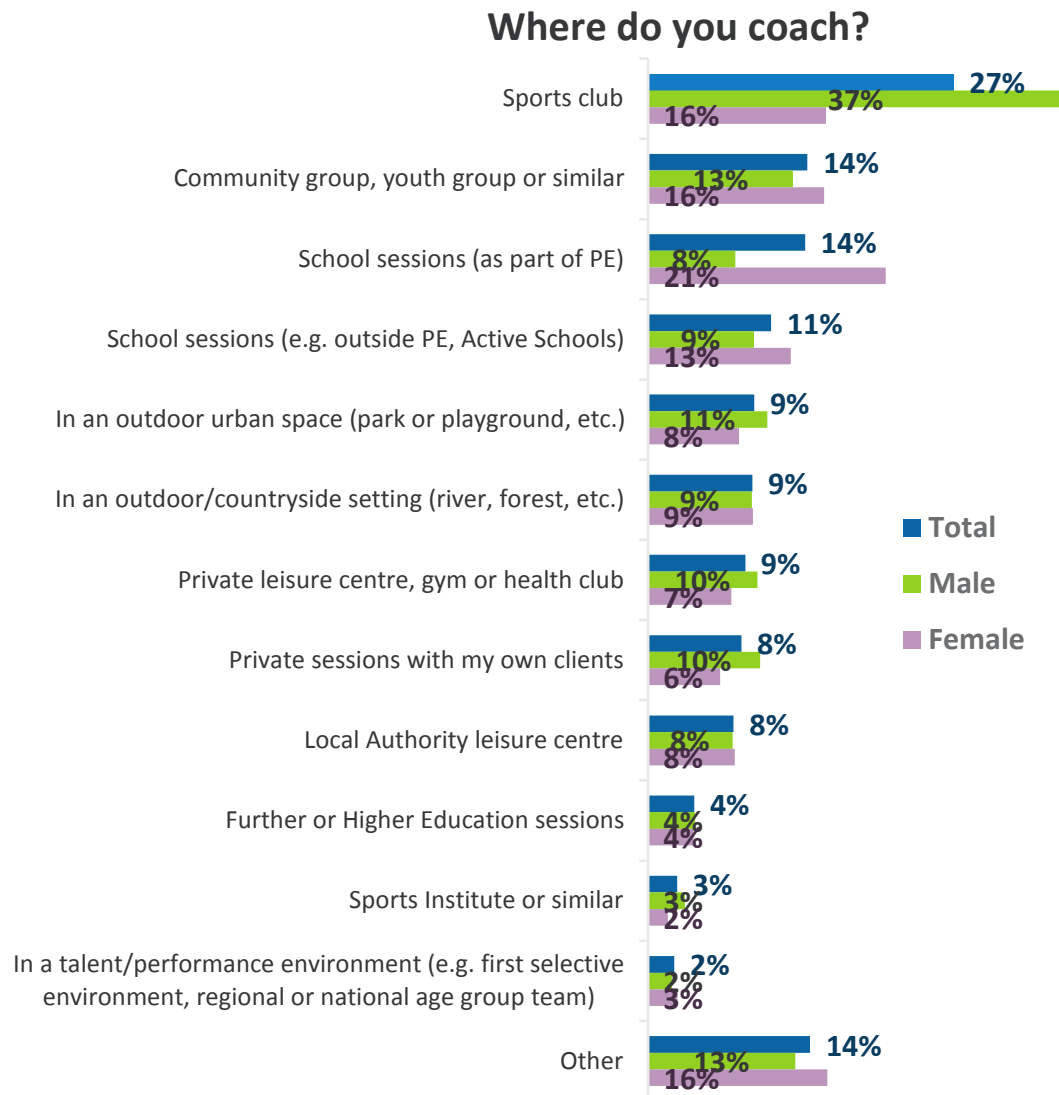
At what age did you start coaching?



Why did you first become involved in coaching?



# Men are significantly more likely to coach at sports clubs, while women more commonly coach school sessions



Coaches are more likely to coach in a sports club than anywhere else – although this does only represent a quarter of the coaching population. These coaches at sports clubs are predominantly male, with men making up **73%** of the group. They are also more likely to be White (**79%**) than coaches in some other venues.

**14%** coach at a school session as part of PE, among whom **70%** are female.

Overall, **29%** coach in a sports club or institute, **25%** in school, **21%** in a community or public group, **16%** in private sessions or a gym and **17%** outdoors.

# The majority are coaching less than 3 hours in a typical week – and they are more often volunteers

In a typical week, coaches are most often coaching for 1-2 hours (**35%**).

As might be expected, a majority (**52%**) of those working 1-2 hours do so on a volunteer

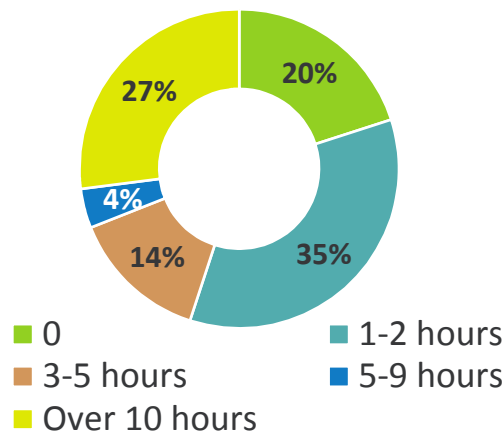
basis, but surprisingly half (**50%**) of those working over 10 hours a week are also volunteers.

Women are significantly more likely to do paid work than male coaches.

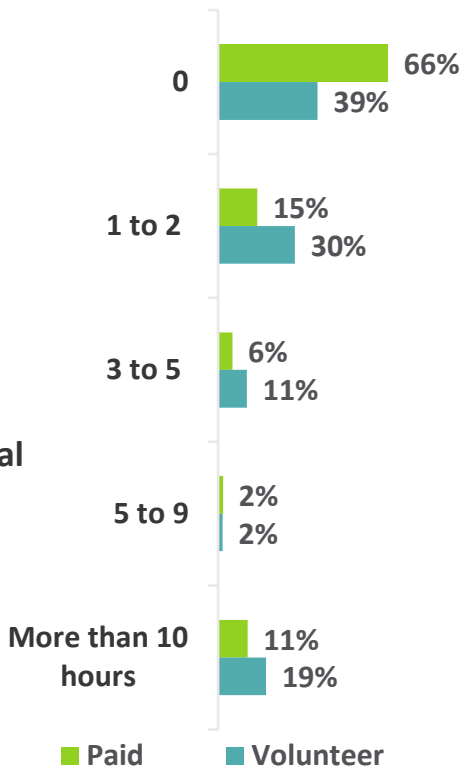
**61%** of coaches are doing at least some coaching voluntarily in a typical week.

Only **19%** of coaches are coaching in a paid only capacity.

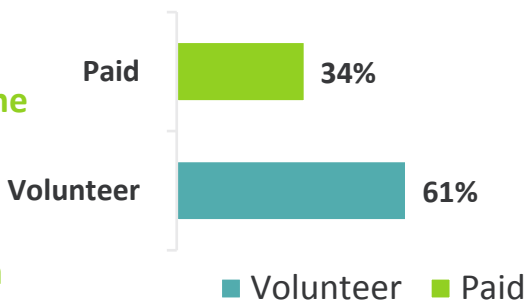
How many hours do you coach in a typical week?



On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity?



Work at least one hour in a typical week...



19 q27. On average, in a typical week, how many hours do you spend coaching or instructing sport or physical activity? - In a paid capacity  
 q28. 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)  
 Base: all those who have coached within the last 12 months (1350)

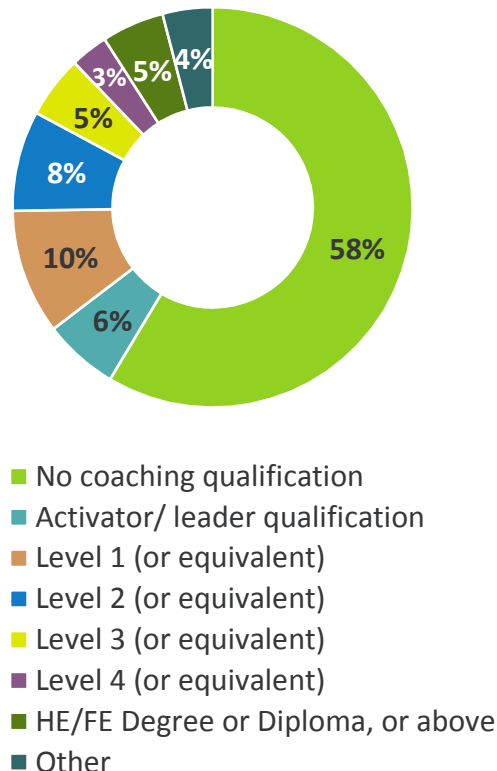


# Over half of current coaches do not have any formal coaching qualifications

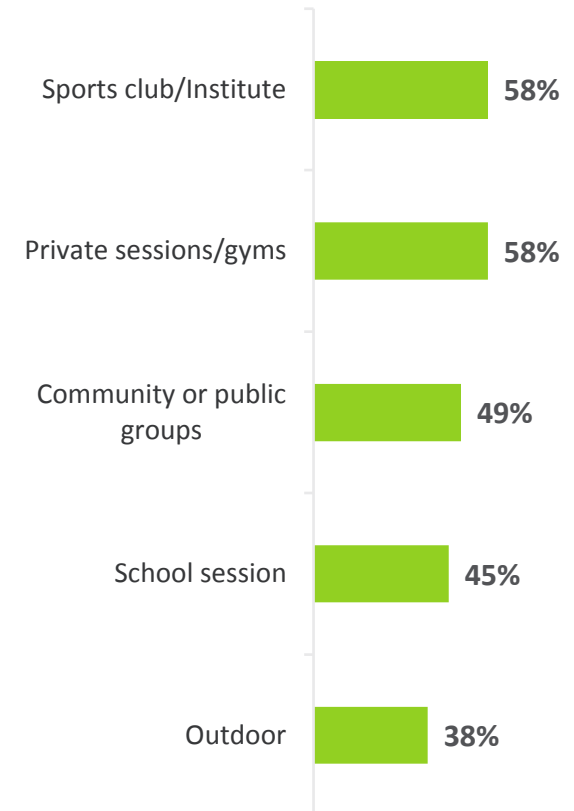
**42%** of coaches have some kind of qualification, but **58%** do not have any coaching qualifications.

Coaches are most likely to have coaching qualifications if they work in a sports club/institute or private gym, or if they conduct private sessions.

Coaching Qualifications

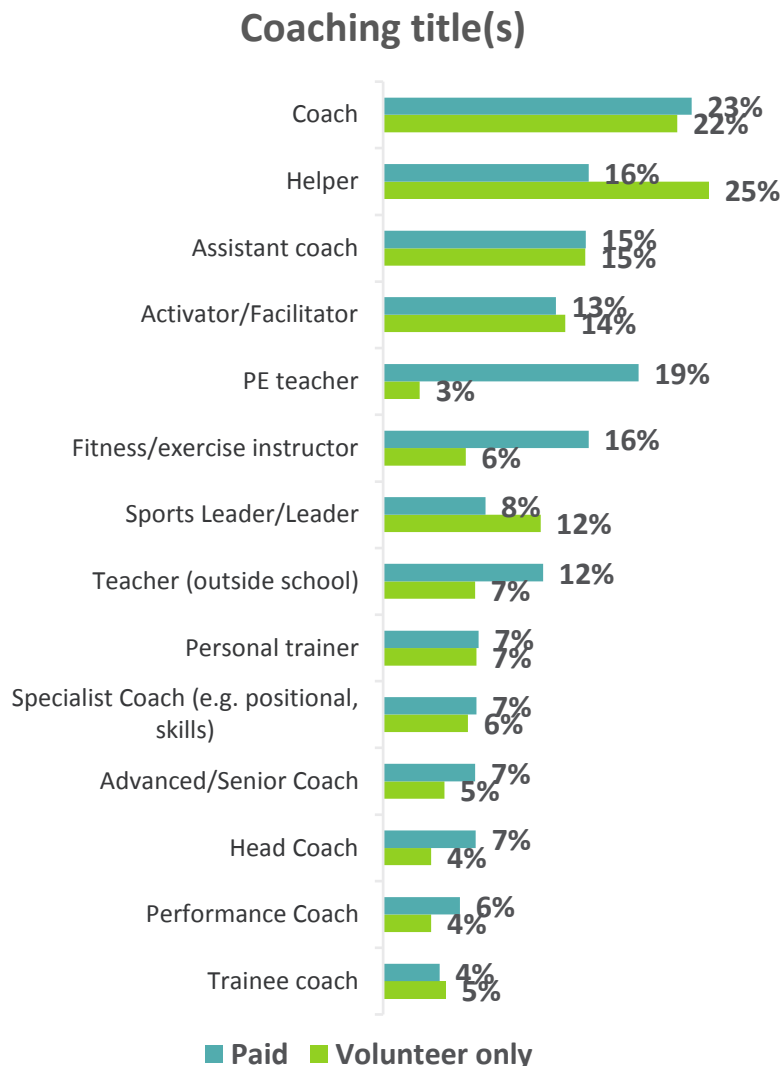


The proportion of coaches with any level of qualification – by venue





# Paid and volunteer coaches are equally likely to describe themselves with the title of Coach



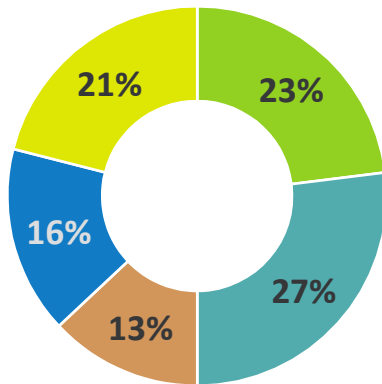
**39%** of current coaches refer to themselves as a 'coach' in some capacity, however **36%** of this group do not have any qualifications. **65%** of those who refer to themselves as 'Coach' are male, while the title of 'Teacher' is more heavily weighted towards women (**58%**).

**25%** of current coaches who are volunteer only refer to themselves as a 'helper' while only **16%** of those who are paid do so.

**16%** of paid current coaches refer to themselves as a 'fitness or exercise instructor' in comparison with **6%** of volunteer coaches.

# Half of current coaches always or usually work alone – and half of those coaches do not have any formal coaching qualifications

Do you coach alone?



