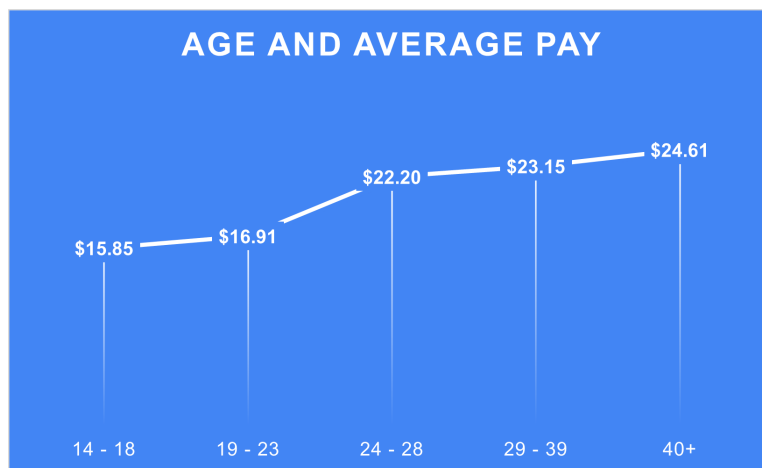


# 2020 - Checklick Coach Compensation Survey: Insights

Insights of the survey data

In this post, we're going to dive into the **hourly wages of coaches based on age, qualification, and experience**. First, we will talk about averages across our entire data set, then isolate data for **Canada and Ireland**.

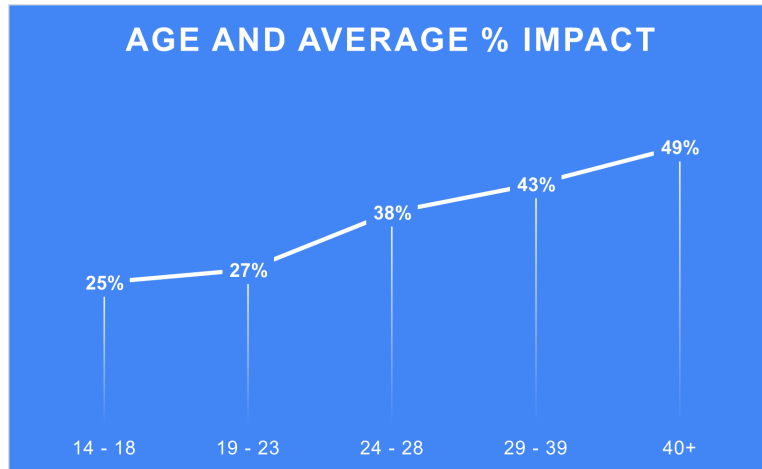
## Age



The average entry-level pay for the youngest instructors group is **\$15.85/hr which is above minimum wage across both Canada and Ireland** (Adjusted to CAD) for this age group.

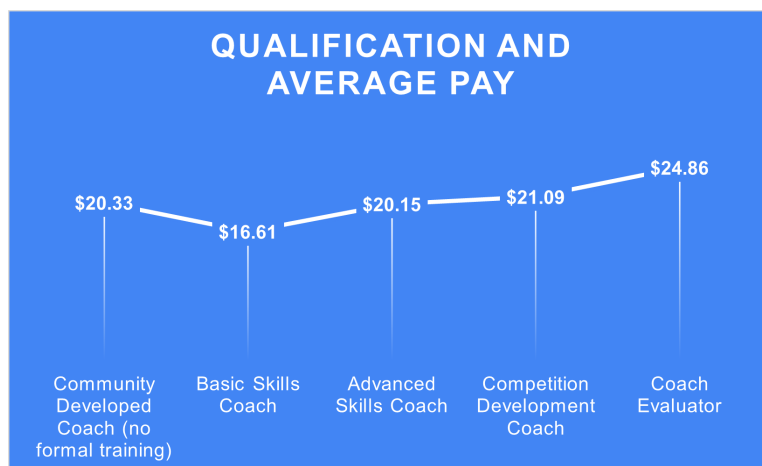
As age increases, so does pay with the **oldest age group receiving an average of \$24.61/hr**. The largest jump in pay was from the 19-23 to the 24- 28 age group where we saw a wage increase of above \$5.00/hr. This may likely be a result of the 24 - 28 age group taking on the responsibilities of program management, which within this survey was not isolated in addition to their coaching credentials. Nevertheless, what's most interesting is that **age has the strongest correlation with increased pay and Covid-19 impact when compared to qualifications and years experience**.

