



ANNUAL SURVEY REPORT

Results from the National Board for Health & Wellness Coaching's 2024 Annual Survey



Dear NBHWC Community,

It is with great pleasure that we present to you the results of the 2024 NBHWC Annual Survey. This report serves as a testament to the collective efforts and invaluable contributions of our community of National Board Certified Health and Wellness Coaches (NBC-HWCs).

The primary objective of the survey was to gain a comprehensive understanding of the current landscape of health and wellness coaching, as viewed through the lens of our board certified professionals. Through meticulous data collection and analysis, we have captured the diverse demographics, credentialing, and employment characteristics that shape our community.

We extend our heartfelt gratitude to the 2,350 NBC-HWCs who graciously participated in the survey. Your willingness to share your insights and experiences has been instrumental in shaping the findings presented in this report. Your voices provide valuable guidance, paving the path for ongoing growth and excellence in our profession.

Special recognition is also due to Jennifer Bleck from the University of South Florida, whose expertise and dedication ensured the integrity and rigor of our survey methodologies. Jennifer's invaluable contributions have enhanced the credibility and reliability of the insights presented here.

As you review the following pages, we encourage you to reflect on the diverse perspectives and experiences that define our community. Your feedback and engagement are integral to our ongoing efforts to elevate the standards and practices of health and wellness coaching.

On behalf of the National Board for Health & Wellness Coaching, we extend our deepest gratitude to each and every one of you for your unwavering support and commitment to our shared mission. Together, we will continue to strive towards a healthier future for all.

With warm regards,

Leigh-Ann Webster, *NBHWC Executive Director*

Nicole Pope, *NBHWC Director of Operations/Certification Program Manager*

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Methodology

This report summarizes the National Board for Health & Wellness Coaching's 2024 Annual Survey results. The intention was to gain a better understanding of the current National Board Certified Health and Wellness Coaches. This report provides a descriptive overview of the findings.

Data Collection

Data collection occurred from January 22, 2024, through February 10, 2024. An invitation to the survey was emailed to the NBHWC's member listserv, and three reminders were sent during the data collection period.

Participants

All NBC-HWCs (9,813) were invited to participate. A screening item confirmed that the coach had passed the NBHWC credentialing exam. Those who did not pass the exam were ineligible to complete the survey.

Measure

A cross-sectional survey was employed to assess the demographic, credentialing, and employment characteristics of NBC-HWCs. All responses were self-reported.

Response Rate

2,350 coaches completed the survey, with a response rate of 24.0%. Amongst those who participated, 2,152 coaches provided information for the entire survey.

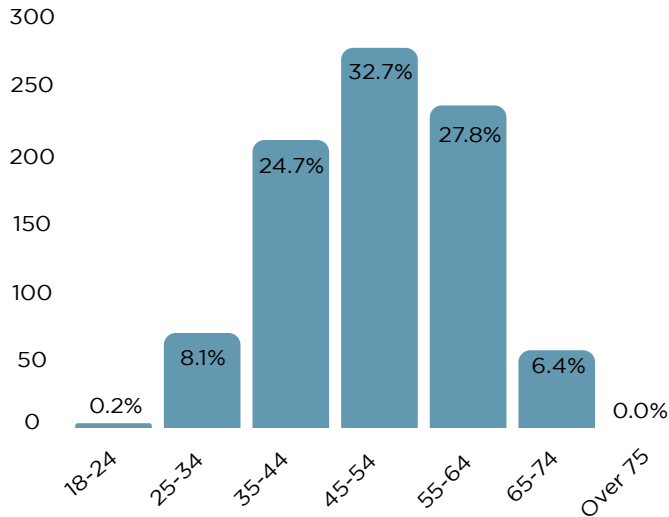
Analysis

Descriptive statistics are reported. Proportions are presented for all responding coaches. For items to which more than 110 coaches (5%) did not respond, proportions are also given out of those with available data.

Demographics

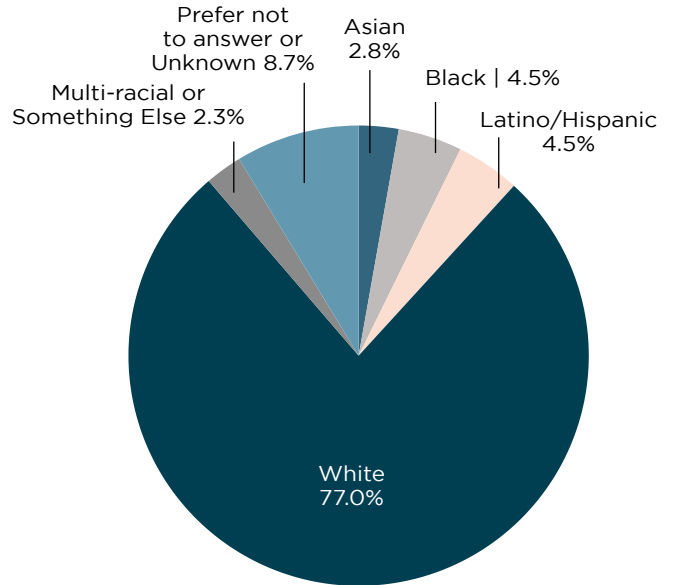
Age Group

60.5% reported between 45 and 64 years old



Note: Only 841 self-reported their age

Race/ Ethnicity



Most coaches were white, women, aged 45-64 years old, with a masters degree or higher