- I always coach alone, never with others
- I usually coach alone, but sometimes I coach with others
- I regularly coach alone and regularly coach with others
- I usually coach with others, but sometimes I coach alone
- I always coach with others, never alone

**50%** of current coaches either always work alone or only occasionally

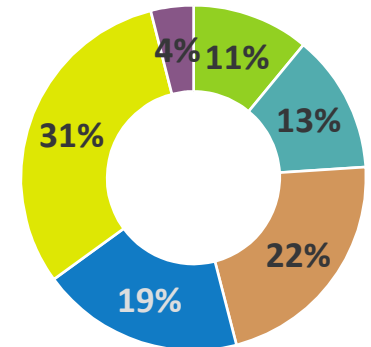
with others. **57%** of those who usually work alone do not have any formal qualifications. **42%** of those who usually or always work alone in a sports club or institute do not have any qualifications.

**50%** of current coaches either never or rarely use digital technology in

their coaching (**31%** and

**19%** respectively). Those who regularly coach alone are significantly more likely to use technology, as are those who work in private gyms or conduct private sessions.

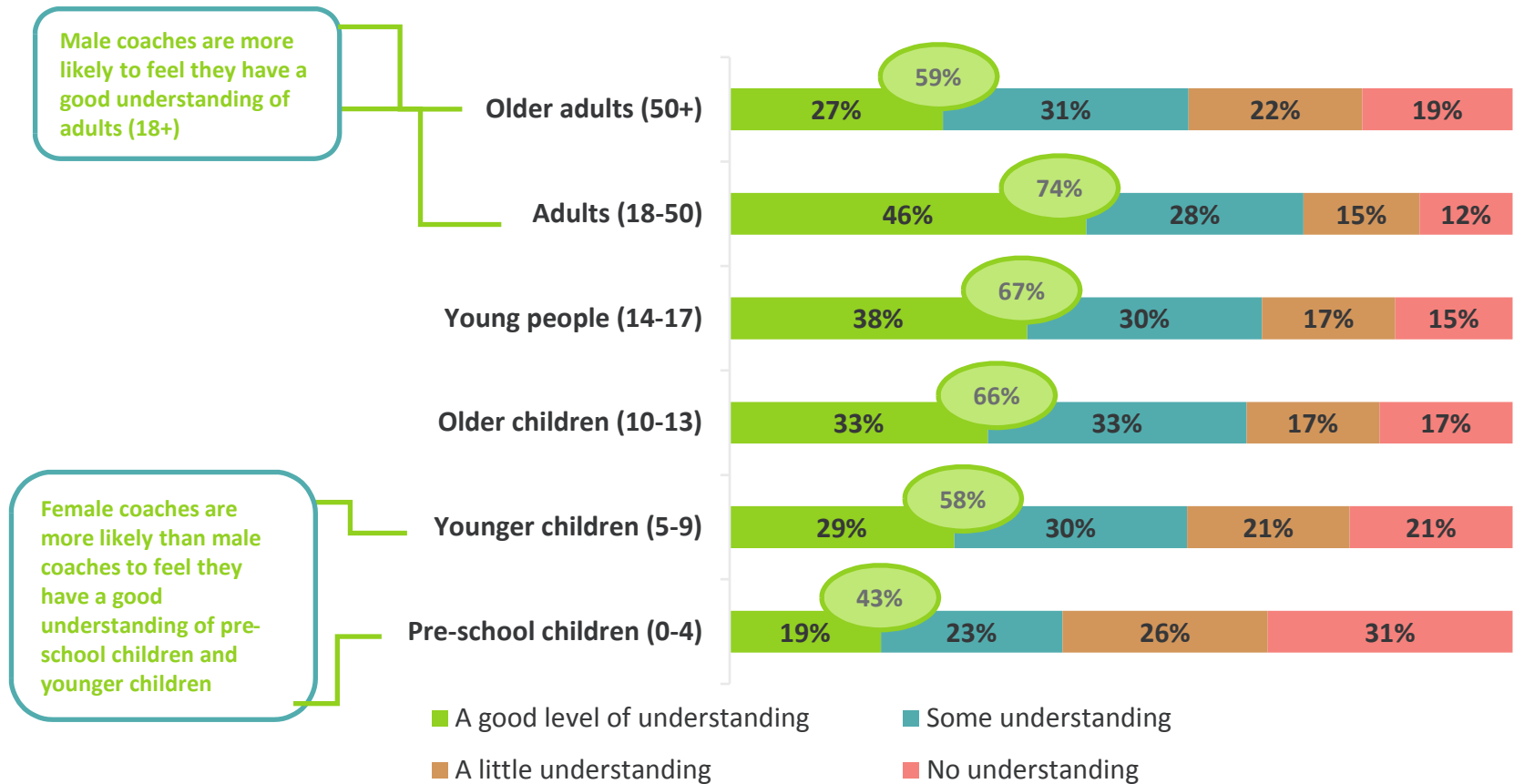
How often do you use digital technology in your coaching?



- All of the time
- Most of the time
- Some of the time
- Rarely
- Never
- Don't know

Female coaches tend to think they have a better understanding of the specific needs of children, while male coaches think they have a greater understanding of adults

Level of understanding of the specific needs of different groups



# Male coaches are more likely to think they have an understanding of high performance athletes

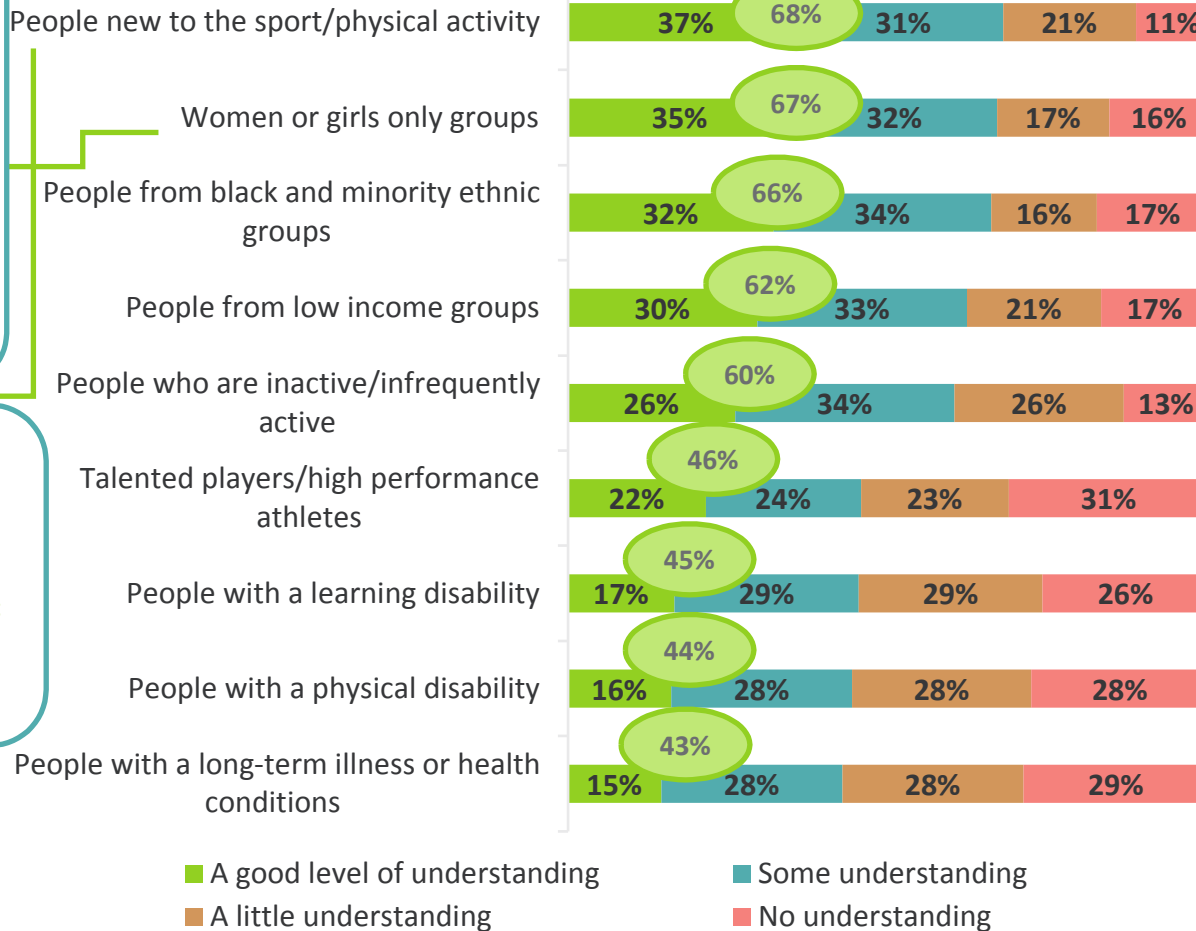
Level of understanding of the specific needs of different groups

As you might suspect, women are more likely to feel they have a good understanding of this than men. No coaches at a specific sporting location have a notably different understanding of women's groups.

Consistently, coaches from both sports clubs/institutes and private sessions/gyms claim to have a better understanding of most groups, particularly those new to physical activity or the sport.

Male coaches are significantly more likely to feel they have a good understanding of talented players or high performance athletes AND those who are new to sport/physical activity

Those who have any kind of coaching qualification are more likely to feel they have a good understanding of people with learning disabilities

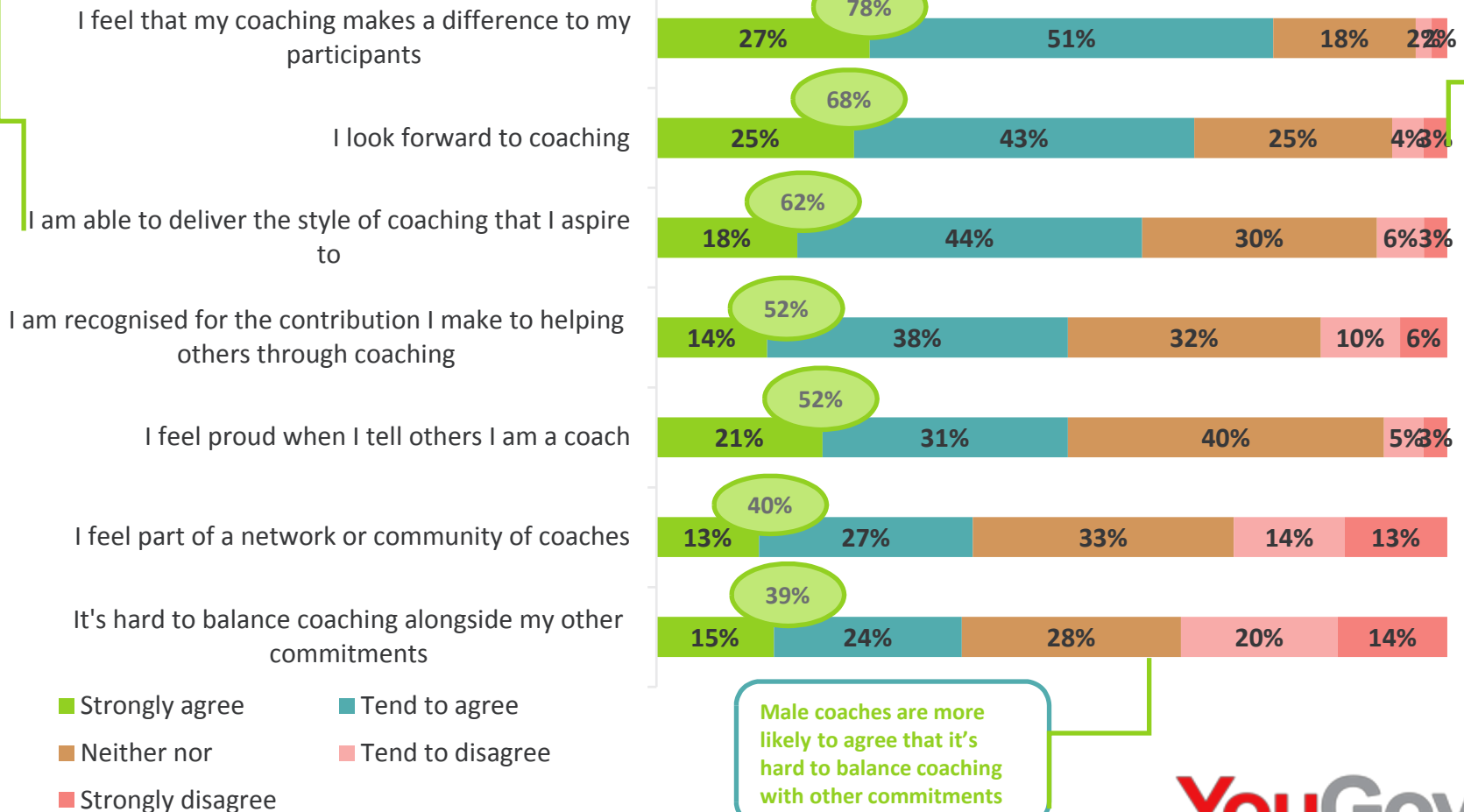


# Only half of coaches say they feel proud to tell others they are a coach

Coaches are significantly more likely to feel they can deliver the style of coaching they aspire to if they have qualifications. 89% of those with level 3 or 4 agree compared to 50% of those with no qualifications.

