



**2022  
ICF GLOBAL  
CONSUMER  
AWARENESS  
STUDY**

FINAL REPORT

**ICF** International  
Coaching  
Federation



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# Introduction

This is a summary of the findings from the *2022 ICF Global Consumer Awareness Study*. The study was commissioned by the International Coaching Federation (ICF) with the objective of obtaining a robust study of global awareness of the coaching profession. The study was undertaken by PricewaterhouseCooper's International Survey Unit.

Founded in 1995, ICF is dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of credentialed coaches. ICF is a global organization, with a membership comprising more than 50,000 professional personal and business coaches located in over 150 countries and territories.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

For the 2021 survey, 30,727 responses were received across 30 countries and territories. The 2022 study updates and extends the *2017 ICF Global Consumer Awareness Study* and is the fourth edition of the benchmark study first conducted by ICF in 2010. The 2021 survey was designed to allow some comparisons to be drawn with the three previous studies.

The presentation of findings from the *2022 ICF Global Consumer Awareness Study* is as follows:

- Methodology
- Awareness of Coaching
- Participation in Coaching
- Established and Emerging Markets
- The Generations
- Key Points Summary



# METHODOLOGY



## Methodology

ICF commissioned the 2022 ICF Global Consumer Awareness Study as a follow-up to the 2017, 2014 and 2010 versions of the research. The first study, undertaken in 2010, was conducted across ICF's top 20 countries and territories as determined by the ICF Members Rank league table. In combination, the 20 countries and territories represented approximately 90% of ICF's critical mass of known membership clusters at that point in time. In total, 15,000 responses were achieved (750 from each country or territory). All respondents were aged 25 or older. In 2014 the geographic coverage was extended to the top 25 countries and territories as determined by the ICF Members Rank league table, representing 89% of the overall membership. Again, 750 responses were achieved in each country or territory from consumers aged 25 and above.

The 2017 survey further extended geographic coverage to the top 30 countries and territories. It was conducted in 17 different languages. With a target sample size of 900 per country or territory, 27,134 valid responses were achieved.

For the survey conducted in 2021 that is the foundation of the 2022 study, the geographic coverage also encompassed the top 30 countries and territories. Global statistics shown in this report refer to those 30 countries and territories. For each participating country and territory, the target sample size for the 2021 survey was raised to 1,000. As a result, the sample size increased from 27,134 in the 2017 study to 30,727 in the 2021 survey<sup>1</sup>.

Within each of the 30 countries and territories, a consumer panel methodology was implemented to achieve a robust and nationally representative population response base. The 2021 survey is therefore one of the largest data gathering exercises pertaining to the coaching profession.

As noted above, the first two editions of this study—2010 and 2014—covered only individuals aged 25 and older. For the 2017 edition, the minimum age for participation was lowered to 18 and the sample size for each country and territory was increased to 900. That expansion was to enable a fuller generational breakdown of the survey responses and analysis of the similarities and differences between each generational group. The age parameters were repeated for the 2021 survey; however, the sample size was increased to 1,000 completed surveys for each country or territory.

It is useful to briefly reflect on the geographical pattern in broad market terms as the population age composition varies considerably. In established markets (i.e., those markets where professional coaching first became prevalent before the industry's global expansion), people aged 55 and older accounted for substantially higher shares of the survey samples by comparison with the emerging market groups (Table 1). This is in line with the demographic characteristics of the participating countries. As will be seen in this report, both awareness of and participation in professional coaching are strongly correlated with age.

**Table 1: Age composition of the study sample by broad market**

Age Range	Established	Emerging	Global
	%	%	%
17-24	16	18	17
25-34	19	23	21
35-44	18	22	20
45-54	18	18	18
55-plus	29	19	24
Base	15,467	15,260	30,727

**Key:**

**Established Markets:** Australia, Belgium, Canada, Finland, France, Germany, Ireland, Italy, Netherlands, New Zealand, Spain, Sweden, Switzerland, United Kingdom, United States

**Emerging Markets:** Argentina, Brazil, China, Hong Kong, Hungary, India, Japan, Mexico, Romania, Russia, Singapore, South Africa, Thailand, Turkey, United Arab Emirates

<sup>1</sup>Quota flexibility was managed to achieve balanced age group distributions. Hence, achieved sample sizes ranged from 1,000 to 1,057.

Table 2 shows the overlap among the countries and territories included in all four iterations of the survey. Sixteen of the 30 countries and territories have featured in all four studies. A further seven countries and territories, for a total of 23, have been included in the past three surveys (2014, 2017, 2021) while 28 countries and territories were featured in both the 2017 and 2021 surveys. The 16 countries and territories included in all four surveys provide the basis for like-for-like comparisons of changes over time in key indicators, such as awareness of the coaching profession.

**Table 2: Participation by country/territory**

Country	2010	2014	2017	2021
USA	✓	✓	✓	✓
Canada	✓	✓	✓	✓
UK	✓	✓	✓	✓
Australia	✓	✓	✓	✓
France	✓	✓	✓	✓
Spain	✓	✓	✓	✓
Brazil	✓	✓	✓	✓
Italy	✓	✓	✓	✓
Turkey	x	✓	✓	✓
Germany	✓	✓	✓	✓
Switzerland	✓	✓	✓	✓
India	✓	✓	✓	✓
South Africa	✓	✓	✓	✓
China	x	✓	✓	✓
Singapore	x	✓	✓	✓
Belgium	x	✓	✓	✓
Sweden	✓	✓	✓	✓
Poland	x	✓	✓	x
Japan	✓	✓	✓	✓
Mexico	✓	✓	✓	✓
Argentina	✓	✓	✓	✓
Netherlands	x	✓	✓	✓
UAE	x	x	✓	✓
Russia	x	✓	✓	✓
Finland	x	✓	✓	✓
New Zealand	x	x	✓	✓
Hong Kong	x	x	✓	✓
Ireland	x	x	✓	✓
Hungary	x	x	✓	✓
Colombia	✓	x	✓	x
Norway	✓	x	x	x
Peru	✓	x	x	x
Denmark	✓	✓	x	x
Romania	x	x	x	✓
Thailand	x	x	x	✓

Data collection was online, spread over a three-week survey field period from September 14 to October 7, 2021. Questionnaires were issued in a total of 17 languages. The main focus of this report is the global survey results from across the 30 participating countries and territories.



# **AWARENESS OF COACHING**



# Global Findings

## Awareness of Coaching

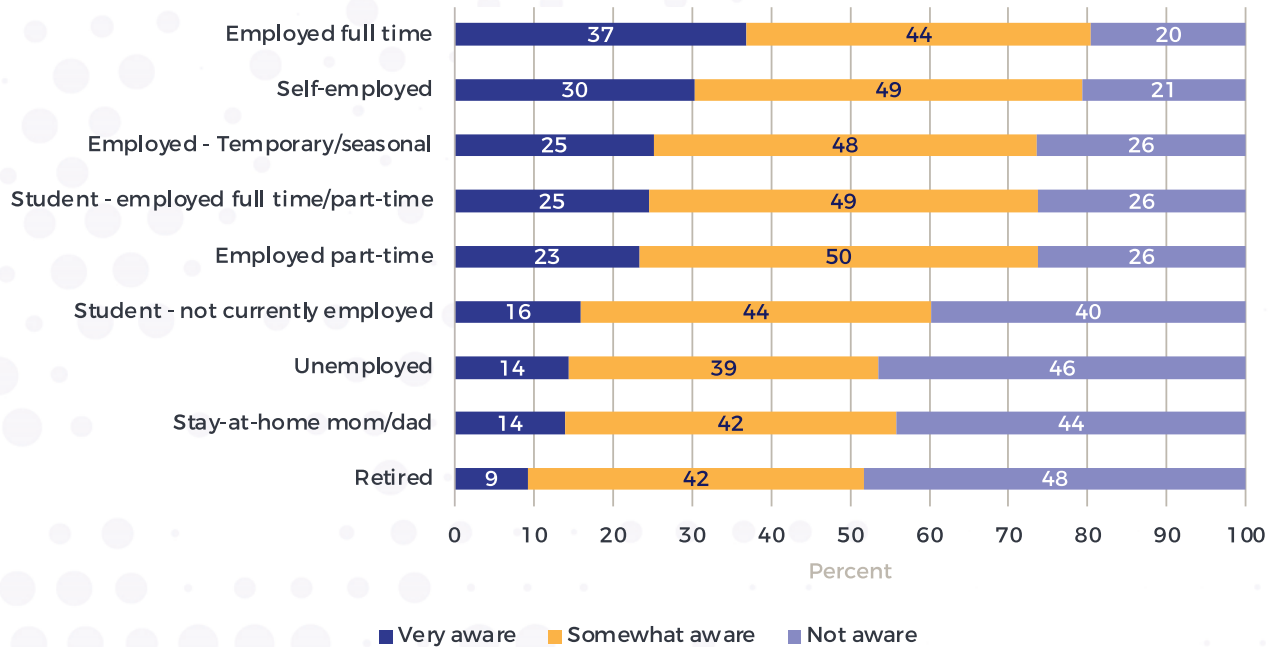
Almost three in four respondents (73%) expressed awareness of the coaching profession, including 28% saying they are very aware and 44% saying they are somewhat aware.



Awareness varies across a few dimensions, as follows:

- **Age** – Thirty-nine percent of those aged 25-34 said they are very aware of professional coaching. This is more than double the proportion of those aged 55 and older (15%). The age dimension is further explored in Section 5.
- **Location of home** – The proportion of respondents saying they are very aware ranged from 36% of those living in metropolitan/large city areas to 26% of those in suburban communities to 16% of respondents living in rural areas.
- **Gender** – Men and women are almost equally likely to express some level of awareness of coaching, with 73% of men and 72% of women saying they are either very or somewhat aware. However, men are more likely to say they are very aware (31% of men compared with 26% of women).
- **Labor market position** – Awareness levels are higher among respondents who are currently employed than among respondents who aren't currently active in the labor market. As can be seen from the following chart, the proportion saying they are very aware ranges from 37% of those employed full time to fewer than one in 10 of the retired (9%).

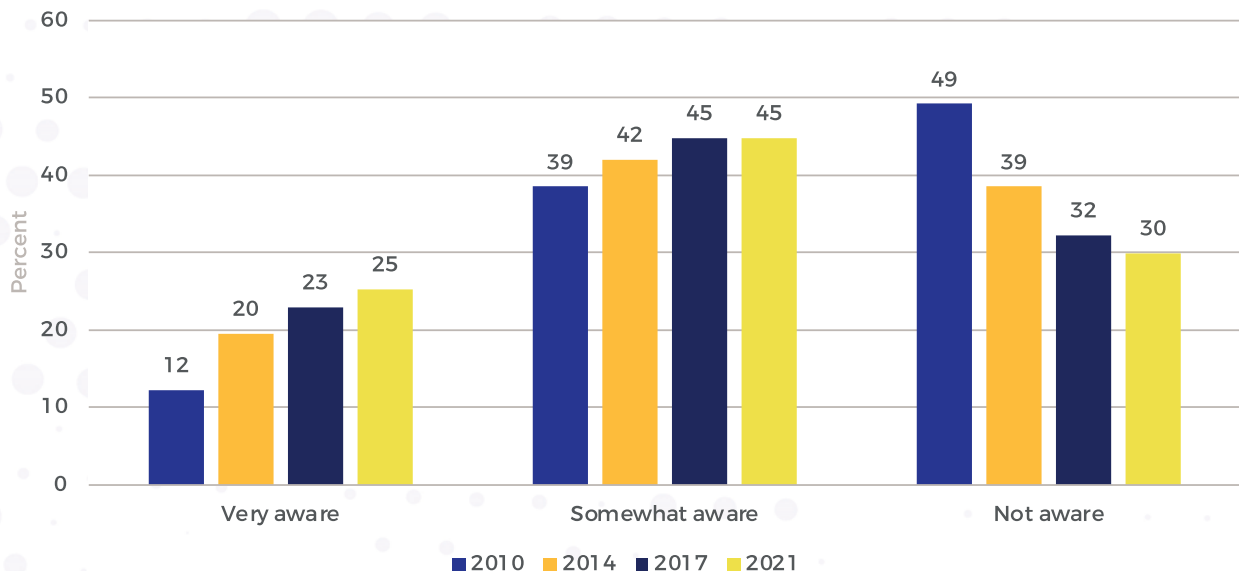
## Awareness of professional coaching by labor market position



Base: 29,721.

Awareness of professional coaching continues to rise. Looking at the responses of those aged 25 and older from the 16 countries and territories that have been represented in all four surveys, the proportion with some awareness of coaching (either very or somewhat aware) has increased from 51% in 2010 to 70% in 2021, although that increase has slowed slightly over the past few years.

## Awareness of professional coaching: 2010 to 2021, 16 common countries, respondents aged 25 and older



2021 Base: Respondents aged 25 and older from the 16 countries included in all four surveys (13,793).

Those who said they were very or somewhat aware of coaching were also given a list of statement definitions and asked to indicate which of those best describes their view of coaching. One in four selected ICF's own definition of coaching (25%). A slightly higher proportion (30%) chose the definition of mentoring. Eighteen percent selected the definition of training, 17% chose the definition of consulting and 8% selected the definition of counseling.

