

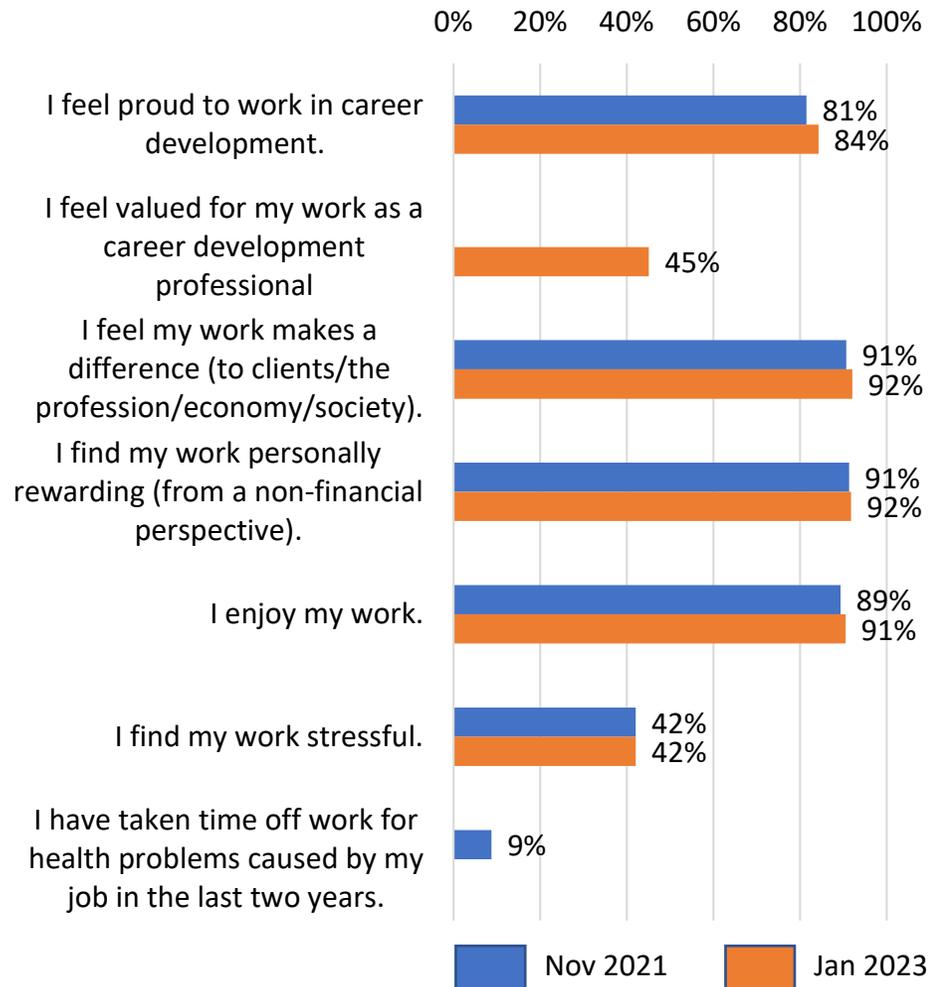
#CDIBigListen

January 2023

Survey results and comparison with Nov 2021

Careers professionals are proud of their work...

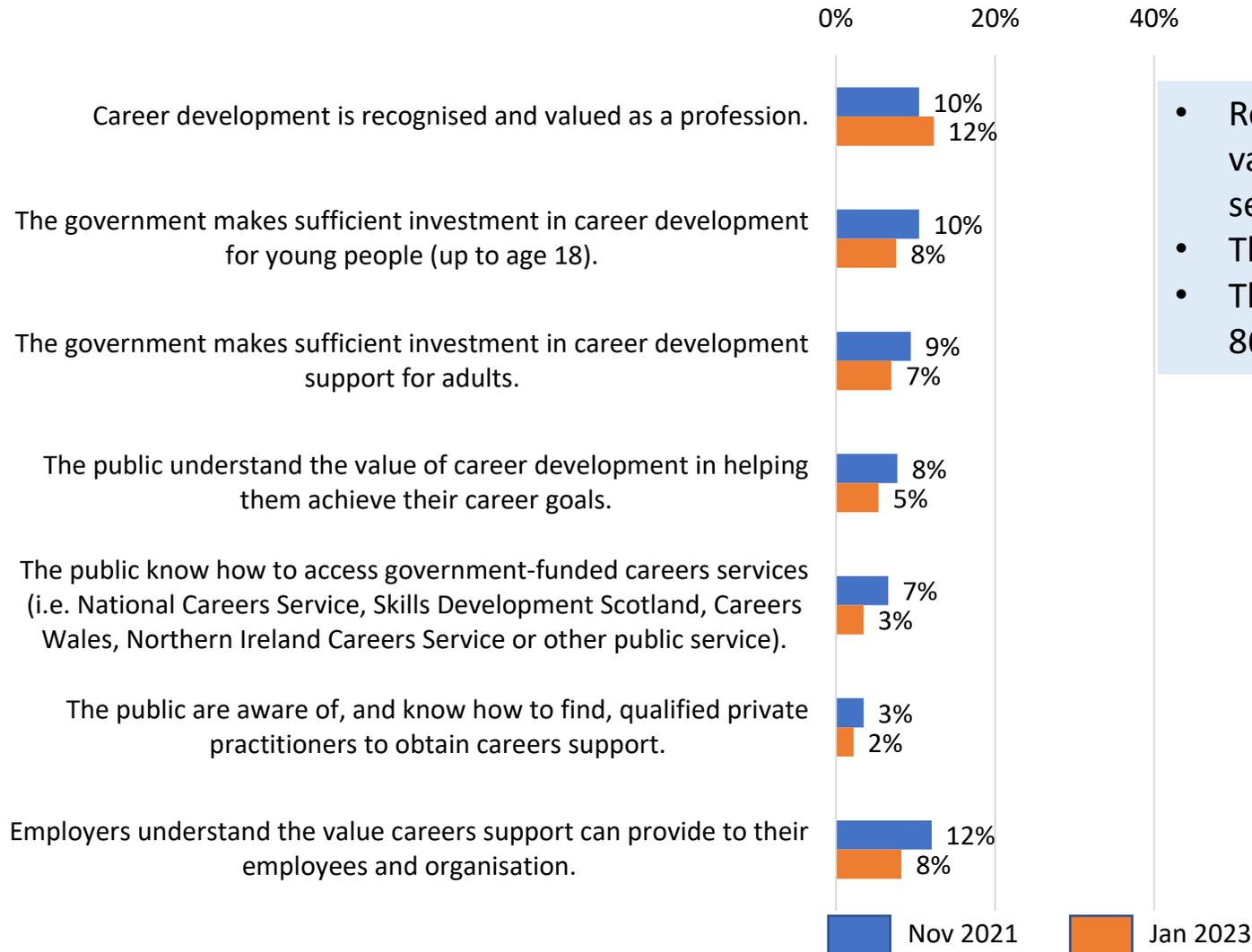
% Agree or strongly agree with the following statements