Coaches with a level 1 and/or higher coaching qualification are more likely to say they look forward to coaching

## Experiences of current coaches



Male coaches are more likely to agree that it's hard to balance coaching with other commitments

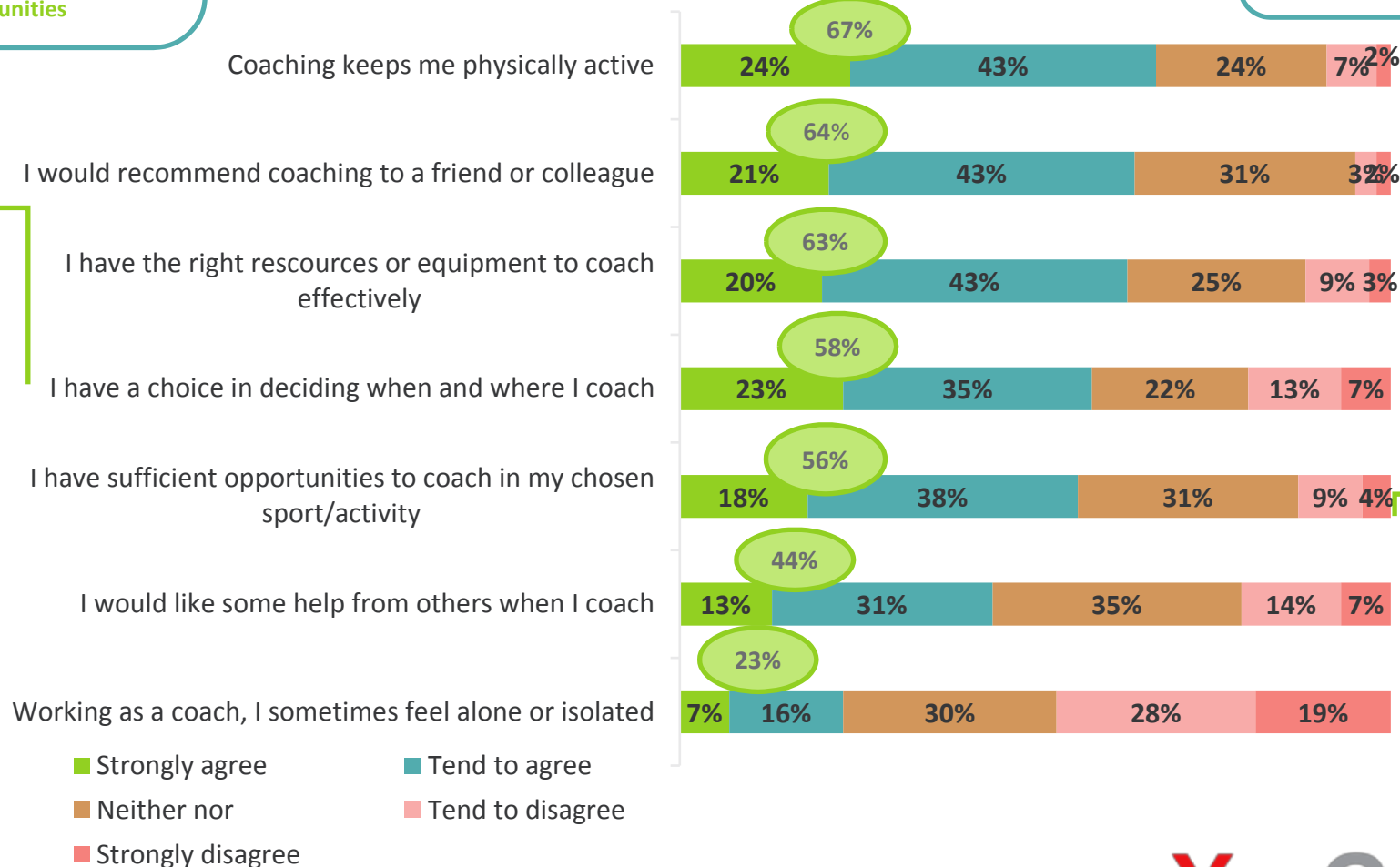
**YouGov**

Male coaches are more likely to believe that they have autonomy over where they coach and also more likely to think they have better access to equipment, resources and opportunities

# Male coaches are more likely to feel they have access to resources, equipment and sufficient opportunities

Younger coaches between 18-24 are more likely to think they have sufficient opportunities as a coach

## Experiences of current coaches



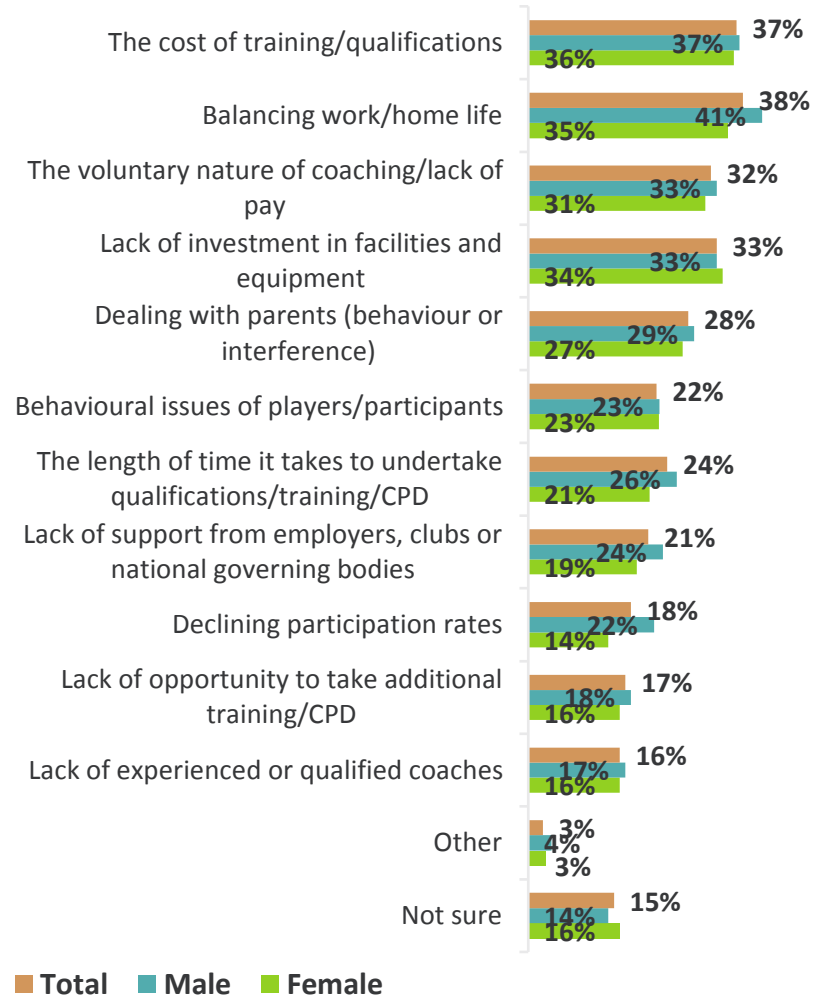
# Most coaches think balancing home/work life is a major challenge

**42%** say they want to spend more time coaching in the future. However, the majority of those currently coaching would not or are not sure if they want to spend more time coaching (**30%** and **28%** respectively).

Almost 2 in 5 (**38%**) believe the top challenge for coaches in the UK is balancing work/home life. Cost of training is also a major barrier for coaches with over a third mentioning the cost of qualifications. A third also state that lack of investment in facilities and equipment is a barrier. Those who coach in either schools or outdoors are significantly more likely than those who coach elsewhere to say this.

**28%** state that dealing with parents is a main barrier – which is significantly higher for those who coach in PE (**36%**) and after school (**40%**).

## What do you think are the main challenges or barriers facing coaches in the United Kingdom?





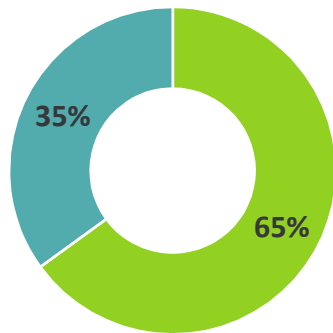
# Inactive coaches





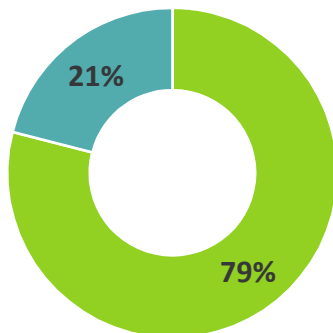
Inactive coaches tend to be younger than current coaches, indicating that young people may be most likely to give it up

Social grade



■ ABC1 ■ C2DE

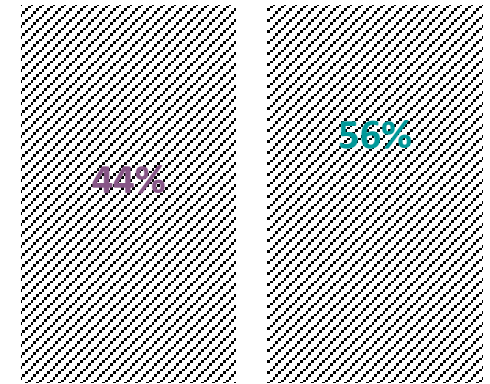
Ethnicity



■ White ■ BAME

**6%** of UK adults are

inactive coaches who have coached less than 12 months ago, but more recently than 5 years ago.

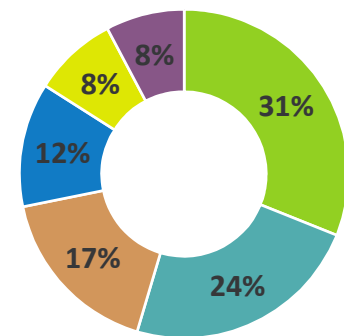


**65%** of those who used to

coach are in a higher social grade, which is a higher proportion than the UK population overall (57%).

Inactive coaches are often younger, with nearly a third aged 18-24. Interestingly, there is a higher proportion of inactive coaches aged 18-24 than current coaches of the same age group, indicating that young people may be most likely to stop coaching.

Age



■ 18-24 ■ 25-34  
■ 35-44 ■ 45-54  
■ 55-64 ■ 65+

**YouGov**

q23. What, if any, kind of information or support would you need to help you find or choose a coach or coached-session? If you are not interested please tick that option. Please tick all that apply.

Base: Those who have coached within the last 5 years, but not the last 12 months (1186)

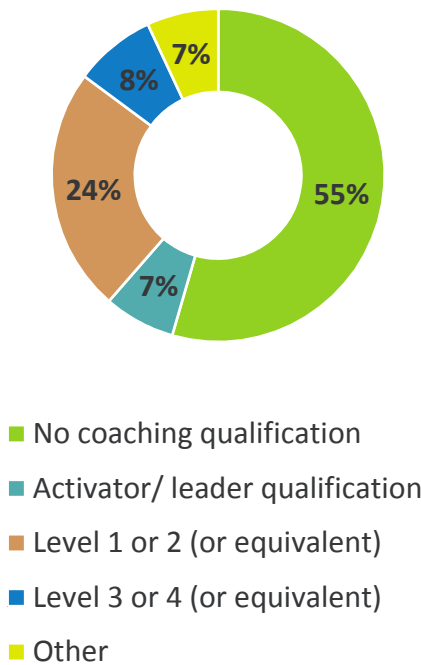
# Over half of inactive coaches do not have any qualifications

Over half (**55%**) of inactive coaches do not have any coaching qualifications.

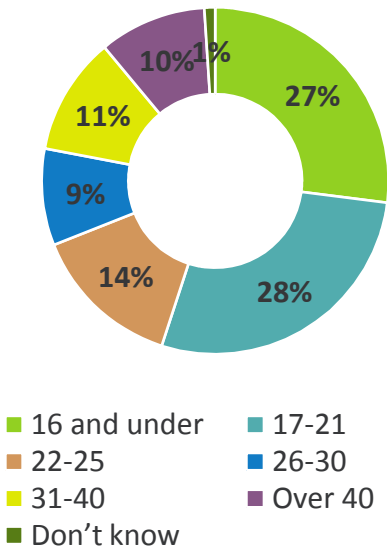
Inactive coaches who might want to get back into coaching are more likely than those who don't to have a qualification (**51%** compared with **33%**).

1 in 4 (**27%**) inactive coaches began before they were 17 compared with only **16%** of current coaches, further highlighting the fact that inactive coaches tend towards being younger. Overall, more than two thirds (**69%**) started coaching before they were 26.

Coaching Qualifications



What age did you start coaching?



Balancing home/work is perceived as the biggest barrier facing coaches by men, while women identify cost and lack of pay the main challenges

Roughly two in five (**38%**) feel that the cost of training and qualifications is a main barrier for coaches in the UK.

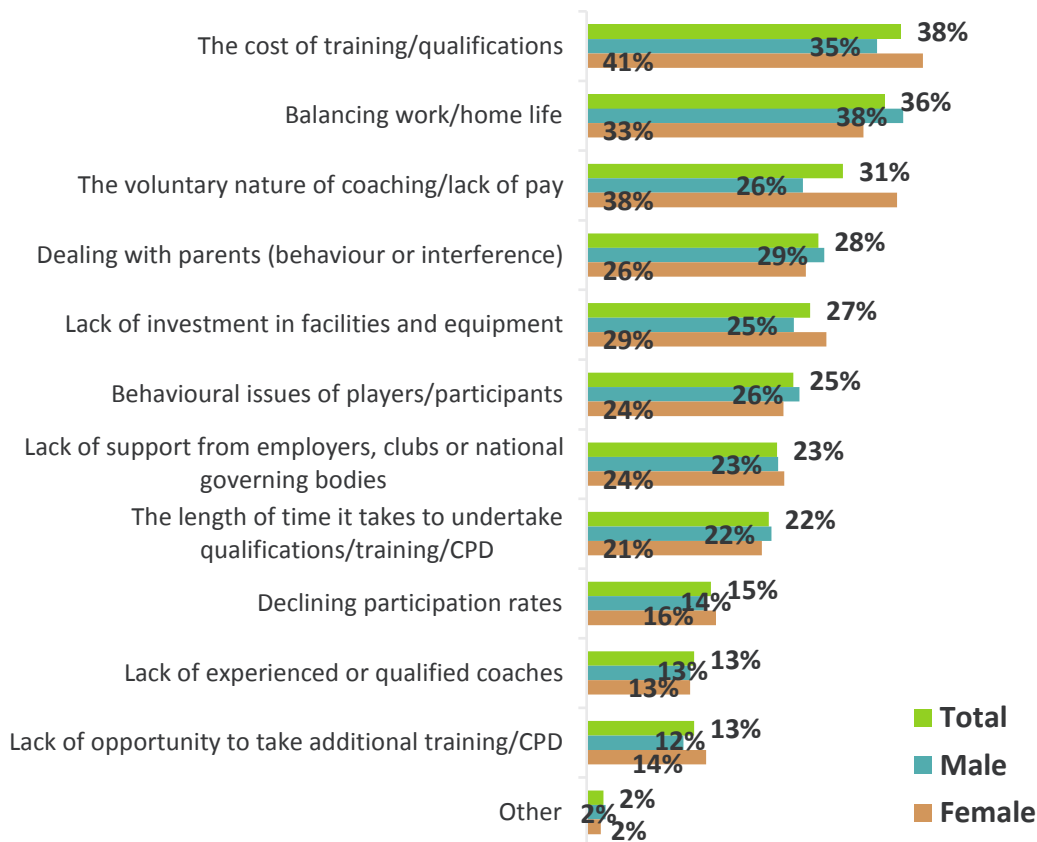
**58%** of those who feel cost of training and qualifications is a barrier do not hold any coaching qualifications.

Other key challenges identified by inactive coaches are balancing work

and home life (**36%**) and the voluntary nature of coaching (**31%**).

Balancing work and home life is perceived to be a barrier by men more often than women, while women are more likely to see lack of pay and the cost of training as challenges.