### Views on coaching: Respondents saying they are “very aware” or “somewhat aware”



Base: Respondents indicating somewhat aware or very aware of coaching (22,304).

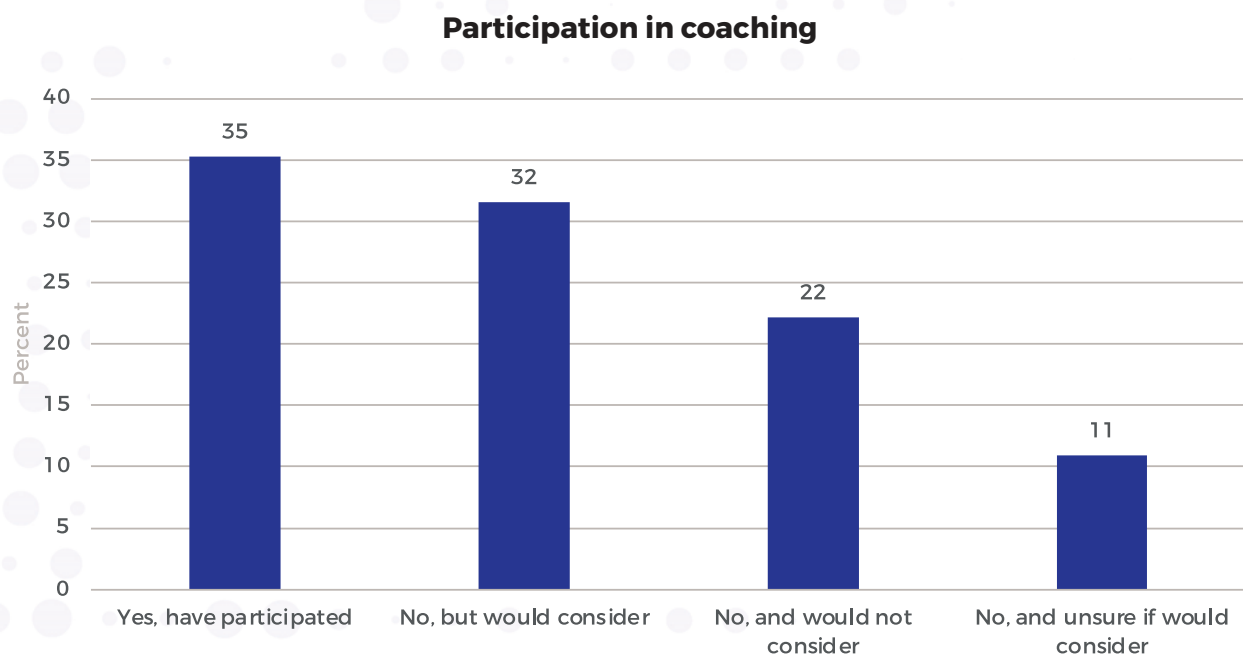


# **PARTICIPATION IN COACHING**

## Participation in Coaching

Survey respondents were asked a series of questions to determine whether they had ever participated in a coaching relationship and, if not, whether they would consider participating. The results are summarized in the following chart, which shows that:

- A little over one in three respondents (35%) said they had previously participated in a coaching relationship.
- A similar proportion (32%) said they had not previously participated but would consider doing so.
- About one in five respondents (22%) who had never previously participated said they would not consider doing so.
- A little over one in 10 respondents (11%) were unsure if they would consider participating in a coaching relationship.

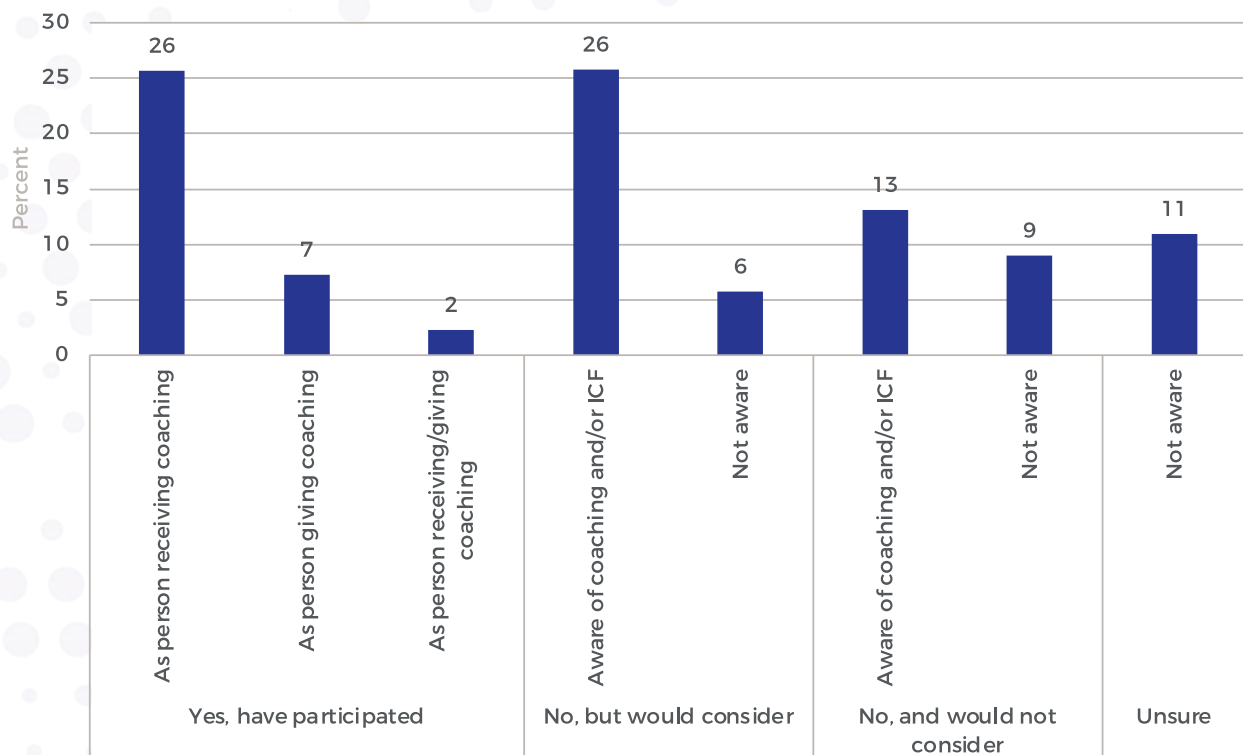


*Base: All respondents (30,727).*

The results for participation are presented in more detail in the following chart. The main points to note are as follows.

- Among those who have previously participated in a coaching relationship, the dominant mode was as the person receiving the coaching.
- Among those who said they had never participated in a coaching relationship but would consider doing so, a large majority expressed awareness of coaching and/or ICF.

## Participation in coaching



Base: All respondents (30,727).

Participation in coaching varies across several dimensions, including:

- **Market** – Forty-one percent of respondents in emerging markets said they had previously participated in coaching, compared with 30% in established markets. This dimension is further explored in Section 4.
- **Age** – Forty-seven percent of those aged 25 to 34 said they had previously participated in a coaching relationship compared with 20% of those aged 55-plus. The age dimension is further analyzed in Section 5.
- **Gender** – Men were more likely than women to say they had previously participated in a coaching relationship, by a margin of 38% to 33%.
- **Home location** – Over two in five respondents (43%) living in metropolitan/large city areas said they had previously participated in a coaching relationship, compared with fewer than one in four (24%) of those living in rural areas.



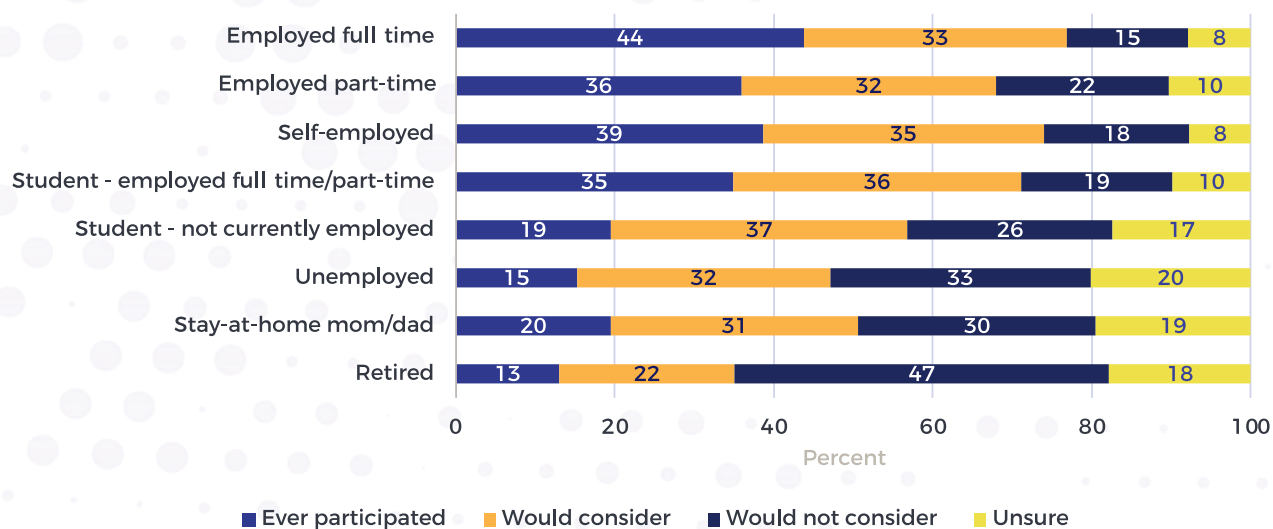
## Participation in coaching

	Ever participated	Would consider	Would not consider	Unsure
	%	%	%	%
<b>Global</b>	<b>35</b>	<b>32</b>	<b>22</b>	<b>11</b>
<b>Region</b>				
Established	30	31	28	11
Emerging	41	32	16	11
<b>Age</b>				
17-24	42	29	18	10
25-34	47	31	15	7
35-44	40	35	17	8
45-54	31	36	20	13
55 or older	20	28	37	15
<b>Home location</b>				
Metropolitan/large city	43	31	17	9
Suburban community of a larger city	32	33	24	11
Rural town/farming area	24	31	29	16

Base: All respondents (30,727).

**Labor market position** – Forty-four percent of respondents who indicated that they're employed full time said they had previously participated in a coaching relationship, compared with 13% of retirees.

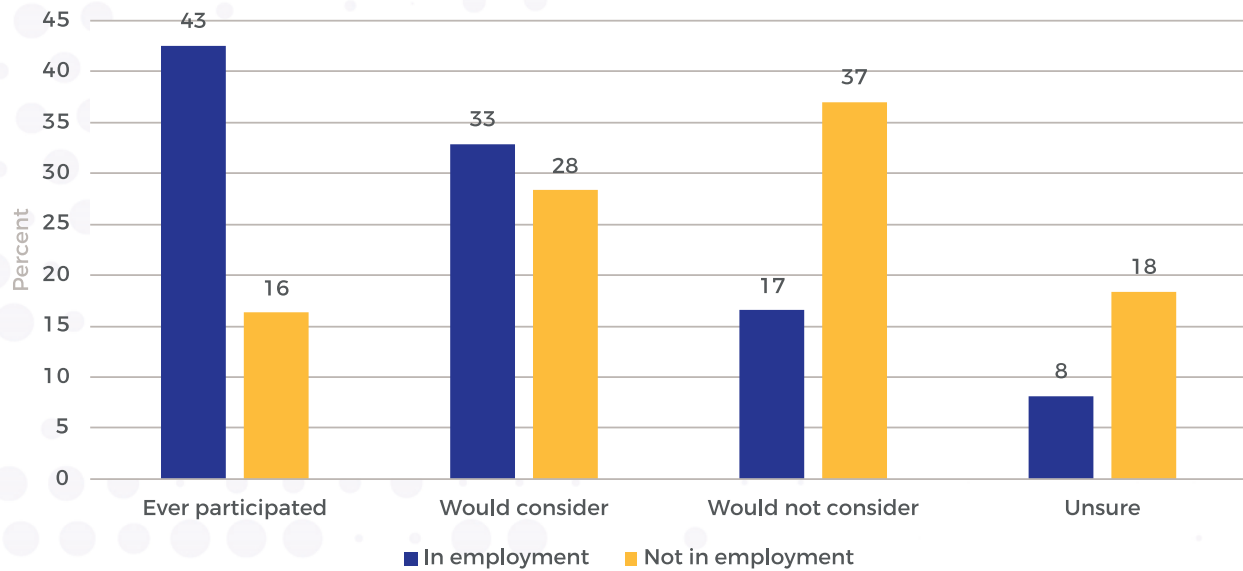
## Participation in coaching by labor market position



Base: 29,721.

**Employment status** - The influence of employment status on participation in coaching is summarized in the chart below.

### Participation in coaching by employment status



Base: All respondents (30,727).

## The Participants

Respondents participated in a coaching relationship for a variety of reasons, most often to improve communication skills (37%), work/life balance (35%) and to increase self-esteem/self-confidence (35%).

### Reasons for participating in coaching



Base: Respondents saying they had participated in a coaching relationship (10,841).

The impacts reported by respondents broadly aligned with their reasons for participating in a coaching relationship.

