

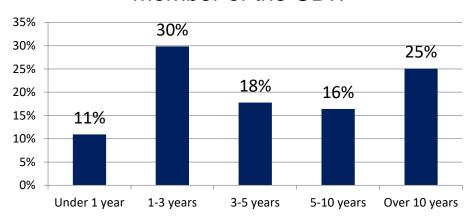
#CDIBigListen

July 2021
Survey results

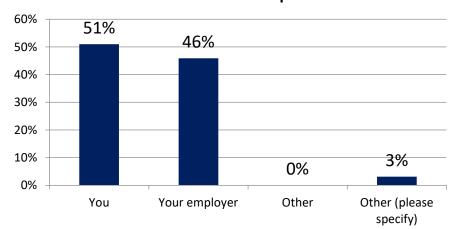
Who responded: 550 CDI members



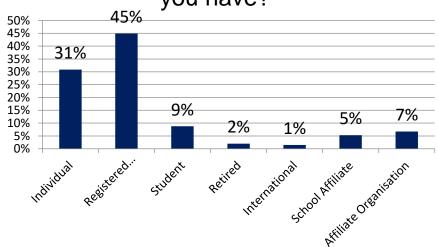
How long have you been a member of the CDI?



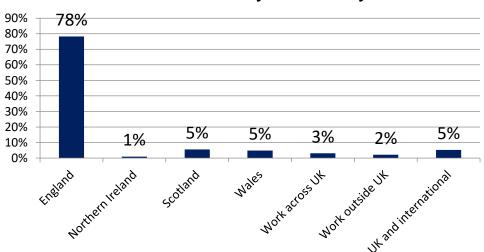
Who pays for your CDI membership?



What type of CDI membership do you have?



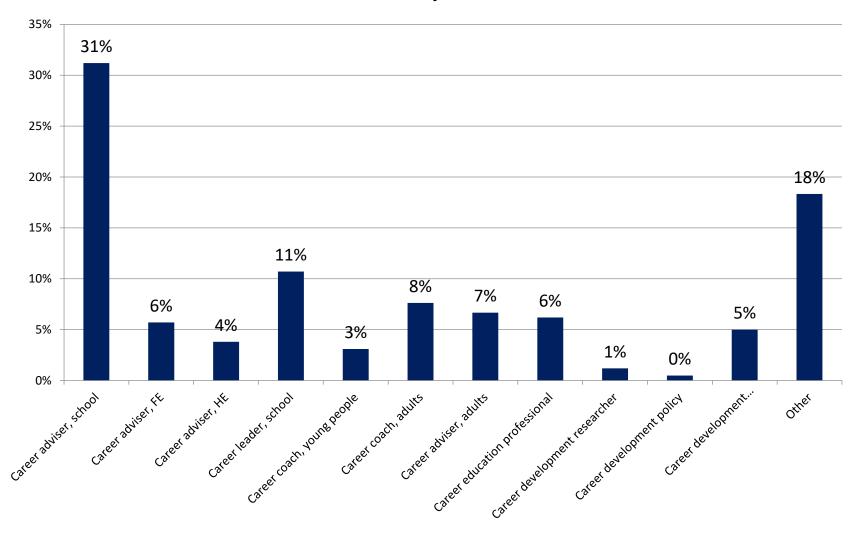
In which nations do you mainly work;



Who responded: Job role

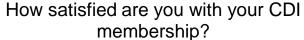


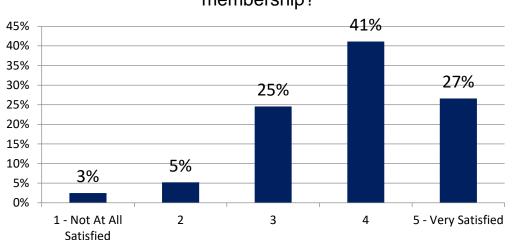
Which best describes your main role?



