

2022

COACHING TRENDS

STATE OF PLAY

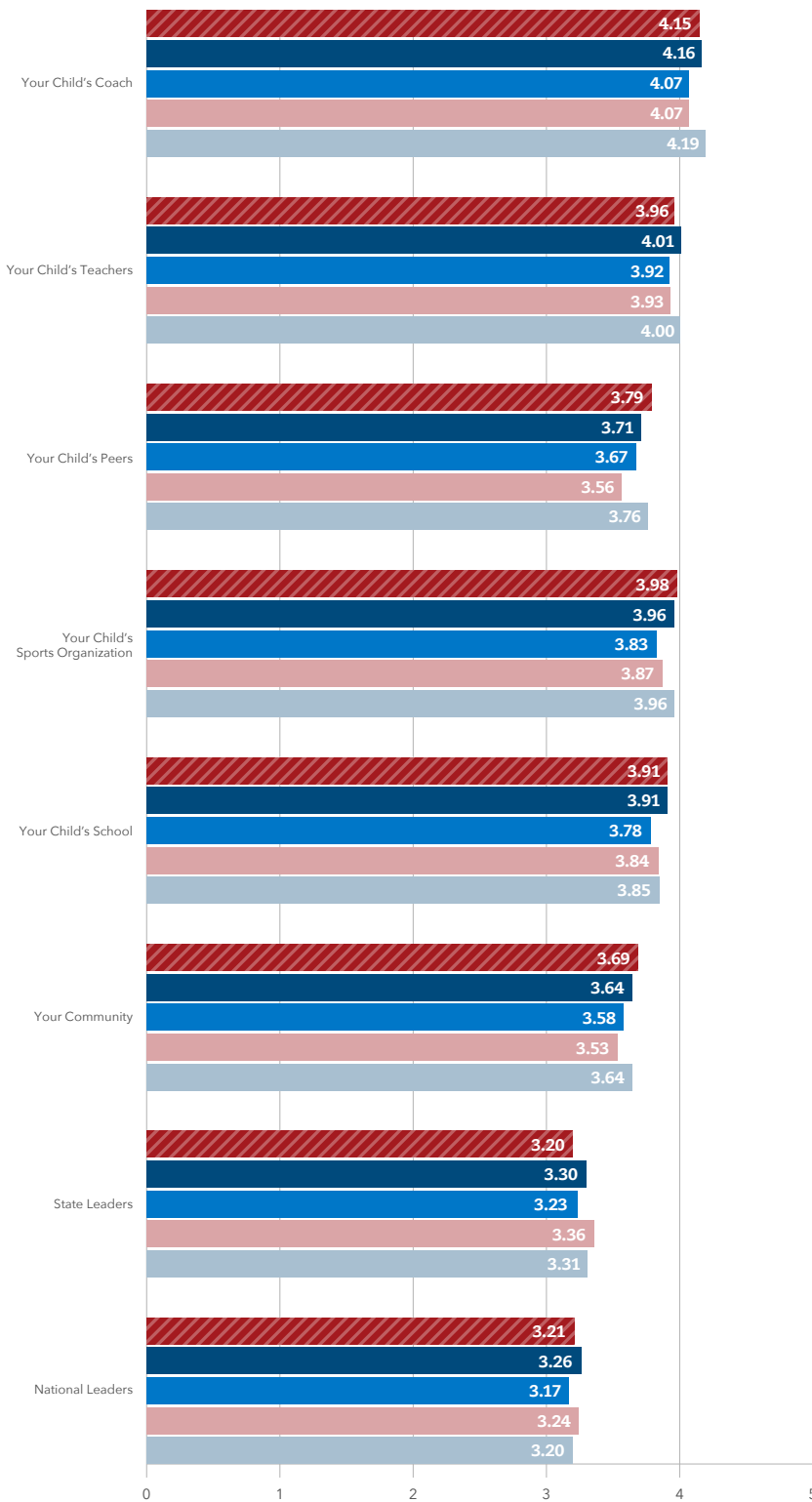
Our annual report on trends in youth sports and how leaders can mobilize for action.