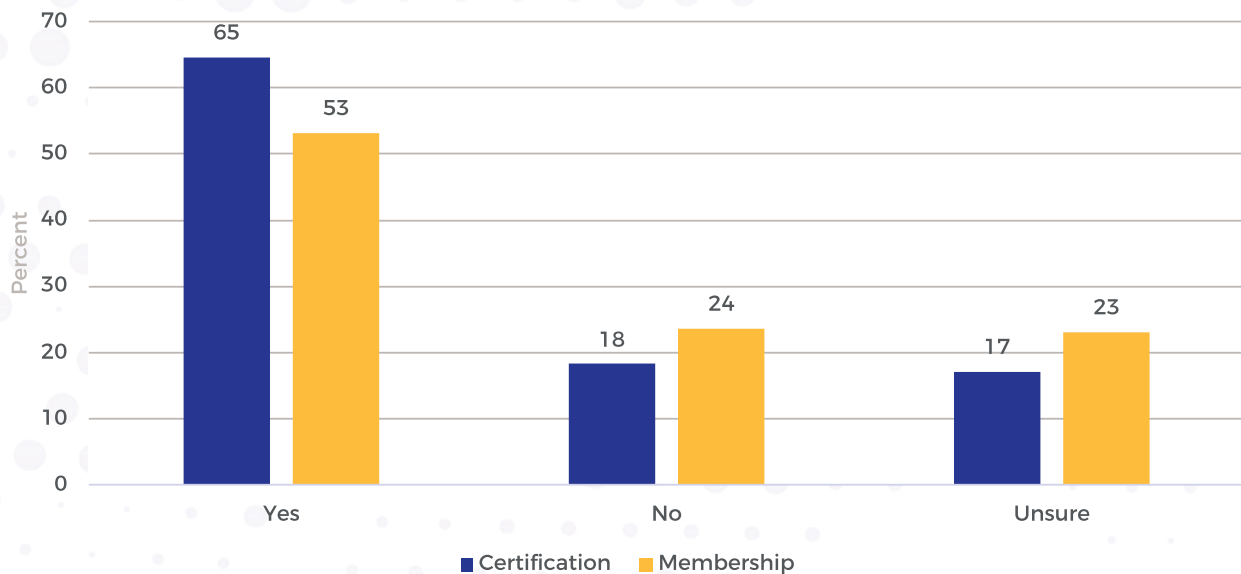
### Impacts of coaching



Base: Respondents saying they had participated in a coaching relationship (10,841).

Almost two in three (65%) of those who had previously participated in a coaching relationship said their coach held a certification/credential from a membership organization. A little over one in two (53%) said their coach was a member of a professional organization.

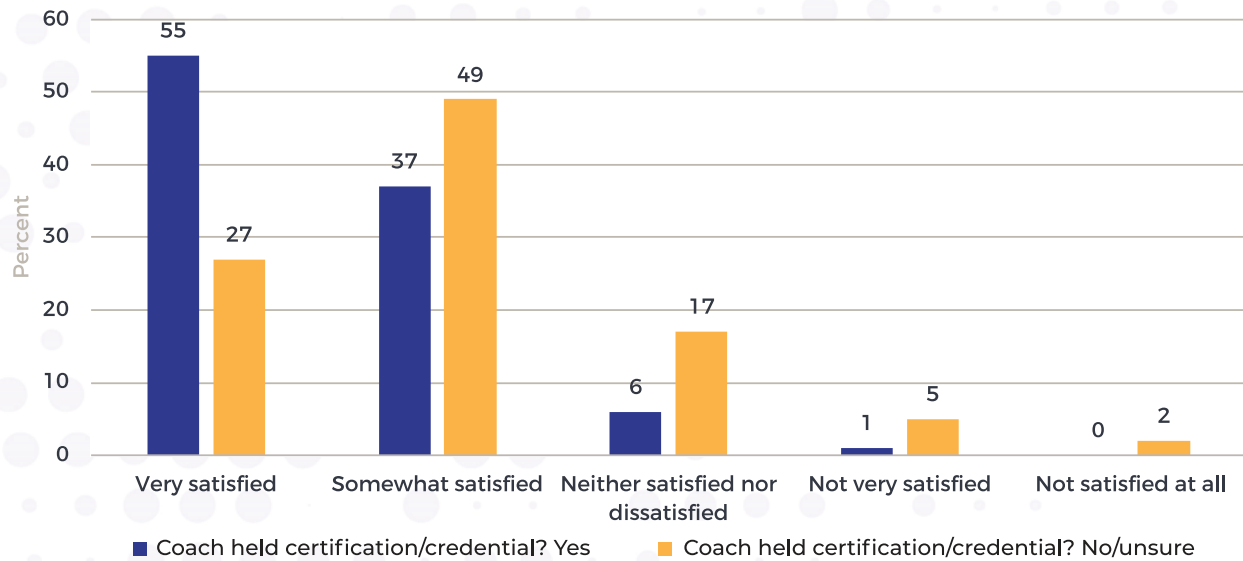
### Coach held certification/credential and/or membership to a professional organization



Base: Respondents saying they had participated in a coaching relationship (10,841).

More than half of respondents (55%) who said their coach held a credential or certification reported that they were very satisfied with their coaching experience, compared with 27% of respondents whose coach did not hold a credential or certification.

### Satisfaction of coaching experience



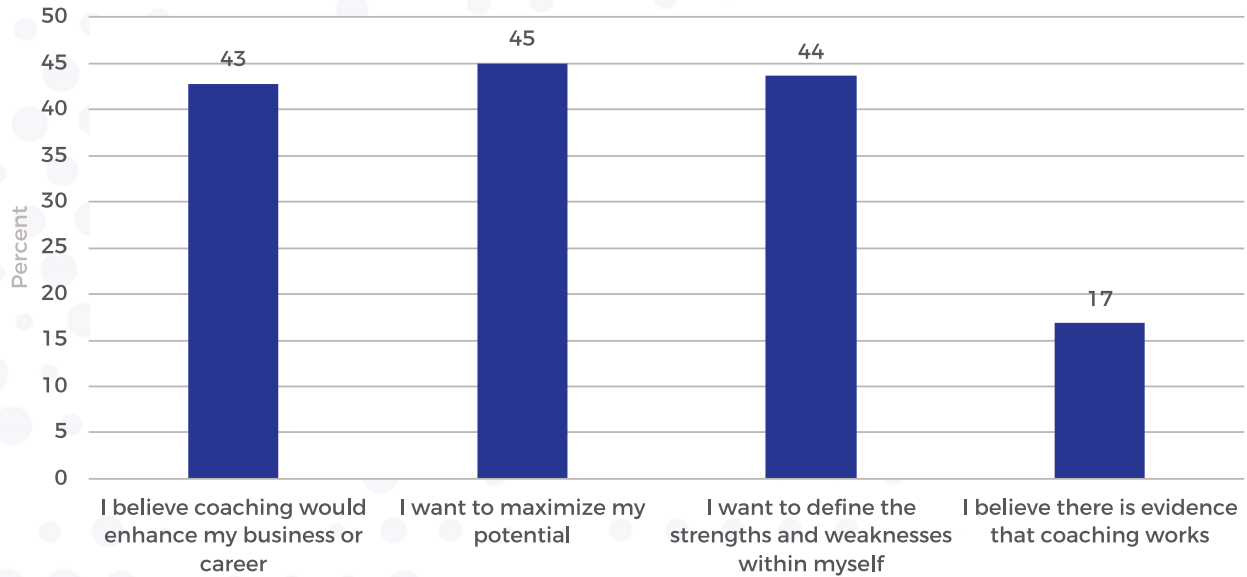
Base: Respondents saying they had participated in a coaching relationship (10,841).

When asked how likely they would be to recommend professional business and/or life coaching to colleagues, friends and/or family, on a scale from 0 (not at all) to 10 (very likely), almost one in two (45%) of those who were very satisfied with their coaching experience gave the highest possible score, with a further one in three (34%) giving scores of eight or nine.

### Would consider coaching

Among those respondents who said they were not aware of coaching and ICF but who would consider participating in a coaching relationship, 45% said they would do so to maximize their potential, with 44% saying they would like to define their strengths and weaknesses and 43% expressing the belief that coaching would enhance their business or career. *It should be noted that those respondents were provided with the ICF definition of coaching when asked if they would consider embarking on a coaching relationship.*

## Reasons to consider coaching

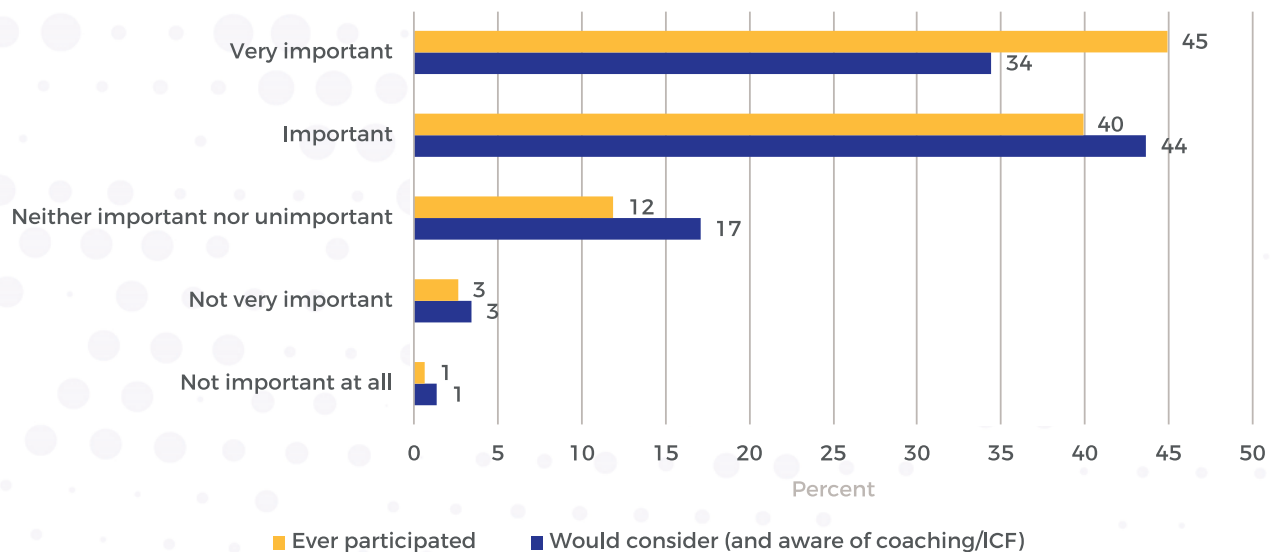


Base: Not aware of coaching or ICF and would consider participating in a coaching relationship (1,780).

Respondents who are aware of coaching and/or ICF and who would consider a coaching relationship were asked to indicate how important or unimportant they believe it is for a professional business and/or life coach to have a certification/credential. Almost eight in 10 of those respondents (78%) replied that it would be important (44%) or very important (34%) for their coach to hold a certification/credential.

Perhaps reflecting their experience, those who have previously participated in a coaching relationship place even greater emphasis on the coach holding a certification/credential, with 85% saying that having a certification/credential is important or very important.

## Importance of credentials

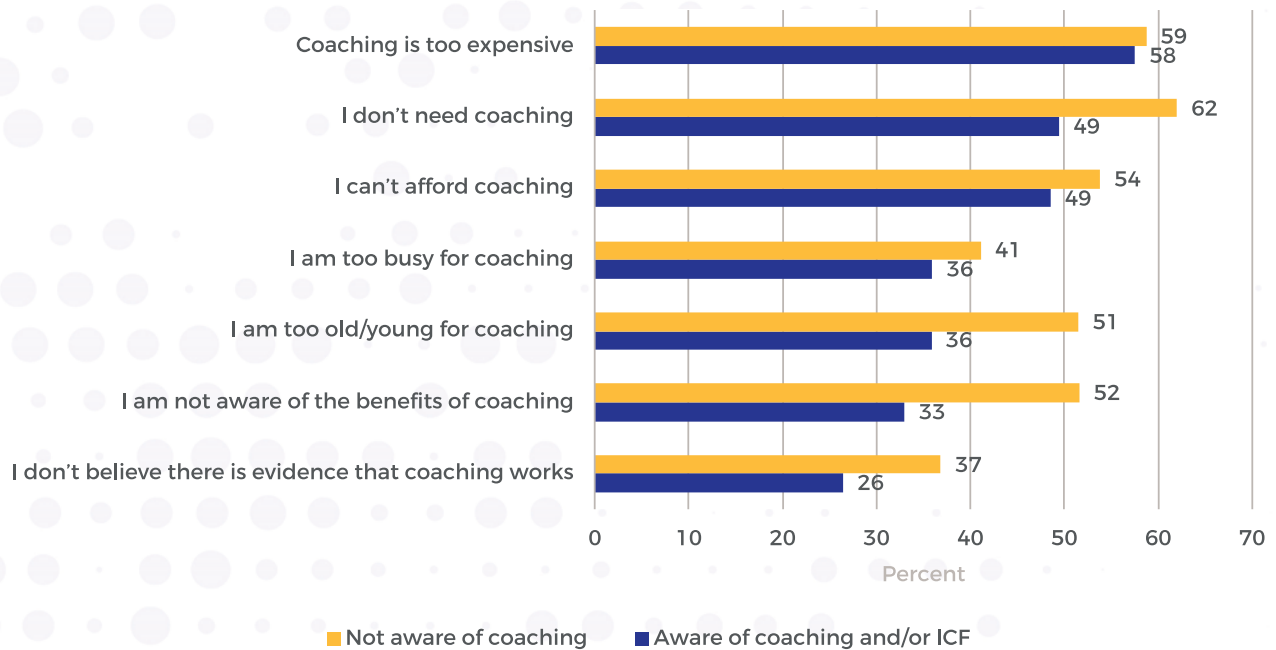


Bases: Ever participated in a coaching relationship (10,838). Aware of coaching/ICF and would consider coaching (11,962).

