

**Data Appendix****Italy****Western Europe****Key Statistics – Global and Regional**

	<b>Global</b>	<b>Western Europe</b>
Number of coaches	<b>47,500</b>	<b>17,800</b>
Proportion of active coaches	<b>87 %</b>	<b>89%</b>
Total revenue (among active coaches)* <sup>1</sup>	<b>\$ 1,979 million</b>	<b>\$828 million</b>

**Memberships and Certifications/Credentials**

	<b>Membership</b>		<b>Certification/ Credential</b>	
	<b>Global</b>	<b>Western Europe</b>	<b>Global</b>	<b>Western Europe</b>
Association for Coaching (AC)	<b>3%</b>	<b>7%</b>	<b>1%</b>	<b>2%</b>
Coaches and Mentors of South Africa (COMENSA)	<b>1%</b>	<b>0%</b>	-	<b>-%</b>
European Mentoring and Coaching Council (EMCC)	<b>4%</b>	<b>13%</b>	<b>2%</b>	<b>5%</b>
International Association for Coaches (IAC)	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>
International Coach Federation (ICF)	<b>64%</b>	<b>60%</b>	<b>33%</b>	<b>32%</b>
Worldwide Association of Business Coaches (WABC)	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>&lt;1%</b>
Other	<b>20%</b>	<b>20%</b>	<b>21%</b>	<b>19%</b>
Unsure/ Not specified	<b>11%</b>	<b>11%</b>	<b>42%</b>	<b>42%</b>
None of the above	<b>12%</b>	<b>11%</b>	<b>8%</b>	<b>6%</b>

**Additional Highlights**

	<b>Global</b>	<b>Western Europe</b>
Number of active clients	<b>10</b>	<b>10</b>
Proportion of primary clients (pay for their own coaching)	<b>49%</b>	<b>40%</b>
Proportion of sponsored clients (coaching is paid for by a third party)	<b>51%</b>	<b>60%</b>
Average fee one hour coaching session* <sup>1</sup>	<b>\$229</b>	<b>277</b>

**Notes on the data provided:**

\*<sup>1</sup> Survey respondents provided annual revenue data in a variety of different currencies, depending on the country in which they reside. In order to provide a common reference point, the revenue figures were converted to US dollars based on international exchange rates published by the World Bank. It should be noted that the US dollar revenue figures do not take account of differences between countries in the prices of goods and services. The purchasing power of a dollar revenue figure will be higher in countries or regions where the average price level is lower than in the US. Similarly, the purchasing power of a dollar revenue figure will be lower in countries or regions where the average price level is higher than in the US.

Please note that respondent base sizes for country, regional and global data vary considerably; therefore, please exercise caution when making comparisons between these statistics.

2012 ICF Global Coaching Study  
Countries - Italy

			Global Total	Western Europe	Italy
Q2 Which of the following statements best describes your current level of coaching activity?	I have active clients	Col N%	<b>86.8%</b>	<b>89.1%</b>	<b>81.6%</b>
	I do not have active clients at this time but still consider myself a coach	Col N%	<b>13.0%</b>	<b>10.8%</b>	<b>18.4%</b>
	I am no longer coaching at this time and do not plan to coach in the future	Col N%	<b>.2%</b>	<b>.1%</b>	<b>.0%</b>
	Total	Count	<b>12133</b>	<b>3418</b>	<b>217</b>
		Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

			Global Total	Western Europe	Italy
Q5 Gender	Female	Col N%	<b>67.5%</b>	<b>63.3%</b>	<b>59.3%</b>
	Male	Col N%	<b>32.5%</b>	<b>36.7%</b>	<b>40.7%</b>
	Total	Count	<b>12091</b>	<b>3406</b>	<b>216</b>
			Col N%	<b>100.0%</b>	<b>100.0%</b>

			Global Total	Western Europe	Italy
Q6 Age group	25 years and under	Col N%	<b>1.0%</b>	<b>.1%</b>	<b>.0%</b>
	26 to 35 years	Col N%	<b>8.2%</b>	<b>6.6%</b>	<b>6.0%</b>
	36 to 45 years	Col N%	<b>27.4%</b>	<b>31.9%</b>	<b>39.2%</b>
	46 to 55 years	Col N%	<b>36.6%</b>	<b>41.8%</b>	<b>40.6%</b>
	56 to 65 years	Col N%	<b>22.8%</b>	<b>17.5%</b>	<b>12.0%</b>
	Over 65 years	Col N%	<b>3.9%</b>	<b>2.1%</b>	<b>2.3%</b>
	Total	Count	<b>12111</b>	<b>3414</b>	<b>217</b>
		Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