Parent Trust of Coaches to Develop Youth

Youth sports parents trust their child's coach the most (1-5 scale, 5 highest trust)

■ Develop a Sense of Belonging
 ■ Develop/Pursue Goals
 ■ Identify/Cope With Stress
 ■ Help Earn College Scholarship
 ■ Work Together For Common Goal

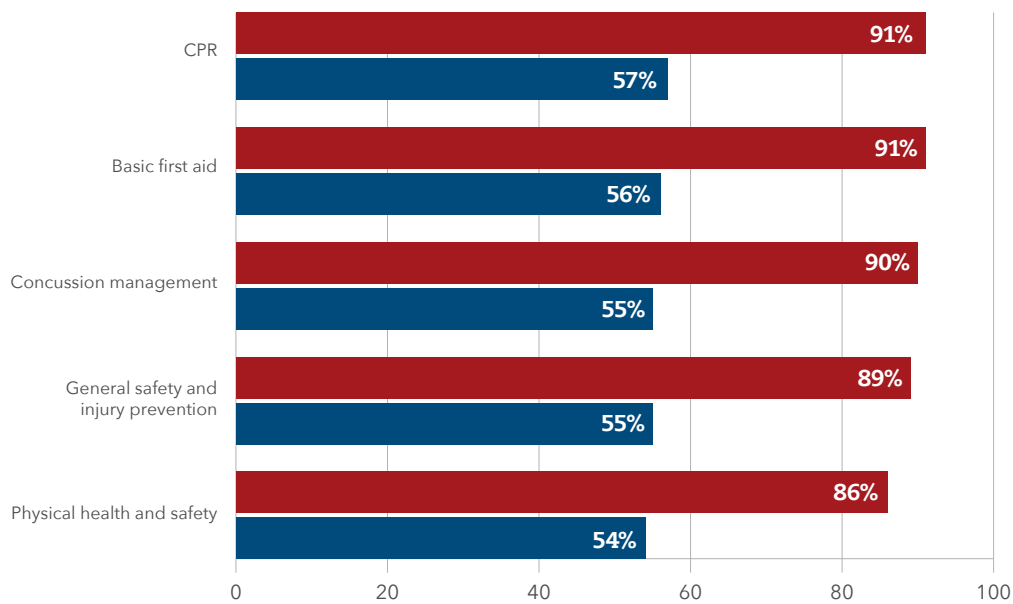


Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap parent surveys, 2020 and 2022