## Would not consider coaching

Among respondents who are aware of coaching and/or ICF but who would not consider coaching, the most frequently cited reason was that they feel coaching is too expensive (58%). A similar proportion of those who are unaware of coaching and would not consider a coaching relationship also said coaching is too expensive (59%). A slightly higher proportion of respondents who are unaware of coaching (62%) said they do not need coaching.

### Barriers to participating in a coaching relationship



Base: Respondents who would not consider participating in coaching (6,817).



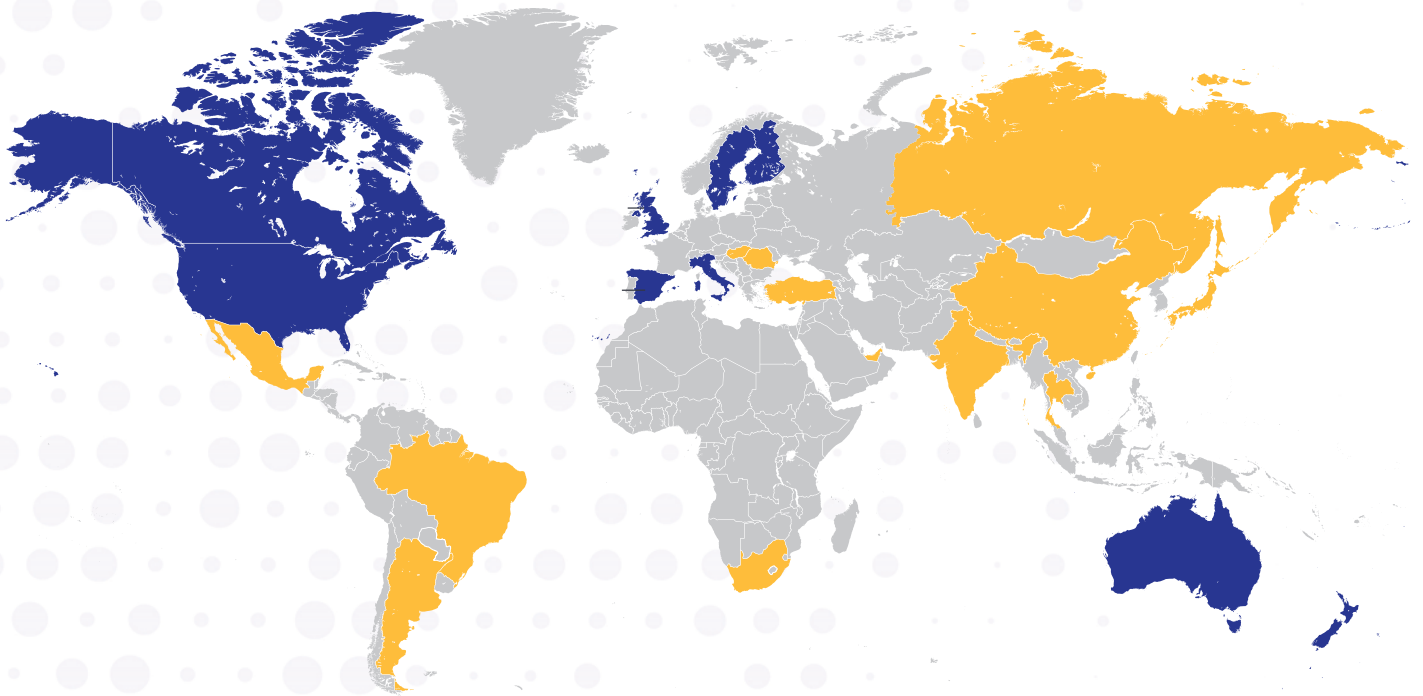


# **ESTABLISHED AND EMERGING MARKETS**

## Established vs. Emerging Markets

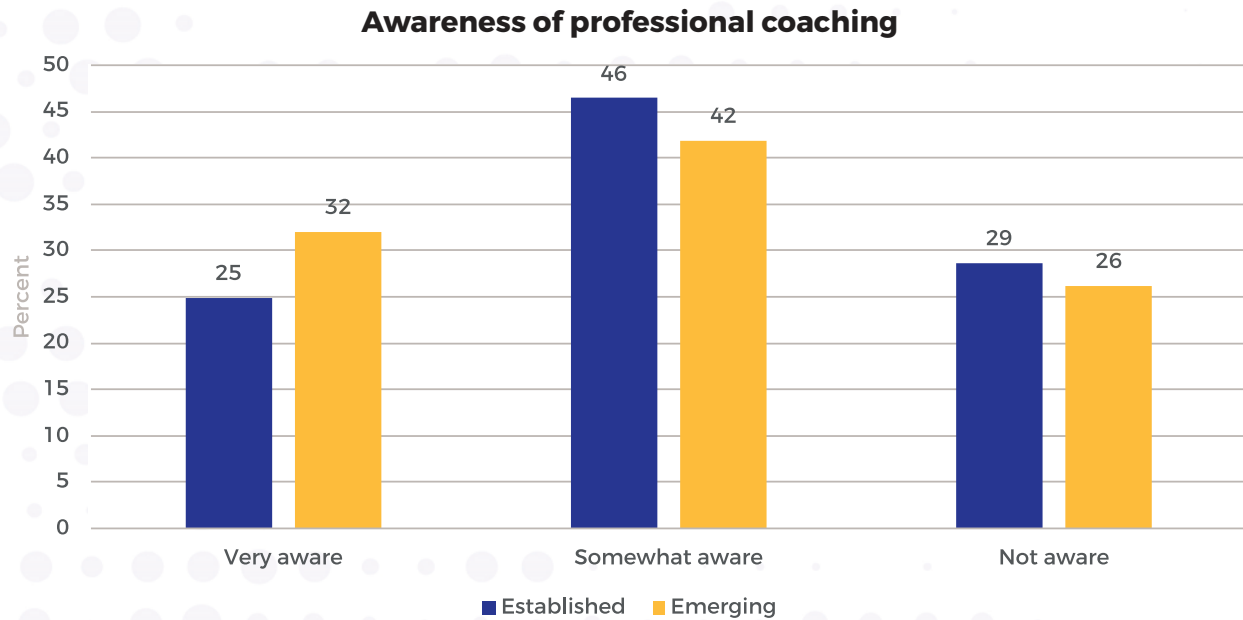
In order to facilitate further analysis, the 30 participating countries and territories were divided into two large blocks, established markets and emerging markets. These are outlined in the table below and visually in the map.

Established Markets	Emerging Markets
Australia, Belgium, Canada, Finland, France, Germany, Ireland, Italy, Netherlands, New Zealand, Spain, Sweden, Switzerland, United Kingdom, United States	Argentina, Brazil, China, Hong Kong, Hungary, India, Japan, Mexico, Romania, Russia, Singapore, South Africa, Thailand, Turkey, United Arab Emirates



## Awareness

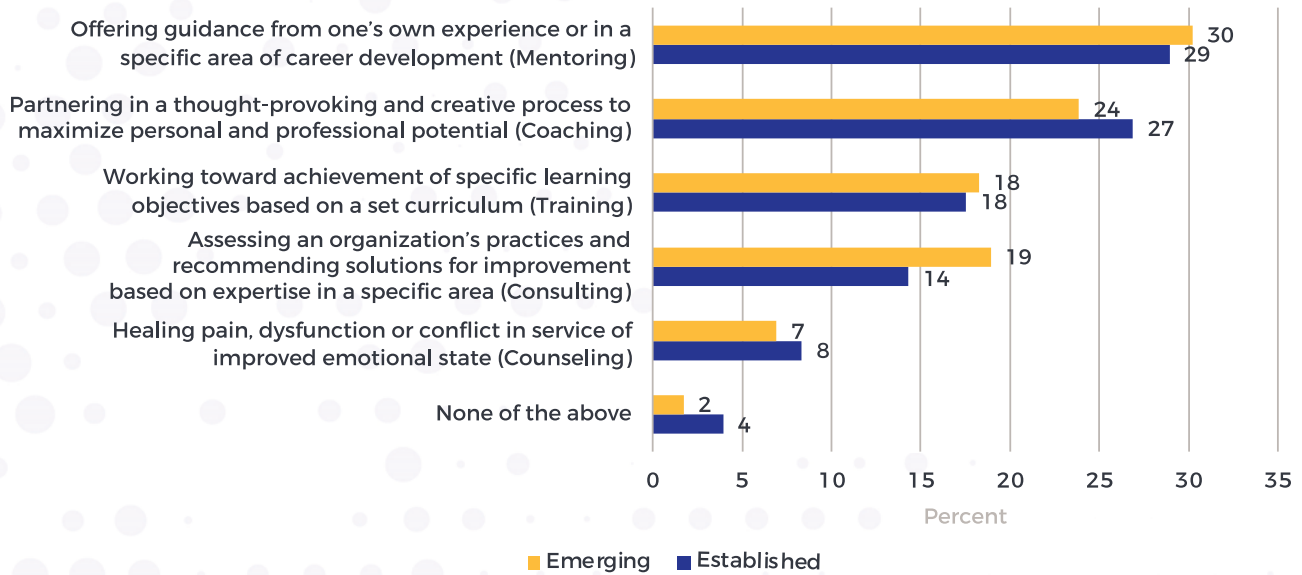
Overall awareness of coaching does not differ greatly between established and emerging markets, although respondents in emerging markets are more likely to be very aware of coaching (32%, compared to 25% of respondents in established markets). This difference can be attributed to differences in age composition. As noted previously, the sample from emerging markets contains a higher proportion of younger respondents; younger respondents were more likely to say they are very aware of professional coaching.



Base: All respondents (30,727).

Among those saying they are aware of coaching, respondents from emerging and established markets shared broadly similar views on coaching. When asked to say what best describes their view of coaching, 24% of respondents from emerging markets chose the ICF definition compared with 27% from the established markets. Across both markets, the mentoring definition was most frequently selected. The only point of difference was that respondents in emerging markets were more likely to choose the consulting definition (19%, compared to 14% of respondents from established markets).

## Views on coaching: respondents who are “very aware” or “somewhat aware”



Base: Respondents indicating somewhat aware or very aware of coaching (22,304).

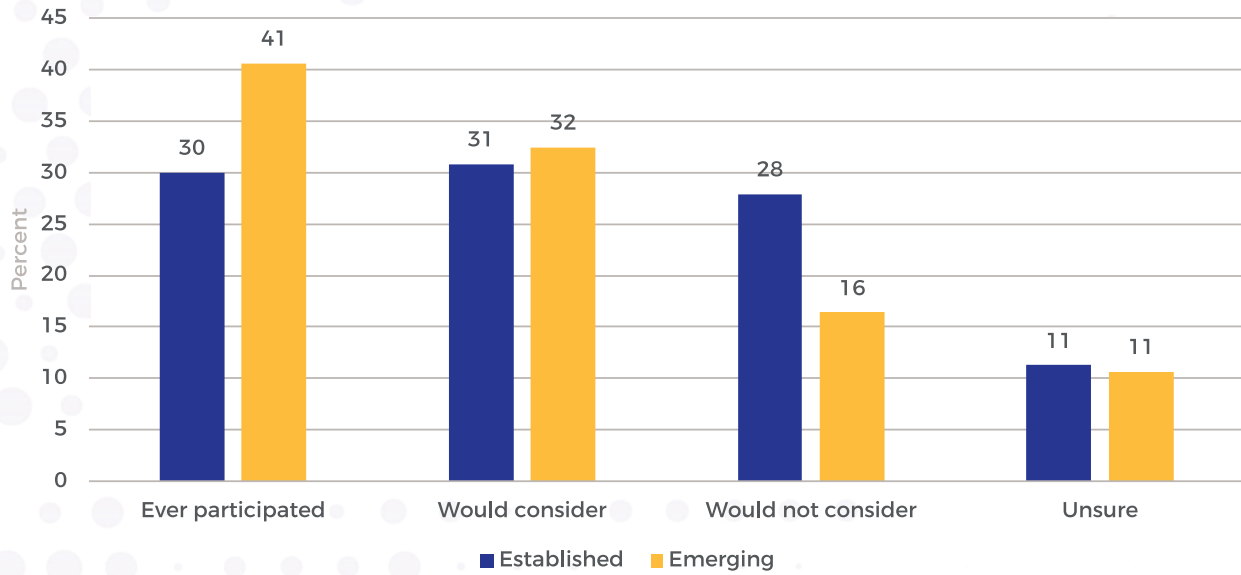
## Participation

Respondents from emerging markets were significantly more likely to say they had previously participated in a coaching relationship, by a margin of 41% to 30%.