Gender Identity

86.7% were women

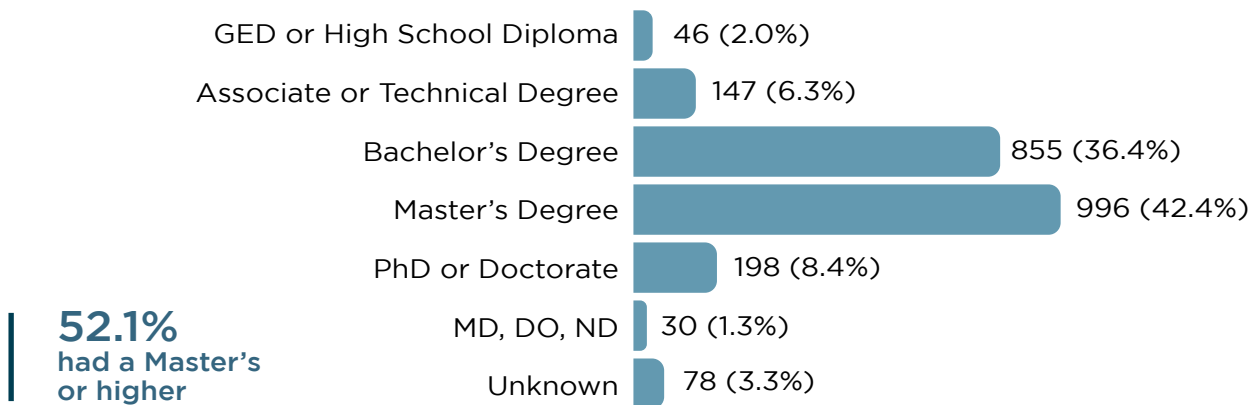


- 86.7% women
- 6.4% man
- 0.5% non-binary
- 2.4% prefer not to answer
- 4.0% unknown

Other Characteristics

Demographic Group	n (%)
LGBTQIA+	98 (4.2%)
Veteran	65 (2.8%)
Active Service Member	5 (0.2%)
Disability or Accessibility Need	152 (6.5%)

Demographics: Education



Bachelor's Degrees Top 10

Psychology/ Counseling: 12.9% (302)
 Health Sciences: 9.8% (230)
 Business or Economics: 7.9% (185)
 Communication/ Marketing: 6.1% (144)
 Nursing: 6.0% (141)
 Exercise Science: 5.8% (136)
 Nutrition/ Dietetics: 4.7% (110)
 Arts or Graphic Design: 3.9% (92)
 Social Sciences: 3.6% (84)
 Education: 3.2% (75)

Master's Degrees Top 10

Public Health/ Health Admin: 7.7% (182)
 Psychology/ Counseling: 5.7% (133)
 Business or Economics: 5.7% (133)
 Education: 4.9% (114)
 Exercise Science/ Physiology: 4.4% (103)
 Nutrition/ Dietetics: 3.2% (76)
 Health & Wellness Coaching: 2.7% (64)
 Social Work: 2.0% (48)
 Nursing: 1.9% (45)
 Health Sciences/ Studies: 1.4% (32)

Doctorate and Medical Degrees

78 of 198 coaches with doctorates reported their degree field. Most commonly, doctorate degrees were in physical therapy (n=17) and psychology/ counseling (n=17). Additional common areas included law (n=9), public health/health education (n=9), education/educational leadership (n=9), and nursing (n=7).

26 of the 30 coaches with either an MD, DO, or ND provided information in their medical specialty. The three most common specialties included family medicine, internal medicine, and chiropractic medicine.

Demographics: Disabilities

In total, 152 coaches (6.5%) reported having disability or accessibility needs.

