



The Field of Coaching

Demographic Analysis Survey Report

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INTRODUCTION

This is a summary of findings from LeggUP, Inc.'s inaugural *Field of Coaching: Demographic Analysis Survey*.

This survey was commissioned by LeggUP, Inc. in an effort to better understand the demographics of the coaching industry. As the coaching profession continues to evolve and grow, it is important to understand the diversity and inclusivity of the coaching industry. This report provides the knowledge of where we are today as a field and the areas in which we need to focus to create a more diverse and inclusive coaching network.

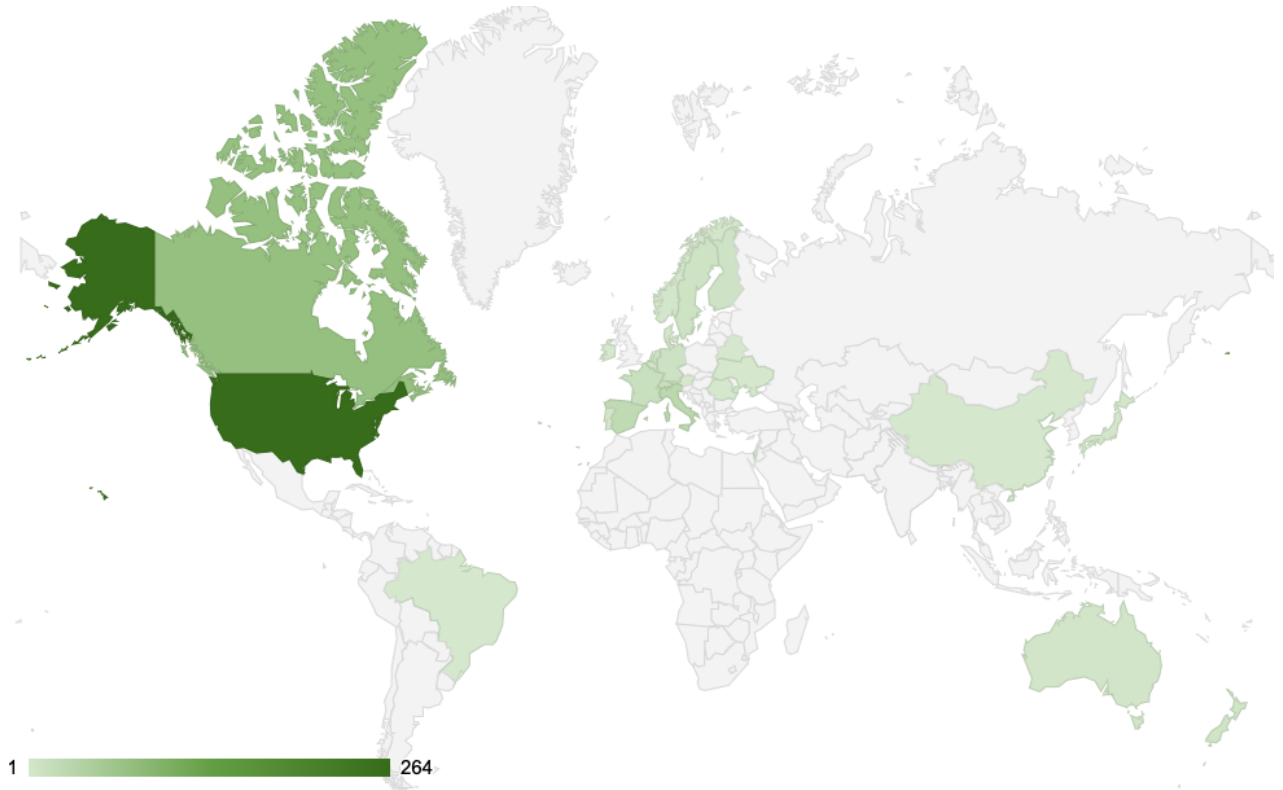
SURVEY PROCESS

Survey invitations were sent via email to a convenience sample of current ICF credential-holders. These individuals were randomly solicited from the ICF coach search function on the ICF website. The survey was sent to roughly 18% of all ICF credentialed coaches.

