

#CDIBigListen

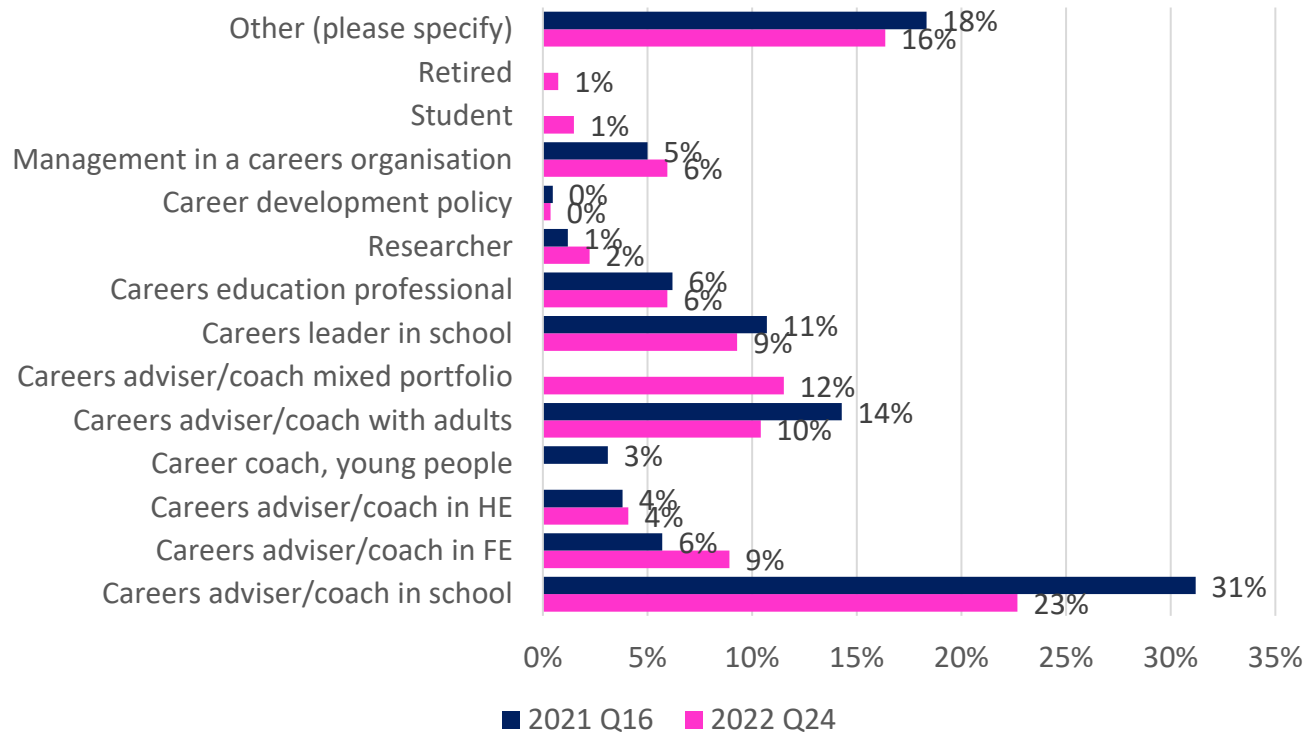
July 2021 vs May 2022

David Morgan
Chief Executive, Career Development Institute

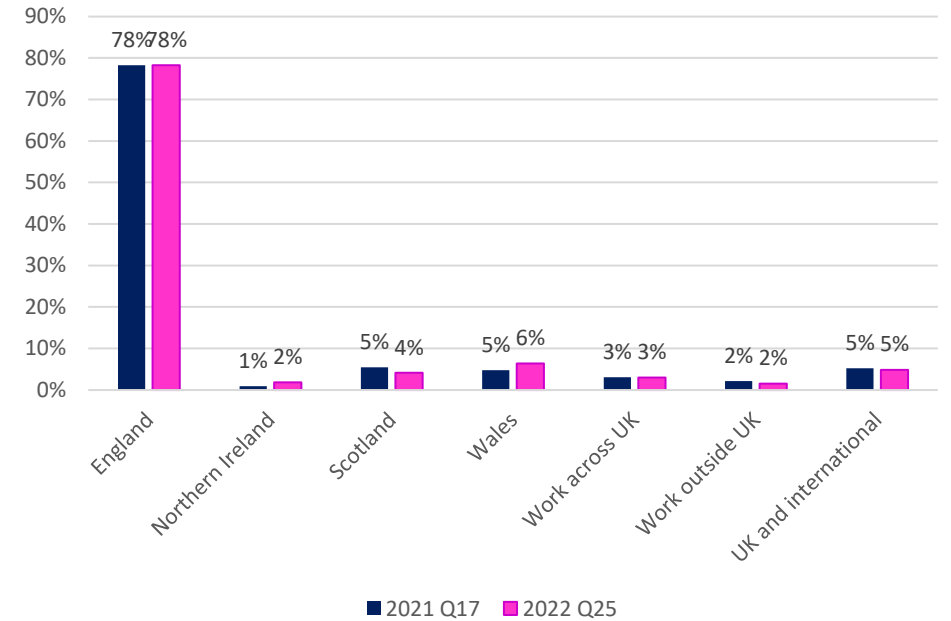
Profile of respondents

2021: 550 responses. 2022: 338 responses.