The most common conditions cited were ADHD, Anxiety, PTSD, Multiple Sclerosis, Autoimmune Diseases, Depression, and Bipolar Disorder, and Chronic Pain

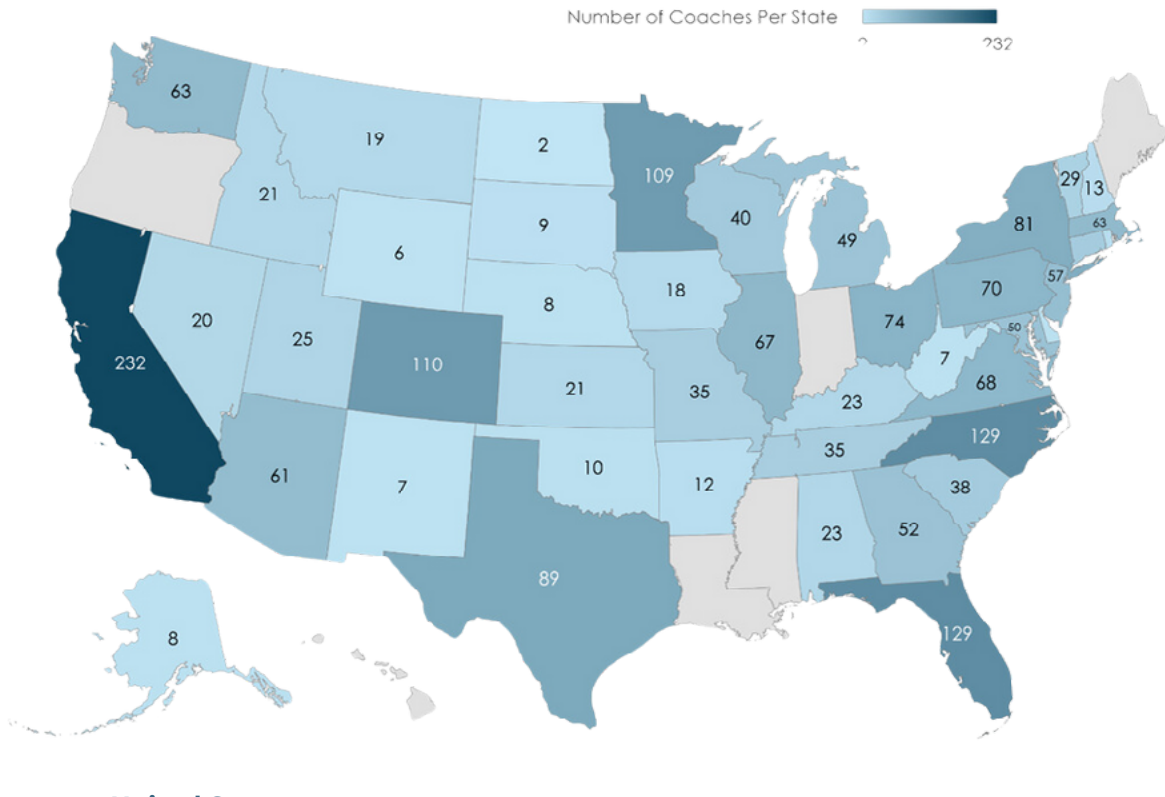
Disability Type	(n=152)
Chronic Health Condition	48.0%
Behavioral/ Emotional Conditions	27.6%
Developmental or Learning	13.2%
Mobility Impairment	10.5%
Cognitive Impairment	9.9%
Hearing Impairment	7.9%
Vision Impairment	4.6%
Speech and Language Disorders	1.3%
Something Else	7.2%
Prefer not to Answer	9.9%

Accessibility Needs

Coaches with disabilities were asked what accommodations they needed due to their conditions. The most common included:

- Remote work
- Mobility assistant devices (e.g., cane or brace)
- Hearing aids
- Flexible schedules
- Extra explanations or support
- Extended time
- Closed captions

Demographics: Locations



United States

States with the most significant number of responding coaches were California (n=232, 9.9%), Florida (n=129, 5.5%), North Carolina (n=129, 5.5%), Colorado (n=110, 4.7%), and Minnesota (n=109, 4.6%). There was one coach from Puerto Rico.

66.6%

coach clients in states other than their primary residence

International

72 coaches reported living internationally, spanning six continents and 24 countries.

- 18 in Europe (n=18), Asia (n=9), Africa (n=2), Australia (n=4), and North America (n=36, 29 of which are in Canada)

Demographics: Language

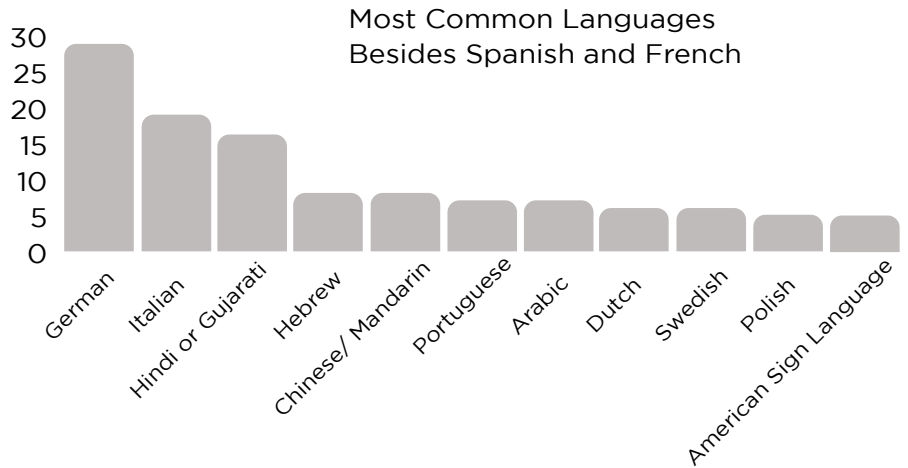
15% of coaches speak a language other than English

353 coaches reported they speak a language other than English.