- Careers professionals are very proud to work in the profession and feel they make a real difference to clients.
- They don't feel as valued individually though.
- They also enjoy their work, though 42% find the work stressful.

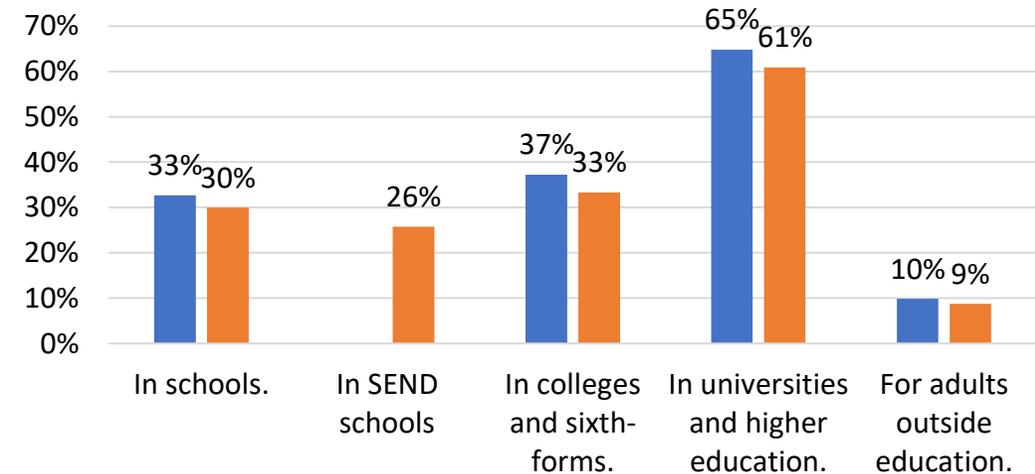
...but see careers services as undervalued, underfunded and poorly understood

% Agree or strongly agree with the following statements



- Respondents were very negative about how the profession is valued, the level of investment and the quality of careers services.
- These results have nearly all worsened since November 2021.
- This is predominantly about the careers system in England as 86% of respondents primarily work there.