In terms of Covid-19's impact on these age groups, we saw that the **youngest age group's (14-18 years of age) income was affected least by Covid** where only 25% of respondents were affected. Whereas the **older age groups showed a +40% impact on pay.**



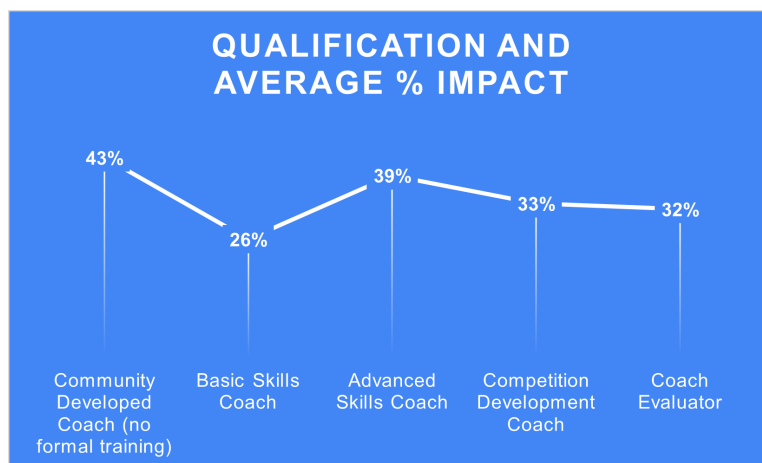
A factor to consider for some of the coaches in the youngest age group is that they lack a pay history to compare wages against. We can also reason those older coaches may have decided to minimize the exposure to Covid-19 by reducing class sizes, hours, or work opportunities on the whole. This is only our speculation.

## Qualifications



Qualifications also had a strong relationship with increased pay. Interestingly, **Community developed coaches responded as making more than basic skills coaches despite slightly lower qualifications.** The explanation for this is that all the respondents for community-developed coaches were in the 40+ age group. As we noted earlier, age had a strong correlation to pay.

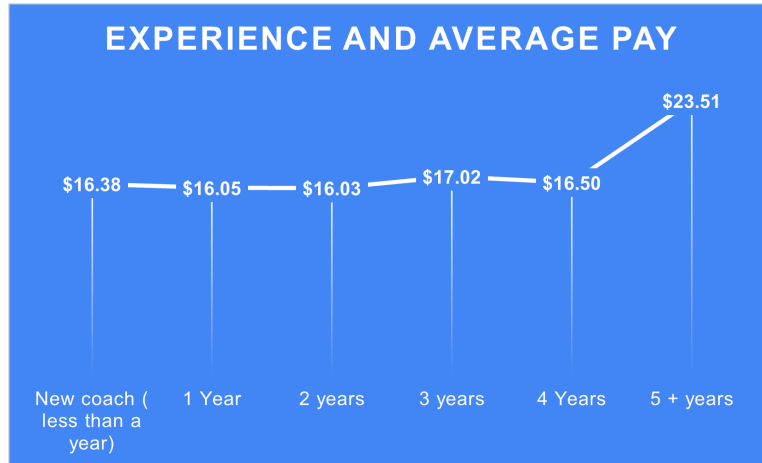
As you'll notice in the infographics above, **Basic Skills Coaches made the least at \$16.61** and **Coach Evaluators made the most at \$24.86/hr.** The largest pay jump was between basic and advanced coaches with a pay difference of above \$3.50/hr. What is really surprising is that competition development coaches were not paid significantly more than advanced coaches. This is despite delivering higher-level coaching, qualifications, and athlete management that's required.



**Covid-19 seemed to affect Community and advanced coaches the most.** Since community coaches were all in the 40+ age group they would follow the same trend of impact as that age group which we noted earlier.

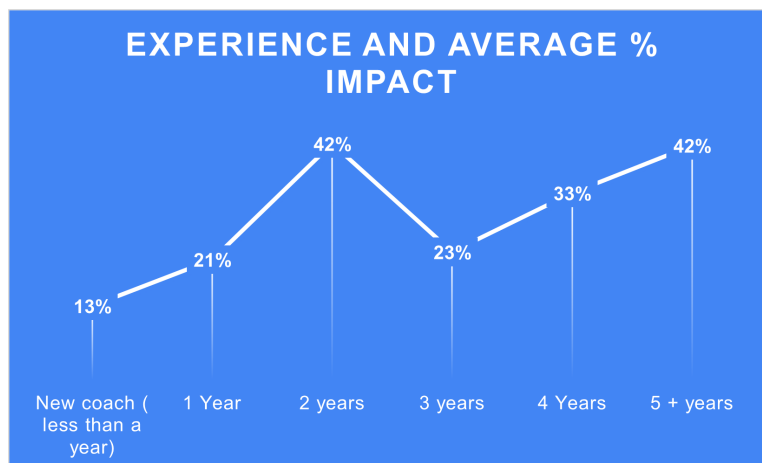
Advanced coaches' age averaged out in the 24 - 28 age group and their Covid-19 impact follows fairly close to what we expected from that age group. Otherwise, the impact curve follows more to the average age for the qualification categories rather than the qualifications themselves.