### What do you think are the main challenges or barriers facing coaches in the United Kingdom?



**YouGov**

# Those no longer coaching mainly stopped due to external factors like not having enough time, as opposed to issues related to the system

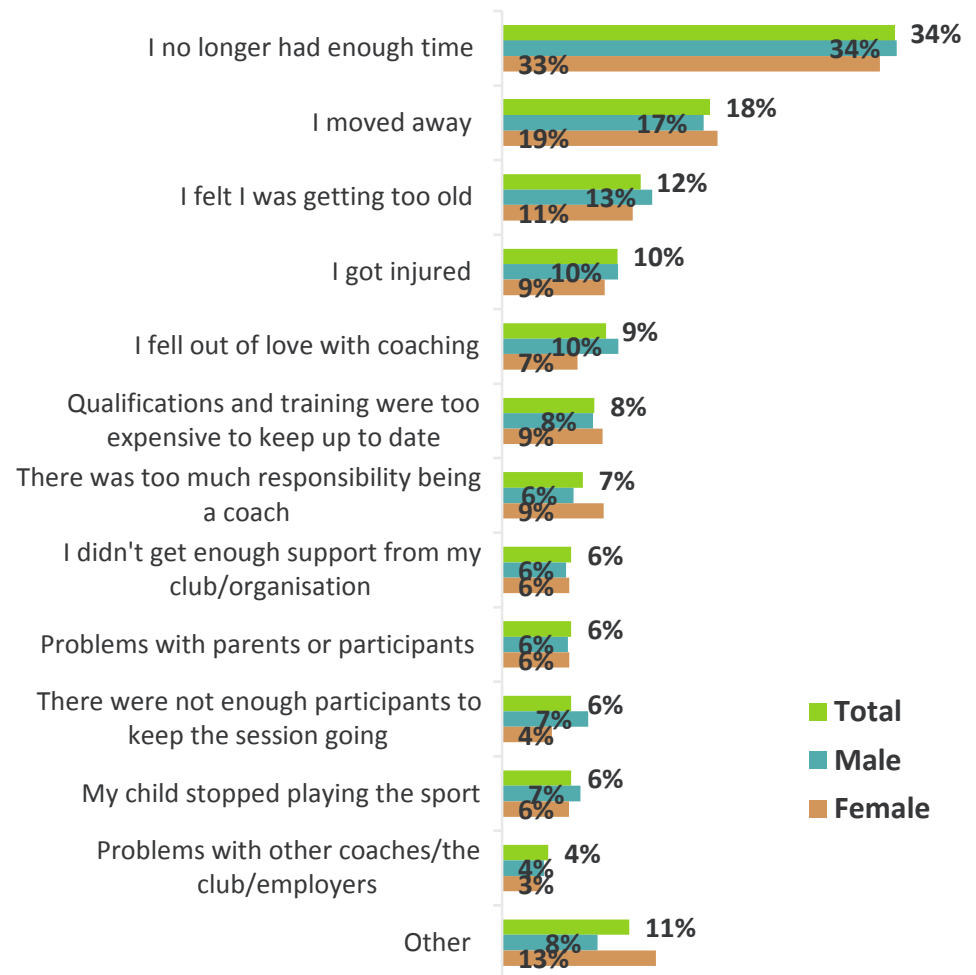
1 in 3 (**34%**) inactive coaches feel they no longer had enough time to keep coaching, while 1 in 5 (**18%**) moved away and **12%** felt they were getting too old.

Although the cost of training/qualifications is the top challenge identified for coaches in the UK, only **8%** of inactive coaches cite this as their reason for no longer coaching.

Male coaches are somewhat more likely to say that they 'fell out of love with coaching' than women, whereas women are more likely to feel there was 'too much responsibility being a coach'.

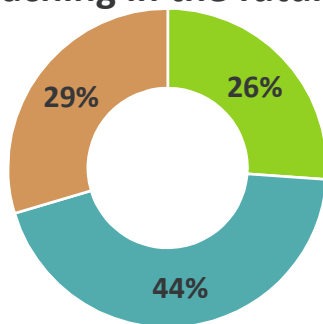
There is no clear consensus on what made coaches leave coaching, however a significant amount seem to have stopped coaching as a result of an external factor like not having enough time or moving away rather than having an issue with the system.

## Are there any specific reasons why you haven't coached within the last 12 months?



# Payments for sessions/expenses are two of the things most likely to encourage inactive coaches to start coaching again

Would you like to return to coaching in the future?

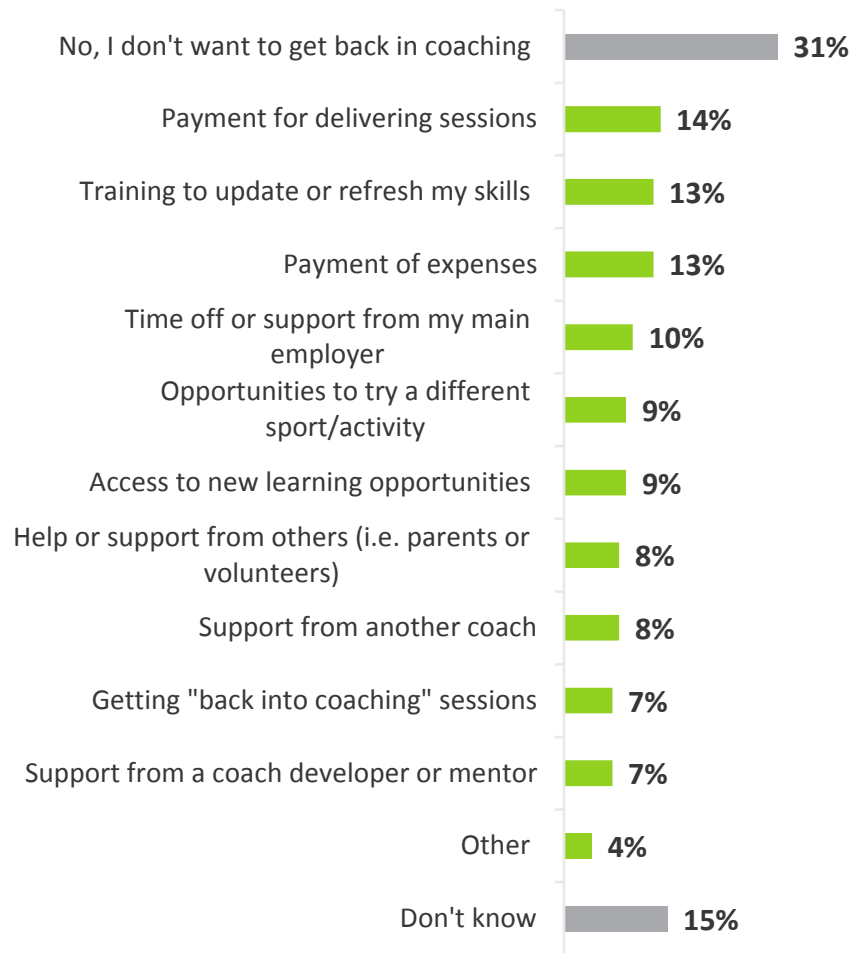


■ Yes ■ No ■ Not sure

1 in 4 (**26%**) inactive coaches say they would like to return to coaching in the future. This group is more likely to be male and under 50. An equal proportion are unsure about whether or not they would like to.

When inactive coaches are asked what might encourage them to start coaching again, payment for sessions (**14%**) and expenses (**13%**) along with training to update their skills (**13%**) are mentioned most often.

Is there anything that might encourage you to start coaching again?



**YouGov**

q45. Would you like to return to coaching in the future?

q48. Is there anything that might encourage you to start coaching again? Please tick all that apply.

Base: Those who have coached within the last 5 years, but not the last 12 months (1186)

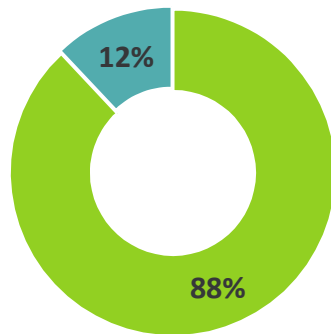
People who have never been a coach



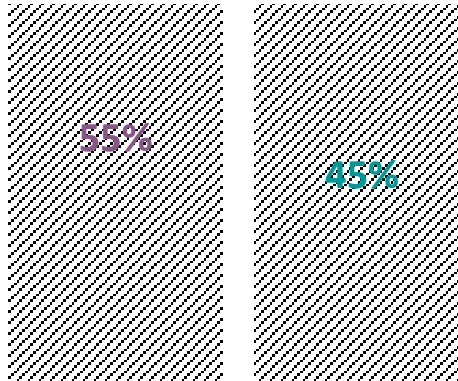
# You are less likely to have coached if you are female or of a White ethnic background

You are more likely to have never done any coaching if you are White (68% compared with 57% among BAME ethnic groups)

Ethnicity

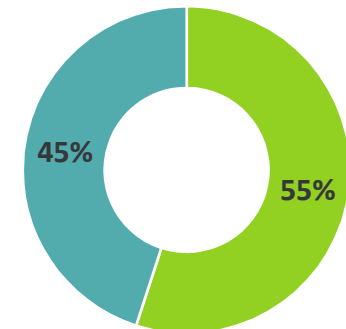


■ White ■ BAME



People of a lower social grade are more likely to have never coached (69% among C2DE compared with 64% among ABC1)

Social grade



■ ABC1 ■ C2DE

**66%** of UK adults have never coached or taught any type of sport or physical activity.

Women (70%) are significantly more likely than men (62%) to have never been a coach.

The older you are, the less likely you are to have ever coached.

q26. When, if ever, was the LAST time you coached, instructed, trained, taught or led ANY sport or physical activity, to children or adults? 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.

Base: Those who have never coached (13691)



# One in five (21%) UK adults who have never coached indicate they might be interested

Among those who could be interested,

**21%** feel a free introduction to coaching session would help them

become a coach, while **19%** say further information about qualifications and training opportunities would be beneficial.

Those who may be interested in coaching are more likely to be:

- Male
- Younger (18-34)
- BAME
- Have done physical activity within the last 12 months
- Have received coaching in the past 5 years

What, if any, kind of information or support would you need to help you become a sport or physical activity coach or instructor?



**YouGov**

q50. What, if any, kind of information or support would you need to help you become a sport or physical activity coach or instructor? If you are not interested please tick that option. Please tick all that apply.

Base: Those who have never coached (13691), chart shows q50 with those who are not interested removed (2814)



# A third of those who are not interested in becoming a coach or instructor believe they are not fit/active enough

**79%** of those who have never coached are not interested in coaching in the future.

Among this group, **1 in 3 (34%)** believe they are not fit enough to become a coach/instructor. Women state this more often than men and these individuals are more likely to be obese.

Roughly **1 in 4 27%** state they have no interest in sport/physical activity or any relevant training or qualifications.

**1 in 5 21%** believe coaching isn't for people like them

## Are there any specific reasons why you are not interested in becoming a sport or physical activity coach or instructor?



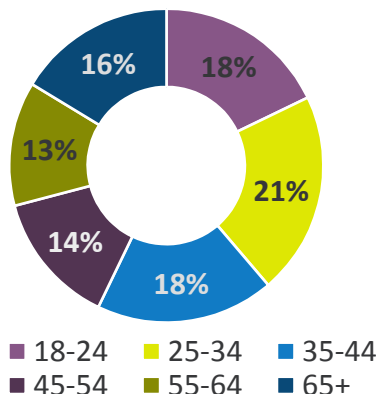
# Participants

# Current recipients of coaching

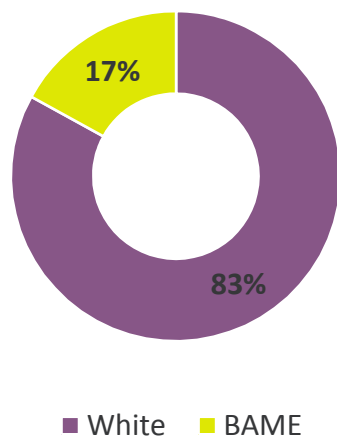


# You are more likely to be receiving coaching if you're a woman or from a higher socioeconomic group

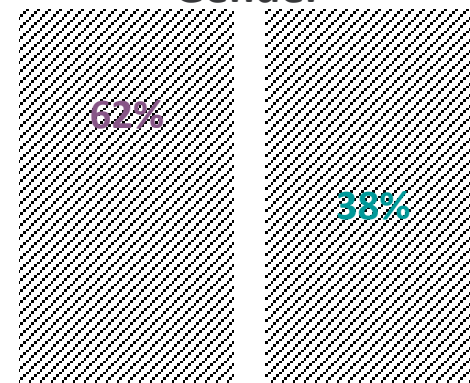
Age



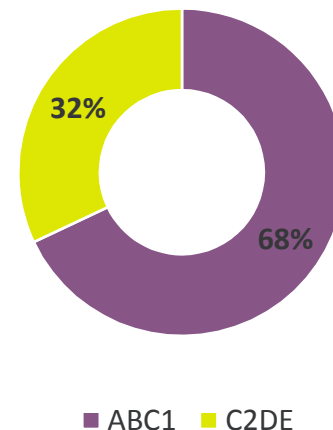
Ethnicity



Gender



Social grade



**18%** of UK adults have received coaching, instruction, training or tuition in the last 12 months. This can be extrapolated to an estimate of approximately **9,318,000** people receiving coaching in the UK\*.