% Rating level of careers support provided as Good or Very Good

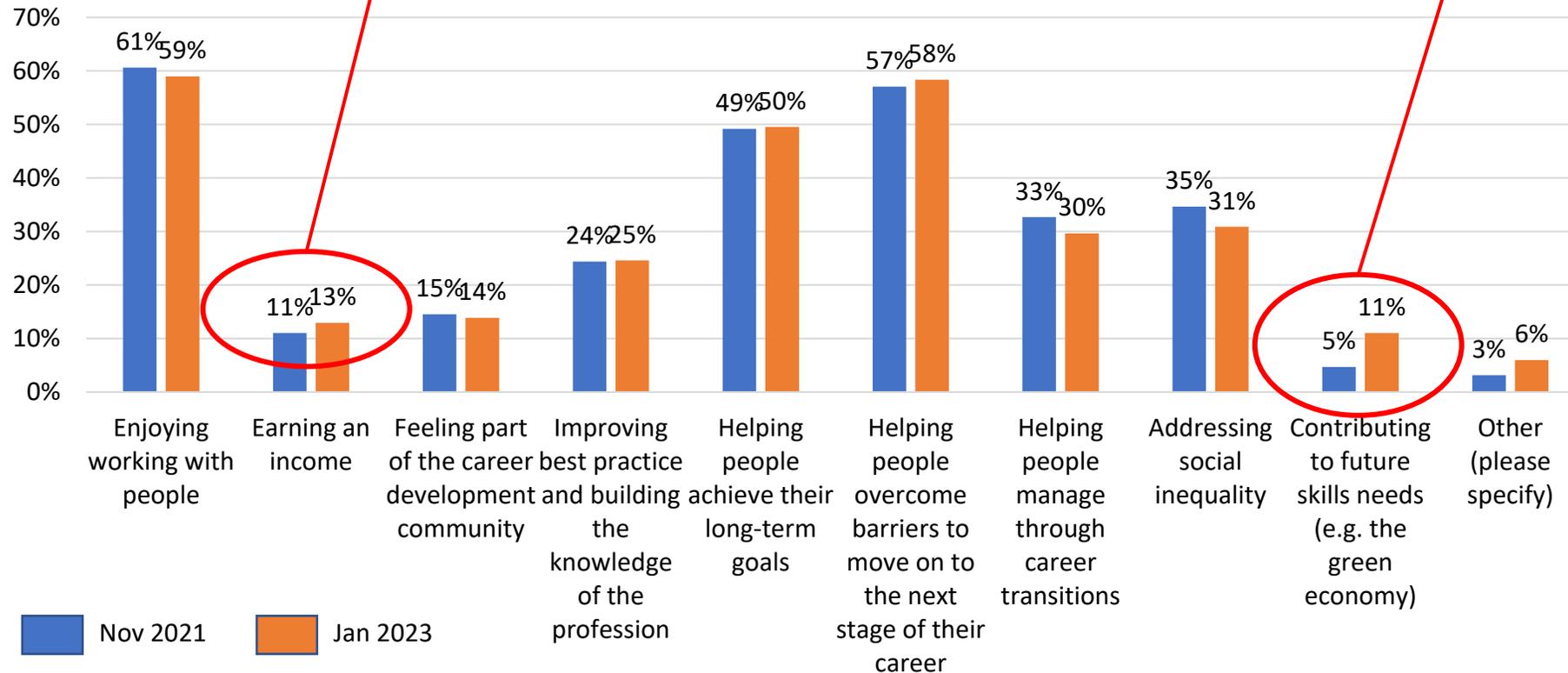


Careers professionals are motivated by working with people and helping them progress

- Earning an income isn't a key motivator for working in the sector, but there is a feeling that, in some areas, pay isn't fair – reflected in 16% saying why they will leave the profession.

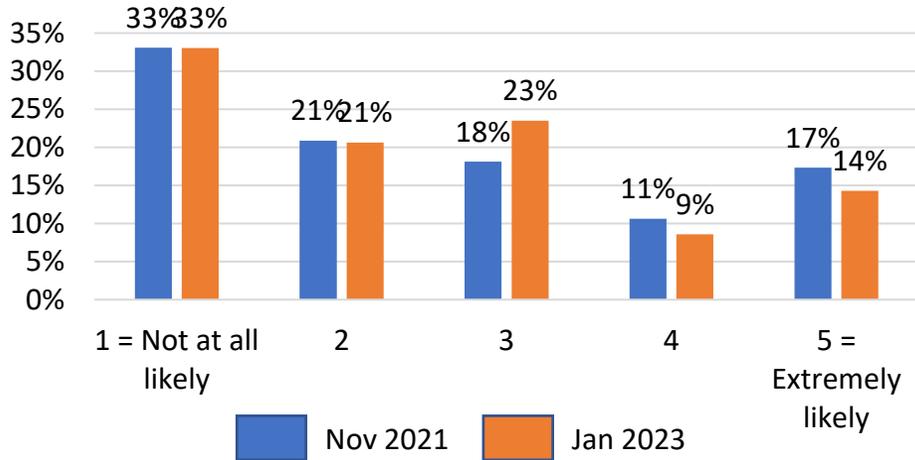
- A small but growing number are motivated by helping meet the skills needs of the future

What most motivates you about working in the career development sector?



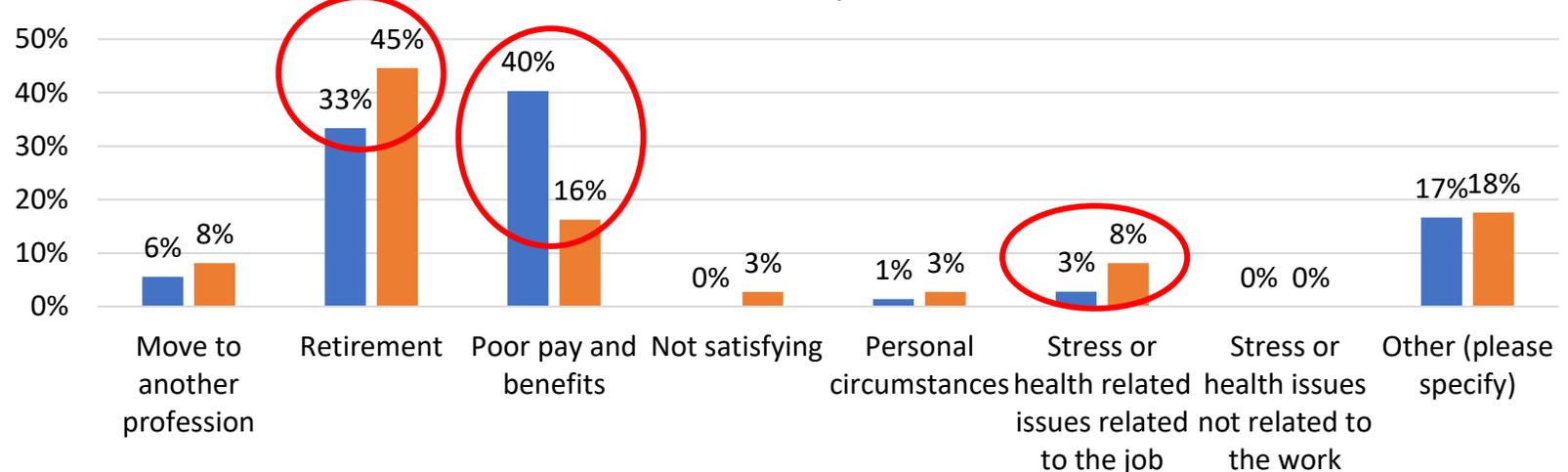
The likelihood to leave within two years has dropped, with retirement now the biggest factor

How likely are you to stop working in career development within the next two years?



- Those likely or very likely to leave within two years has fallen from 28% to 23%, but is still a potential loss of nearly a quarter of the workforce.
- Despite the cost of living crisis and continued poor pay in some areas, ‘poor pay and benefits’ has dropped from 40% to 16% as the reason to leave.
- It has been overtaken by ‘retirement’ – up from 33% to 40%.
- ‘Stress or health issues related to the job’ has increased from 3% to 8%, linked to 42% of respondents finding the work stressful.