Across the full sample, the proportions saying they had not previously participated but would consider doing so varied little by market type. However, when expressed relative to the non-participants (all who had never been in a coaching relationship), the proportions who would consider a coaching relationship are 55% in emerging markets and 44% in established markets.

A higher proportion of respondents in established markets said they would not consider entering a coaching relationship (28%, compared with 16% in the emerging markets). However, when expressed relative to the non-participants (all who had never been in a coaching relationship), the proportions who would not consider a coaching relationship are 40% in established markets and 28% in emerging markets.

### Participation in coaching

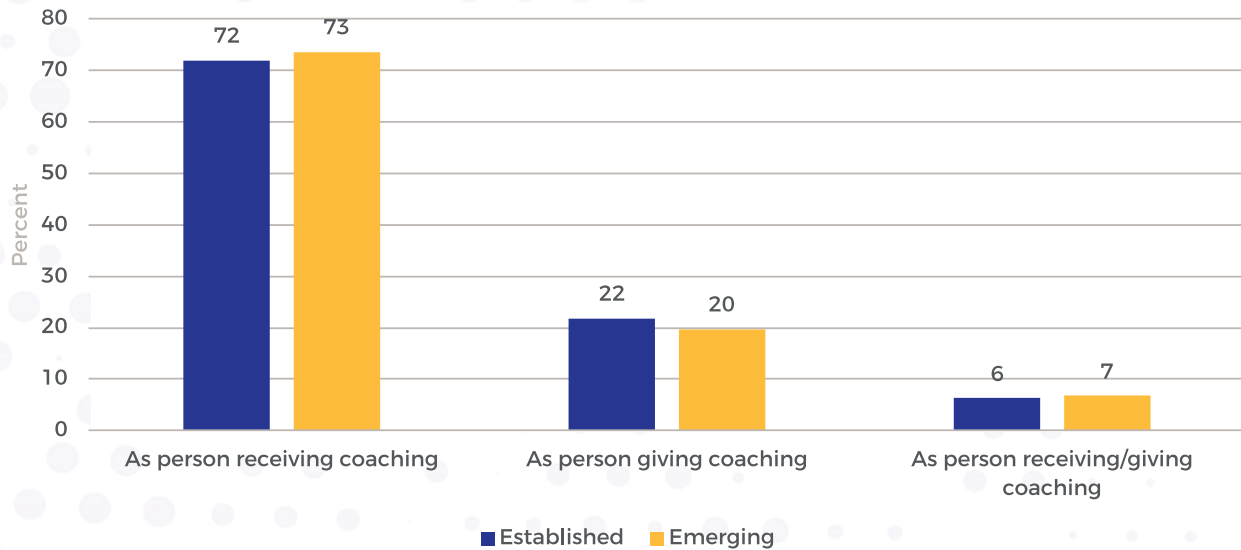


Base: All respondents (30,727).

### The Participants

Focusing on those who said they had participated in coaching, the mode of participation did not vary by market.

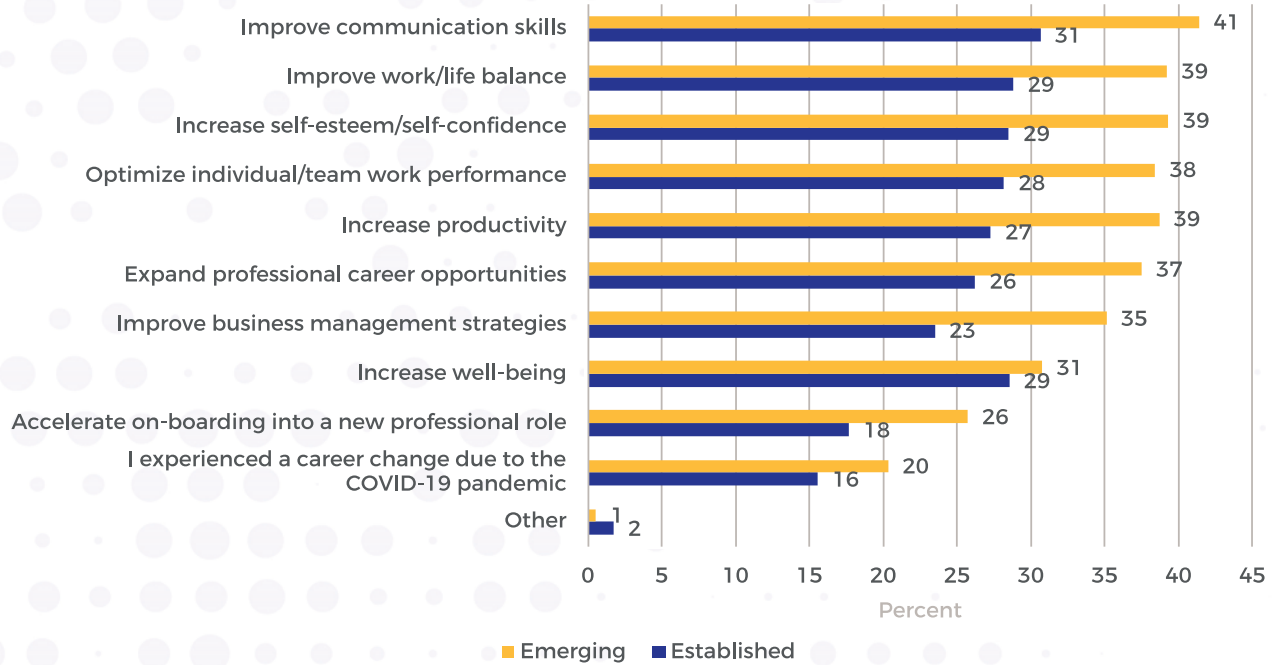
### Participation in coaching



Base: Respondents saying they had participated in a coaching relationship (10,841).

The overall patterns in reasons for participating in a coaching relationship are broadly similar across established and emerging markets. There is, however, a difference in terms of the number of reasons cited by respondents. In emerging markets, on average, respondents cited 3.5 of the 10 specific reasons listed in the chart below. By contrast, in established markets, respondents cited 2.5 reasons, on average.

### Reasons for participating in a coaching relationship



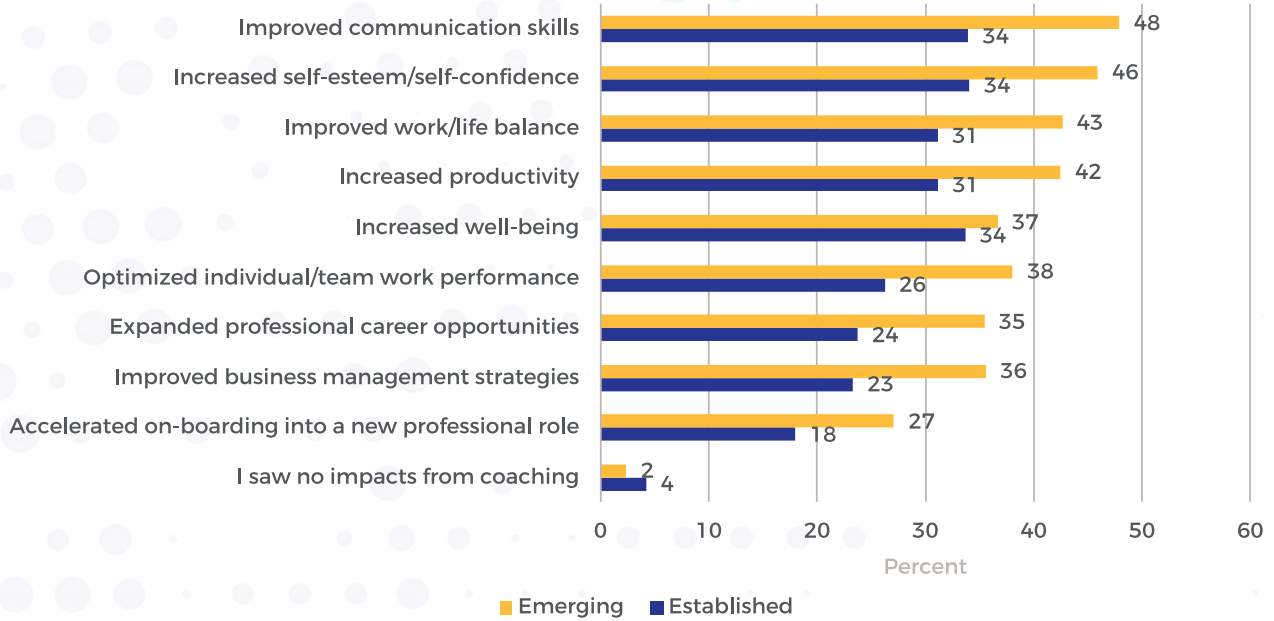
Base: Respondents saying they had participated in a coaching relationship (10,841).

In both emerging and established markets, the impacts reported by respondents broadly reflect their reasons for participation.

Respondents from emerging markets tended to highlight a wider range of impacts than respondents from established markets (an average of 3.5 impacts cited by respondents in emerging markets, compared to 2.6 cited by respondents in established markets).



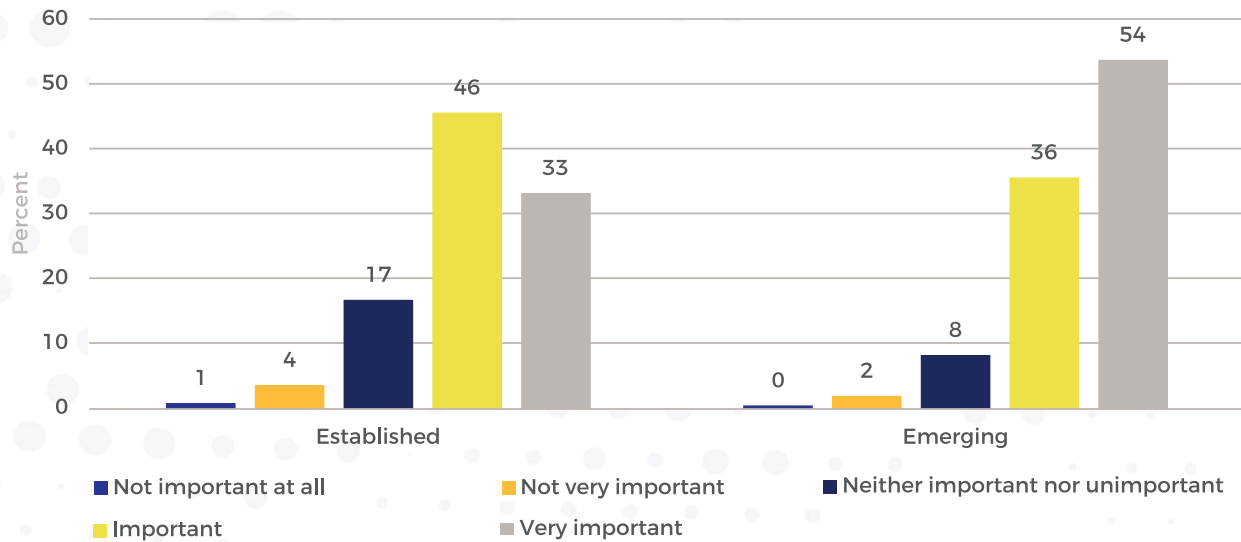
## Impacts of coaching



Base: Respondents saying they had participated in a coaching relationship (10,841).

In both established and emerging markets, coaching participants place high importance on credentials. In emerging markets, more than half of participants (54%) said that it is very important for a professional business and/or life coach to have a certification/credential, compared with one in three participants (33%) in established markets.

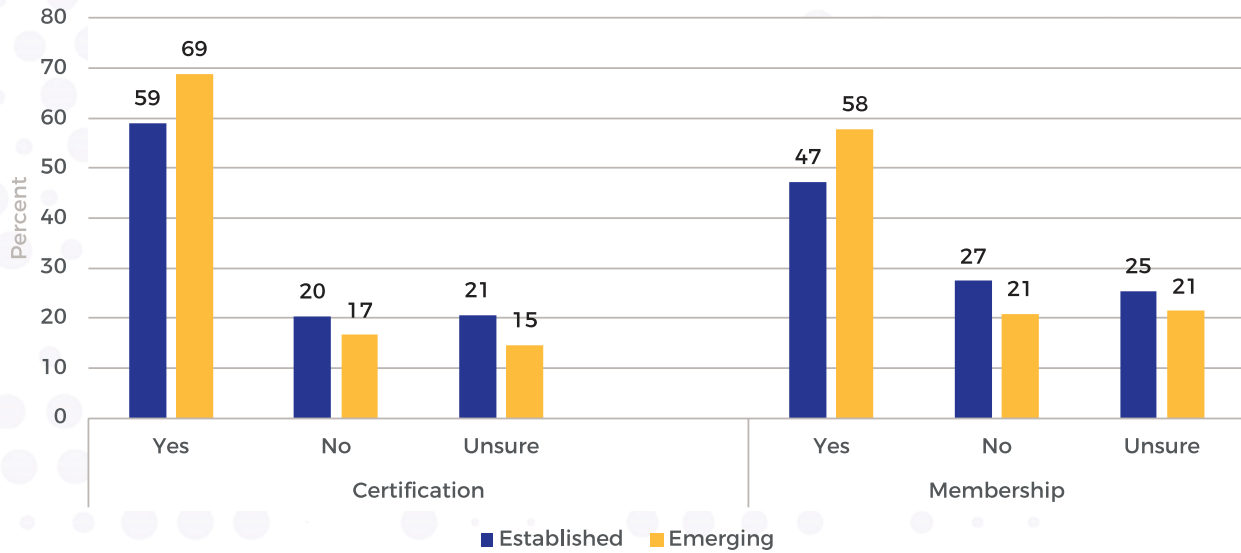
## Importance of credentials among those who have participated in a coaching relationship



Base: Respondents saying they had participated in a coaching relationship (10,841).