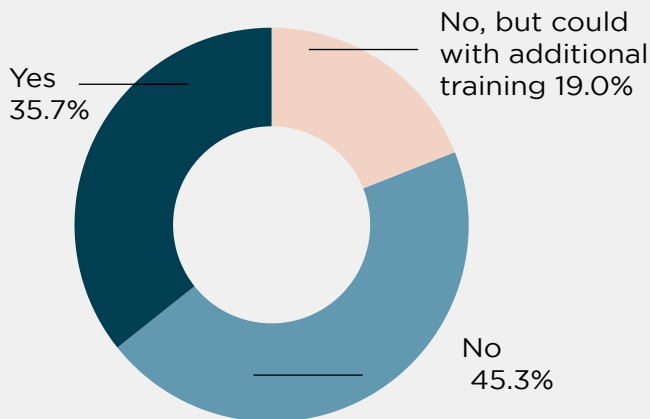
Across these coaches, 42 languages are represented.

172 coaches speak Spanish

63 coaches speak French



Do you coach in a language other than English?



Amongst the coaches who speak another language (n=353), 67 reported they could coach in that language with additional training.

Licenses and Certifications

21.8% (512)

Coaches have a clinical license

Clinical Licenses

Nurse: 8.2% (193)

Dietitian: 3.3% (78)

Social Worker: 2.1% (50)

Physical Therapy: 1.5% (35)

Mental Health Counselor: 1.4% (33)

Occupational Therapy: 0.9% (20)

Nurse Practitioner: 0.6% (13)

Pharmacist: 0.5% (11)

Medical Assistant: 0.5% (11)

Medical Doctor: 0.4% (10)

Speech-Language Pathologist: 0.4% (9)

Physician Assistant: 0.3% (8)

Dental Hygienist: 0.3% (7)

Additional Training/ Certification

% (n)

Personal Trainer or Group Fitness Instructor

15.1% (354)

Yoga or Pilates Instructor

7.4% (173)

Diabetes Educator or National DPP Coach

7.4% (173)

Nutritionist/Health Educator/ CHES

5.9% (138)

Massage Therapist

5.8% (137)

Exercise Physiologist

1.8% (43)

Teacher

1.4% (34)

HeartMath

1.4% (32)

Community Health Worker

0.9% (21)

Tobacco Cessation Specialist

0.8% (19)

HR-related Certification

0.7% (17)

Athletic Trainer

0.6% (15)

CPR/ AED

0.5% (12)

Mental Health First Aid

0.5% (11)

0.4% (10)

43

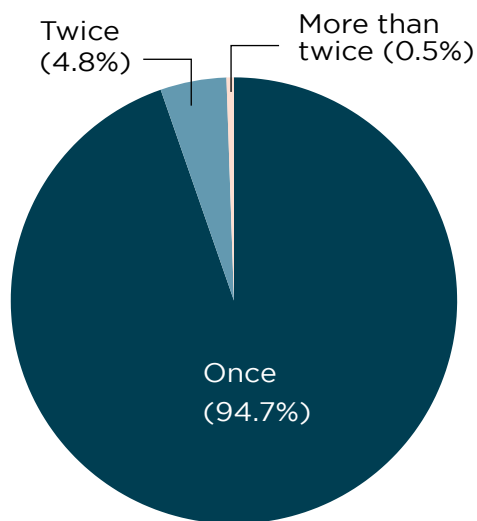
Coaches have a
ACLM Lifestyle
Medicine Coaching
Certification

72

Coaches have an
ICF certification

NBHWC Credential Exam

How many times did you sit for the exam?



94.7%
passed the NBHWC
exam on the first
attempt

Time from Training Completion to NBHWC Exam

1,875 coaches provided the information needed to calculate time to exam completion (i.e., training and exam completion dates).

Note: 84 responses with the exam date before or within the first month of training and one outlier of 330 months were excluded.

Amongst 252 coaches trained before 2017, the time from training to exam ranged from 9 to 209 months. The mean was 65.8 (SD=42.3) months (5.5 years), and the median was 57 months (4.8 years).