What is the main reason for your decision to leave?

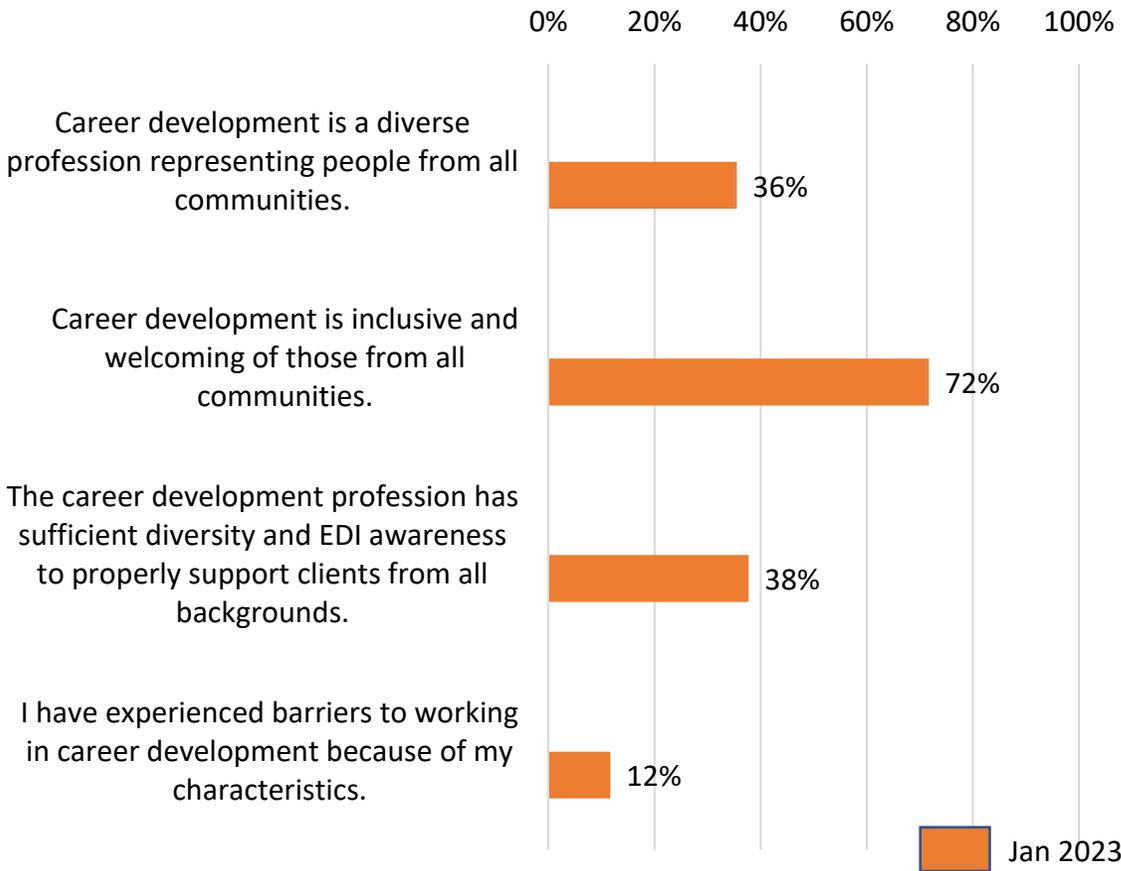


We added diversity questions to understand the current status and set a benchmark