## Experience

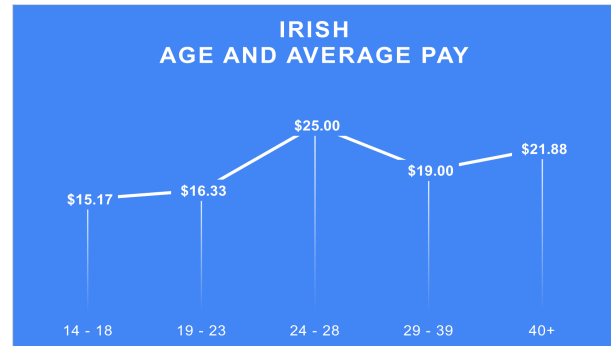
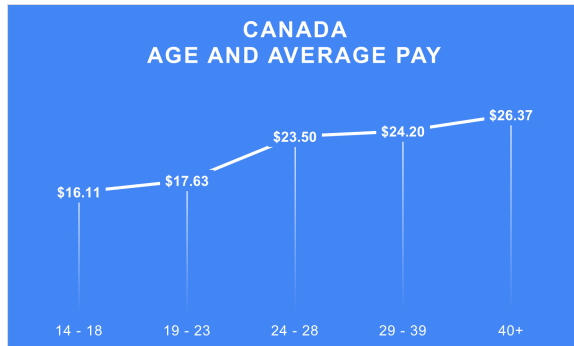


When isolating experience, the pay curve is relatively flat showing a **very low impact on increased pay to the number of years of experience**. There is however a pay spike at the 5+ years mark. This is where our most experienced coaches and oldest coaches reside which may help explain why there is such a noticeable increase.

Looking at the Covid-19 impact on years of experience, again we see that the average age for each category of experience plays a very influential role in the % impact.



## Canada vs. Ireland



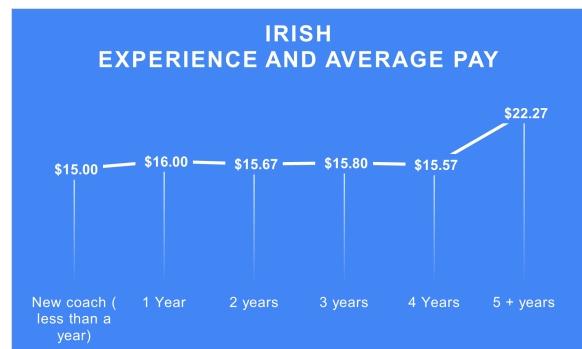
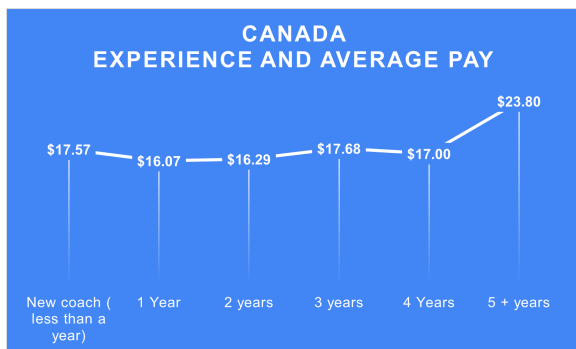
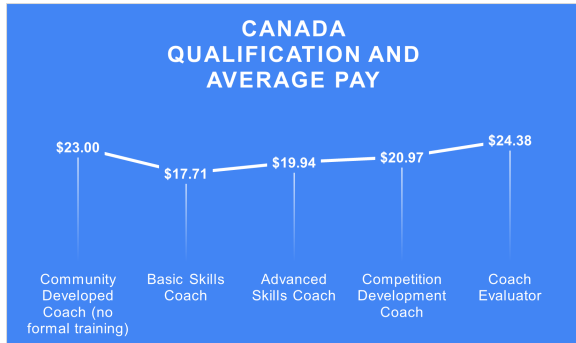
As you read through this section, keep in mind that the number of Canadian survey respondents outweighs the number of Irish survey respondents.