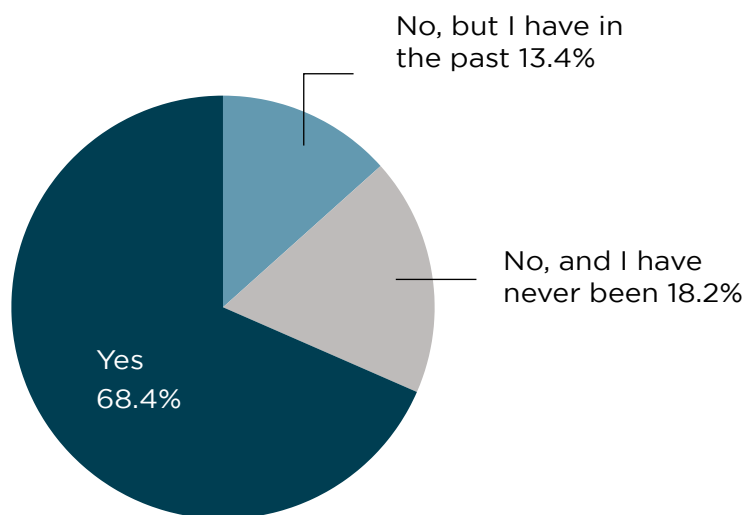
Amongst 1,539 coaches trained from 2017-2023, the time from training to exam ranged from 2 to 72 months. The mean time was 11.7 (SD=10.4) months, and the median was eight months.

5.5 years
was the average
time from training
completion to
NBHWC exam among
coaches trained prior
to 2017

**11.7
months**
was the average
time from training
completion to
NBHWC exam among
coaches trained 2017-
2023

Employment Status

Are you currently employed in a health and wellness coaching related job?



What is keeping you from a position within coaching?

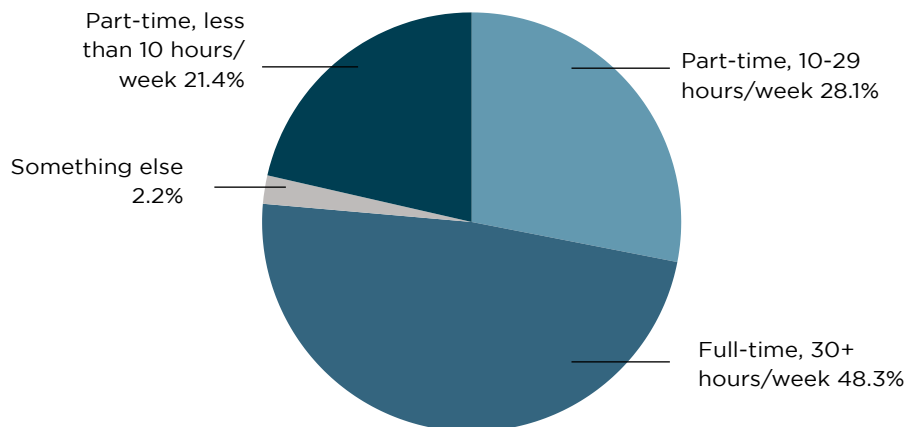


Other reasons included not being interested in coaching at this time (n=32), working on other degrees or certifications (n=9), retirement (n=7), job requirements related to experience or education (n=5), layoffs, or coaching being removed from job duties (n=4). Additionally, eight coaches reported that they use coaching skills as clinicians but are not employed as coaches.

68.4% of coaches work in a coaching-related position. The most common reason for not working was not being able to find a job opportunity.

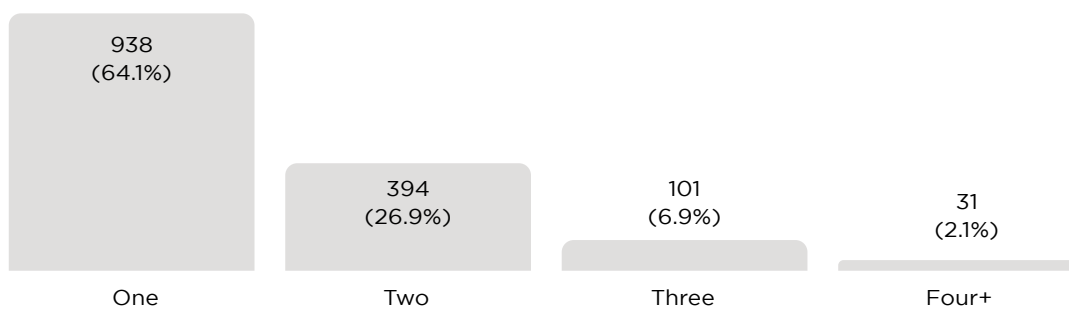
Employment Status

Considering all coaching roles combined, do you currently work full-time or part-time? (n=1,464)



Most coaches work full-time (48.3%) and in one position (64.1%)

How many places are you employed as a health and wellness coach, including private practice and contract roles? (n=1,464)