As an incentive for participation, coaches were offered free access to an ICF-accredited webinar worth 1.5 Continued Coach Education (CCE) credits, developed and delivered by LeggUP, Inc.

SURVEY OUTCOMES

The demographic survey was launched on September 30th, 2021 and closed on October 17th, 2021. The survey was sent to 7,916 ICF certified coaches; 4,113 Domestic US Coaches (52%) and 3,803 International Coaches (48%).

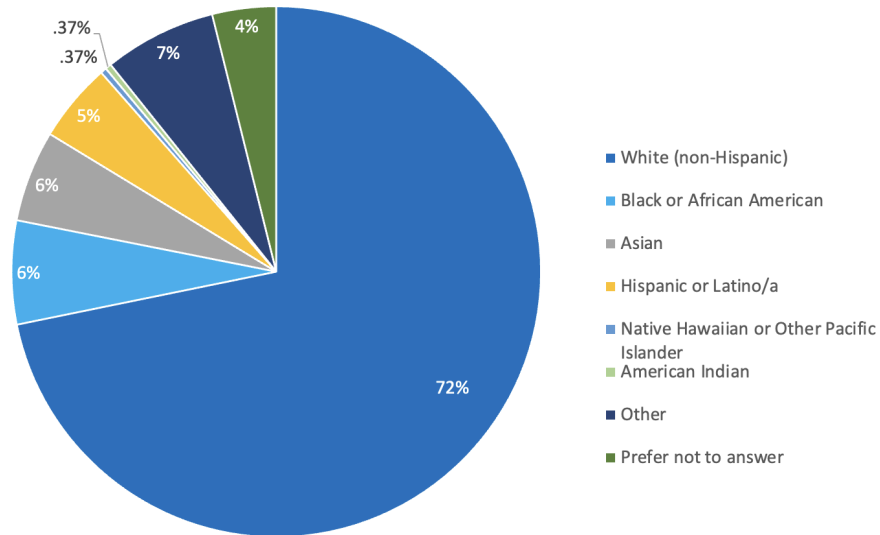


Of the 7,916 emails, 539 full responses were received and included in the analysis. Nearly half of the respondents were from the United States with the remainder from across the globe. This maps closely with the percentages of US and Global coaches invited to participate in this research.

Australia (5; 1%)	Denmark (2; .4%)	Italy (29; 5.4%)	Romania (1; .2%)
Austria (1; .2%)	Finland (8; 1.5%)	Japan (3; .6%)	Singapore (17; 3.2%)
Belarus (1; .2%)	France (15; 2.8%)	Luxembourg (1; .2%)	Spain (24; 4.5%)
Belgium (6; 1%)	Germany (10; 1.9%)	The Netherlands (10; 1.9%)	Sweden (9; 1.7%)
Brazil (1; .2%)	Hong Kong (5; 1%)	Norway (3; .6%)	Switzerland (14; 2.6%)
Canada (72; 13%)	Ireland (3; .6%)	New Zealand (7; 1.3%)	Ukraine (1; .2%)
China (1; .2%)	Israel (1; .2%)	Portugal (5; 1%)	United Kingdom (19; 3.5%)
			United States (264; 49%)

ETHNICITY

Of the 539 respondents, 387, or roughly 72%, identify as White (non-Hispanic), followed by Black or African American (34 responses, ~6%), and Asian (30 responses, ~6%). For those who answered "other," responses included Eurasian, Indian Canadian, and mixed-race/ethnically diverse.



Languages

The majority of coaches speak English, with many additional languages represented in the coaching sample. The number of coaches who speak each language is listed below.