**68%** of those being coached are ABC1, significantly higher than their representation in the UK population (57%).

**62%** of those receiving coaching are female, a stark contrast against coaches, among whom the majority are male.

**Younger adults (18-34) are more likely to currently be receiving coaching.**

q8. When, if ever, was the LAST time you received coaching, instruction, training or tuition in ANY sport or physical activity, outside of formal education? (Please select the option that BEST applies). 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.  
Base: all those who have received coaching within the last 12 months (3788)

# London holds the highest proportion of adults currently receiving coaching

The incidence of those receiving coaching in the UK

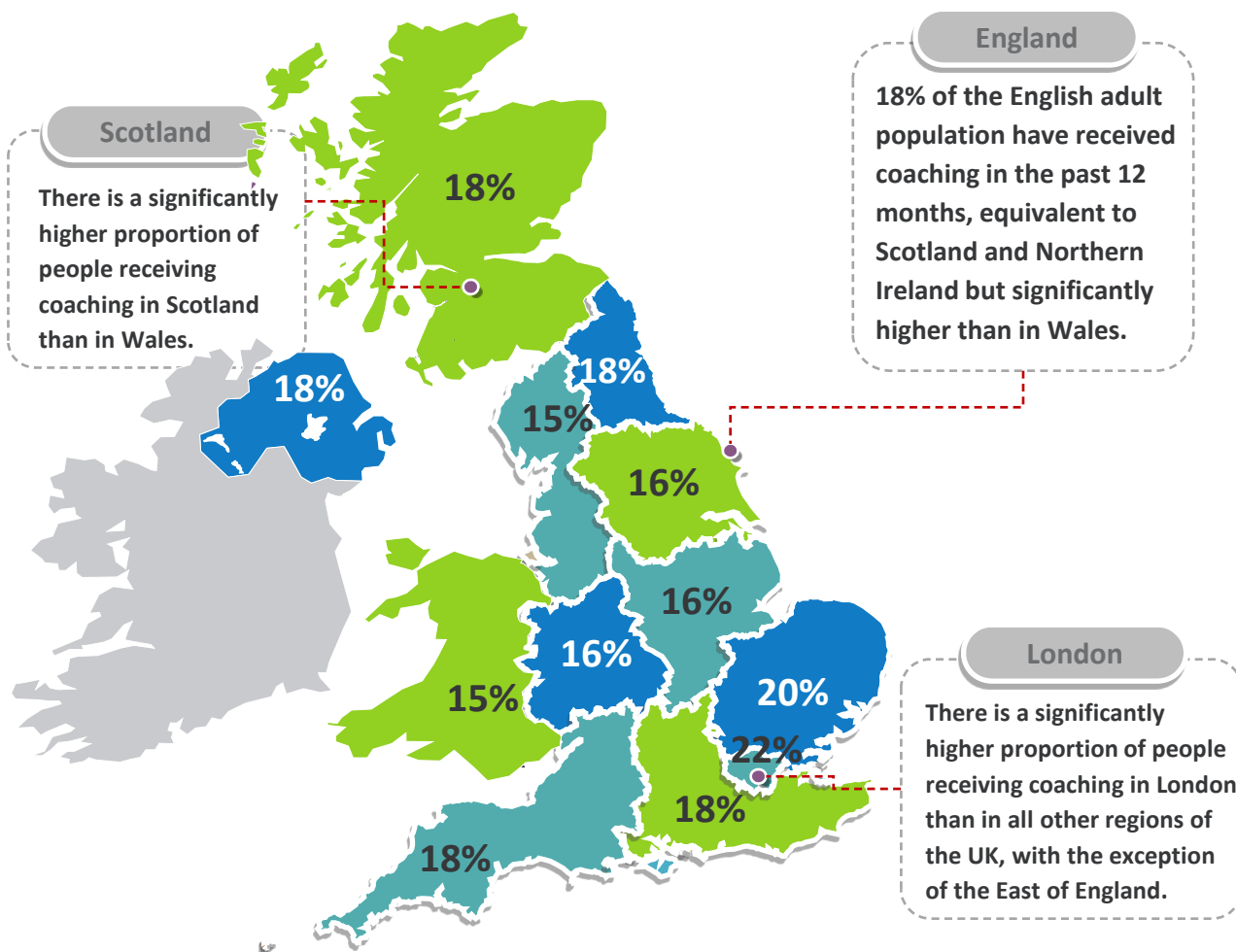
varies from **15%** in the

North West and Wales to

**22%** in London.

Overall, the south of England

(**18%**) has a higher proportion of people receiving coaching than the North or Midlands (**16%**).

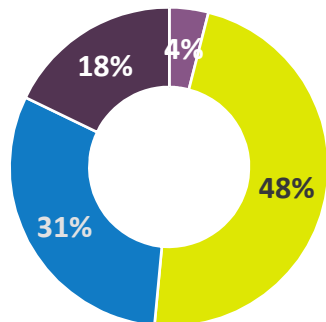


q8. When, if ever, was the LAST time you received coaching, instruction, training or tuition in ANY sport or physical activity, outside of formal education? (Please select the option that BEST applies). This can include any environment, such as formal sports club settings as well as informal community settings. It can include any sport or physical activity, including recreational or competitive sport, exercise, fitness, gym, dance, etc.

Base: All UK adults (20687)

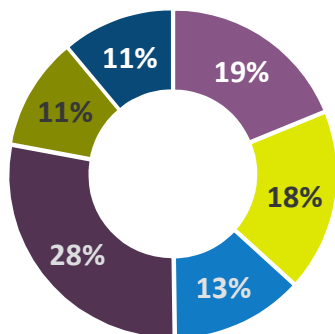
# Almost half of people receiving coaching are overweight

Weight (based on BMI)



■ Underweight ■ Normal weight  
■ Overweight ■ Obese

Minutes spent being coached in a typical week



■ 0 minutes ■ 1-29 minutes  
■ 30-59 minutes ■ 60-119 minutes  
■ 120-179 minutes ■ Over 180 minutes

**48%** of those who are currently receiving coaching are overweight or obese

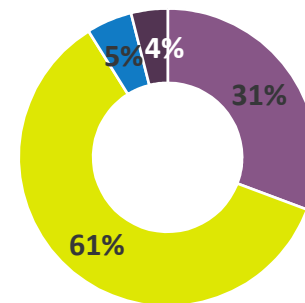
**71 minutes**

is the average amount of time spent receiving coaching a week.

Over half **54%** of those who have coached others in the last 12 months have also received coaching in the last year. However,

only 1 in 4 (**25%**) inactive coaches are currently receiving coaching.

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?



■ Yes ■ No  
■ Don't know ■ Prefer not to say



**74%**

Rate their last coaching session as good



**1%**

Rate their last coaching session as poor

**YouGov**

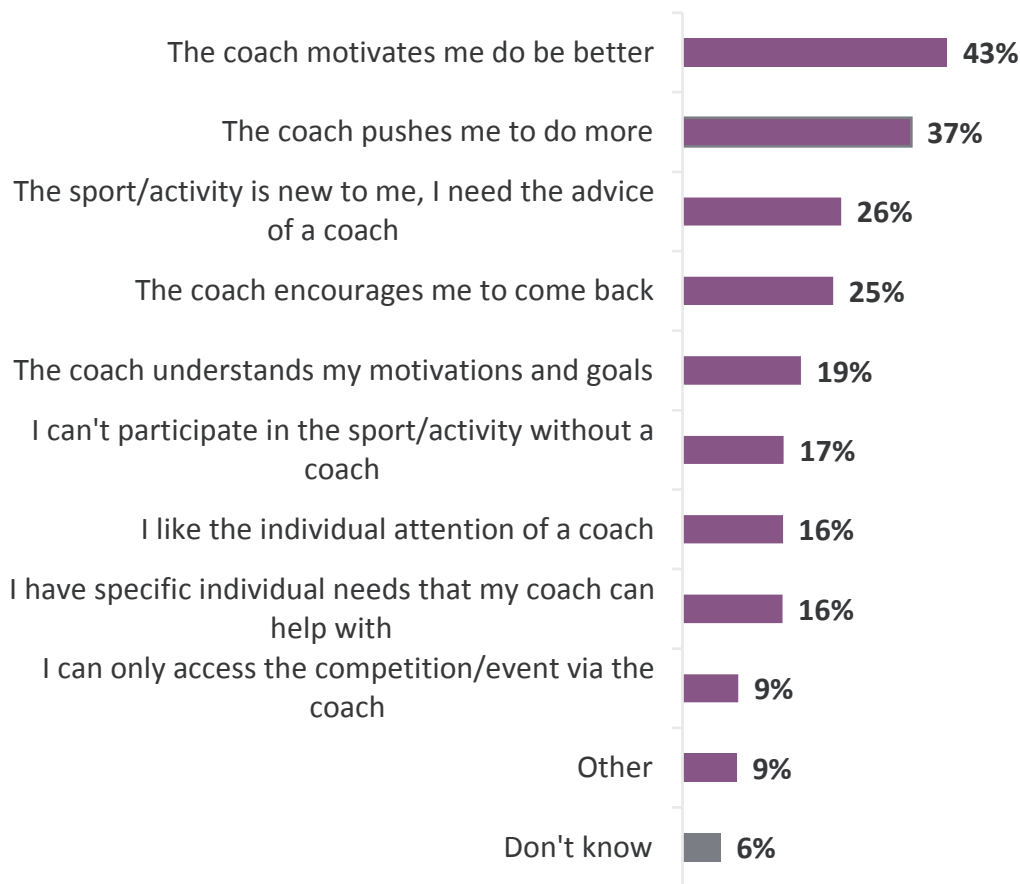
q10. You said you typically did around [x] minutes of sport or physical activity in a typical week. How many of those minutes were led by a coach, instructor, teacher or trainer?

q19a. And thinking about the last time you attended a coached-session, how would you rate your overall experience?

Base: all those who have received coaching within the last 12 months (3788)

# Two in five UK adults receiving coaching choose to have a coach instead of exercising independently because their coach motivates them to do better

Thinking about the sessions that are led by a coach, instructor, teacher or trainer, why do you choose to participate in a coached-session, rather than independently?

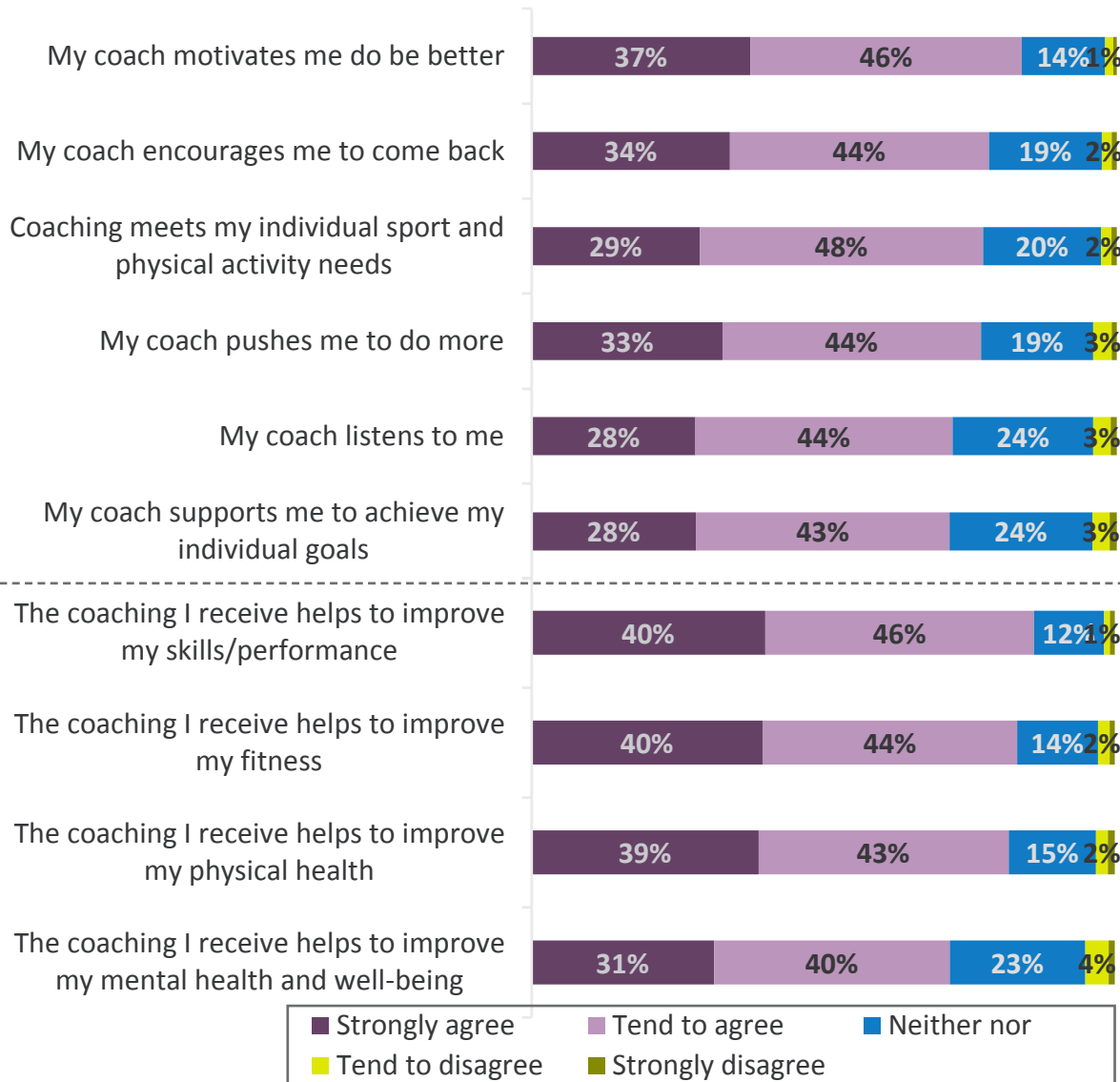


Those who have been receiving coaching indicate that motivation and being pushed are their main reasons for having a coach instead of exercising independently.

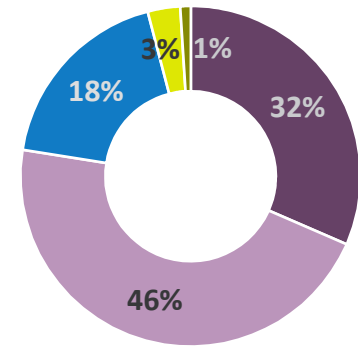
One in four (**26%**) UK adults currently receiving coaching feel they need the advice of a coach because the activity is new to them.



# Those who are coached are overwhelmingly positive about their experience



**"I enjoy being coached"**



**There is an overwhelming positive response to the coaching people are receiving.**

**77%** say they enjoy being

**coached, and the vast majority feel that this coaching helps improve various aspects of their health, beyond just fitness and**

**performance. 83%** believe the coaching they receive helps to improve

**their physical health, and 72%** their mental health and well-being.

**YouGov**



# Four in five people receiving coaching would recommend their coach to others



Positivity about the coaching participants

are receiving continues, with **85%** saying they have confidence and trust in

their coach and **75%** reporting a good relationship with him/her.

**82%** agree that they would recommend their coach to others.

However, a lesser majority feel part of a team or community through being coached

(**58%**) and less than half

(**42%**) say that coaching gives them access to social opportunities.

**YouGov**

Although two thirds of those receiving coaching feel that qualifications/training are one of the most important things to consider when choosing a coach, only 17% actually checked whether their coach has qualifications

When choosing a coach, which five of these do you think are the most important?