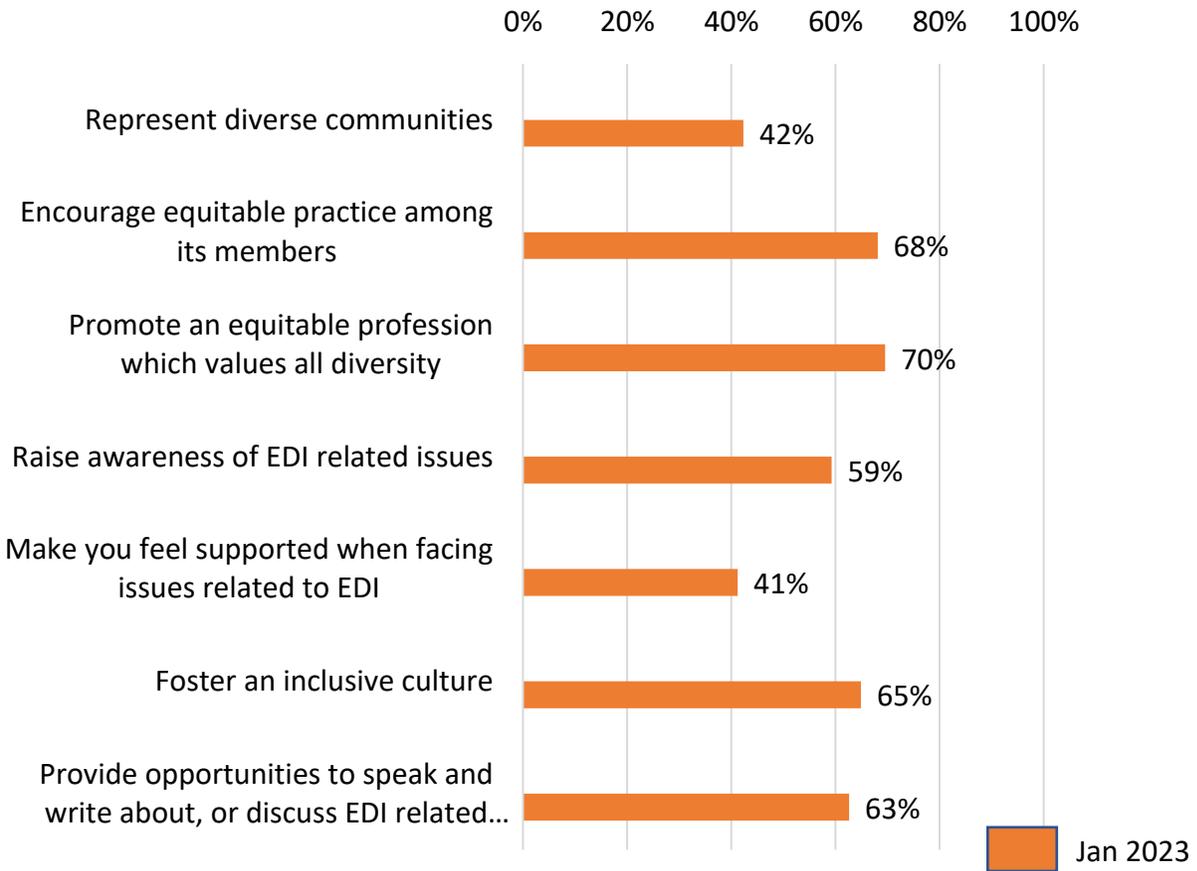


- These questions capture the current state of diversity within career development, feeding into the CDI’s new Equity, Diversity and Inclusion (EDI) strategy.
- They also set a benchmark against which we can track future progress.
- However, the respondents don’t reflect the diversity of the profession so results may not be fully reflective.

% Agree or strongly agree with the following statements

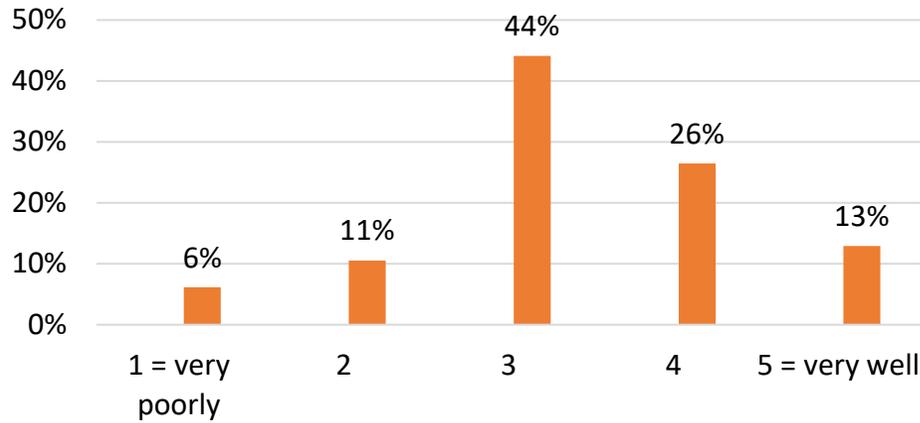


% Agree or strongly agree that the CDI does enough to...



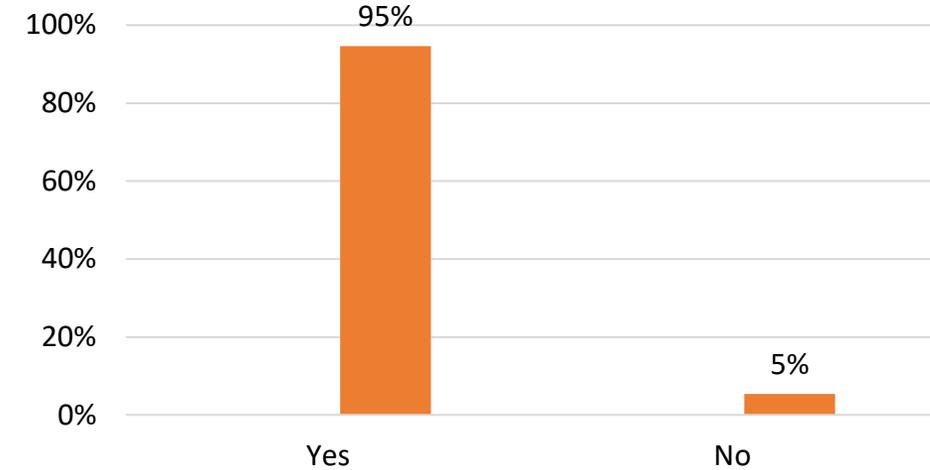
CDI membership

How well do you think the CDI membership is inclusive and reflects the diversity of society?

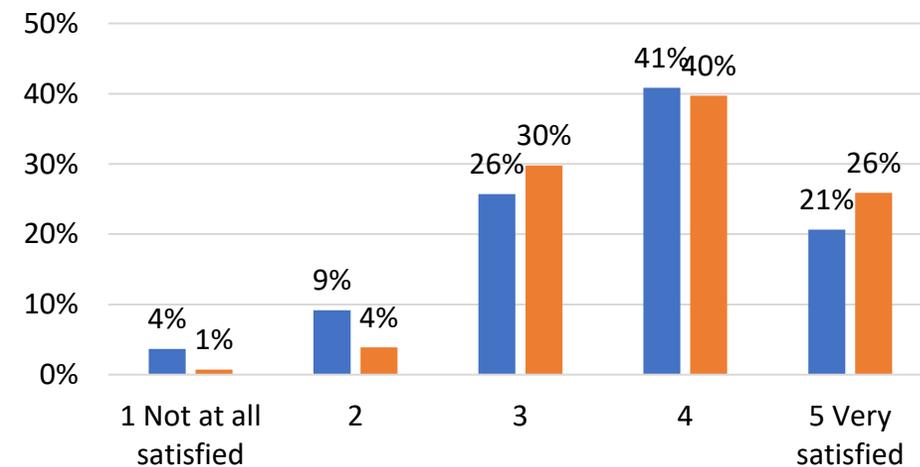


- Almost all respondents were CDI members.
- There is more to do to fully reflect the diversity of society within CDI membership.
- Satisfaction continues to improve - up from 62% to 66% - with 72% saying they would recommend membership (up from 67%).