Coach Training Interests

Top 5 Trainings Coaches Have Ever Taken

■ Took Training ■ Interested in More

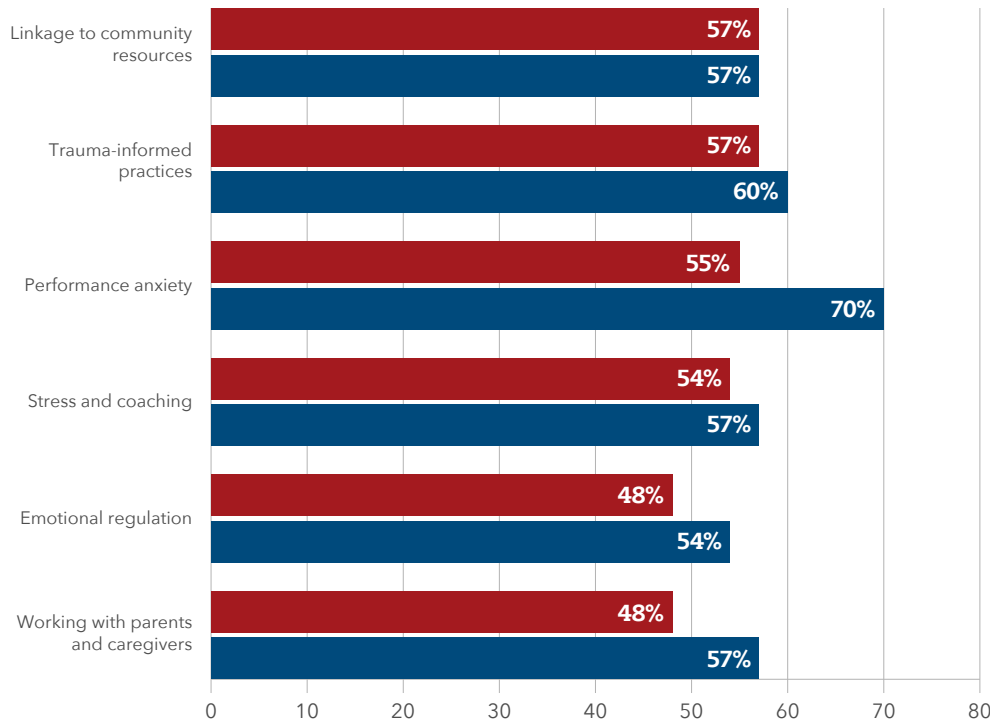


Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

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Coach Training Interests

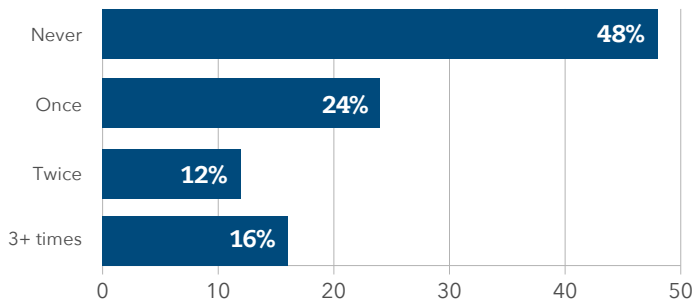
Top 10 Trainings Coaches Want to Take



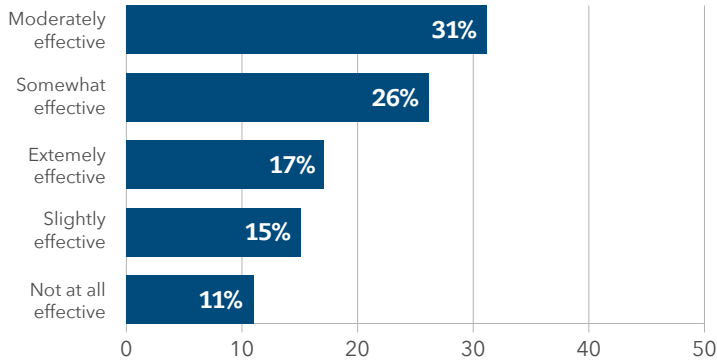
Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

Coach Evaluations

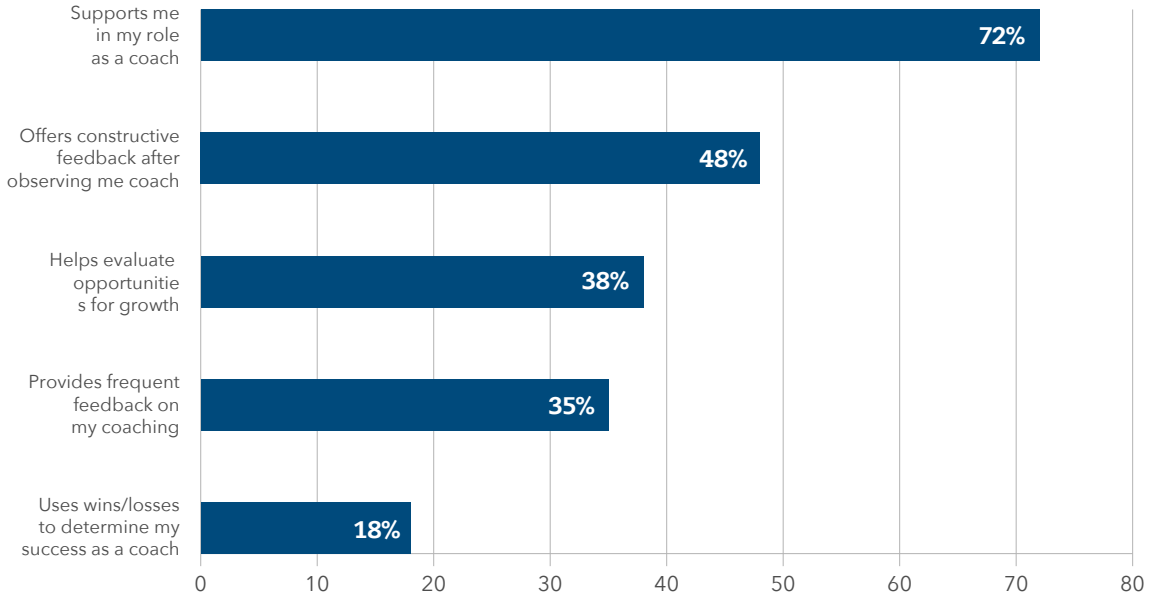
How often coaches were evaluated during the last season they coached



