

## Findings from the ICF Global Coaching Client Study

	Global Total	Country														
		Australia	Canada	Denmark	France	Germany	Ireland	Italy	Mexico	New Zealand	Norway	South Africa	Sweden	Switzerland	United Kindom	United States
<b>Gender of Client</b>																
Male	35.0%	38.1%	33.9%	36.4%	<b>62.8%</b>	33.3%	<b>50.0%</b>	41.8%	<b>64.3%</b>	7.4%	36.4%	<b>53.8%</b>	28.3%	46.9%	35.1%	24.8%
Female	<b>65.0%</b>	<b>61.9%</b>	<b>66.1%</b>	<b>63.6%</b>	37.2%	<b>66.7%</b>	<b>50.0%</b>	<b>58.2%</b>	35.7%	<b>92.6%</b>	<b>63.6%</b>	46.2%	<b>71.7%</b>	<b>53.1%</b>	<b>64.9%</b>	<b>75.2%</b>
<b>Age of client</b>																
18 to 25 years	1.4%	2.5%	1.2%	0.0%	1.2%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	1.3%	1.2%
26 to 35 years	14.4%	16.8%	15.7%	11.4%	7.0%	13.3%	21.4%	<b>34.5%</b>	28.6%	18.5%	13.6%	10.3%	4.3%	15.6%	16.9%	9.7%
36 to 45 years	<b>35.9%</b>	<b>35.3%</b>	<b>36.8%</b>	<b>54.5%</b>	<b>45.3%</b>	<b>51.1%</b>	35.7%	29.1%	<b>47.1%</b>	<b>40.7%</b>	<b>45.5%</b>	<b>47.8%</b>	<b>37.5%</b>	<b>40.3%</b>	29.1%	
46 to 55 years	33.2%	34.5%	33.9%	22.7%	38.4%	26.7%	<b>42.9%</b>	29.1%	21.4%	22.2%	27.3%	35.9%	34.8%	21.9%	33.8%	<b>37.1%</b>
56 to 65 years	13.9%	10.9%	9.9%	11.4%	8.1%	8.9%	0.0%	3.6%	2.9%	18.5%	13.6%	15.4%	13.0%	18.8%	7.8%	21.0%
Over 65 years	1.2%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.0%
<b>Highest Level of Education of Client</b>																
No formal education completed	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Primary school	0.1%	0.0%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Secondary/High school	4.6%	5.0%	7.9%	2.3%	4.7%	2.2%	7.1%	12.7%	0.0%	11.1%	0.0%	7.9%	2.2%	3.1%	3.9%	4.5%
College/Technical/Vocational training	14.0%	23.5%	24.8%	25.0%	7.0%	15.6%	28.6%	9.1%	7.1%	25.9%	9.1%	15.8%	17.4%	18.8%	18.2%	10.8%
University degree (such as a Bachelor's)	<b>39.8%</b>	<b>41.2%</b>	<b>43.8%</b>	<b>43.2%</b>	41.9%	40.0%	14.3%	<b>52.7%</b>	<b>50.0%</b>	<b>33.3%</b>	22.7%	36.8%	<b>54.3%</b>	<b>50.0%</b>	<b>40.3%</b>	35.5%
Post graduate degree (such as a Master's or Ph.D)	41.4%	30.3%	22.7%	27.3%	<b>46.5%</b>	<b>42.2%</b>	<b>50.0%</b>	25.5%	42.9%	29.6%	<b>63.6%</b>	<b>39.5%</b>	26.1%	28.1%	37.7%	<b>49.2%</b>
<b>Duration of Coaching Relationship</b>																
Less than 3 months	8.1%	10.1%	4.7%	6.8%	7.0%	20.5%	14.3%	5.6%	12.9%	3.7%	9.1%	0.0%	19.6%	6.3%	9.8%	7.2%
3.0 to 5.9 months	22.5%	<b>36.1%</b>	22.7%	20.5%	20.9%	22.7%	<b>42.9%</b>	27.8%	22.9%	<b>59.3%</b>	0.0%	15.4%	13.0%	<b>31.3%</b>	17.0%	<b>20.0%</b>
6.0 to 8.9 months	<b>22.8%</b>	15.1%	<b>24.5%</b>	<b>31.8%</b>	<b>33.7%</b>	22.7%	28.6%	<b>38.9%</b>	<b>37.1%</b>	11.1%	<b>31.8%</b>	15.4%	17.4%	<b>31.3%</b>	<b>28.8%</b>	19.8%
9.0 to 12.0 months	20.3%	21.8%	21.9%	15.9%	25.6%	<b>25.0%</b>	14.3%	22.2%	17.1%	11.1%	18.2%	<b>38.5%</b>	13.0%	15.6%	20.9%	19.4%
1 to 2 years	15.6%	11.8%	16.3%	18.2%	7.0%	4.5%	0.0%	3.7%	7.1%	11.1%	<b>31.8%</b>	17.9%	<b>26.1%</b>	9.4%	11.1%	18.5%
2 to 5 years	9.4%	3.4%	8.2%	6.8%	5.8%	4.5%	0.0%	1.9%	2.9%	0.0%	9.1%	10.3%	10.9%	6.3%	12.4%	12.8%
More than 5 years	1.4%	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	2.6%	0.0%	0.0%	0.0%	2.3%
Mean (average) Number of Months	12.8	10.1	13.1	10.9	9.3	8.5	5.0	7.9	8.0	10.7	13.9	16.0	13.4	9.1	12.4	15.2
<b>Top Reason For Obtaining a Coach</b>																
Career opportunities	<b>15.0%</b>	<b>16.2%</b>	<b>14.9%</b>	<b>27.9%</b>	11.1%	<b>16.7%</b>	<b>28.6%</b>	<b>17.6%</b>	14.7%	3.7%	13.6%	7.9%	15.6%	12.5%	<b>15.9%</b>	15.2%
Business management	14.3%	13.5%	11.9%	11.6%	8.6%	9.5%	21.4%	11.8%	10.3%	7.4%	<b>27.3%</b>	<b>21.1%</b>	17.8%	<b>15.6%</b>	11.9%	<b>16.2%</b>
Self-esteem/self-confidence	13.0%	9.9%	13.6%	16.3%	<b>23.5%</b>	9.5%	14.3%	5.9%	<b>16.2%</b>	<b>25.9%</b>	4.5%	13.2%	<b>20.0%</b>	9.4%	<b>15.2%</b>	11.8%
Work/life balance	10.0%	7.2%	10.2%	7.0%	3.7%	14.3%	0.0%	3.9%	5.9%	18.5%	9.1%	15.8%	8.9%	6.3%	11.3%	11.2%
Work performance	8.1%	12.6%	6.8%	9.3%	1.2%	7.1%	14.3%	13.7%	5.9%	14.8%	13.6%	13.2%	4.4%	3.1%	13.2%	7.1%
Relationships	6.4%	5.4%	6.8%	2.3%	14.8%	4.8%	7.1%	7.8%	2.9%	0.0%	4.5%	10.5%	4.4%	12.5%	7.3%	6.5%
Wellness	5.6%	7.2%	6.4%	0.0%	8.6%	0.0%	7.1%	5.9%	7.4%	7.4%	0.0%	0.0%	6.7%	6.3%	5.3%	5.6%
Interpersonal skills	5.3%	1.8%	4.3%	2.3%	7.4%	9.5%	0.0%	7.8%	13.2%	0.0%	9.1%	2.6%	4.4%	<b>15.6%</b>	3.3%	4.5%
Communications skills	5.2%	4.5%	6.4%	4.7%	0.0%	4.8%	0.0%	15.7%	5.9%	0.0%	9.1%	5.3%	4.4%	12.5%	2.0%	4.6%
Team effectiveness	4.5%	4.5%	7.7%	4.7%	4.9%	0.0%	0.0%	2.0%	5.9%	7.4%	0.0%	2.6%	4.4%	0.0%	5.3%	4.1%
Personal organization	3.5%	5.4%	1.7%	7.0%	4.9%	4.8%	0.0%	2.0%	7.4%	3.7%	4.5%	2.6%	4.4%	0.0%	2.6%	3.2%
Time management	2.4%	2.7%	1.7%	0.0%	4.9%	2.4%	0.0%	3.9%	1.5%	3.7%	0.0%	2.6%	0.0%	0.0%	1.3%	2.6%
Vision/life/personal purpose	2.4%	1.8%	2.6%	0.0%	2.5%	2.4%	0.0%	1.5%	0.0%	4.5%	2.6%	0.0%	0.0%	0.7%	3.4%	
Corporate culture	1.9%	4.5%	3.0%	7.0%	2.5%	4.8%	7.1%	0.0%	1.5%	0.0%	0.0%	2.2%	3.1%	1.3%	1.4%	
Financial organization	0.5%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
Investment planning	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.9%	2.7%	1.7%	0.0%	0.0%	9.5%	0.0%	0.0%	3.7%	0.0%	0.0%	2.2%	3.1%	2.6%	2.1%	