			Global Total	Western Europe	Italy
Q7 What is the highest level of formal education that you have?	Primary level (i.e. completed education before university)	Col N%	<b>8.9%</b>	<b>10.3%</b>	<b>20.3%</b>
	Secondary level (i.e. hold a Bachelor's degree)	Col N%	<b>31.6%</b>	<b>26.3%</b>	<b>13.4%</b>
	Third level (i.e. hold a more advanced degree such as a Masters or PhD)	Col N%	<b>59.6%</b>	<b>63.5%</b>	<b>66.4%</b>
	Total	Count	<b>12111</b>	<b>3412</b>	<b>217</b>
			Col N%	<b>100.0%</b>	<b>100.0%</b>

			Global Total	Western Europe	Italy
Q8 How long have you been coaching?	Less than 1 year	Col N%	<b>10.8%</b>	<b>8.7%</b>	<b>7.9%</b>
	1 to 2 years	Col N%	<b>19.5%</b>	<b>18.8%</b>	<b>27.3%</b>
	3 to 4 years	Col N%	<b>20.5%</b>	<b>21.1%</b>	<b>23.1%</b>
	5 to 10 years	Col N%	<b>29.7%</b>	<b>33.5%</b>	<b>30.1%</b>
	More than 10 years	Col N%	<b>19.5%</b>	<b>18.0%</b>	<b>11.6%</b>
	Total	Count	<b>12090</b>	<b>3411</b>	<b>216</b>
		Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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Countries - Italy

			Global Total	Western Europe	Italy
Q9 Please complete the following statement: "I view coaching as ..."	an industry	Col N%	4.9%	1.9%	.9%
	a profession	Col N%	68.9%	66.4%	46.5%
	a skill-set	Col N%	26.2%	31.7%	52.5%
	Total	Count	12109	3409	217
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q12 In addition to coaching, which of the following services, if any do/did you offer in your professional practice	Consulting	Col N%	62.5%	60.6%	57.9%
	Counselling	Col N%	16.8%	18.1%	8.3%
	Facilitating	Col N%	50.2%	44.3%	31.5%
	Mentoring	Col N%	33.8%	31.3%	18.1%
	Teaching	Col N%	29.1%	25.6%	13.9%
	Training	Col N%	60.1%	64.0%	73.1%
	Other (please specify)	Col N%	18.3%	19.5%	18.1%
	None of the above	Col N%	6.3%	4.8%	5.6%
	Total	Count	12079	3403	216
	Col N%	100.0%	100.0%	100.0%	

			Global Total	Western Europe	Italy
Q13 To what extent do you agree or disagree that the people and organizations who receive coaching expect their coaches to be certified/credentialed?	Strongly disagree	Col N%	2.3%	2.0%	.9%
	Somewhat disagree	Col N%	8.2%	7.4%	5.5%
	Neither agree nor disagree	Col N%	13.9%	13.8%	10.1%
	Somewhat agree	Col N%	40.6%	42.8%	33.2%
	Strongly agree	Col N%	35.0%	34.1%	50.2%
	Total	Count	12104	3413	217
	Col N%	100.0%	100.0%	100.0%	

			Global Total	Western Europe	Italy
Q15 Are you an internal or external coach?	Internal	Col N%	13.8%	10.0%	15.0%
	External	Col N%	86.2%	90.0%	85.0%
	Total	Count	12048	3403	214
	Col N%	100.0%	100.0%	100.0%	