Coaching participants in emerging markets were more likely to say their coach held a specific certification/credential, by a margin of 69% to 59%. They were also more likely to say their coach held membership to a professional organization (58%, compared with 47% of coaching participants in established markets).

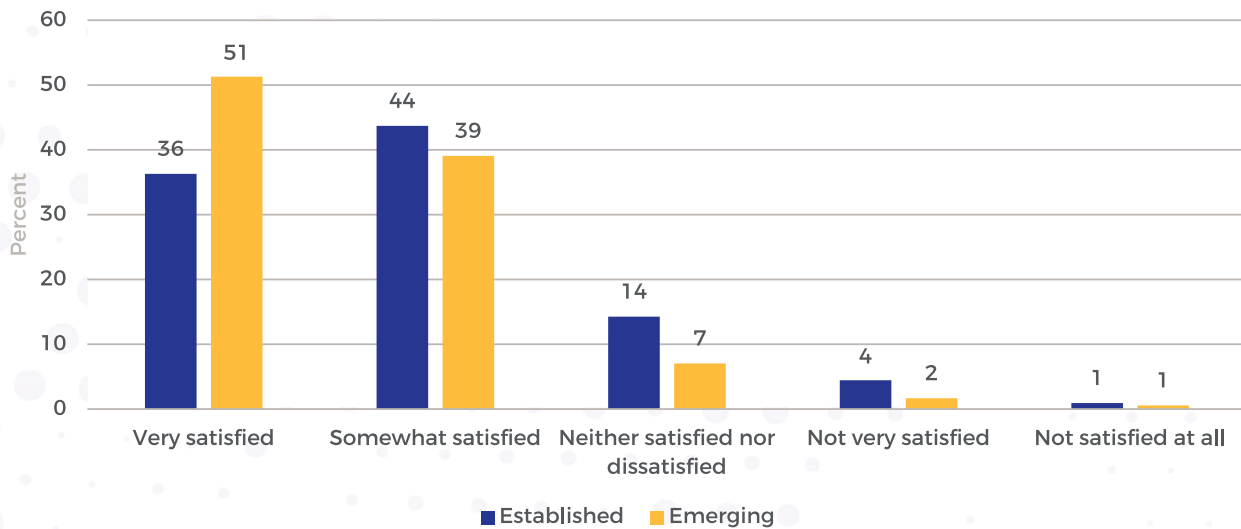
### Certification/credential and/or membership held by coach



Base: Respondents saying they had participated in a coaching relationship (10,841).

Respondents exhibited high levels of satisfaction with their coaching experience across both established and emerging markets. In the former, 80% said they were very (36%) or somewhat satisfied (44%). The proportions were higher in emerging markets, with an overall satisfaction rating of 90%.

### Satisfaction of coaching experience

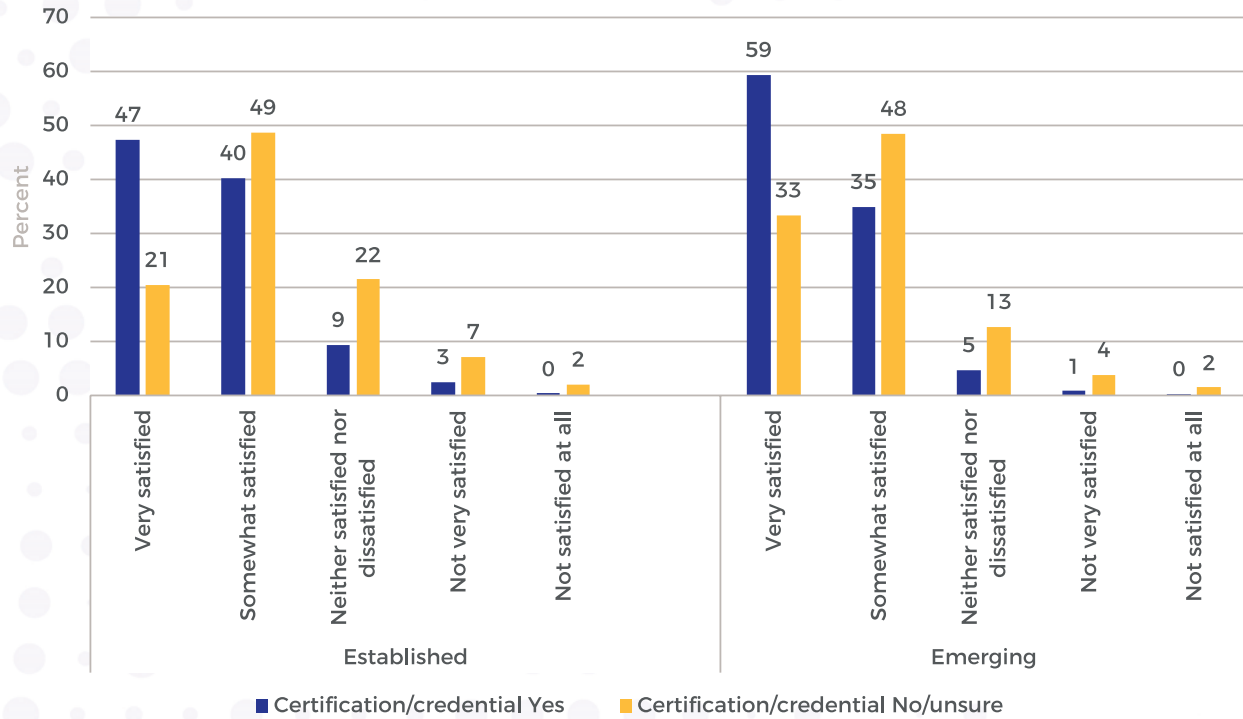


Base: Respondents saying they had participated in a coaching relationship (10,841).

The proportion of respondents who'd participated in coaching and said they were very satisfied with their coaching experience was much higher among those whose coach held a certificate/credential than among those whose coach did not.

That would suggest that the higher levels of satisfaction cited by coaching participants in emerging markets is likely to reflect, at least partly, their greater use of coaches with a certification/credential.

### Satisfaction of coaching received by certification/credential



Base: Respondents saying they had participated in a coaching relationship (10,841).

## Would consider coaching

Among those respondents who said they were not aware of coaching and/or the ICF but who would consider participating in a coaching relationship, the reasons did not vary greatly between emerging and established markets.

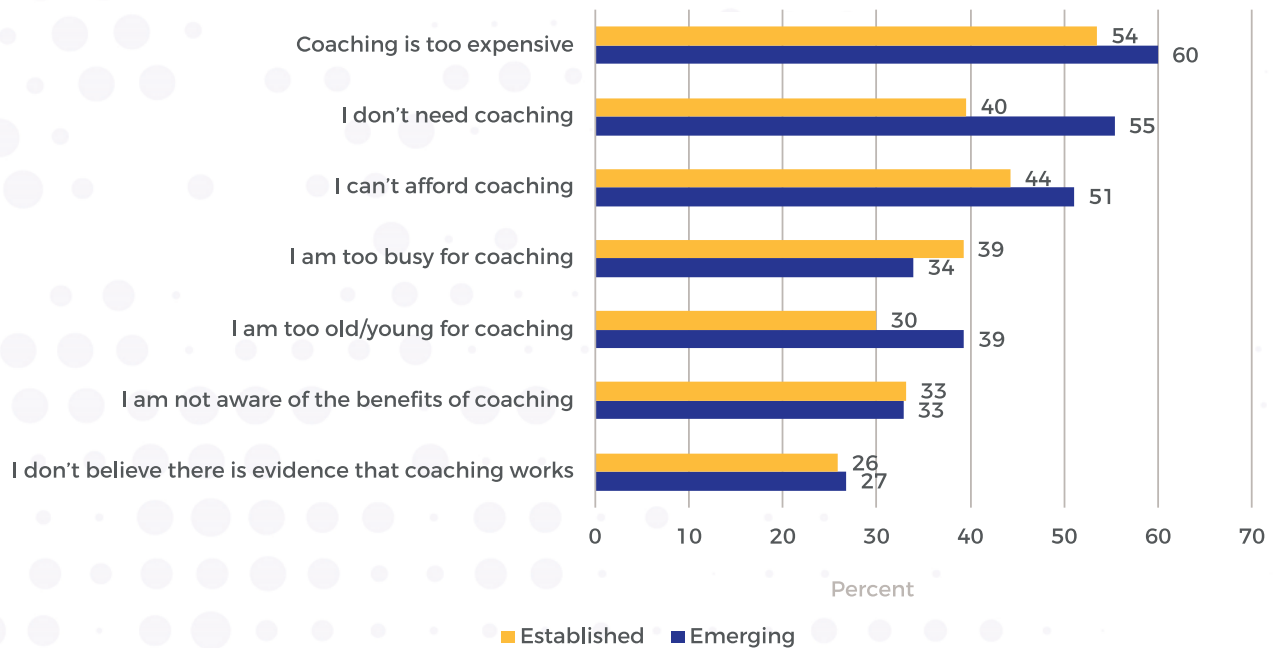


Base: Not aware of coaching and/or ICF and would consider participating in a coaching relationship (1,780).

## Would not consider coaching

Among those who are aware of coaching and/or ICF but who would not consider entering a coaching relationship, the pattern of responses did not vary greatly between emerging and established markets. In both regions, the most frequently cited reason was that coaching is too expensive.

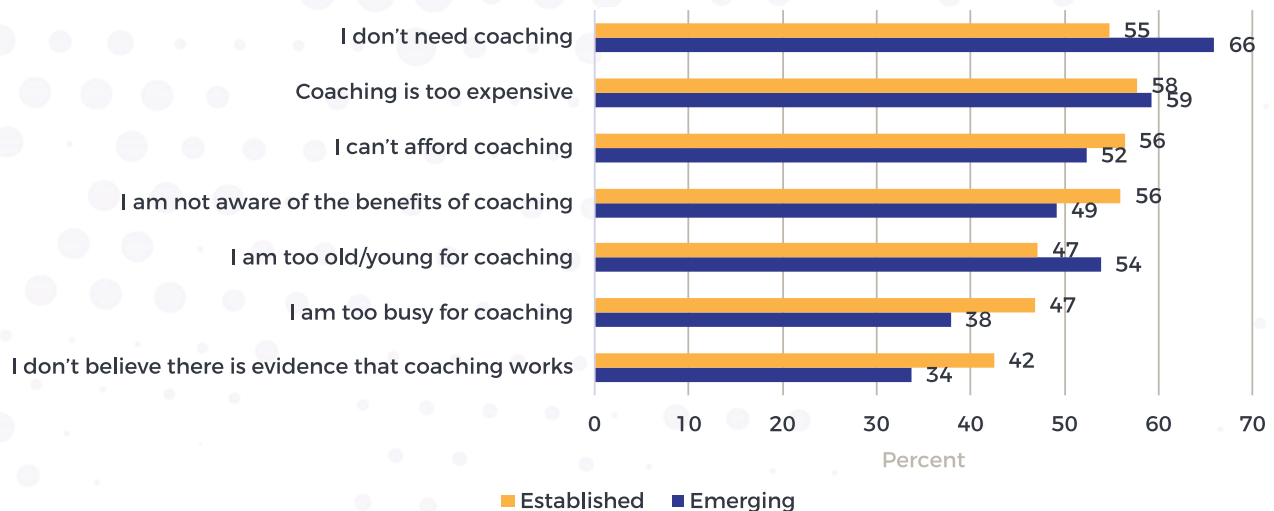
### Would not consider participating in coaching by those who are aware of coaching and/or ICF



Base: Respondents aware of coaching and/or ICF and who would not consider participating in a coaching relationship (4,036).

Among those who are not aware of coaching and/or the ICF and who would not consider entering a coaching relationship, the pattern of responses also did not vary greatly between emerging and established markets.

### Would not consider participating in coaching by those who are not aware of coaching and/or ICF



Base: Respondents not aware of coaching and/or ICF and who would not consider participating in a coaching relationship (2,780).



# THE GENERATIONS

# Generations

An important addition to the 2017 survey was the ability to undertake generational breakdowns and analysis. That facility was carried through to the 2021 survey and forms the basis of this section.

The chart below shows the different generational groups, their included year range and their total percentage of the overall sample population.

The Millennial group was divided into three sub-groups: Young, Core and Mature Millennials. It is widely accepted that there are differing attitudes within this overall cohort. Fortunately, the global survey had such a large response that this more granular analysis was possible. The key defining variable was that each respondent provided their exact age. This enabled us to group the respondents into their appropriate generational categories.