Employment Setting

The most common employers were:

for-profit digital health companies, corporate companies, and medical settings

Employer	Full-Sample n=1,443	Full-Time n=689
For-Profit Digital Health Company	25.4% (366)	33.8% (233)
Corporate	18.1% (261)	20.5% (141)
Medical (excluding VA)	14.3% (207)	16.8% (116)
Non-Profit Organization	8.2% (119)	10.4% (72)
Higher Education	7.6% (110)	7.0% (48)
Veterans Affairs	4.6% (66)	7.4% (51)
Government	1.8% (26)	2.2% (15)
Fitness Center	1.7% (25)	1.2% (8)
Insurance	1.3% (19)	2.0% (14)
Coaching Training Program	0.8% (11)	0.7% (5)
Somewhere Else or Unknown	5.8% (84)	5.2% (36)

Full-Time vs. Part-Time Employment

As compared to part-time employees, there was a higher proportion of full-time coaches in:

- Non-Profit Organization: 62.1% vs. 37.9%, $p < .01$
- Medical Settings (excluding the VA): 58.3% vs. 41.7%, $p < .01$
- Corporate Settings: 55.1% vs. 44.9%, $p < .05$
- Veterans Affairs: 77.3% vs. 22.7%, $p < .001$
- Insurance: 73.7% vs. 26.2%, $p < .05$
- For-Profit Digital Health Company: 64.2% vs. 35.8%, $p < .001$

Employment: Management Status & Pay Structure

15.5%
manage or
supervise other
coaches

Across all roles, 15.5% (224) of the coaches who provided employment information (1,443) reported managing or supervising other coaches. Amongst full-time coaches with employment information (689), 23.1% (159) reported managing or supervising other coaches.

How are you paid?

Employer (n)	Annual Salary	Hourly Wage	Contract Fee
For-Profit Digital Health Company (375)	27.2%	58.2%	14.7%
Corporate (281)	22.8%	49.5%	27.8%
Medical (215)	34.9%	51.7%	13.5%
Non-Profit Organization (123)	34.1%	46.3%	19.5%
Higher Education (120)	40.8%	32.5%	26.7%
Veterans Affairs (14)	78.6%	21.4%	0.0%
Government (27)	44.4%	25.9%	29.6%
Fitness Center (26)	3.8%	65.4%	30.8%
Insurance (19)	63.2%	26.4%	10.5%
Coach Training Program (11)	0.0%	54.5%	45.5%
Somewhere Else or Unknown (74)	13.6%	52.7%	33.8%

Hourly wages were most common in for-profit digital health companies, corporate settings, medical settings, non-profit organizations, fitness centers, coaching training programs, and somewhere else/ unknown.

Annual salaries were most common in higher education, veterans affairs, government settings, and insurance.

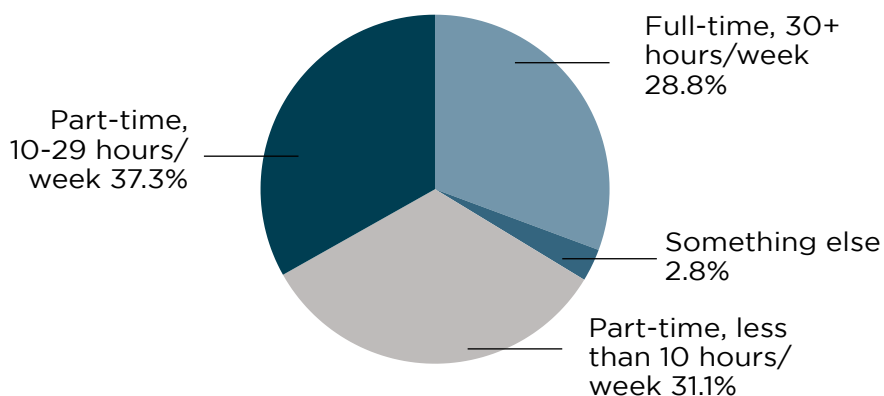
Self-Employment

1,445 coaches provided information on their employment location.

809 coaches (56.0%) reported being self-employed. More specifically, 598 (41.4%) reported owning a private practice coaching business, and 211 (14.6%) reported being self-employed in contract positions (i.e., not private practice).

56.0% were self-employed
41.4% owned a private practice

Employment Status of Self-Employed Coaches



As a self-employed coach, where do you contract? Setting (n)

- | | |
|--|------------------------------------|
| 1. Other Healthcare Provider or Community Health Organization: 220 | 8. Hospital, General Medicine: 30 |
| 2. Corporate: 133 | 9. Hospital, Specialty: 29 |
| 3. For-Profit Digital Health: 131 | 10. Fitness Center: 22 |
| 4. University/Higher Education: 88 | 11. Government: 19 |
| 5. Primary Care Provider: 79 | 12. Coaching Training Company: 10 |
| 6. Non-Profit Organization: 44 | 13. Local School: 7 |
| 7. Chiropractor: 36 | 14. VA or Veterans Organization: 5 |
| | 15. Insurance Company: 4 |

Financial Earnings

54.0% of full-time coaches reported earning \$65,000 or more

809 coaches (56.0%) reported being self-employed. More specifically, 598 (41.4%) reported owning a private practice coaching business, and 211 (14.6%) reported being self-employed in contract positions (i.e., not private practice).