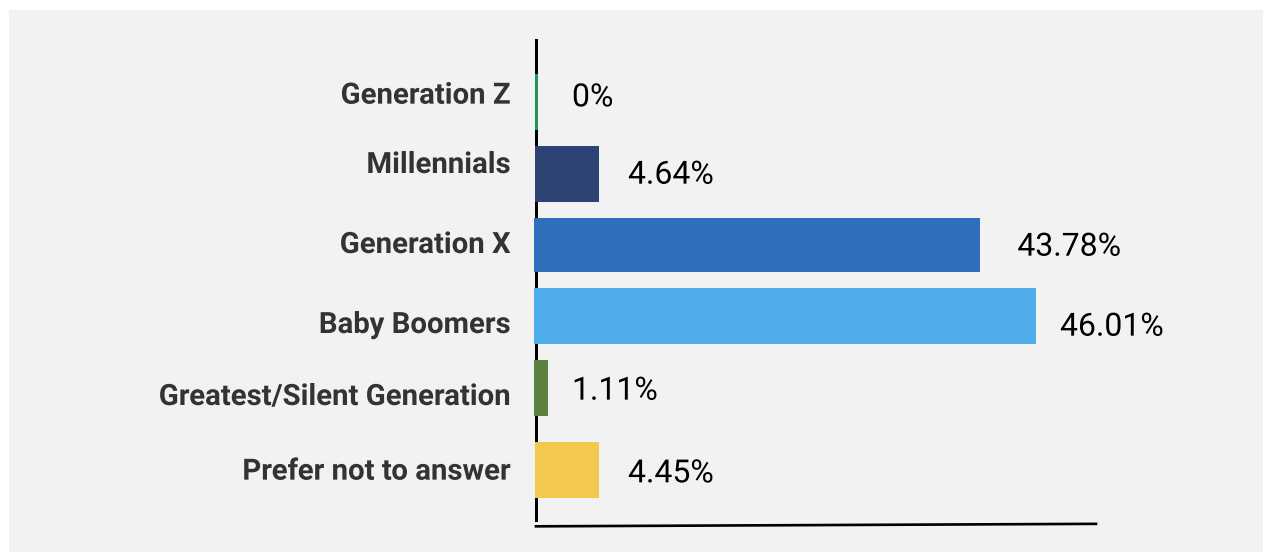


English	321	Greek	2
French	63	Hebrew	2
Spanish	54	Italian	2
Italian	37	Turkish	2
German	23	Bislama	1
Dutch	15	Cantonese	1
Portuguese	13	Filipino	1
Swedish	12	Hindi	1
Finnish	7	Nigerian Igbo	1
Chinese	6	Norwegian	1
Japanese	4	Polish	1
Russian	4	Portuguese	1
Catalan	3	Punjabi	1
Afrikaans	2	Slovene	1
Arabic	2	Thai	1

GENERATION

Most respondents were born between 1946 and 1981, putting them between 40 and 75 years of age.

Generation	Birth Years
Generation Z	1997-1999
Millennials	1982-1996
Generation X	1965-1981
Baby Boomers	1946-1964
Greatest/Silent Generations	1945 and earlier



EDUCATION

Most coaches hold at minimum a bachelor's or master's degree. Of those specifying "other," credentials include certificates and partial college completion.

Highest Education Level	Percent
High School Diploma	2.78 %
Associate's Degree	2.41 %
Bachelor's Degree	25.87 %
Master's Degree	54.36 %
Doctorate or Equivalent	11.50 %
Other	2.97 %

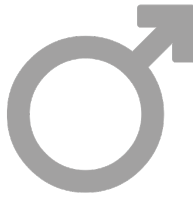
GENDER

Coaches were asked how they identify:



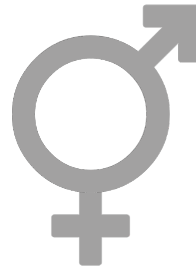
Female (she/her)