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Countries - Italy

			Global Total	Western Europe	Italy
Q16 Which of the following coaching areas you do you regard as your main area of coaching?	Attention Deficit Disorder	Col N%	.8%	.2%	.0%
	Business/Organizations	Col N%	15.3%	21.3%	29.0%
	Career	Col N%	7.5%	9.3%	6.9%
	Children/Teens/College Students	Col N%	1.4%	1.1%	1.8%
	Coaching other coaches	Col N%	1.4%	1.3%	2.3%
	Creativity	Col N%	.7%	.7%	.0%
	Executive	Col N%	15.2%	17.2%	11.1%
	Health and Fitness	Col N%	2.1%	1.3%	.9%
	Internal	Col N%	1.2%	1.0%	1.4%
	Leadership	Col N%	22.8%	20.6%	13.8%
	Life Vision and Enhancement	Col N%	12.9%	10.5%	15.7%
	Political	Col N%	.1%	.1%	.0%
	Relationships (Singles, Couples, Families etc)	Col N%	2.1%	1.5%	3.2%
	Retirement	Col N%	.2%	.1%	.0%
	Small Business	Col N%	4.4%	4.1%	6.5%
	Spirituality	Col N%	1.7%	.5%	1.4%
	Other (please specify)	Col N%	7.0%	6.0%	4.1%
	No specialty	Col N%	3.2%	3.4%	1.8%
	Total	Count	12115	3415	217
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q18 Which of the following do you consider to be the main areas of concern addressed in your coaching engagements?	Work-life balance	Col N%	24.8%	22.3%	26.9%
	Self-esteem/confidence	Col N%	27.8%	35.1%	35.2%
	Personal growth	Col N%	37.8%	38.8%	38.4%
	Career advancement	Col N%	15.6%	15.1%	11.1%
	Health/wellness	Col N%	6.3%	5.1%	2.8%
	Interpersonal relationships	Col N%	32.2%	34.8%	40.7%
	Communication skills	Col N%	26.2%	25.1%	29.6%
	Job/career change	Col N%	16.5%	19.8%	20.8%
	Business management	Col N%	14.4%	14.3%	11.1%
	Strategic thinking/planning	Col N%	23.3%	19.4%	16.7%
	Staff/team effectiveness	Col N%	25.9%	28.3%	27.3%
	Meeting educational objectives	Col N%	1.9%	1.4%	6.5%
	Corporate/organizational culture	Col N%	15.4%	14.2%	17.6%
	Financial management	Col N%	1.5%	.8%	.9%
	Other (please specify)	Col N%	6.4%	4.6%	2.3%
	Total	Count	12104	3409	216
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q23 What is the average length of a typical coaching engagement?	3 months or less	Col N%	17.9%	17.2%	11.0%
	4 to 6 months	Col N%	47.5%	53.9%	67.1%
	7 to 12 months	Col N%	26.3%	24.8%	19.1%
	More than 12 months	Col N%	8.3%	4.1%	2.9%
	Total	Count	10414	3015	173
	Col N%	100.0%	100.0%	100.0%	

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Countries - Italy

			Global Total	Western Europe	Italy
Q24 What proportion of your active clients are:	female	Mean	<b>53.92</b>	<b>50.85</b>	<b>44.20</b>
	male	Mean	<b>46.08</b>	<b>49.15</b>	<b>55.80</b>
		Valid N	<b>10199</b>	<b>2945</b>	<b>167</b>

			Global Total	Western Europe	Italy
Q25 What proportion of your active clients are:	25 years and under	Mean	<b>4.46</b>	<b>3.81</b>	<b>3.29</b>
	26 to 35 years	Mean	<b>20.75</b>	<b>19.90</b>	<b>19.07</b>
	36 to 45 years	Mean	<b>39.89</b>	<b>44.57</b>	<b>47.94</b>
	46 to 55 years	Mean	<b>27.96</b>	<b>27.30</b>	<b>26.13</b>
	56 to 65 years	Mean	<b>6.44</b>	<b>4.25</b>	<b>3.45</b>
	Over 65 years	Mean	<b>.50</b>	<b>.16</b>	<b>.12</b>
		Valid N	<b>9826</b>	<b>2842</b>	<b>168</b>

			Global Total	Western Europe	Italy
Q27 What is the main method you use to coach active clients?	Telephone	Col N%	<b>26.9%</b>	<b>9.0%</b>	<b>6.9%</b>
	Face-to-face	Col N%	<b>66.5%</b>	<b>85.4%</b>	<b>90.2%</b>
	Voice over Internet/audio-video platform	Col N%	<b>4.6%</b>	<b>4.0%</b>	<b>1.2%</b>
	Email / instant messaging	Col N%	<b>.3%</b>	<b>.2%</b>	<b>.6%</b>
	Other (please specify)	Col N%	<b>1.8%</b>	<b>1.4%</b>	<b>1.2%</b>
	None of the above	Col N%	<b>.0%</b>	<b>.0%</b>	<b>.0%</b>
	Total	Count	<b>10196</b>	<b>2972</b>	<b>173</b>
	Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

			Global Total	Western Europe	Italy
Q31 1 Over the past 12 months, how has the <b>Number of clients</b> changed when compared to the previous 12 months?	Decreased	Col N%	<b>16.0%</b>	<b>16.3%</b>	<b>7.7%</b>
	No change	Col N%	<b>25.4%</b>	<b>27.8%</b>	<b>31.5%</b>
	Increased	Col N%	<b>58.6%</b>	<b>55.9%</b>	<b>60.7%</b>
	Total	Count	<b>9862</b>	<b>2885</b>	<b>168</b>
		Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