Total Annual Salary	Full-Time 30 hrs + % (n)	Part-Time 10-29 hrs% (n)	Part-Time < 10hrs% (n)	Full Sample % (n)
Under \$24,999	3.1% (7)	46.1% (89)	91.8% (67)	33.6% (169)
\$25,000 - \$49,999	15.8% (36)	36.3% (70)	4.1% (3)	22.1% (111)
\$50,000 - \$64,999	27.2% (62)	10.4% (20)	1.4% (1)	16.7% (84)
\$65,000 - \$74,999	20.2% (46)	1.0% (2)	1.4% (1)	9.7% (49)
\$75,000 - \$99,999	20.6% (47)	3.6% (7)	0.0% (0)	10.7% (54)
\$100,000 or more	13.2% (30)	2.6% (5)	1.4% (1)	7.2% (36)
\$50,000 +	81.2% (185)	17.6% (34)	4.2% (3)	44.3% (223)
\$65,000 +	54.0% (123)	7.2% (14)	2.8% (2)	27.6% (139)
Total	228	193	73	1.4% (34)

Full-time coaches were significantly more likely to make \$50,000 +.

Hourly Wage

558 coaches provided their hourly wages. Nine outliers with earnings over \$150/hour were excluded from analysis. Including all coaches across all coaching-related jobs, hourly wages ranged from \$15 to \$140 per hour. **The average hourly wage was \$45.51** (SD=25.18), and **the median was \$35.**

Part-time coaches (n=249) reported significantly higher wages than full-time coaches (n=259). Part-timers reported an average wage of \$52.82/ hour (SD=27.63) while full-timers, reported an average of \$38.35/ hour (SD=19.97).

Salary Concerns

Despite the earnings reported above, many coaches provided comments on the low wages offered within the field and their frustration related to salary. Many have concerns about the ability to make a living wage as a coach.

Financial Earnings

Earnings by Employment Setting among Full-Time Coaches

Employer	Salary 50k +% (n)	Salary 65k +% (n)	Hourly Wage mean (SD)
For-Profit Digital Health Company	91.6% (87)	58.9% (56)	\$33.7 (17.2)
Corporate	92.6% (50)	70.4% (38)	\$44.6 (24.0)
Medical	95.2% (60)	73.0% (46)	\$38.1 (13)
Non-Profit Organization	84.8% (28)	72.7% (24)	\$44.7 (44.0)
Higher Education	88.5% (23)	65.4% (17)	\$37.0 (11.1)
Veterans Affairs	100.0% (37)	59.5% (22)	\$30.2 (4.2)
Government	88.9% (8)	55.6% (5)	\$45.9 (19.8)
Insurance	100.0% (11)	81.8% (9)	\$36.0 (7.8)
Somewhere Else or Unknown	85.7% (6)	71.4% (5)	\$59.7 (33.3)

The hourly wages presented above exclude the outliers with wages over \$150/hour. Notably, more than half of these outliers were coaches working in corporate settings.

Highest Paying	Lowest Paying
<p>Non-profit organizations (\$44.7/hour)</p> <p>Corporate Settings (\$44.6/hour)</p>	<p>Veterans Affairs (\$30.2/hour)</p> <p>For-profit digital health companies (\$33.7/hour)</p>

Earnings by Employment Setting among Part-Time Coaches

Employer	Hourly Wage mean (SD)
For-Profit Digital Health Company	\$49.4 (22.9)
Corporate	\$57.9 (27.7)
Medical	\$45.8 (28.0)
Non-Profit Organization	\$34.6 (16.8)
Higher Education	\$57.2 (26.2)
Somewhere Else or Unknown	\$68.0 (42.7)

Financial Earnings: Private Practice

Annual Salary

33 of the 598 private practice coaches reported their earnings as an annual salary. Among these 33 coaches, 17 coaches reported earning less than \$50,000 from their private practice, most of which worked part-time. Alternatively, 16 coaches reported earning over \$50,000 annually with all but one being full-time. More specifically, six coaches reported they earned \$50,000 - \$64,999 annually, four reported earning \$75,000 - \$99,999, and six reported six earning \$100,000 or more.

Hourly Wage

205 coaches reported their private practice earnings as an hourly wage.

Amongst the 195* coaches included in analysis, hourly wage ranged from \$15 - \$240. The mean wage was \$90.84 (SD=42.35) and the median was \$90. There was no significant difference in hourly wage between part-time (M: \$89.27, SD=40.86) and full-time coaches (M: \$92.77, SD=49.05).