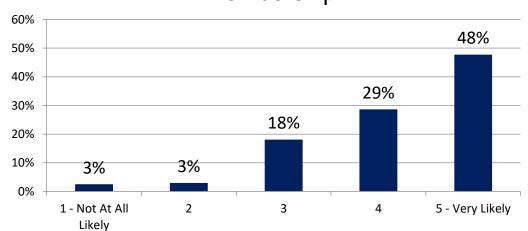
Satisfaction with CDI membership



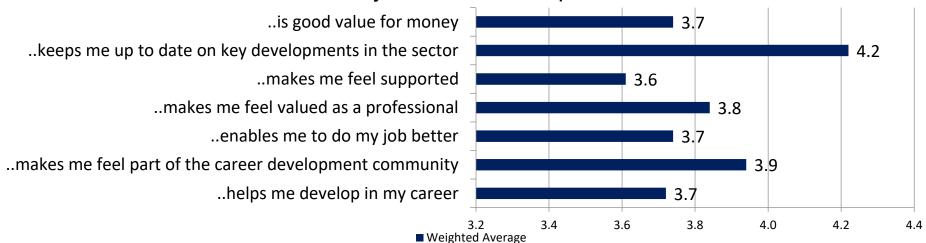




How likely are you to renew your membership?



My CDI membership...

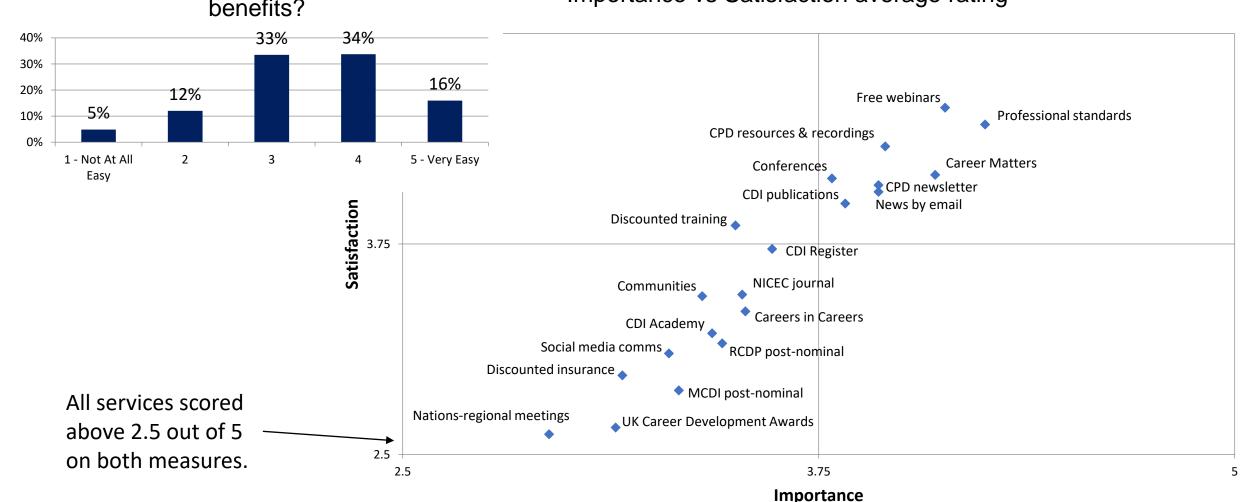


CDI services: Ease of access, importance vs satisfaction



How easy do you find it to access and use your CDI membership benefits?