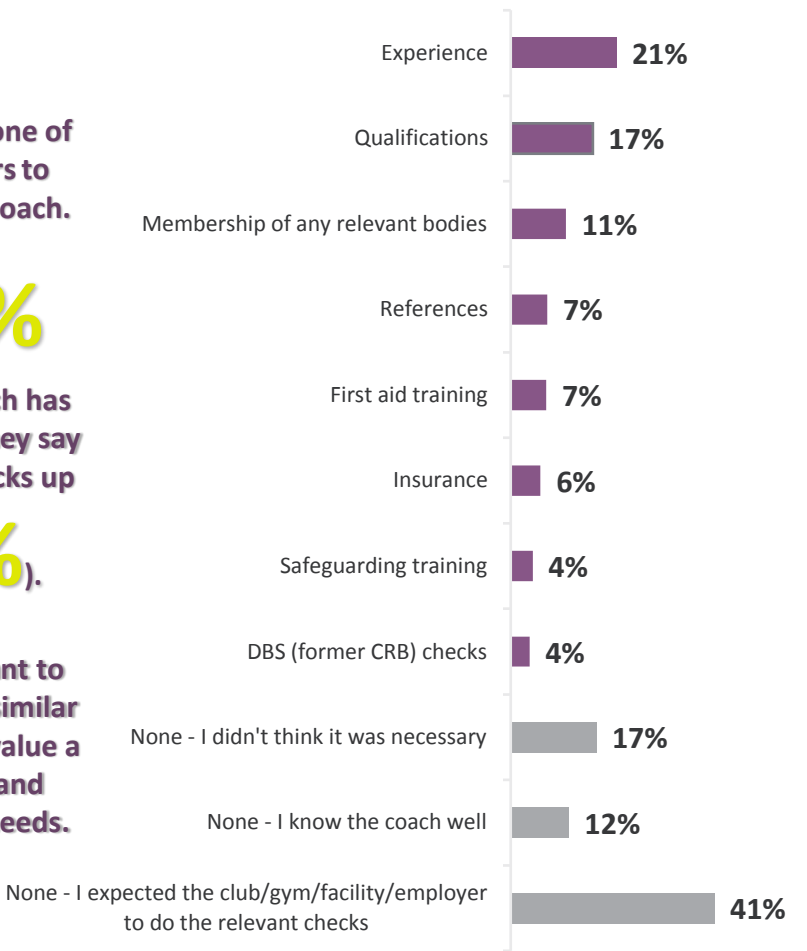


**65%** think qualifications/training are one of the most important factors to consider when selecting a coach.

However, only **17%** checked whether their coach has qualifications; most often they say they left these relevant checks up to the facility (**41%**).

Relatively, it is less important to participants that a coach is similar to them – they more often value a coach who is personable and understands their specific needs.

When choosing or selecting your coach, did you check any of the following?



# Inactive recipients of coaching



# Cost is the biggest barrier for those who would consider returning to coaching in the future

**14%** of UK adults

have received coaching in the last 5 years, but not in the last 12 months.

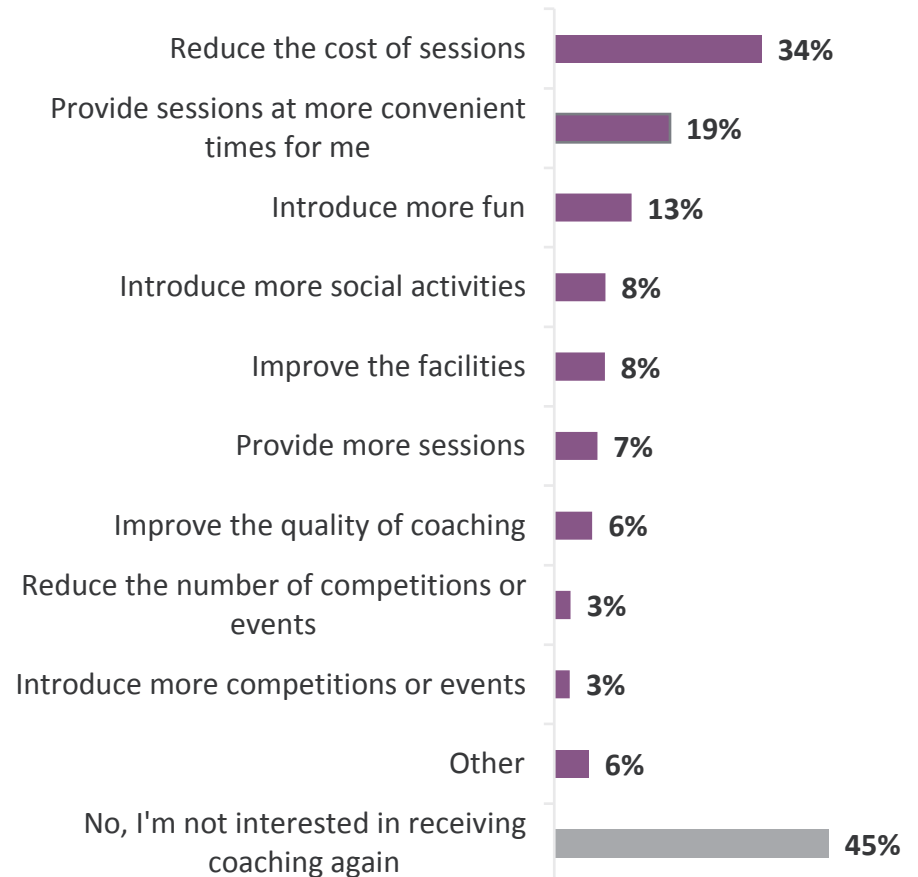
Although significant minority of those who have received coaching in the past

**(45%)** say they are not interested in receiving coaching again in the future, the remainder indicate that they might be encouraged to return to coached-sessions.

Those who could be encouraged to return to coaching are more likely to be:

- Women
- Younger (18-34)
- Living in London
- Taken part in physical activity with the last 5 years, but not during the past year

Is there anything that might encourage you to take part in coached-sessions again in the future?



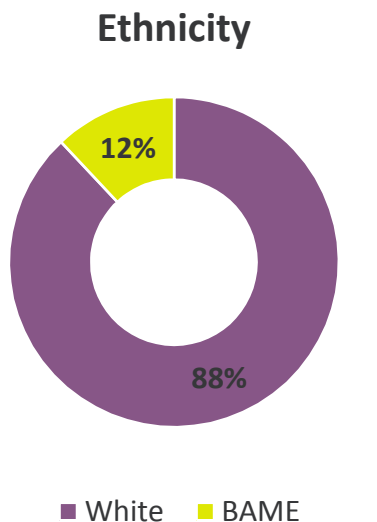
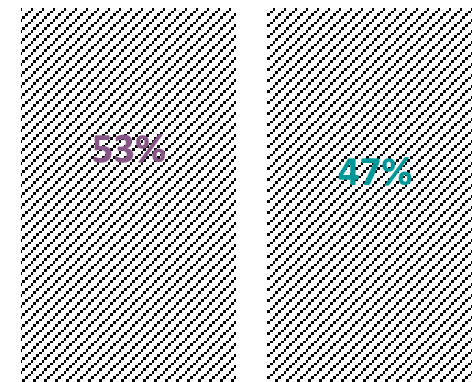
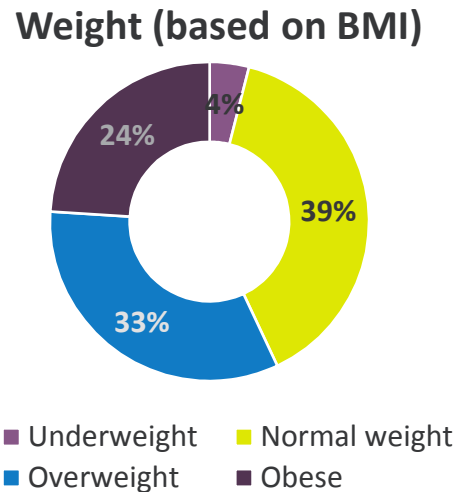
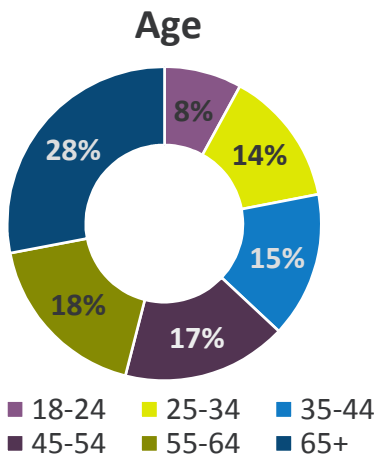
**YouGov**

People who have never received coaching





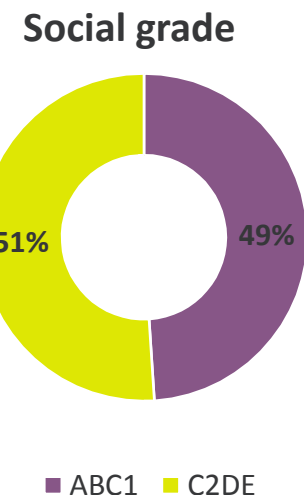
# Those who have never received coaching are more likely to be overweight



**31%** of UK adults have never received coaching , instruction, training or tuition.

You are more likely to have never received coaching if you are:

- Older (aged 45+)
- White
- Of a lower social grade



# Three quarters of those who have never been coached say they are not interested in finding a coach

**74%** of those who have never received coaching state that they would not be interested in doing so.

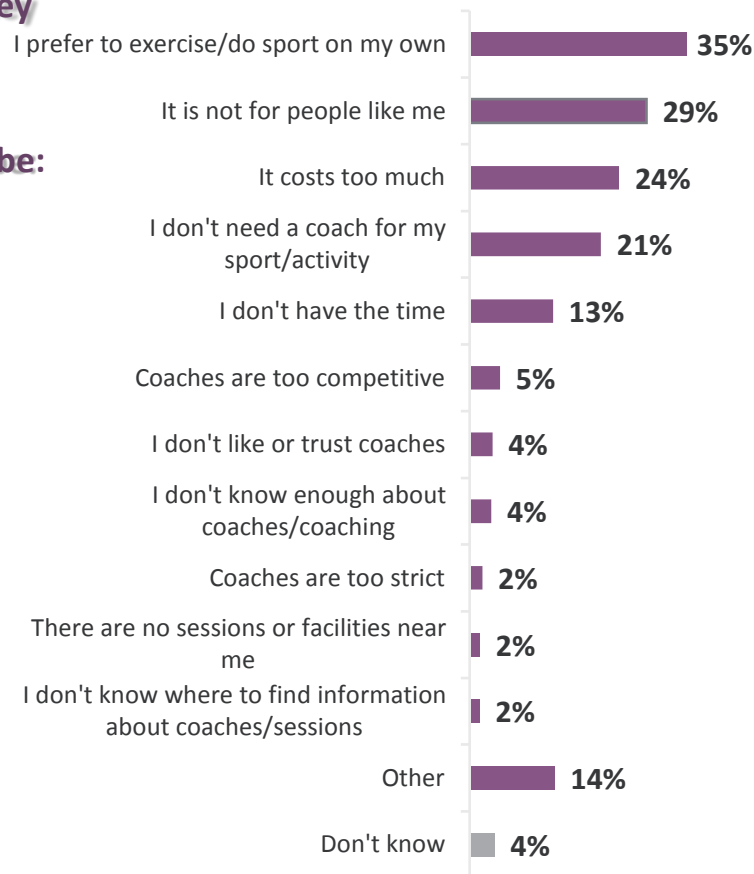
People who are not interested in receiving coaching are more likely to be:

- Older (aged 55+)
- White
- Last took part in physical activity over 5 years ago
- Have a physical or mental health condition

**29%** of those not interested in coaching feel that coached sessions are not for people like them, and this is particularly pronounced among those who are overweight or obese (30% and 31% respectively).

Cost is also a factor, with **24%** stating that receiving coaching costs too much. This response is highest among younger people and those who live in the South of England.

Are there any specific reasons why you are not interested in receiving coaching in sport or physical activity?



**YouGov**

General public



# General attitudes towards coaches

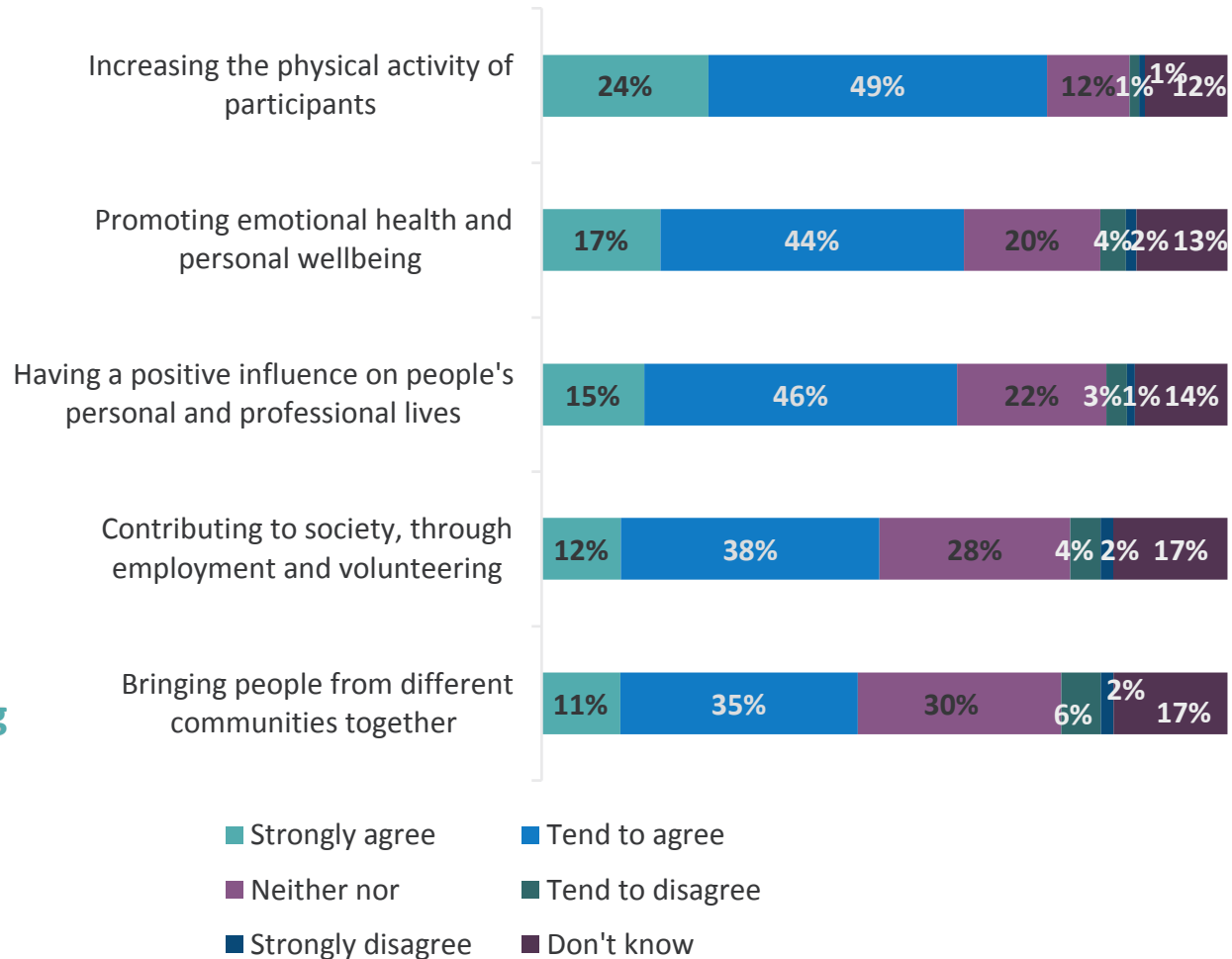


# A majority of UK adults believe that coaches have a positive influence on people's personal and professional lives

**61%** of UK adults agree that coaches are effective at having a positive influence on people's lives, while **62%** believe they promote emotional health and wellbeing.