How effective evaluations were to become a better coach



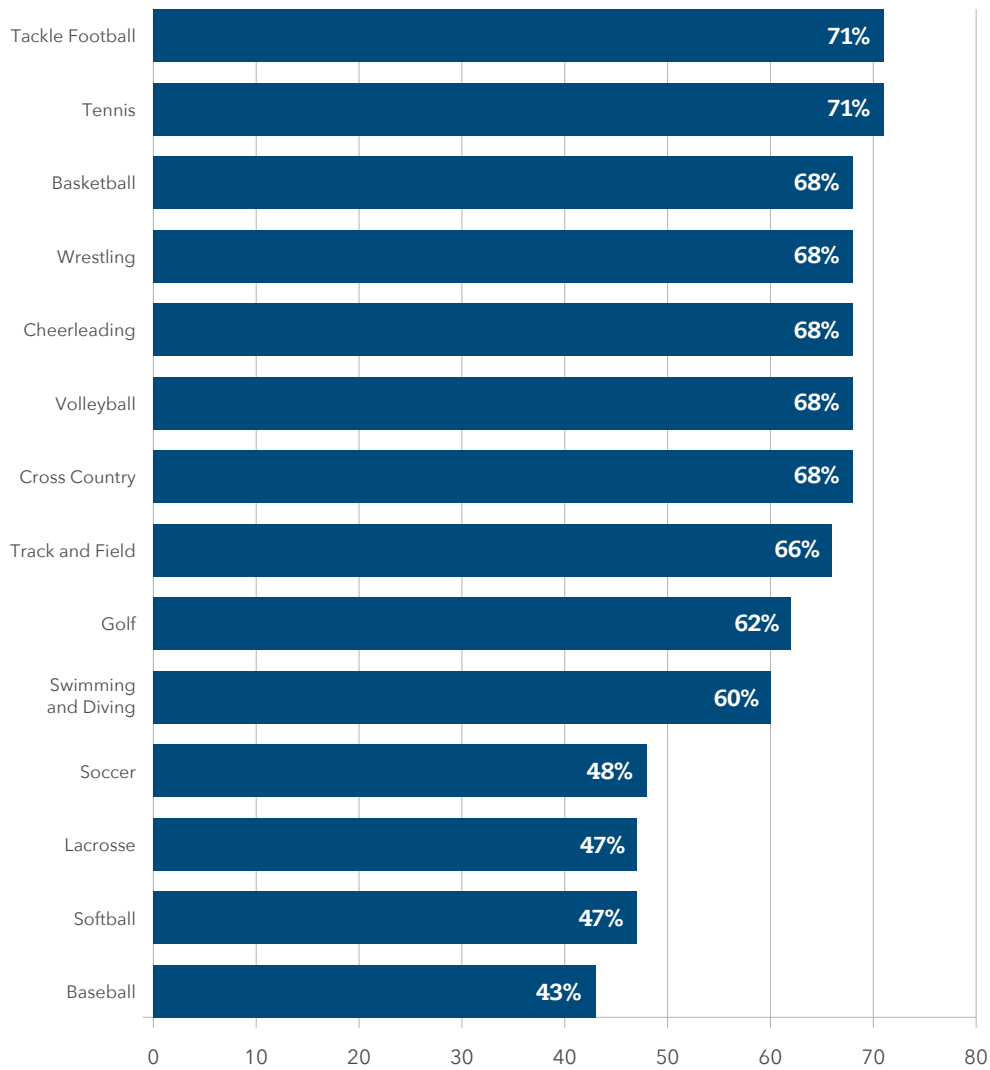
The person the coach reports to... (Strongly Agree and Agree)



Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

Coaches by Sport Who Have Been Evaluated

% Evaluated Last Season



Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

Coach Priorities by Competitive Sport Level

Competitive Coaches

- 1 Teaching the love of sport
- 2 Making sure athletes have fun
- 3 Help athletes learn new life skills

Recreational/Developmental Coaches

- 1 Making sure all athletes play
- 2 Making sure athletes have fun
- 3 Teaching the love of sport

Top Coach Philosophies by Location

School Based

- 1 Help athletes learn new life skills
- 2 Teaching the love of sport
- 3 Creating a sense of belonging through sport

Community Based

- 1 Making sure athletes have fun
- 2 Making sure all athletes play
- 3 Teaching the love of sport

Coach Values by Sport Type

Team Sport

- 1 Help athletes learn new life skills
- 2 Make sure athletes have fun
- 3 Teaching the love of sport

Individual Sport

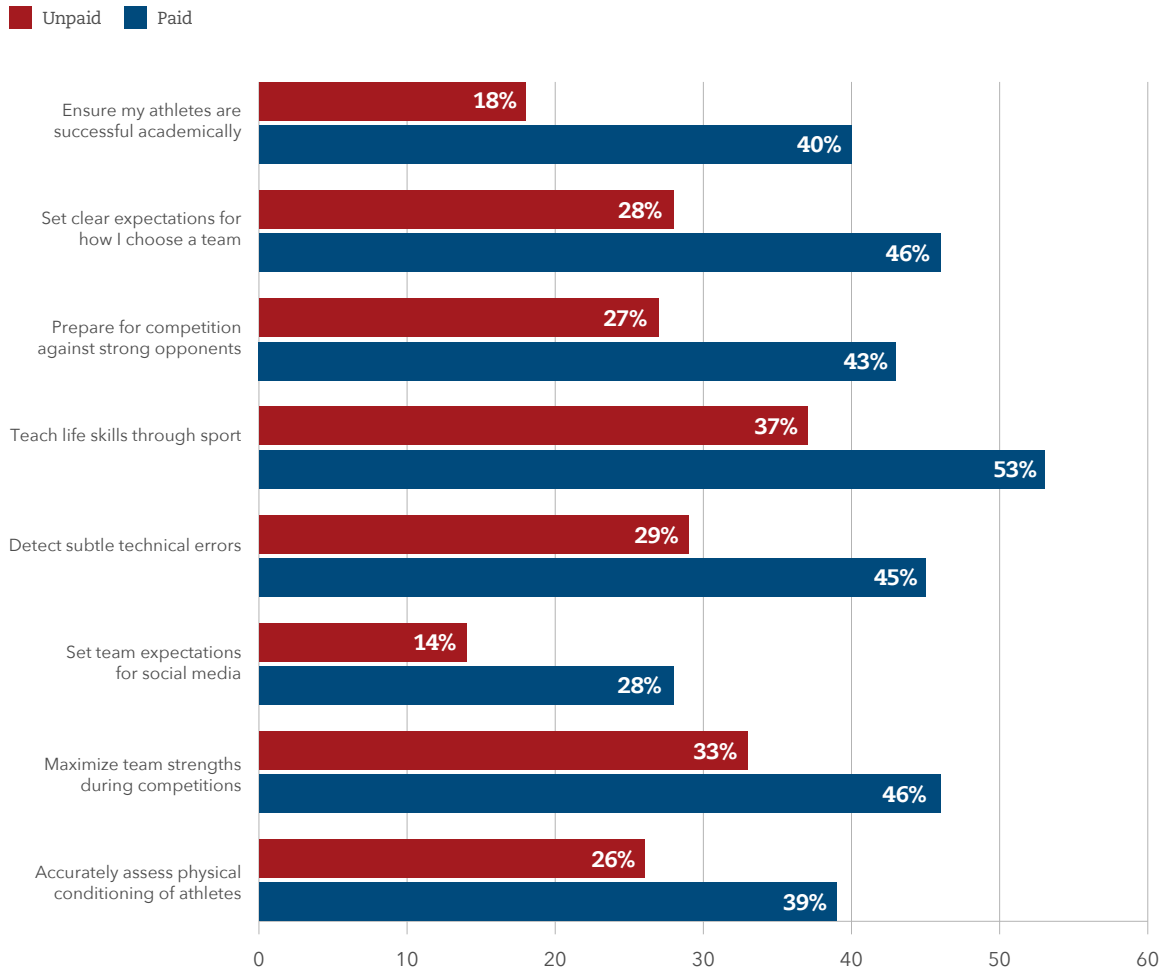
- 1 Creating a safe environment to prevent injuries
- 2 Making sure all athletes play
- 3 Teaching the love of sport

Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

Note: Sporting contexts are often differentiated based on experiences and outcomes for youth and organized across three tiers. Competitive sport focuses on performance and winning, is highly structured, and often involves tryouts with formalized games and tournaments. Recreational sport prioritizes skill development and fun and requires less time commitment. Developmental sport serves youth under age 8 and focuses on basic instruction and participation. Community based refers to coaches working in recreational, developmental, and competitive settings (i.e., those not coaching in school-based sport).

Competencies of Unpaid Coaches

Biggest gaps between unpaid and paid coaches in their confidence to perform these roles (Strongly Agree)

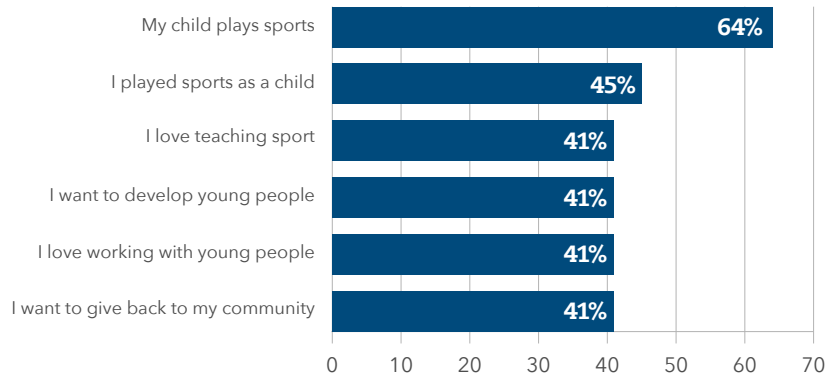


Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

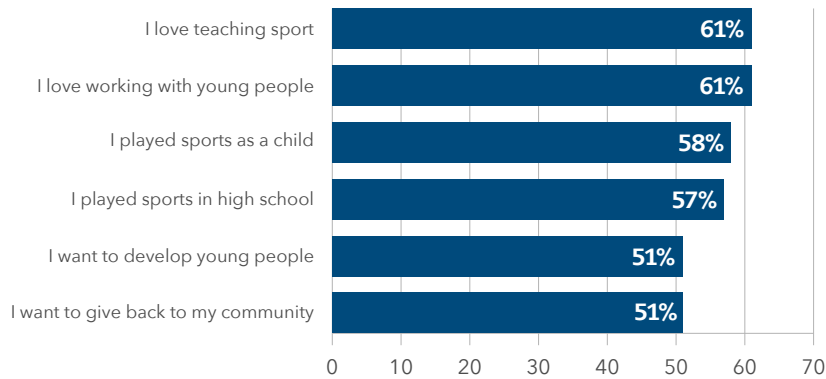
Why People Coach Youth Sports

Top reasons by unpaid vs. paid coaches

Unpaid Coaches



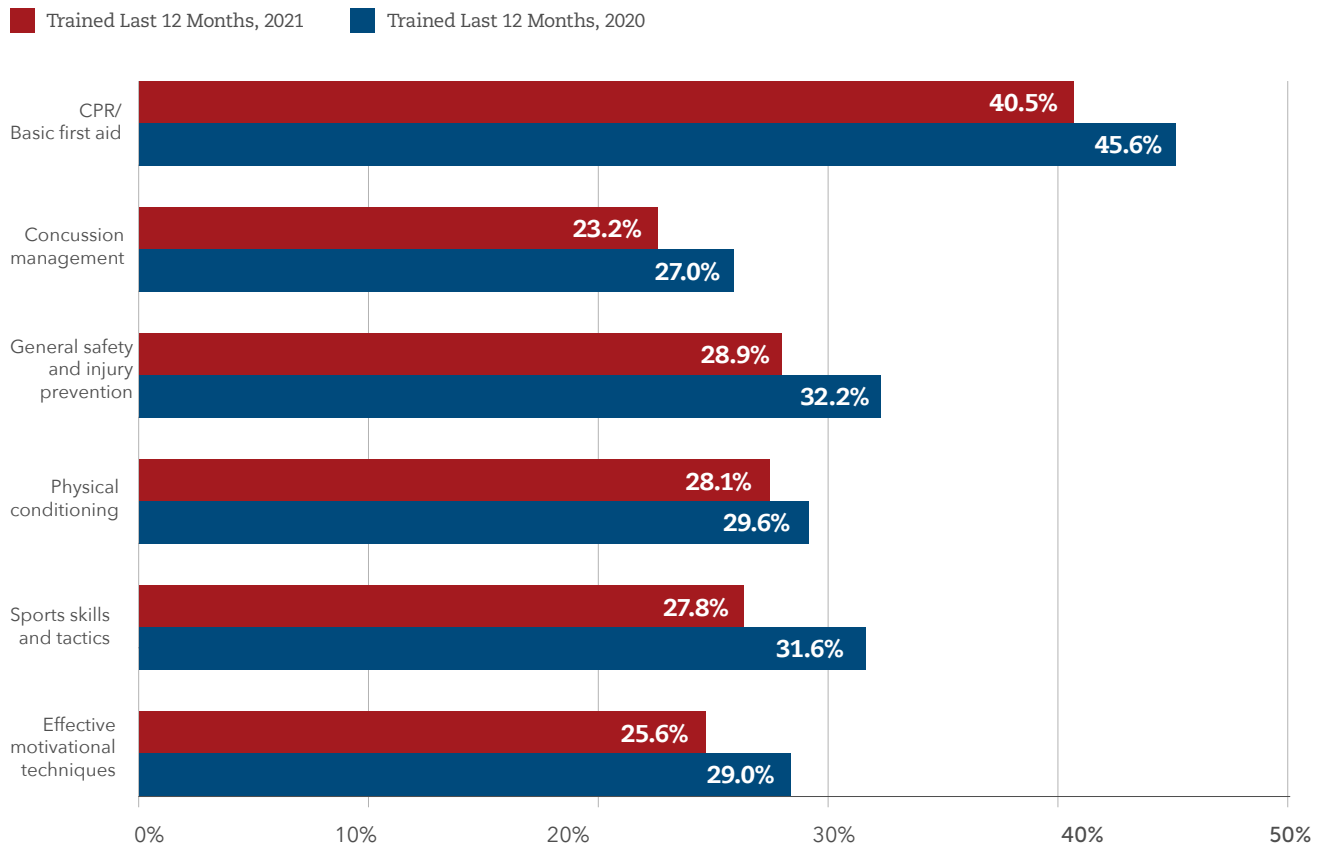
Paid Coaches



Source: Aspen Institute, The Ohio State University LiFEsports Initiative, Susan Crown Exchange, Nike National Coach Survey, 2022