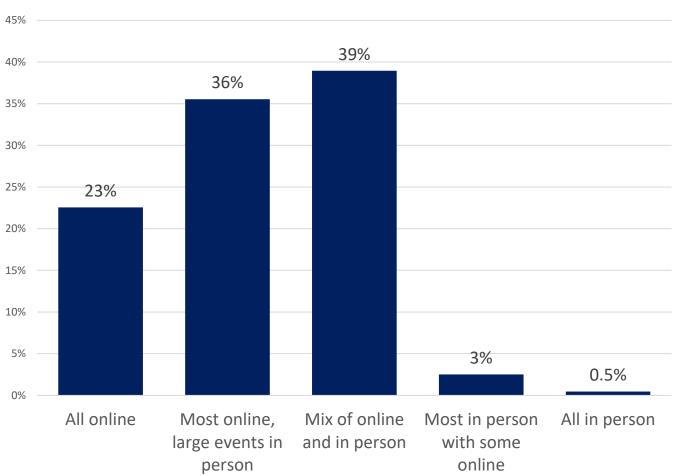
Importance vs Satisfaction average rating



Should events stay online?





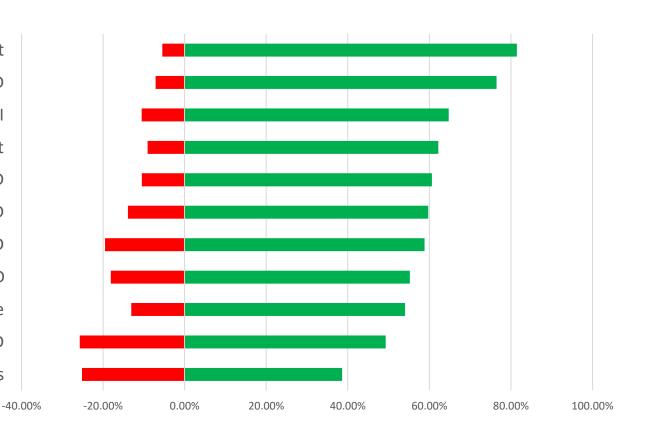


How you see the CDI: What we do



Perceptions of the CDI

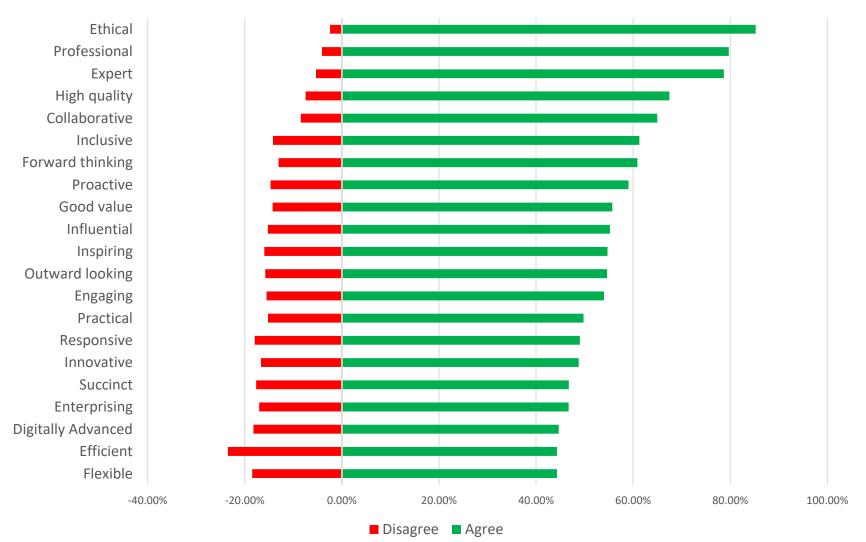
The CDI promotes best practice in career development
Sets the standard for qualifications and training in CD
Represents CD across England, Scotland, Wales and NI
Focuses on providing best member services and support
Undertakes and promotes research into CD
Catalyst for collaboration within CD
Represents people across all areas of CD
Influences government policy related to CD
Engages members face to face and online
Plays important role in raising public profile of CD
Engages employers on benefits of employing professionals



How you see the CDI: Characteristics







Thank you for sharing your views



- The survey results are hugely valuable in helping us improve existing services and support as well as develop new ones that meet members' needs.
- The next survey will be out in November and will seek members' views on working within the career development profession.
- The results will be published on the website and in Career Matters in January 2022.