			Global Total	Western Europe	Italy
Q31 2 Over the past 12 months, how has the <b>Average fee for a 1 hour coaching session</b> changed when compared to the previous 12 months?	Decreased	Col N%	<b>6.0%</b>	<b>7.9%</b>	<b>8.9%</b>
	No change	Col N%	<b>57.3%</b>	<b>61.5%</b>	<b>64.9%</b>
	Increased	Col N%	<b>36.7%</b>	<b>30.6%</b>	<b>26.2%</b>
	Total	Count	<b>9819</b>	<b>2877</b>	<b>168</b>
		Col N%	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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Countries - Italy

			Global Total	Western Europe	Italy
Q31 3 Over the past 12 months, how has the <b>Number of coaching sessions</b> changed when compared to the previous 12 months?	Decreased	Col N%	13.9%	14.2%	8.9%
	No change	Col N%	37.6%	40.5%	39.3%
	Increased	Col N%	48.5%	45.3%	51.8%
	Total	Count	9843	2878	168
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q31 4 Over the past 12 months, how has the <b>Annual revenue / income</b> changed when compared to the previous 12 months?	Decreased	Col N%	15.5%	17.1%	10.0%
	No change	Col N%	29.1%	31.5%	34.1%
	Increased	Col N%	55.5%	51.4%	55.9%
	Total	Count	9926	2907	170
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q33 1 Over the next 12 months, how do you expect the <b>Number of clients</b> to change?	Decrease	Col N%	4.3%	5.5%	7.1%
	No change	Col N%	19.3%	23.7%	19.0%
	Increase	Col N%	76.4%	70.9%	73.8%
	Total	Count	9828	2872	168
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q33 2 Over the next 12 months, how do you expect the <b>Average fee for a 1 hour coaching session</b> to change?	Decrease	Col N%	2.2%	3.6%	2.4%
	No change	Col N%	55.8%	61.6%	60.7%
	Increase	Col N%	41.9%	34.8%	36.9%
	Total	Count	9786	2863	168
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q33 3 Over the next 12 months, how do you expect the <b>Number of coaching sessions</b> to change?	Decrease	Col N%	4.5%	5.8%	5.4%
	No change	Col N%	33.2%	37.3%	36.3%
	Increase	Col N%	62.4%	57.0%	58.3%
	Total	Count	9814	2867	168
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q33 4 Over the next 12 months, how do you expect the <b>Annual revenue / income</b> to change?	Decrease	Col N%	4.2%	6.0%	5.9%
	No change	Col N%	19.7%	24.7%	25.3%
	Increase	Col N%	76.1%	69.3%	68.8%
	Total	Count	9883	2891	170
		Col N%	100.0%	100.0%	100.0%

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Countries - Italy

			Global Total	Western Europe	Italy
Q36 Do you believe that coaching should become regulated?	Yes	Col N%	53.3%	62.4%	77.6%
	No	Col N%	22.5%	15.9%	10.5%
	Unsure	Col N%	24.2%	21.7%	11.9%
	Total	Count	11401	3241	210
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q37 Who do you believe would be best placed to regulate the coaching industry?	Government entities	Col N%	9.7%	13.7%	16.8%
	Professional coaching associations	Col N%	84.0%	81.2%	77.8%
	Individual coach practitioners	Col N%	6.3%	5.2%	5.4%
	Total	Count	8732	2687	185
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q39 What do you believe to be the biggest <b>obstacle</b> for coaching over the next 12 months?	Coaches under-pricing their services	Col N%	4.8%	5.5%	3.9%
	Coaching market saturation	Col N%	9.4%	11.8%	5.3%
	Over regulation of coaching	Col N%	3.0%	2.9%	2.9%
	Increased demand for services that compete with coaching	Col N%	3.1%	2.8%	3.4%
	Marketplace confusion about the benefits of coaching	Col N%	29.8%	27.0%	25.1%
	Untrained individuals who call themselves coaches	Col N%	42.8%	42.9%	55.6%
	Other (please specify)	Col N%	7.1%	7.0%	3.9%
	Total	Count	11280	3207	207
		Col N%	100.0%	100.0%	100.0%

			Global Total	Western Europe	Italy
Q40 What do you believe to be the biggest <b>opportunity</b> for coaching over the next 12 months?	Positive portrayal of coaching in the media	Col N%	8.4%	8.3%	5.3%
	Improved general perception of coaching	Col N%	13.8%	14.2%	20.4%
	Increased demand for coaching	Col N%	11.4%	10.0%	12.1%
	Increased awareness of the benefits of coaching	Col N%	36.3%	39.0%	39.8%
	Credible data on the Return on Investment (ROI)/ Return on Expectations (ROE) from coaching	Col N%	27.7%	25.9%	22.3%
	Other (please specify)	Col N%	2.4%	2.7%	.0%
	Total	Count	11300	3206	206
		Col N%	100.0%	100.0%	100.0%