Looking at how pay breaks down when isolating for age, qualification, and experience, it seems that for both Ireland and Canada, experience plays little role in determining pay rates. It's worth repeating that again, **experience seems to have very little effect on pay rates.**

When breaking down data for qualifications, it seems Ireland has higher pay increases in the higher coaching levels when compared to Canada. Whereas Canada has a higher average pay for entry-level instructors.

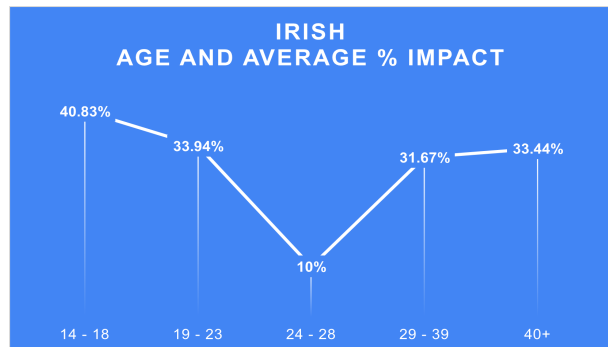
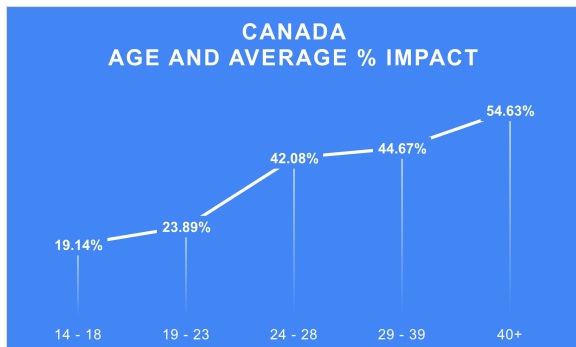
When it comes to age and average pay, Canada again had a strong relationship with age and pay increases. Whereas Ireland did not have a clear relationship with pay and age.

Strictly looking at our survey responses, we can conclude that an **Irish coach's pay will increase with qualifications.** While there is a correlation to higher pay with higher qualifications for a Canadian coach, **the age of the instructor plays the most significant role in determining their pay where the oldest instructors are paid most.**



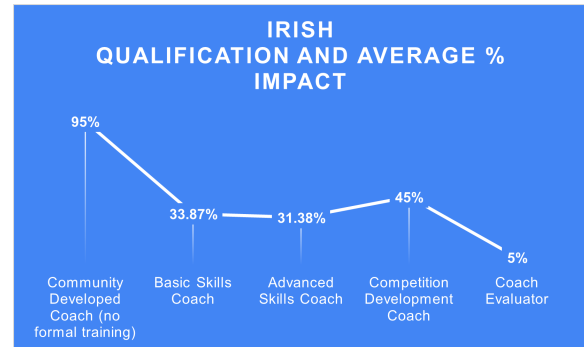
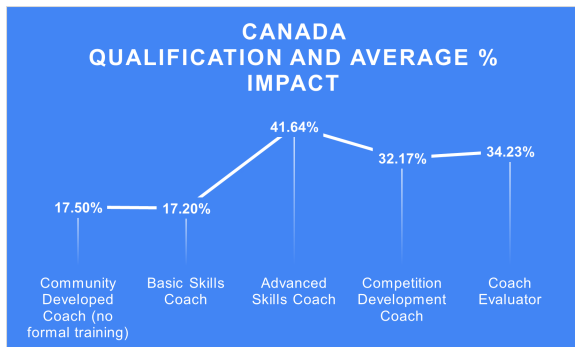
## Covid-19 Impact

When analyzing the impact of Covid-19 on age groups, **Canadian coaches had a steady increase in impact on pay as age increased.** However, interestingly the age groups of **Irish coaches were impacted very differently when compared to**



**Canadian coaches.** The pay of the youngest age group of Irish coaches' was most highly impacted by Covid-19 with 24 - 28 seeing the least amount of impact.

Qualifications having an impact on pay again saw different results when comparing Canada and Ireland. **There was a relatively steady increase of impact on pay where the more highly qualified the coach, the more impacted was their pay.**



The effect on Irish coaches seemed to be very different. Irish Community coaches' pay was most highly impacted with the rest of the coaching qualifications relatively evenly impacted. Except for Coach evaluators who saw very little impact.

Looking at experience, **Canada seems to follow a gradual trend where least experienced coaches are impacted least and the most highly experienced coaches' pay was impacted most.** That result seems to be different with Irish coaches where less experienced coaches' pay seems to have been impacted most by Covid-19.