\$90.84
was the average
hourly wage of
coaches in private
practice settings

Contract Fee

199 private practice coaches reported their contract fees. As expected most widely varied as some coaches were paid per month, some by program, and others by hour. In total 94 coaches reported their contract fee per hour. This ranged from \$30-\$300 with an average of \$110.46 (SD=62.19) and median of \$89.

** 19 coaches reported their wage as a range. Averages were imputed for ranges of \$50 or less. Upper limits were imputed for four coaches whose range was larger than \$50. Ten coaches were excluded from analysis. Of these 10, five said their wage varies without further specification and five reported statistical outliers of wages over \$250/hr.*

Client Fees

Across all settings, excluding private practice, **44.0%** of coaches reported that coaching is offered **free** or via **employee benefits**. Additionally, 8.2% of coaches reported that clients fees are paid through insurance.

How Clients are Charged

Employer	Monthly Membership	Employer Benefits	Insurance Billing	Free	Hourly Fee
For-Profit DHC	10.9% (17)	16.0% (25)	12.8% (20)	19.2% (30)	41.0% (64)
Corporate	2.5% (3)	29.5% (36)	7.4% (9)	11.5% (14)	49.2% (60)
Medical	5.9% (9)	7.2% (11)	3.3% (5)	32.9% (50)	50.7% (77)
Non-Profit Organization	0.0% (0)	3.8% (3)	2.5% (2)	55.7% (44)	38.0% (30)
Higher Education	3.8% (2)	0.0% (0)	0.0% (0)	75.0% (39)	21.2% (11)
Veterans Affairs	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (23)	0.0% (0)
Government	0.0% (0)	0.0% (0)	0.0% (0)	55.6% (10)	44.4% (8)
Insurance	0.0% (0)	0.0% (0)	92.9% (13)	0.0% (0)	7.1% (1)
Fitness Center	85.7% (6)	85.7% (6)	85.7% (6)	85.7% (6)	85.7% (6)
Somewhere Else or Unknown	25% (1)	5.0% (2)	2.5% (1)	7.5% (3)	82.5% (33)

Average Hourly Client Fee

For-Profit \$119.84 Range: \$35-\$350	Corporate \$118.05 Range: \$25-\$350	Medical \$100.24 Range: \$10-\$350	Non-Profit \$82.53 Range: \$5-\$180
Higher Education \$71.11 Range: \$10-\$150	Government \$110.63 Range: \$40-\$150	Fitness Center \$88.57 Range: \$50-\$150	Other/Unknown \$125.44 Range: \$50-\$350

Client Fees: Private Practice

Client Fee

445 private practice coaches reported their client fees. There was a lot of versatility across coaches with some charging differently between clients or only offering packages. In total, 376 coaches reported their client fees in a per hour format. Six coaches offered coaches for over \$300/hour and were excluded from analysis.

Client fee in private practice ranged from \$5 - \$300. The mean was \$108.56 (SD=49.46) per hour, and median was \$100 per hour.

\$108.56
was the average
client fee for an hour
session in private
practice settings

Packages

There was a wide range for how packages were offered to private practice clients. The most common form of packages were structured in monthly, 3-month, and 6-month bundles or session bundles in lengths of 3, 5, 6, 8, 10, or 12 sessions.

Package Length (n)	Range	Mean (SD)	Median
Session Package			
3 sessions (9)	\$120-\$500	\$335 (149)	\$330
5 sessions (11)	\$250-\$1,125	\$418 (269)	\$300
6 sessions (35)	\$75 - \$3,000	\$585 (527)	\$480
8 sessions (3)	\$400-\$999	\$616 (332)	\$450
10 sessions (9)	\$399-\$1600	\$854 (429)	\$750
12 sessions (29)	\$395-\$5,500	\$1,472 (972)	\$1260
Monthly Packages			
Monthly (46)	\$70-\$1,450	\$345 (202)	\$310
3 months (35)	\$265-\$3,500	\$1,259 (888)	\$1100
6 months (19)	\$750-\$6,000	\$2,247 (1,406)	\$1800

Conclusions & Next Steps

The NBHWC's mission is to champion the advancement of health and wellness coaching through evidence-informed standards of education, training, credentialing and research.

Conclusion

NBHWC's 2024 annual survey results indicate an increasingly diverse pool of coaches. Coaches span demographic backgrounds and represent a range of experience, education, and professions. The most common concern reported by coaches was related to financial earnings and, by association, the ability to secure a well-paying position or a steady client pool. As the field expands, additional employment and funding opportunities are needed to provide a successful path forward within coaching for all current and future NBC-HWCs.

Contact NBHWC

866.535.7929

info@nbhwc.org

www.nbhwc.org

PO Box 5091 Scottsdale, AZ 85251