People who have received coaching in the past year are significantly more likely to feel they are effective at promoting emotional health and wellbeing (**79%**).

How far do you agree or disagree that coaches are effective at ...?



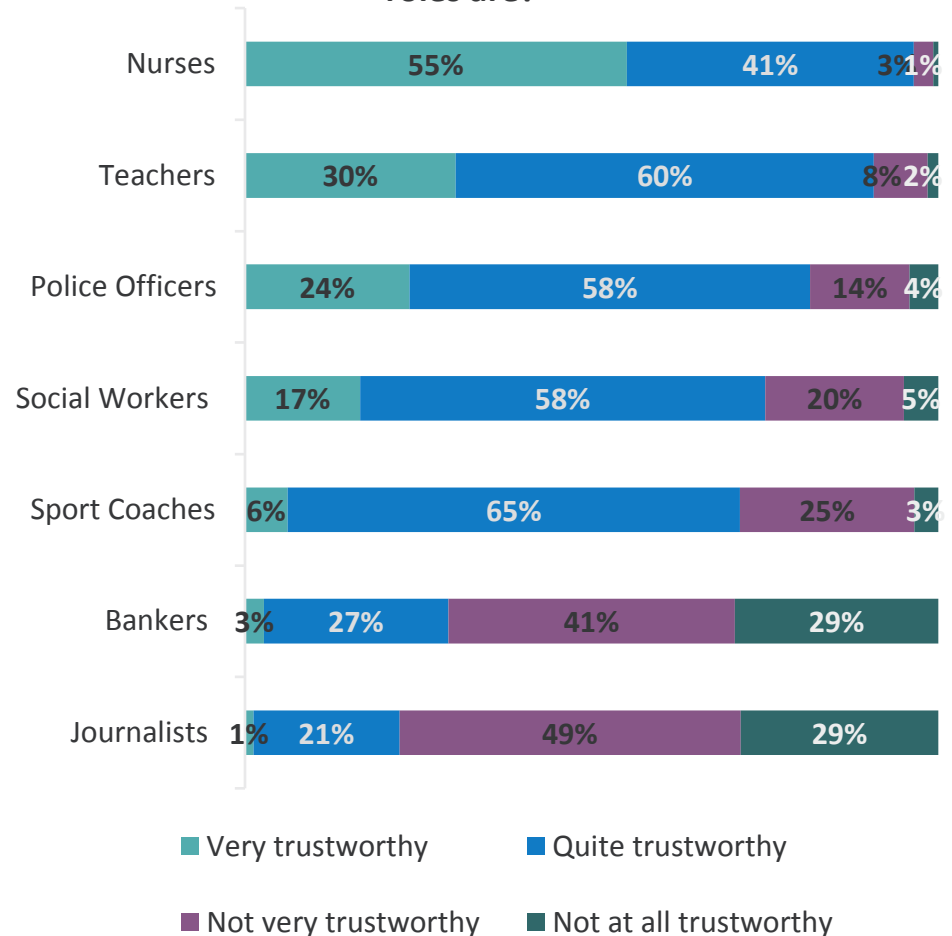
YouGov

# Over a quarter of UK adults think sports coaches are not trustworthy

Although a majority of the general public believe that sports coaches are trustworthy (**71%**), only **6%** think they are very trustworthy. Women are more likely than men to think sports coaches are trustworthy, as are those who are aged under 65. The more active you are, whether through physical activity or receiving coaching, the more likely you are to think that coaches are trustworthy (**72%** and **77%** respectively).

**20%** of those who currently coach feel that sports coaches are untrustworthy, which perhaps indicates that the term 'sports coach' does not encapsulate how all coaches/instructors describe their role.

How trustworthy do you think people working in the following roles are?



# Coaching: Perception vs. reality



# Those who have received coaching think that coaches are much more effective at promoting physical fitness than those who aren't coached

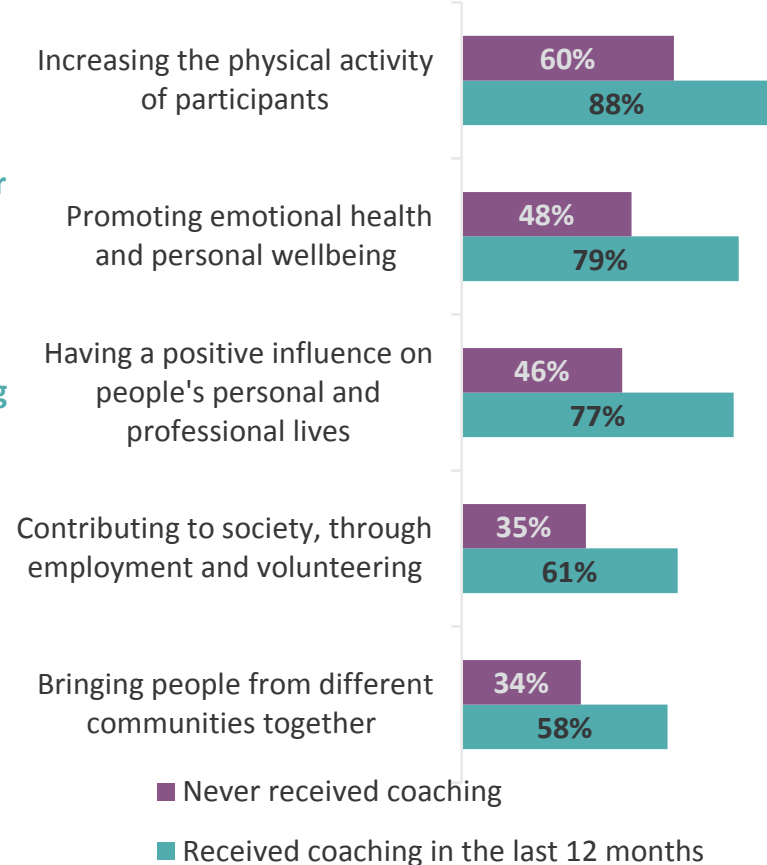
Attitudes towards coaches differ significantly when comparing those who have been coached in the last 12 months with those who have never received coaching.

A significant majority (**88%**) of those who are currently receiving coaching believe coaches are effective at increasing physical activity, compared with **60%** of those who have never received coaching. Over three quarters (**77%**) of those receiving coaching agree that coaches have a positive influence on people's personal and professional lives, whereas less than half (**46%**) of those who've never received coaching hold this belief.

Three in five (**62%**) UK adults believe that coaches promote emotional health and wellbeing. People who have received coaching recently are much more likely to agree (**79%**), while men are significantly less than women likely to have this belief (**57%** compared with **66%**).

A significant minority of **46%** agree that coaches are effective at bringing people from different communities together, which rises to **58%** among those who have received coaching in the past year.

## How far do you agree or disagree that coaches are effective at ... ?



**YouGov**



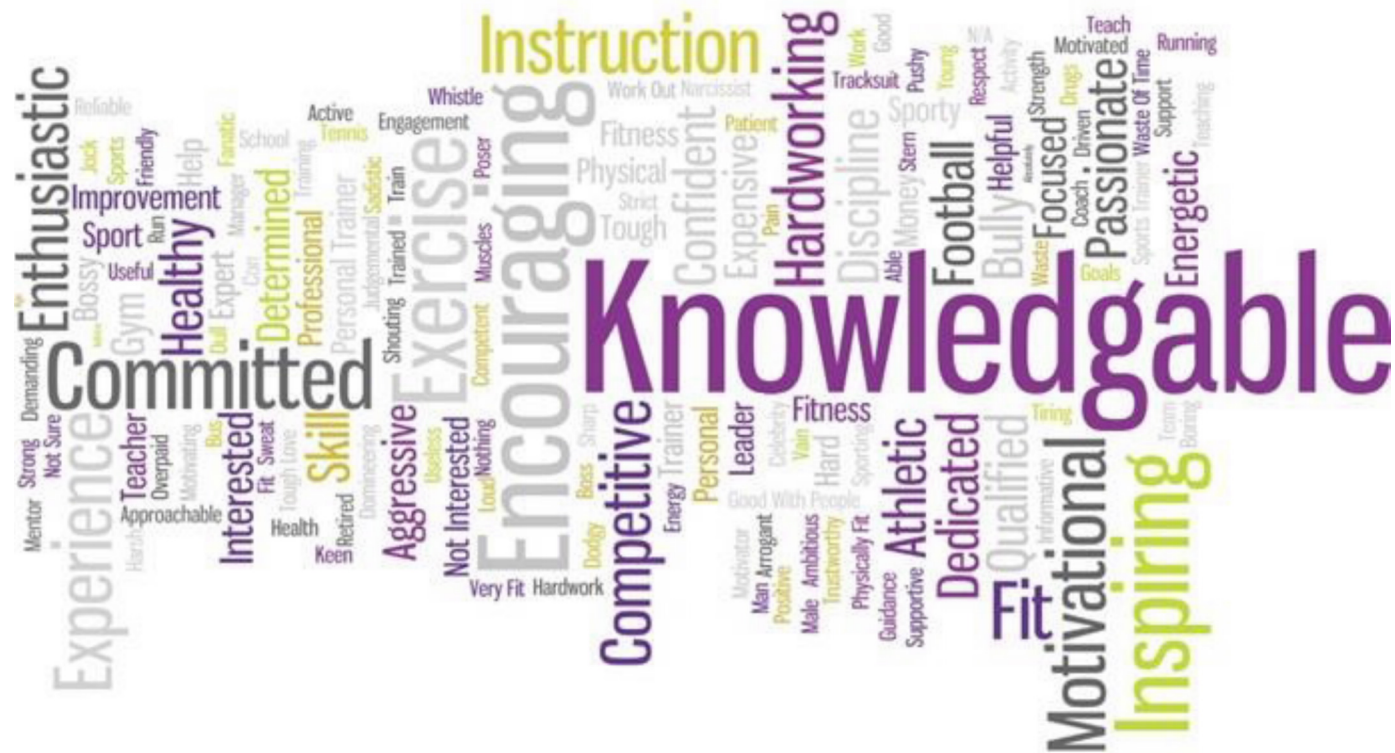
## Those who received coaching think about coaches very positively

When asked what three words they associate with 'Coach', those who are currently participants of coaching were overwhelming positive. Words that stand out are both positive and informative, with 'motivating', 'knowledgeable' and 'inspirational' being the most commonly mentioned. Those who currently receive coaching consistently used adjectives that describe their relationship with their coach rather than physical attributes they associated with 'coaches'.



Those who have never received coaching appear to have more of a view of coaches being competitive and athletic

When those who have never been coached were asked which words they associate with 'Coach', they tended to be less overtly positive than those currently being coached. Although 'knowledgeable' stood out for both groups, those who have never received coaching also said they associated coaches with 'committed', 'competitive', and 'athletic'. Others used words such as 'bully' and 'aggressive'.



Those who feel that coaches are untrustworthy think they are knowledgeable and encouraging, but also sometimes strict and pushy

Although only **29%** of UK adults think sports coaches are untrustworthy, this rises to **33%** among those who have never received coaching. This visualisation shows which words those who feel sports coaches are untrustworthy felt about coaches. This highlights a stereotype about coaches being **'pushy'**, **'strict'**, **'fit'** and **'male'**.



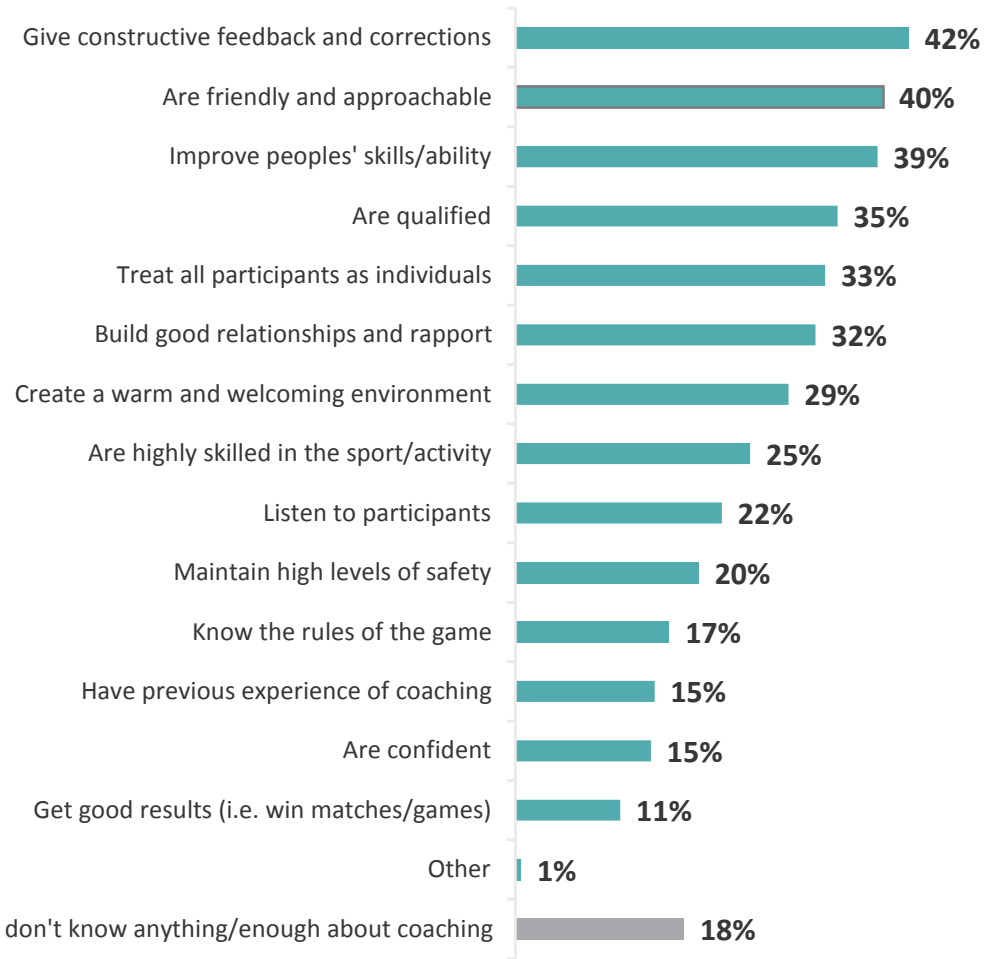


# The UK public believe that good coaching is about being constructive, friendly and approachable above all else

Roughly two in five UK adults believe that a great coach is someone who gives constructive feedback (42%), is friendly and approachable (40%), and improves people's skills (39%). This indicates that although the public agree that coaching is about improving skills and ability, it is about doing it in a approachable manner that suits the needs of different people.