75.88 %



Male (he/him)

22.45 %



Nonbinary (they/them)

0.56%

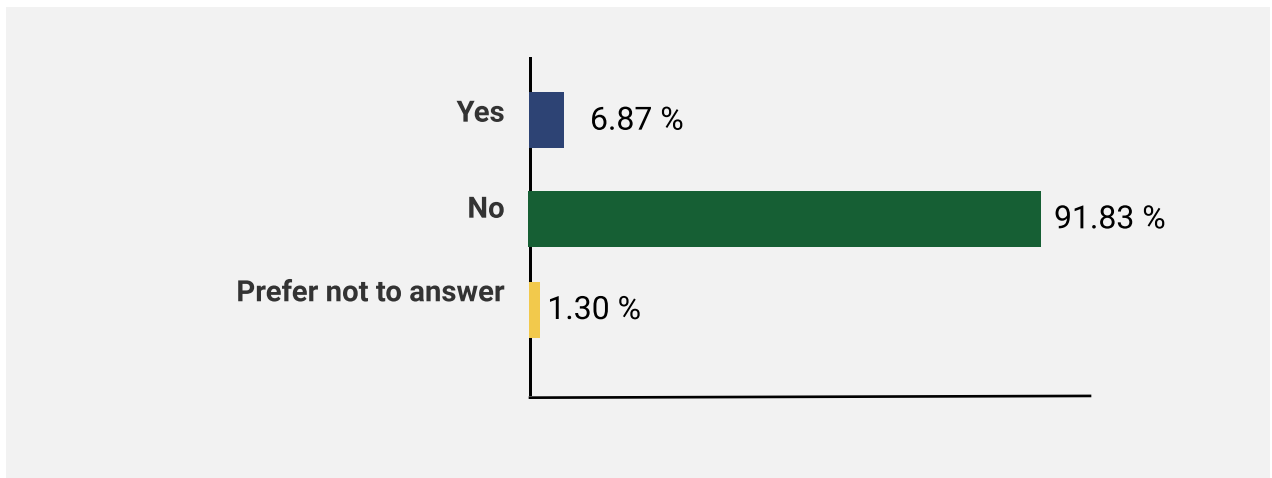
*Prefer not to
answer:*

1.12%

LGBTQ+ AFFILIATION

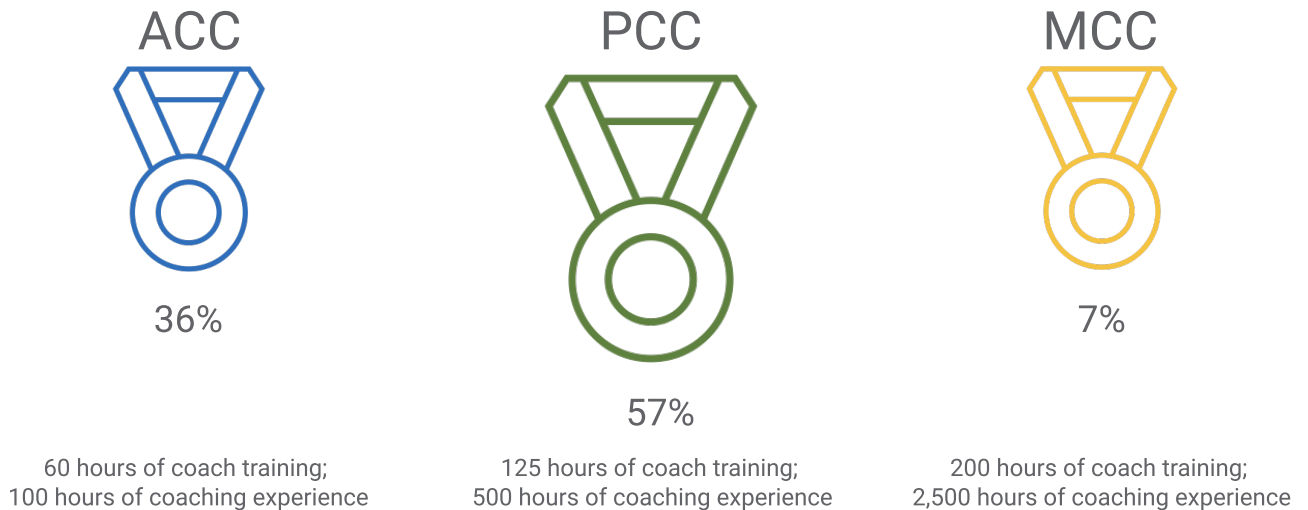
The majority of coaches who participated in this study do not identify as a member of the LGBTQ+ community, with only 6.87% of respondents identifying as LGBTQ+.