Are you a CDI member?

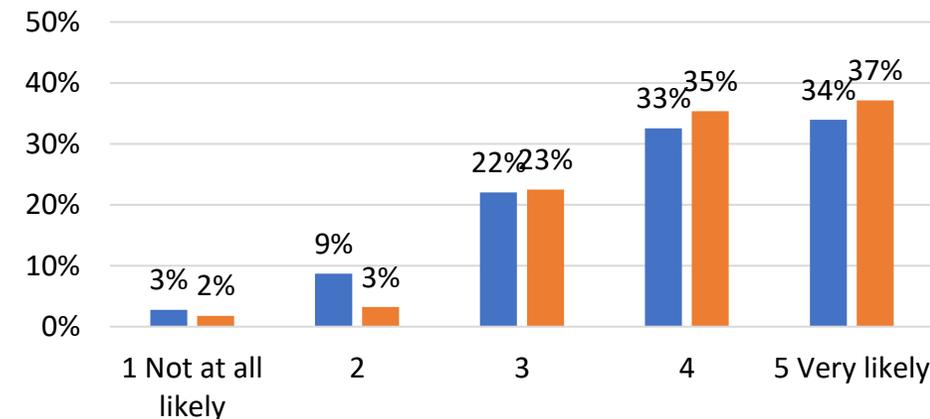


Are you satisfied with your CDI membership?



■ Nov 2021 ■ Jan 2023

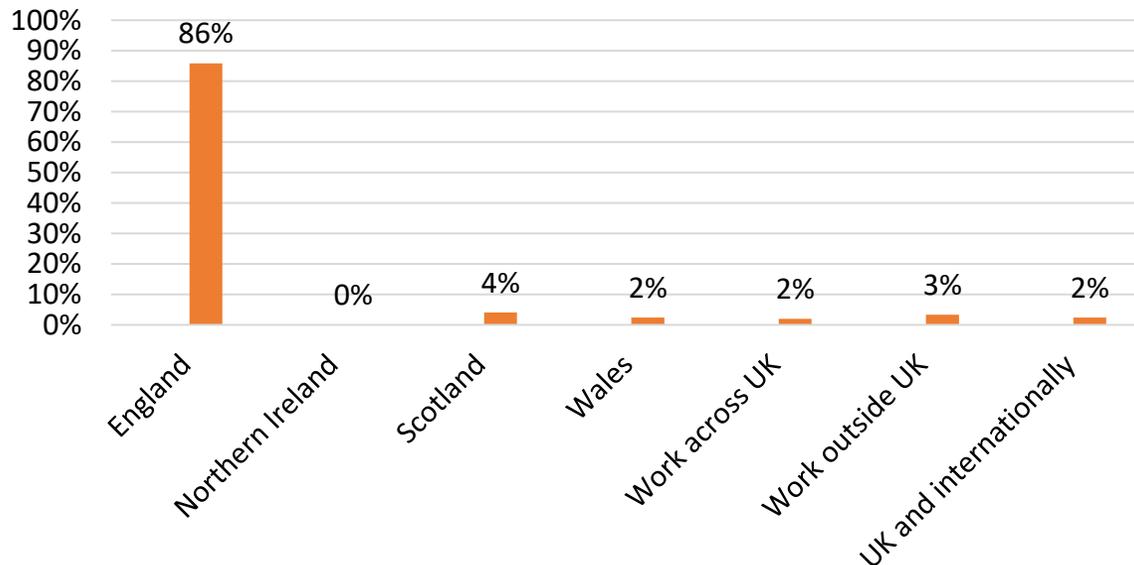
How likely would you be to recommend CDI membership?



Who responded?

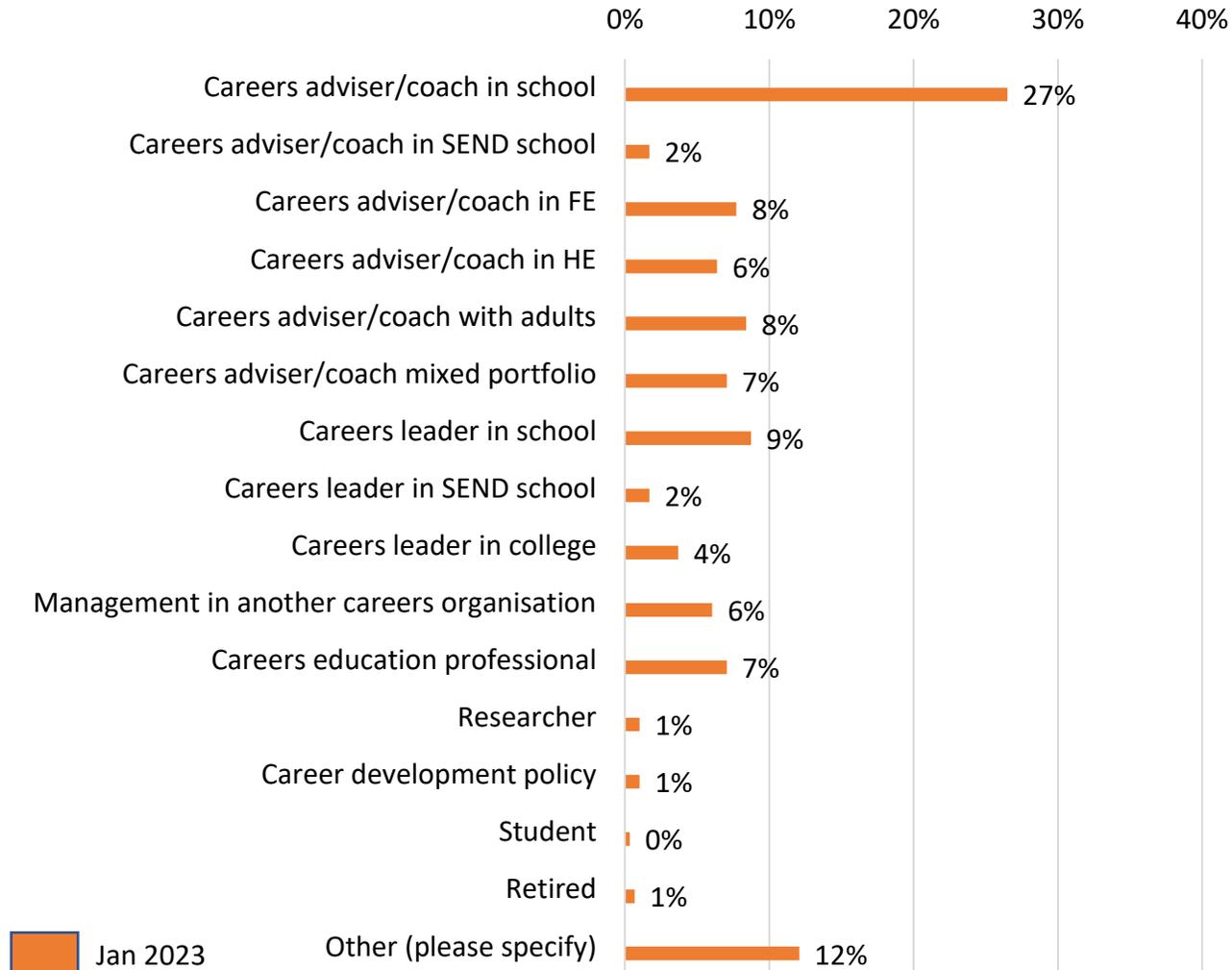
- The survey was conducted during December 2022 and January 2023.
- It was open to CDI members and other career development professionals.
- The 2023 survey had 317 responses and the November 2021 survey had 259.
- Not all respondents answered every question.

