2016 ICF Global Coaching Study
Study Details and Key Findings

United States
The Project
Goals

• Build on earlier industry research efforts (2012 and 2007)
• Determine the size and scope of the coaching profession
• Collect insights from growing population of managers/leaders using coaching skills
Survey Process

• Six-month survey period beginning in July 2015
• Available in nine languages
• Designed to be completed using a range of mobile devices
• Promoted through an intensive email and social media campaign
Survey Outcomes

• 15,380 valid survey responses
• 137 countries
• 40 countries with 100-plus survey responses each
Global Reach

2016 ICF Global Coaching Study
Main Findings

The Coaching Continuum
The Coaching Continuum

• 2012 study classified coaches based on self-identification as a professional coach (Y/N)
• Coaching continuum accounts for a wider range of modalities in which coaching approaches and competencies may be applied
  – One end: Managers/leaders who apply coaching skills and approaches in the workplace
  – Other end: Trained, professional coach practitioners
## Age and Gender

To which of these age groups and genders do you belong?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 years and under</td>
<td>0.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>26 to 30 years</td>
<td>1.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>31 to 34 years</td>
<td>2.3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>35 to 39 years</td>
<td>8.2%</td>
<td>10.2%</td>
</tr>
<tr>
<td>40 to 44 years</td>
<td>9.2%</td>
<td>14.2%</td>
</tr>
<tr>
<td>45 to 49 years</td>
<td>13.7%</td>
<td>17.2%</td>
</tr>
<tr>
<td>50 to 54 years</td>
<td>13.7%</td>
<td>18.0%</td>
</tr>
<tr>
<td>55 to 59 years</td>
<td>15.1%</td>
<td>18.3%</td>
</tr>
<tr>
<td>60 to 64 years</td>
<td>10.4%</td>
<td>18.1%</td>
</tr>
<tr>
<td>65 years and over</td>
<td>6.8%</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

**Respondent Base:** 4715

**2016 ICF Global Coaching Study**
Formal Education

What is the highest level of formal education that you have?

- **Primary Level (education prior to university)**
  - ON: 6.1%
  - OFF: 6.9%

- **Secondary Level (bachelor's degree)**
  - ON: 29.5%
  - OFF: 30.5%

- **Third Level (master’s, doctoral degree)**
  - ON: 64.5%
  - OFF: 62.6%

Respondent Base: 4715
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 7.1% (8.5%)
- 1 to 2 years: 13.1% (14.5%)
- 3 to 4 years: 18.3% (18.4%)
- 6 to 10 years: 27.8% (30.4%)
- More than 10 years: 35.8% (25.9%)

Respondent Base: 4015
Coaching Specialty

Please indicate which of the following coaching areas you regard as your main area of coaching

- Leadership: 32.2%
- Executive: 25.1%
- Life Vision & Enhancement: 17.9%
- Career: 17.8%
- Business/Organizations: 16.4%
- Small Business: 13.3%
- Health and Wellness: 7.7%
- Relationships (Singles, Couples, Families): 7.4%
- Spirituality: 2.7%
- Addiction and Recovery: 1.0%
- Children/Teens: 0.9%
- Cross-cultural: 0.5%
- Retirement: 0.4%
- Other (please specify): 0.4%
- No specialty: 0.2%

Respondent Base: 3998
View of Coaching

"I view coaching as..."

- 87.0% view coaching as a profession
- 27.1% view coaching as a skill-set
- 5.9% view coaching as an industry

Respondent Base: 4715

ICF 2016 Global Coaching Study
Importance of the Credential

To what extent do you agree or disagree that the people and organizations who receive/use coaching expect their coaches to be certified/credentialed?

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Agree Percentage</th>
<th>Disagree Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>27.2%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>40.2%</td>
<td>37.8%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>13.2%</td>
<td></td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>11.3%</td>
<td></td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>4.5%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Respondent Base: 4715
Main Findings

Size of the Profession
Key Statistics—Global

**Global**

- Total revenue (US$): $2.35 Billion
- Memberships:
  - ICF: 63%
  - Other: 23%
  - None: 25%

**Coach practitioners:**
- Number: 53,300

**Managers/Leaders using coaching skills:**
- Number: 10,900
- 64,100 All coaching modalities

**Average annual revenue (US$):**
- $51,000

**Average fee per 1 hour coaching session (US$):**
- $231

**Average number of active clients:**
- 11.0

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2016 ICF Global Coaching Study
Key Statistics—North America

**North America**

- **Total revenue (US$)**: $956 Million
- **Memberships**:
  - ICF: 68%
  - Other: 18%
  - None: 25%
- **Credentials**:
  - ICF: 48%
  - Other: 24%
  - None: 36%
- **Average annual revenue (US$)**: $61,900
- **Average fee per 1 hour coaching session (US$)**: $234
- **Average number of active clients**: 11.7

*Estimates are shown to the nearest 100. Therefore subtotals may not add to the total figures.*

2016 ICF Global Coaching Study
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

Global data

- **Yes**: 35.1%
- **Unsure**: 33.1%
- **No**: 31.8%

**Global Benchmark**
- **Yes**: 52.3%
- **Unsure**: 25.4%
- **No**: 22.3%

Respondent Base: 4454

2016 ICF Global Coaching Study
Method of Regulation

Who would be best to regulate the coaching industry?

- Government entities:
  - Unsure: 7.8%
  - Yes: 8.4%

- Individual coach practitioners:
  - Unsure: 42.1%
  - Yes: 43.5%

- Professional coaching associations:
  - Unsure: 26.8%
  - Yes: 56.7%

Respondent Base: 2887

2016 ICF Global Coaching Study
Obstacles for the Profession

What do you believe to be the biggest obstacle for coaching over the next 12 months?

- Untrained individuals called coaches: 42.9% (44.3%)
- Marketplace confusion re coaching benefits: 28.7% (28.3%)
- Coaching market saturation: 9.6% (9.0%)
- Coaches under-pricing their services: 3.8% (4.7%)
- Increased demand for competing services: 3.7% (3.4%)
- Over regulation of coaching: 3.6% (3.0%)
- Other: 6.7% (6.0%)

Respondent Base: 4447

2016 ICF Global Coaching Study
Opportunities for the Profession

What do you believe to be the biggest opportunity for coaching over the next 12 months?

- Increased awareness-Benefits of coaching: 35.8% (ON), 37.6% (OFF)
- Credible data - ROI/ROE from coaching: 32.3% (ON), 27.2% (OFF)
- Increased demand for coaching: 11.9% (ON), 11.4% (OFF)
- Improved general perception of coaching: 11.8% (ON), 14.3% (OFF)
- Positive portrayal of coaching in media: 5.2% (ON), 8.5% (OFF)
- Other: 3.2% (ON), 2.9% (OFF)

Respondent Base: 4442

2016 ICF Global Coaching Study
Final Report

• The Coaching Continuum
• Training and Credentialing
• The Client
• Interaction Between the Coach and Client
• The Size and Scope of the Profession
• Summary Business Indicators
• Key Issues and Future Trends
Contact ICF

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