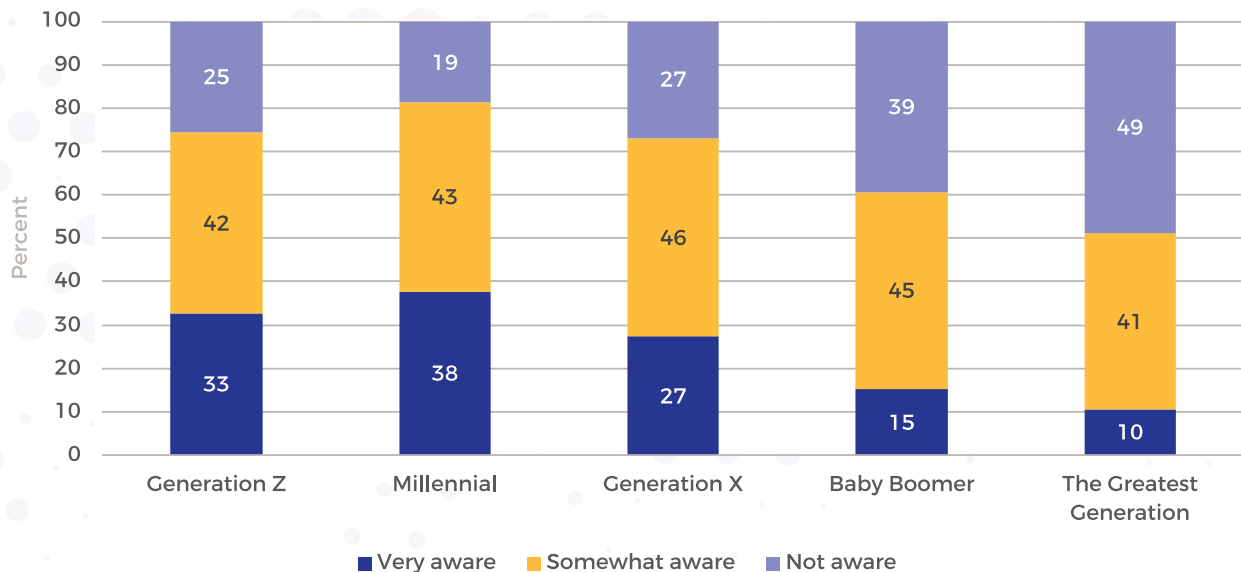
## Age generation groups

Generation	Birth Years	Proportion of Respondents
		%
<b>Generation Z</b>	1997 - present	19
<b>Millennials</b>	1983 - 1996	30
<i>Young Millennials</i>	1993-1996	8
<i>Core Millennials</i>	1987 - 1992	11
<i>Mature Millennials</i>	1983 - 1986	11
<b>Generation X</b>	1965-1982	27
<b>Baby Boomer</b>	1946-1964	23
<b>Greatest/Silent Generation</b>	Pre 1945	2

## Awareness

Awareness of coaching varies strongly across generations, from 81% among Millennials to 51% in the Greatest Generation. The contrasts are driven by differences in the proportions saying they are very aware of coaching, ranging from 38% of Millennials to 10% of the Greatest Generation.

### Awareness by generation

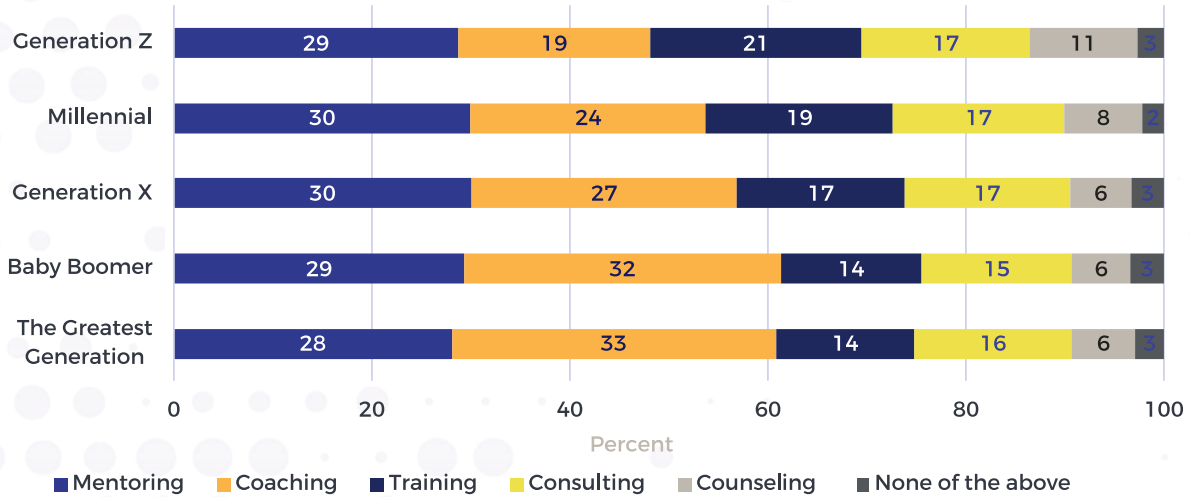


Base: All respondents (30,727).



When respondents who self-identified as very or somewhat aware of coaching were asked about their views on coaching, the proportion selecting ICF's definition of coaching increased with age, from 19% of Generation Z respondents to 33% of the Greatest Generation.

### Views on coaching by respondents who are somewhat or very aware

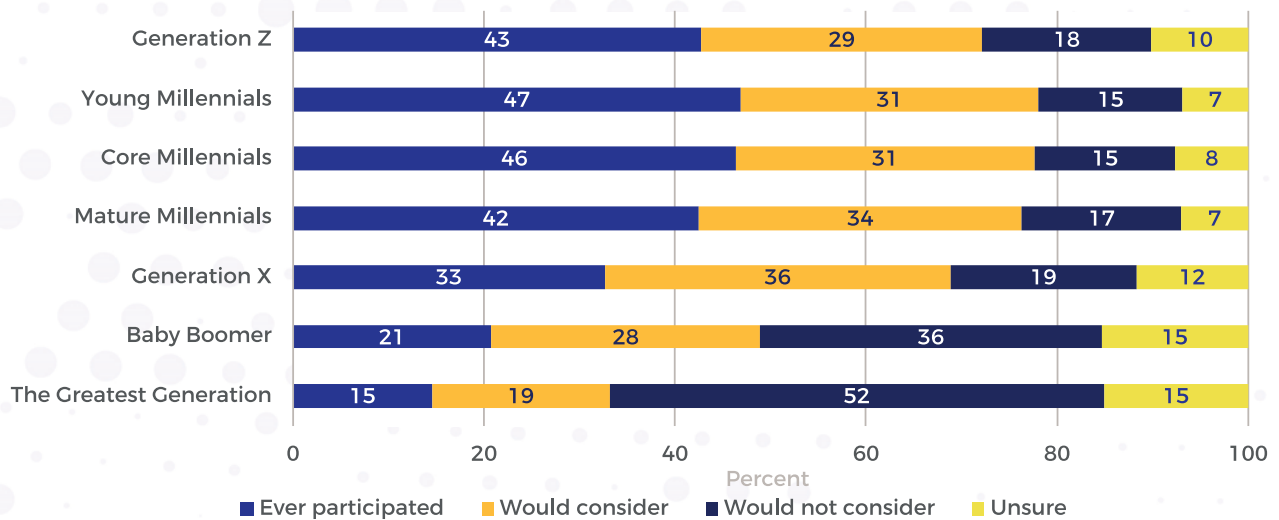


Base: Respondents indicating somewhat or very aware of coaching (22,304).

### Participation

Participation in a coaching relationship is strongly linked to age. Almost half of Young Millennials (47%) said they had participated in a coaching relationship, compared with a little over one in five Baby Boomers (21%) and 15% of Greatest Generation respondents.

### Participation in coaching



Base: All respondents (30,727).

## The Participants

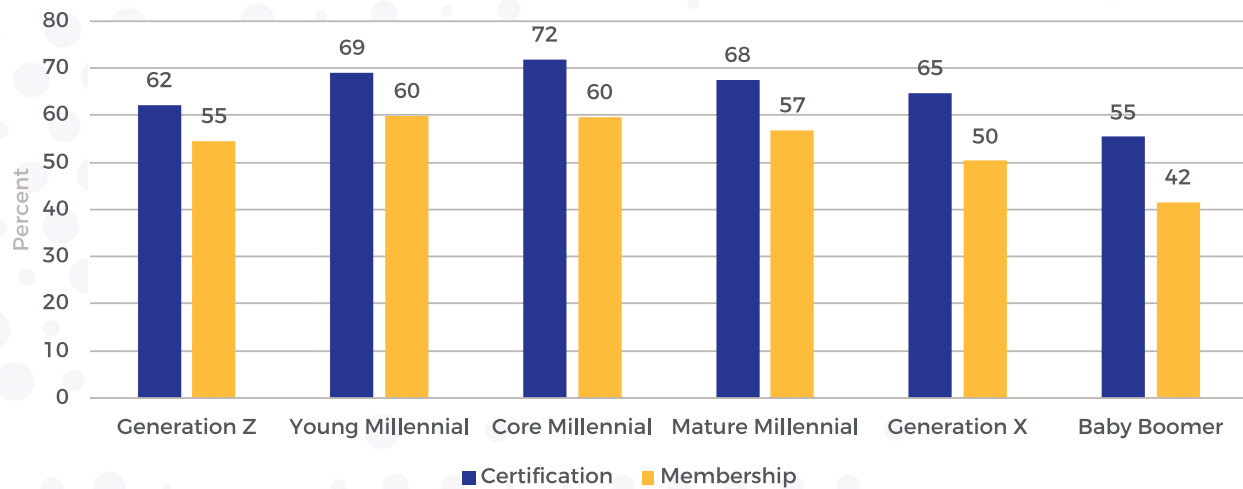
Globally, the most frequently cited reasons for participation in a coaching relationship were to improve communication skills (37%), followed by improving work/life balance and increasing self-esteem/self-confidence (both 35%). The ranking of reasons did not vary significantly across generations.

**Reasons for participating in a coaching relationship,  
% of respondents who had ever participated**

	Generation Z	Millennial	Generation X	Baby Boomer	Global
	%	%	%	%	%
<b>Improve communication skills</b>	31	40	39	35	37
<b>Improve work/life balance</b>	31	38	37	29	35
<b>Increase self-esteem/self-confidence</b>	32	36	36	33	35
<b>Optimize individual/team work performance</b>	25	35	38	42	34
<b>Increase productivity</b>	29	37	34	32	34
<b>Expand professional career opportunities</b>	27	36	35	31	33
<b>Improve business management strategies</b>	23	32	33	32	30
<b>Increase well-being</b>	30	31	30	26	30
<b>Accelerate onboarding into a new professional role</b>	19	24	24	21	22
<b>I experienced a career change due to the COVID-19 pandemic</b>	22	20	17	10	18
<i>Base</i>	2,551	4,106	2,670	1,436	10,842

The proportion of participants saying their coach held a certification/credential ranged from 55% of Baby Boomers to 72% of Core Millennials. The proportion saying their coach was a member of a professional organization showed a similar pattern, from 42% of Baby Boomers to 60% of Young and Core Millennials.

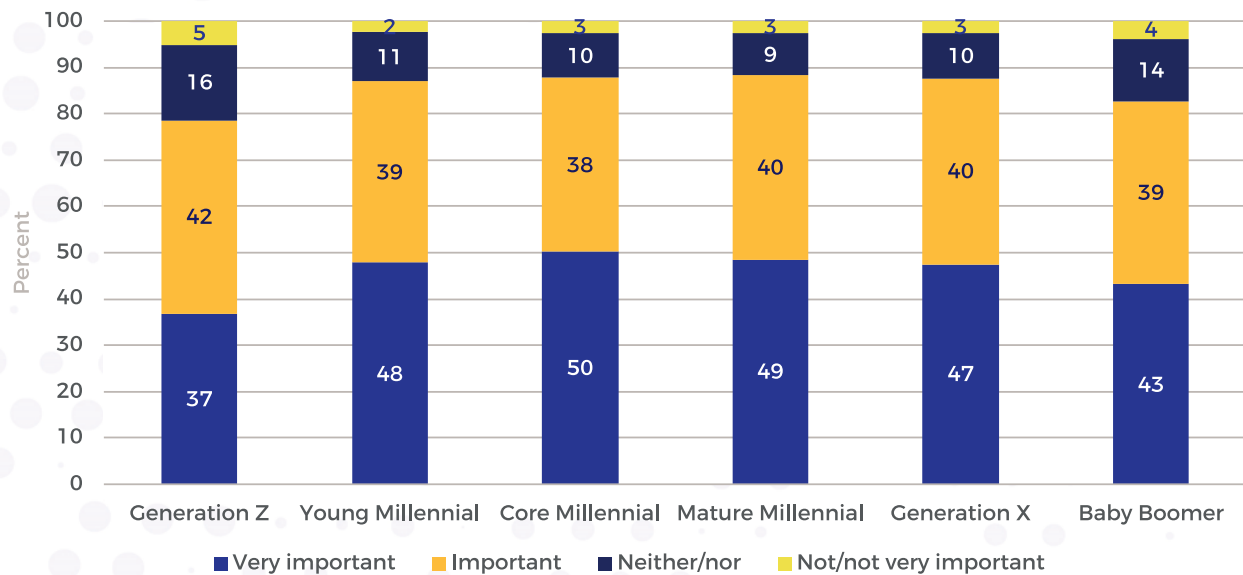
## Coaching participants indicating their coach held certification/credential and/or membership



Base: Respondents saying they had participated in a coaching relationship (10,841).