Do you identify with the LGBTQ+ community?



ICF CREDENTIAL

ICF offers three levels of certification: Associate Certified Coach (ACC), Professional Certified Coach (PCC), and Master Certified Coach (MCC). The majority of respondents hold a PCC certification.



YEARS CERTIFIED

The following table indicates how long respondents have held certification by the ICF (regardless of certification level).

Years Certified	Percentage
Less than one year	0.2 %
1-3 years	11.1%
3-5 years	24.1%
5-7 years	21.0%
7-10 years	19.5%
10+ years	24.1%

YEARS OF PRACTICE

Coaches were asked to report how long they have been practicing as a coach, regardless of ICF certification. It is interesting to note that double the number of coaches have been practicing for 10+ years than have been certified for 10+ years, meaning individuals began their coaching practice prior to receiving ICF certification.

Years Practiced	Percentage
0-1 years	0.0 %
2-4 years	8.1 %
5-7 years	27.5 %
8-10 years	16.5 %
10+ years	47.9 %

INDUSTRIES

Coaches work in, or have previously worked in, a variety of industries. The top ten industries represented in this survey include:

1. Finance/Banking
2. Non-Profit
3. Government
4. Media/Marketing
5. Retail/Fashion
6. Consulting
7. Manufacturing
8. Education
9. Human Resources
10. Professional Services



VETERAN STATUS

For those residing in the United States, we wanted to determine the number of coaches who have served or are currently serving in the US military. Of the 264 US respondents, 223 do not identify as a veteran.

Veteran	Not a Veteran	Prefer not to answer/Other
23 coaches	223 coaches	18 coaches

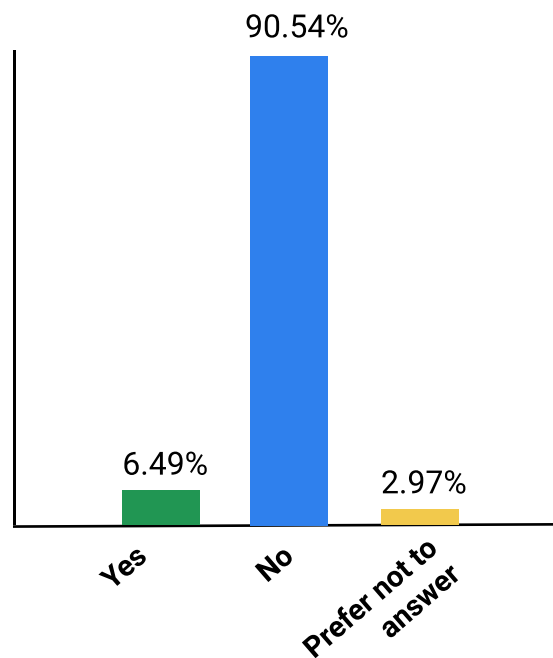
WORKING MOTHER

Of the 409 female respondents, roughly 71% are, or have previously been, a working mother.

YES	NO	Prefer not to answer
70.90 %	28.60 %	0.50 %

DISABILITIES

The majority of respondents did not identify as having, or previously having, a disability.





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