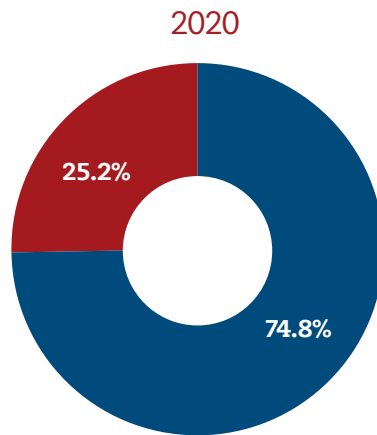
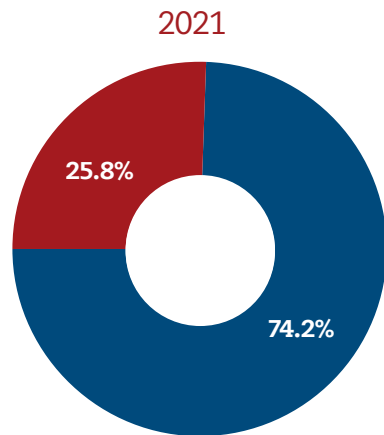
Youth Coaches With Training by Subject

Percentage of 2021 coaches who say they received specified training



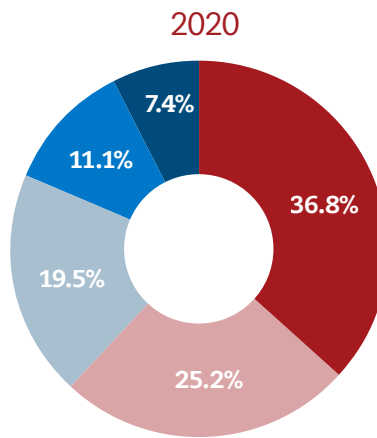
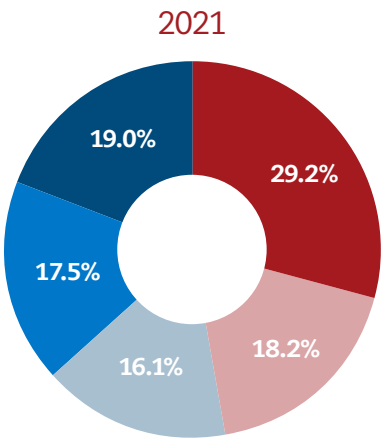
Source: Sports & Fitness Industry Association, 2021

Youth Head Coaches by Demographics



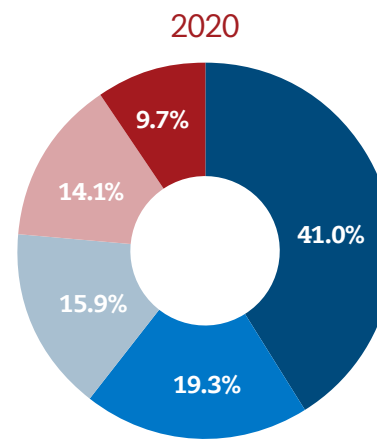
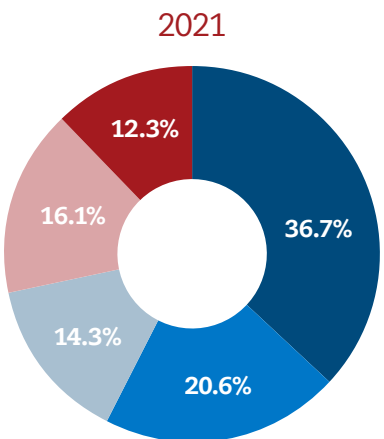
Gender

- Male
- Female



Age

- 25-34
- 35-44
- 45-54
- 55-64
- 65+



Household Income

- Under \$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+

Source: Sports & Fitness Industry Association, 2021