Respondents' main role

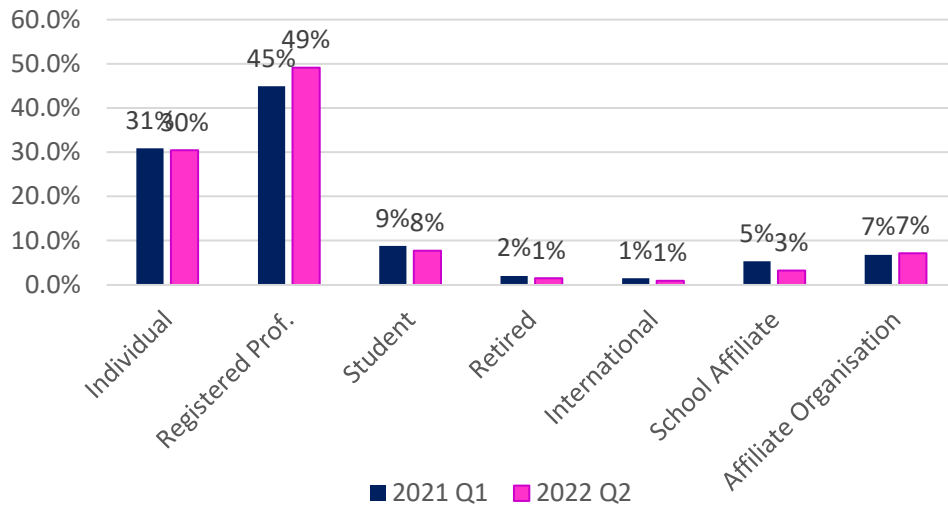


Nations where members work

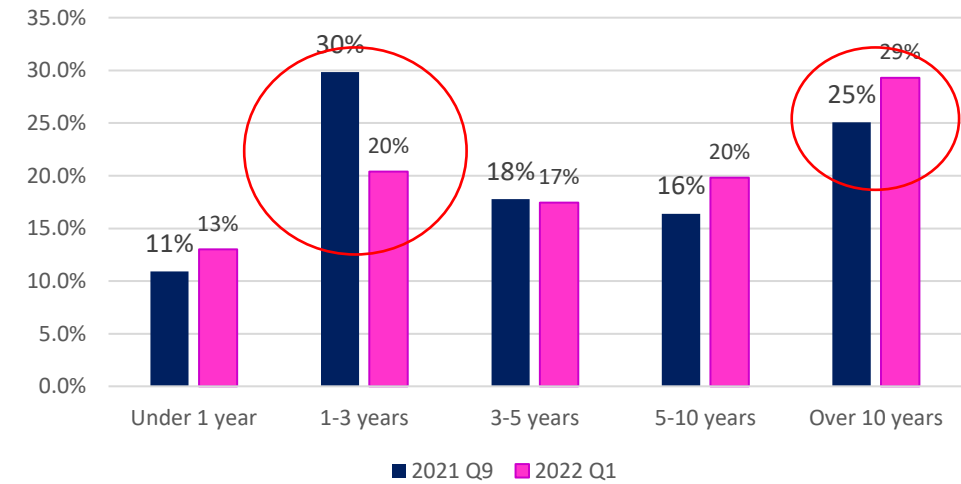


Profile of respondents

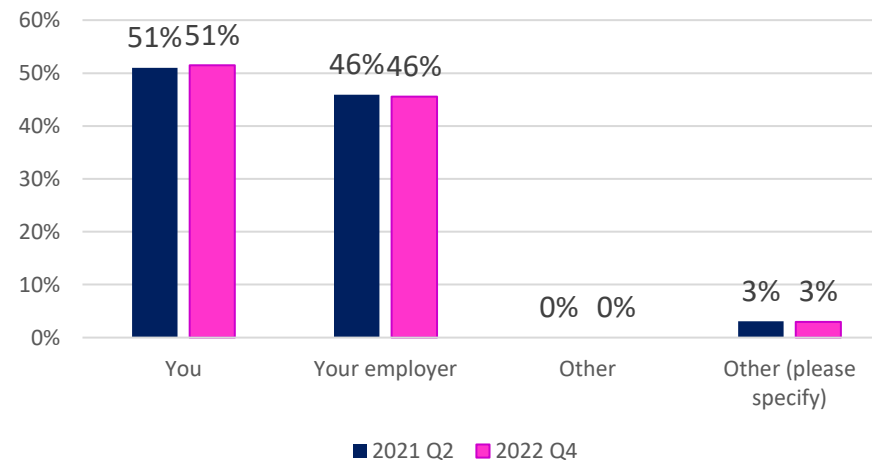