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	Global Total	Country														
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<b>Top Three Reasons For Obtaining a Coach</b>																
Self-esteem/self-confidence	40.9%	39.6%	40.0%	44.2%	56.8%	50.0%	50.0%	27.5%	36.8%	44.4%	40.9%	42.1%	44.4%	53.1%	49.0%	39.4%
Work/life balance	35.7%	30.6%	34.9%	30.2%	37.0%	33.3%	35.7%	21.6%	39.7%	44.4%	54.5%	34.2%	51.1%	37.5%	34.4%	36.2%
Career opportunities	27.6%	29.7%	28.9%	37.2%	22.2%	21.4%	50.0%	31.4%	19.1%	22.2%	27.3%	23.7%	31.1%	37.5%	33.8%	27.2%
Business management	25.1%	26.1%	26.0%	20.9%	14.8%	16.7%	42.9%	21.6%	16.2%	29.6%	27.3%	26.3%	26.7%	25.0%	23.2%	27.4%
Relationships	24.7%	18.9%	23.8%	18.6%	33.3%	31.0%	28.6%	29.4%	10.3%	14.8%	13.6%	34.2%	22.2%	18.8%	25.2%	26.0%
Work performance	24.4%	32.4%	21.7%	37.2%	11.1%	14.3%	14.3%	41.2%	27.9%	22.2%	31.8%	36.8%	22.2%	12.5%	36.4%	20.9%
Interpersonal skills	18.4%	11.7%	14.9%	25.6%	19.8%	40.5%	7.1%	19.6%	25.0%	0.0%	27.3%	23.7%	17.8%	34.4%	17.2%	16.1%
Communications skills	18.0%	15.3%	19.1%	27.9%	7.4%	23.8%	14.3%	35.3%	20.6%	3.7%	31.8%	21.1%	22.2%	18.8%	10.6%	17.0%
Wellness	17.8%	19.8%	22.1%	9.3%	28.4%	0.0%	14.3%	9.8%	25.0%	29.6%	4.5%	7.9%	22.2%	15.6%	13.9%	17.9%
Team effectiveness	14.6%	18.0%	19.1%	16.3%	21.0%	9.5%	7.1%	15.7%	23.5%	11.1%	4.5%	13.2%	11.1%	6.3%	11.3%	13.1%
Personal organization	14.1%	15.3%	10.6%	18.6%	21.0%	7.1%	14.3%	19.6%	20.6%	29.6%	18.2%	5.3%	6.7%	18.8%	11.3%	14.4%
Time management	10.3%	17.1%	9.4%	4.7%	7.4%	4.8%	7.1%	13.7%	8.8%	7.4%	4.5%	5.3%	2.2%	0.0%	6.0%	11.5%
Corporate culture	7.0%	6.3%	9.8%	7.0%	4.9%	7.1%	14.3%	3.9%	7.4%	3.7%	0.0%	0.0%	6.7%	3.1%	8.6%	7.4%
Vision/life/personal purpose	3.8%	4.5%	3.4%	2.3%	3.7%	4.8%	0.0%	0.0%	5.9%	0.0%	4.5%	7.9%	0.0%	0.0%	2.6%	4.7%
Financial organization	2.9%	1.8%	1.7%	0.0%	3.7%	0.0%	0.0%	2.0%	1.5%	14.8%	0.0%	2.6%	4.4%	0.0%	4.0%	3.4%
Investment planning	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%
Other	3.8%	2.7%	5.5%	0.0%	0.0%	16.7%	0.0%	0.0%	2.9%	3.7%	4.5%	5.3%	4.4%	9.4%	4.0%	3.5%