It is especially important to women that coaches are friendly and approachable, and slightly more important to men that they know the rules of the game and get good results.

In your opinion, what do you think makes a great sport or physical activity coach?



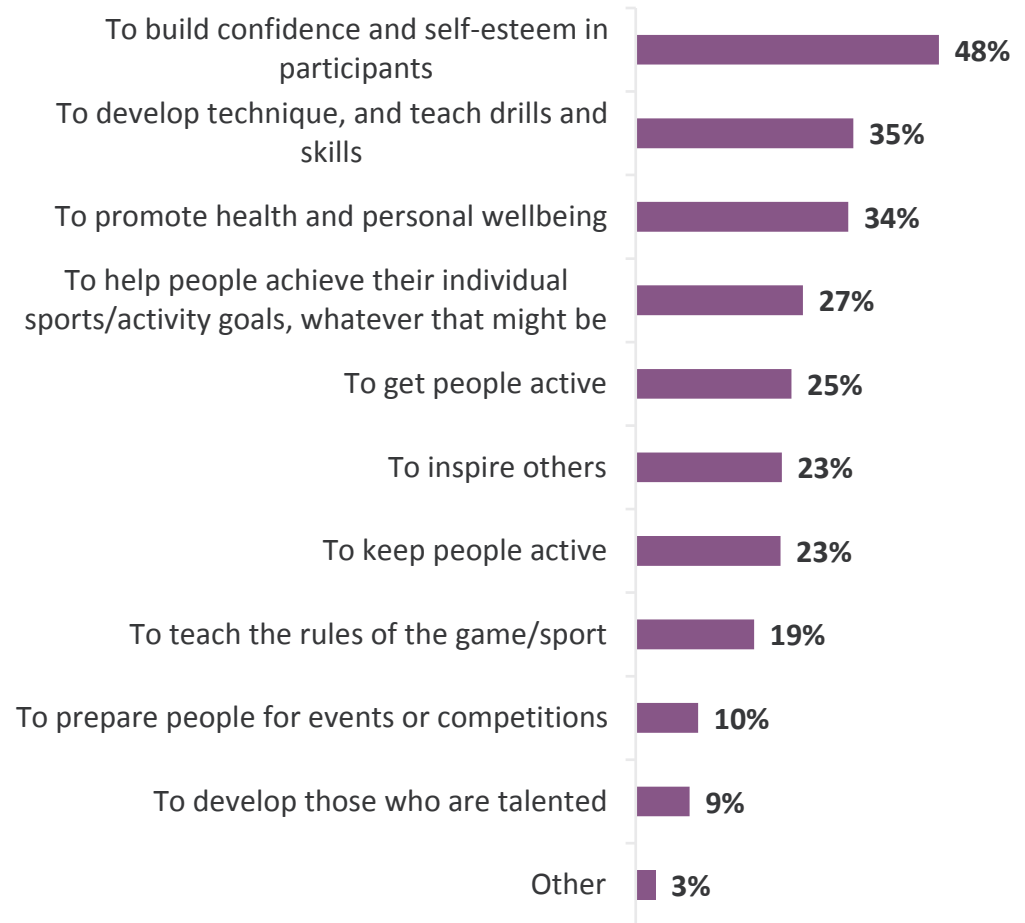
# Coaches perceive their primary role to be about building confidence and self-esteem ahead of developing technique/skills

Coaches' perceptions of their primary role mirror the public's opinion that coaching should be about their approach and delivery, and not just

skills and technique. **48%** of coaches see their primary role as being about building confidence and self-esteem, while only much smaller proportions believe it is about preparing for events/competitions (**10%**) or developing those who are talented (**9%**).

A quarter (**27%**) feel their primary role is to help people achieve, whatever their goals might be.

## What do you think is/are your primary role(s) as a coach?



# For many people, coaching may not be what it seems

When people currently receiving coaching think about what is most important when choosing a coach, their perspective very much echoes coaches' perceptions about what their role should be. **70%** of those being coached say that personal and people skills are one of the most important factors when choosing a coach, and **57%** feel that understanding them and their specific needs is important.

Findings throughout this report have demonstrated that there are all different kinds of people receiving coaching/instruction, and that the majority of coached physical activity is not done within the traditional confines of a sports club or sports team.

Those who are not involved with coaching can sometimes feel that it is not for people like them, but it could be argued that they have been exposed to a perception that is not in fact the reality for an overwhelmingly positive group of coaching participants.

# Awareness of UK Coaching



# A relatively small proportion of the UK public have heard of UK Coaching/Sports Coach UK

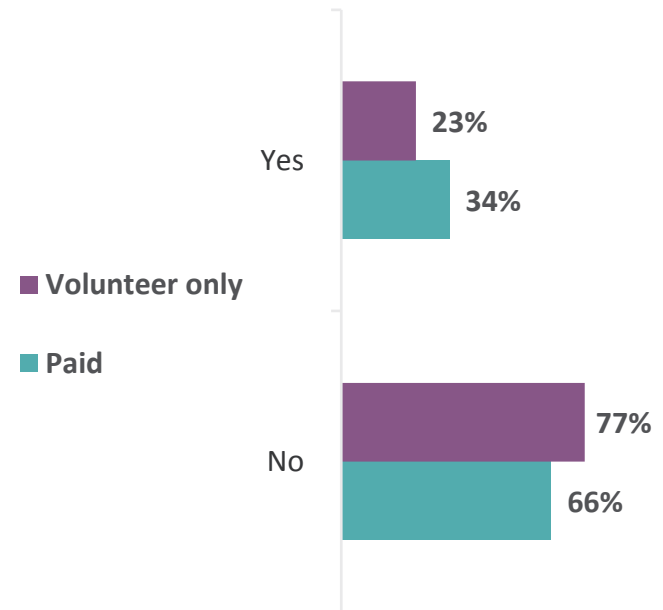
**8%** of UK adults say they have heard of UK Coaching/Sports Coach UK.

Although those who have coached in the last 12 months are significantly more likely **(25%)** to have heard of UK Coaching, this is still only **1 in 4** current coaches.

Similarly, **24%** of inactive coaches have heard of UK Coaching.

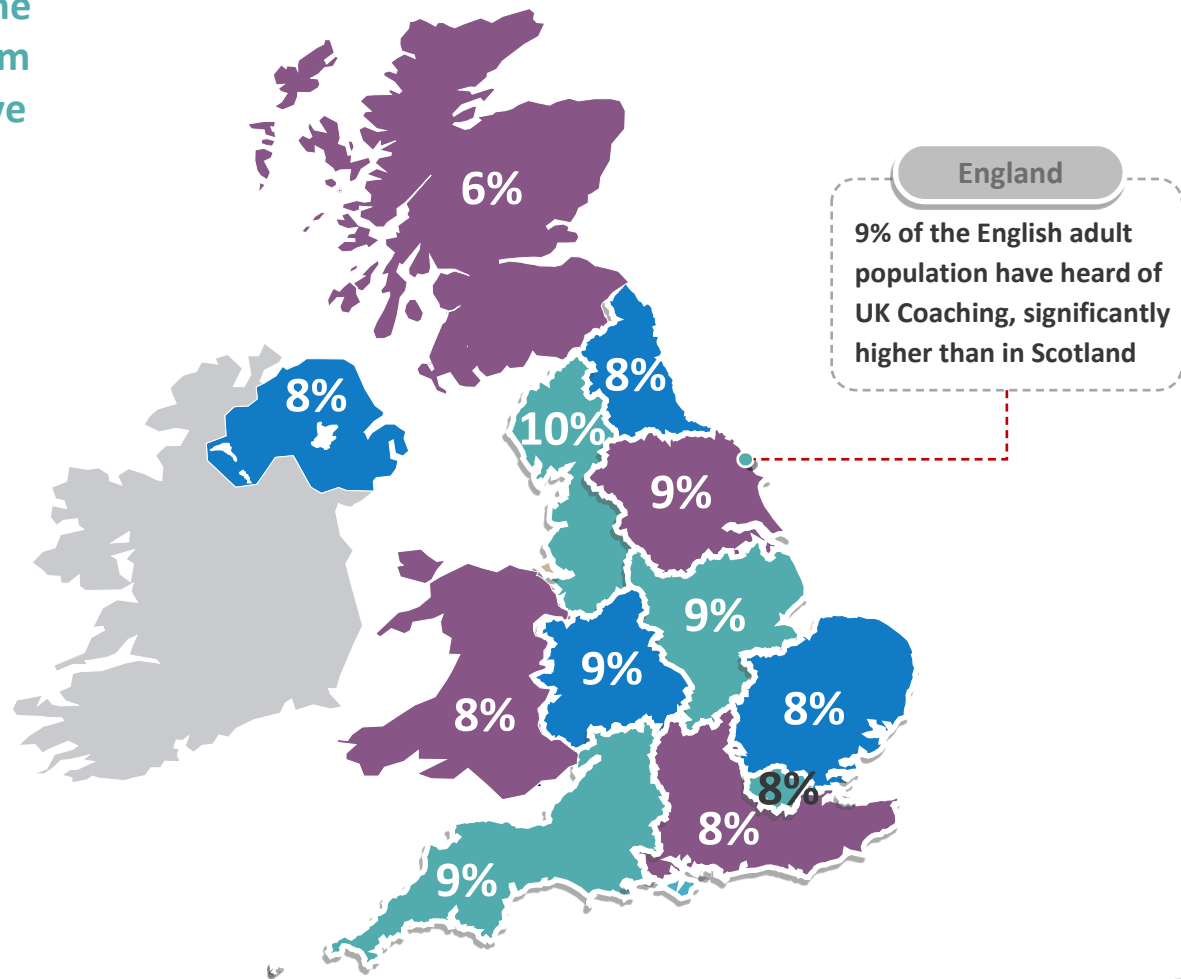
Current coaches who do both paid and volunteer work have most commonly heard of the organisation. **(47%)**.

Current coaches: Have you heard of UK coaching (formerly Sports Coach UK)?



# Awareness of UK Coaching across the UK is relatively consistent

These figures indicate the proportion of adults from each UK region who have heard of UK Coaching.

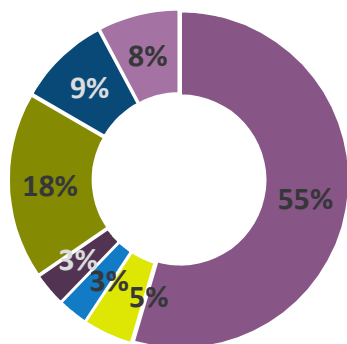


# Appendix

# The general public's relationship with physical activity

UK adults who have done any type of physical exercise within the last 12 months do an average of 2 hours a week.

When, if ever, was the LAST time you took part in any sport or physical activity, outside of formal education?



- In the past 12 months
- In the past 2 years
- In the past 3 years
- In the past 5 years
- Longer than 5 years ago
- Never
- Don't know/ can't recall



63%

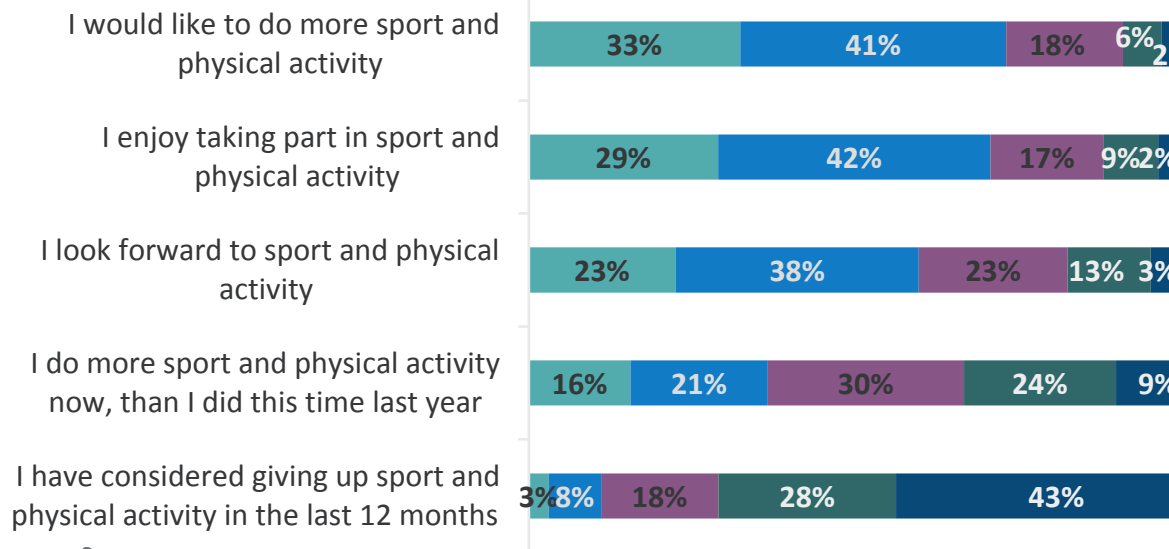
Said they've never had an injury or felt unwell whilst taking part in sport or physical activity



37%

Have had an injury or felt unwell but only 10% of that number required treatment from a health care professional

## Attitudes towards physical activity



- Strongly agree
- Tend to agree
- Neither nor
- Tend to disagree
- Strongly disagree
- Don't know

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

q1. When, if ever, was the LAST time you took part 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. q7. And again thinking about the last 12 months, have you ever been injured or felt unwell whilst taking part in sport or physical activity? Please tick all that apply.

q3. Can you estimate how many minutes of sport or physical activity you did in a typical week?

Base: All UK adults (20687)

YouGov



# People associate coaches with being 'fit'

- \* **FIT**
- \* **ENCOURAGING**
- \* **CONFIDENT**
- \* **ACTIVE**
- \* **FRIENDLY**
- \* **KNOWLEDGEABLE**
- \* **HEALTHY**
- \* **ENTHUSIASTIC**
- \* **SKILLED**
- \* **FITNESS**

Motivation, fitness and training are people's perception of 'coaching'

# “What three words do you associate with ‘Coaching’?”

- \*  
\* FIT  
\* TRAINING  
\* FITNESS  
\* TEACHING  
\* MOTIVATION  
\* ENCOURAGING  
\* SUPPORT  
\* ENCOURAGEMENT  
\* FOOTBALL  
\* FUN