In which nation do you primarily work?



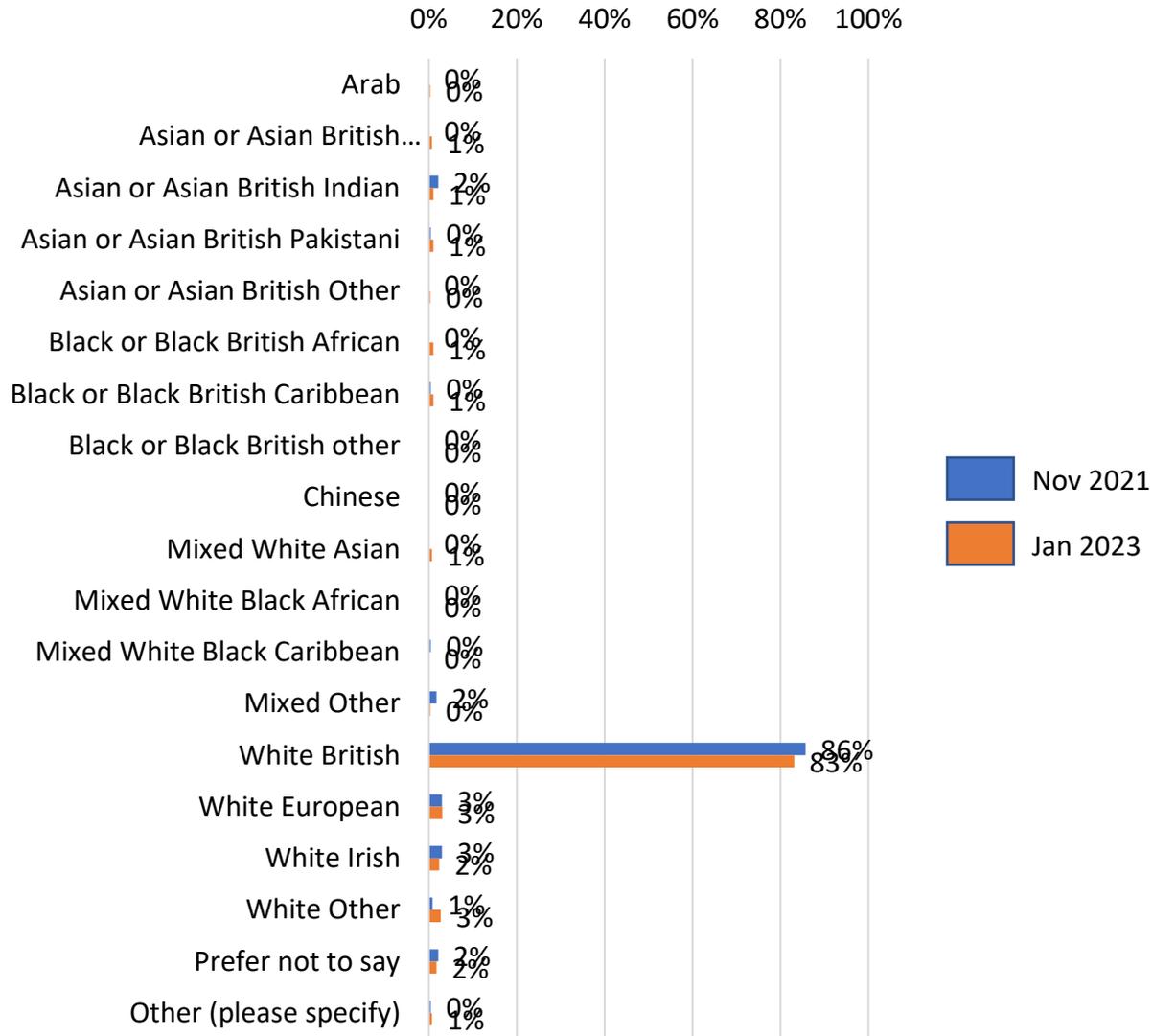
What best describes your main role?