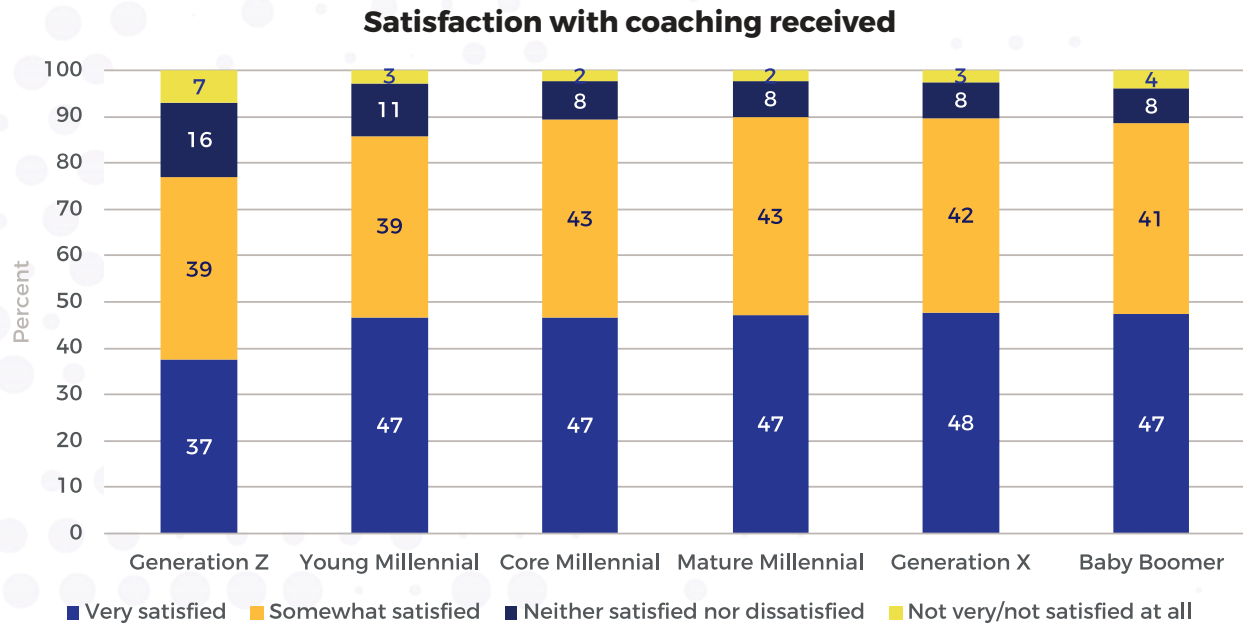
Across all generations, a large majority considered it important or very important that their coach held a credential/certification.

## Importance of certification/credentials



Base: Respondents saying they had participated in a coaching relationship (10,841).

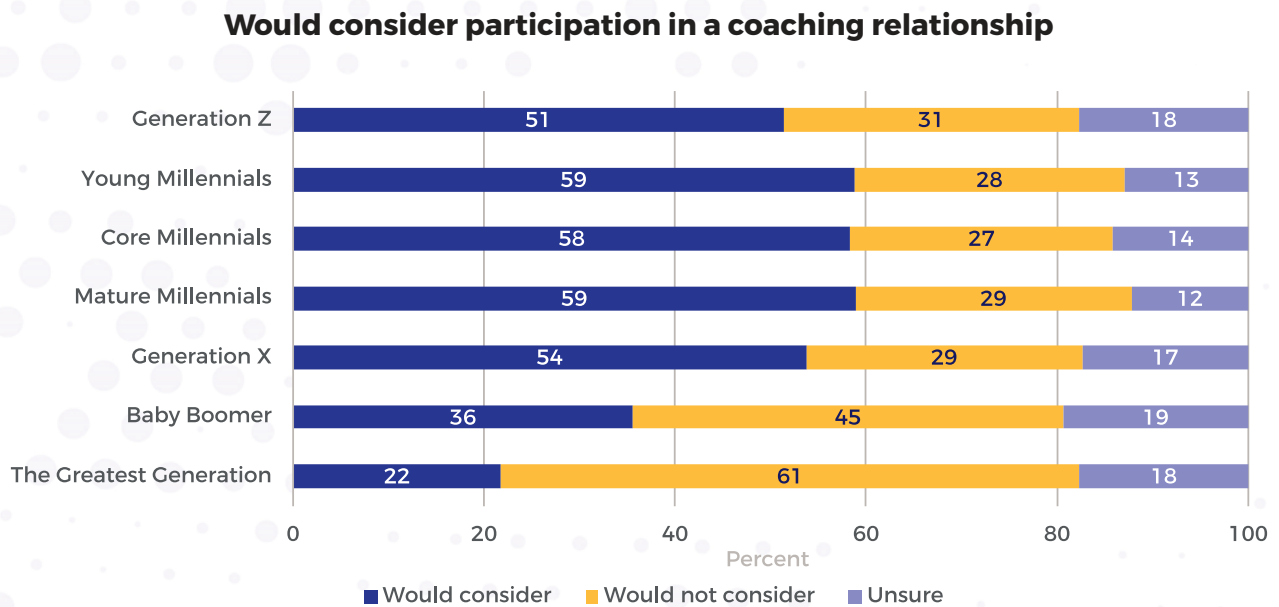
Satisfaction with the coaching received similarly varied across generations.



Base: Respondents saying they had participated in a coaching relationship (10,841).

## Would consider coaching

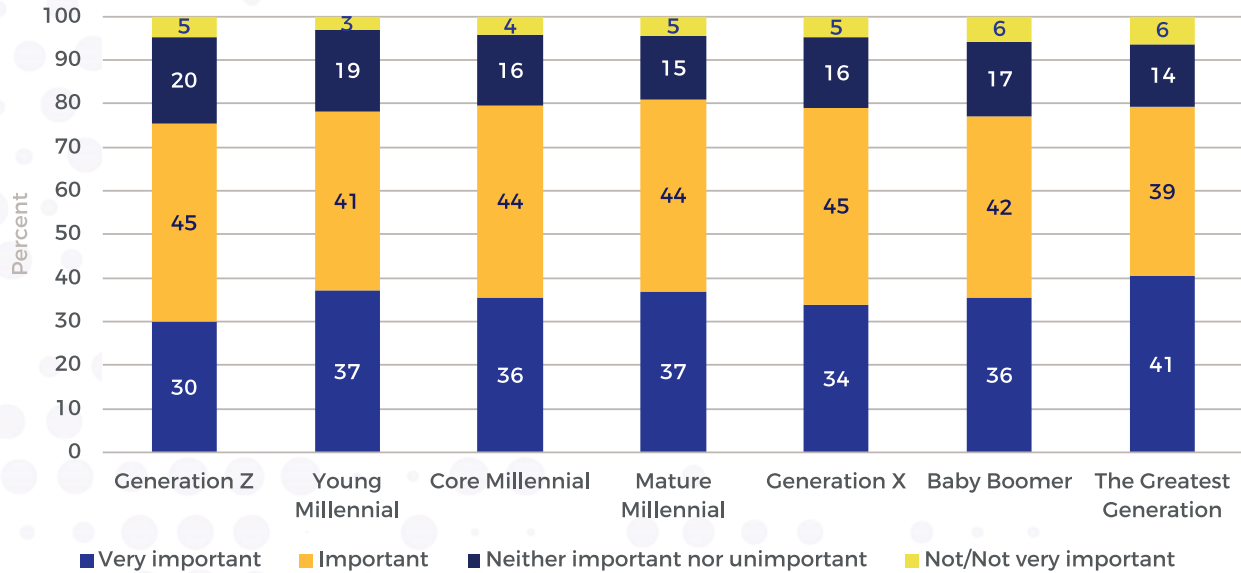
Among the respondents who have not participated in coaching, the proportion who would consider a coaching relationship varied sharply by generation, from 59% of Young Millennials to 22% of the Greatest Generation.



Base: Never participated in a coaching relationship (19,889).

Among respondents who would consider a coaching relationship, a large majority across generations regarded it as important or very important that the coach should hold a certification/credential.

### Importance of certification/credentials



Base: Aware of coaching/ICF and would consider coaching (11,962).

### Would not consider coaching

Those who would not consider a coaching relationship can be divided into two groups: those who are aware of coaching and those who are not aware. Within the former group, reasons vary across generations.

Among younger respondents, the most frequently cited impediment is that coaching is perceived as too expensive. Related to that perception, among Millennials and Generation X respondents, the second most frequently mentioned reason is that they cannot afford coaching.

Among Baby Boomers and the Greatest Generation, respondents most often said they believe they are too old for coaching. They also highlighted that they do not feel the need for coaching.

## Reasons would not consider coaching (aware of coaching)

	Generation Z	Millennial	Generation X	Baby Boomer	The Greatest Generation	Global
	%	%	%	%	%	%
<b>Coaching is too expensive</b>	53	60	60	57	51	58
<b>I don't need coaching</b>	44	40	47	60	70	49
<b>I can't afford coaching</b>	45	50	49	49	45	49
<b>I am too busy for coaching</b>	47	43	40	23	13	36
<b>I am too old/young for coaching</b>	25	14	26	62	79	36
<b>I am not aware of the benefits of coaching</b>	34	36	34	30	22	33
<b>I don't believe there is evidence that coaching works</b>	25	30	28	24	21	26
<i>Base</i>	681	967	991	1,273	124	4,036

**Key:**

Rank 1

Rank 2

Among those who would not consider coaching and who said they are not aware of the profession, the mix of reasons also varied across the age generation groups.

Like those who are aware of coaching, but would not consider it, the Baby Boomer and the Greatest Generation groups said they do not need coaching and/or that they are too old to enter a coaching relationship.

In the Millennial and Generation X groups, factors related to the affordability of coaching were the most frequently cited reasons for not considering a coaching relationship.

In the youngest age group, Generation Z, respondents most often said they are too busy for coaching. Close to half of Generation Z respondents (48%) said they do not feel the need for coaching.

## Reasons would not consider coaching (not aware of coaching)

	Generation Z	Millennial	Generation X	Baby Boomer	The Greatest Generation	Global
	%	%	%	%	%	%
<b>I don't need coaching</b>	48	53	55	72	71	62
<b>Coaching is too expensive</b>	46	57	66	60	53	59
<b>I can't afford coaching</b>	46	56	56	55	47	54
<b>I am not aware of the benefits of coaching</b>	46	50	54	54	46	52
<b>I am too old/young for coaching</b>	31	24	37	71	81	51
<b>I am too busy for coaching</b>	55	52	46	33	17	41
<b>I don't believe there is evidence that coaching works</b>	30	35	40	39	26	37
<i>Base</i>	375	447	600	1,201	157	2,780

**Key:**

Rank 1

Rank 2





# **KEY POINTS SUMMARY**

## Key Points Summary

- Almost three in four respondents (73%) expressed awareness of the coaching profession, including 28% saying they are very aware and 44% saying they are somewhat aware.
- Awareness of professional coaching continues to trend upward. Looking at the responses of those aged 25 and older from the 16 countries and territories that have been represented in all four surveys, the proportion with some awareness of coaching (i.e., very or somewhat aware) has increased from 51% in 2010 to 70% in 2021.
- Awareness levels vary sharply by labor market position, being highest among respondents who are currently employed and lowest among respondents who aren't active in the labor market (students, retirees and stay-at-home parents).
- Awareness of coaching varies strongly across generations, from 81% of Millennials to 51% in the Greatest Generation. The contrasts are driven by differences in the proportions saying they are very aware of coaching, ranging from 38% of Millennials to 10% of the Greatest Generation.
- A little over one in three respondents (35%) said they had previously participated in a coaching relationship.
- Participation in a coaching relationship is strongly linked to age. Almost half of Young Millennials (47%) said they had ever participated in a coaching relationship, compared with a little over one in five Baby Boomers (21%) and 15% of Greatest Generation respondents.
- Almost two in three (65%) respondents who had previously participated in a coaching relationship said their coach held a certification/credential. A little more than half (53%) said their coach was a member of a professional organization.
- More than half of respondents (55%) who said their coach held a certification or credential said they were very satisfied with their coaching experience, compared with a little over one in four respondents (27%) whose coach did not hold a certification.
- Respondents whose coach held a certification/credential and/or was part of a professional organization were more likely to recommend coaching to colleagues, friends and/or family. Among those who had not previously participated in a coaching relationship, the proportion saying they would consider doing so varied sharply across generations, from 59% of Young Millennials to 22% of the Greatest Generation.
- A large majority of respondents who have participated in coaching or who would consider participating agreed that it is important or very important that the coach holds a certificate/credential.
- The reasons for not considering a coaching relationship varied across generations.
  - Among younger respondents, the most frequently cited impediment is the perception that coaching is too expensive. Relatedly, among Millennials and Generation X respondents, the second most frequently mentioned reason is that they cannot afford coaching.
  - By contrast, in the Baby Boomer and the Greatest Generation groups, respondents most often said they believe they are too old for coaching. They also highlighted that they do not feel the need for coaching.



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