Note: Column percentages may add to more than 100% due to multiple responses

<b>Given the same circumstances that led you to get a coach, would you repeat the coaching experience again?</b>																
Yes	96.2%	97.2%	96.0%	100.0%	98.7%	100.0%	100.0%	93.5%	93.8%	100.0%	90.9%	100.0%	100.0%	96.8%	96.5%	95.6%
No	0.8%	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	3.2%	0.7%	0.7%
Unsure	3.0%	1.9%	2.7%	0.0%	1.3%	0.0%	0.0%	6.5%	6.3%	0.0%	4.5%	0.0%	0.0%	0.0%	2.8%	3.7%
<b>How would you rate your overall satisfaction with the coaching experience?</b>																
Not at all satisfied	0.2%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Not very satisfied	1.0%	1.0%	1.9%	0.0%	1.3%	0.0%	0.0%	0.0%	3.2%	0.0%	4.5%	0.0%	0.0%	0.0%	0.7%	0.8%
Somewhat satisfied	16.2%	15.2%	14.4%	15.0%	26.9%	15.0%	15.4%	28.3%	20.6%	7.4%	9.1%	11.4%	13.6%	29.0%	17.4%	13.4%
Very satisfied	82.7%	82.8%	83.3%	85.0%	71.8%	85.0%	84.6%	71.7%	76.2%	92.6%	86.4%	88.6%	86.4%	71.0%	81.9%	85.5%
Mean* (average) Rating	3.8	3.8	3.8	3.9	3.7	3.9	3.8	3.7	3.7	3.9	3.8	3.9	3.9	3.7	3.8	3.8

\*Scale: 1=Not at all satisfied, 2=Not very satisfied, 3=Somewhat satisfied, 4=Very satisfied