Jan 2023 only

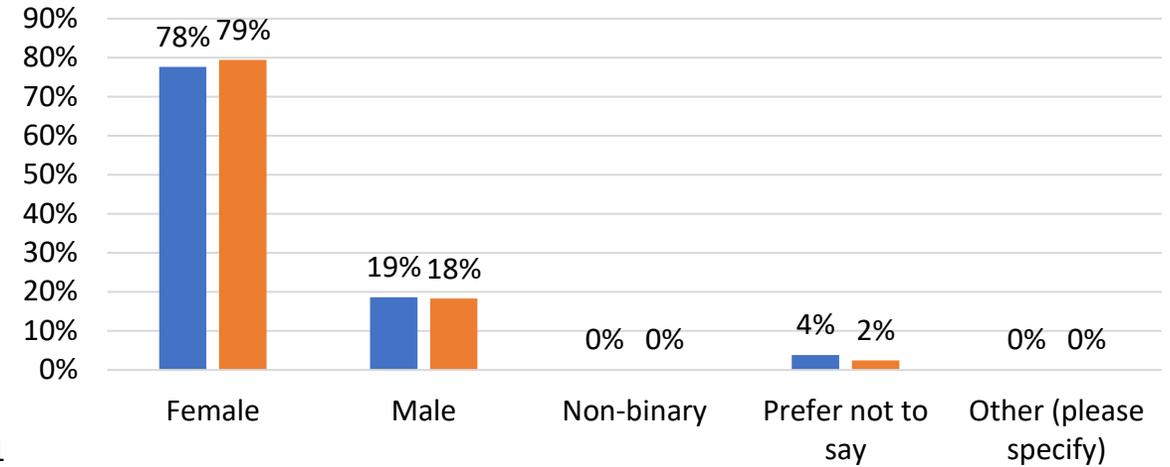


Who responded?

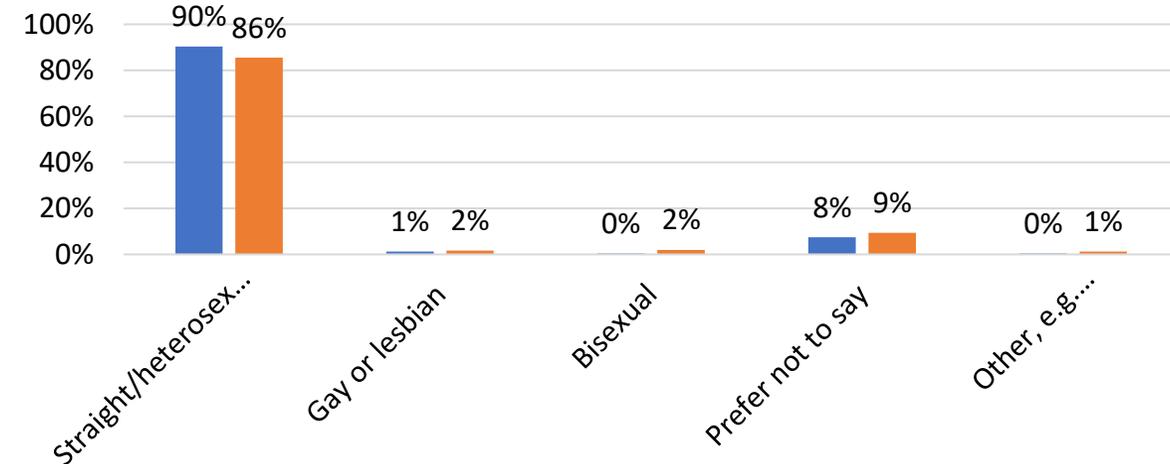
How would you describe your ethnicity?



What is your sex?

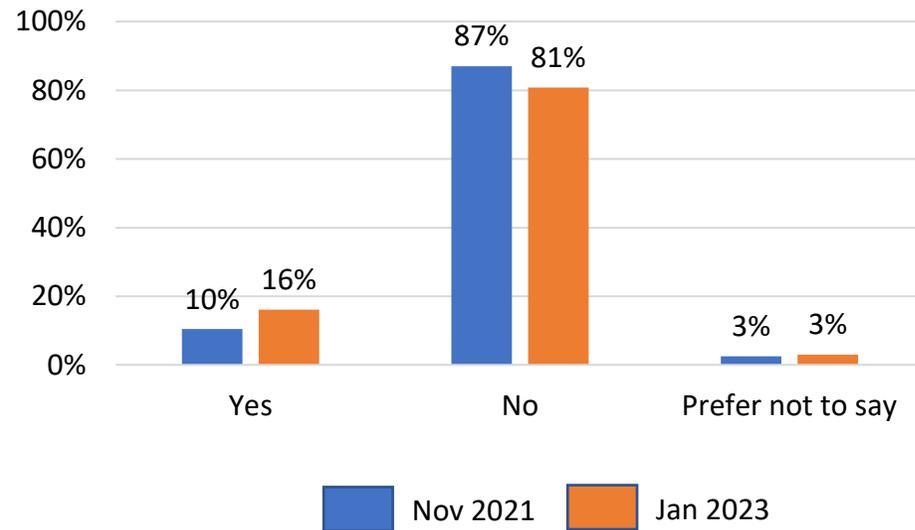


How would you describe your sexual orientation?



Who responded?

Would you describe yourself as having a disability?



Thank you for sharing your views



- The survey results are hugely valuable in helping the CDI champion career development and undertake campaigns to address key issues.
- The next survey will be out in summer 2023 and will seek members' views of the CDI and the benefits they receive.
- The results will be published on the website and in Career Matters in October 2023.