What type of membership do you have?



How long have you been a member of the CDI?

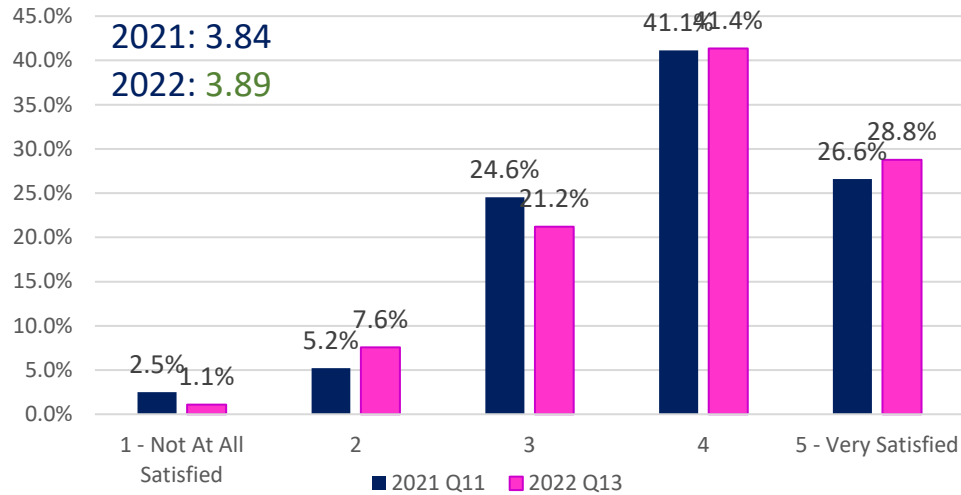


Who pays for your CDI membership?

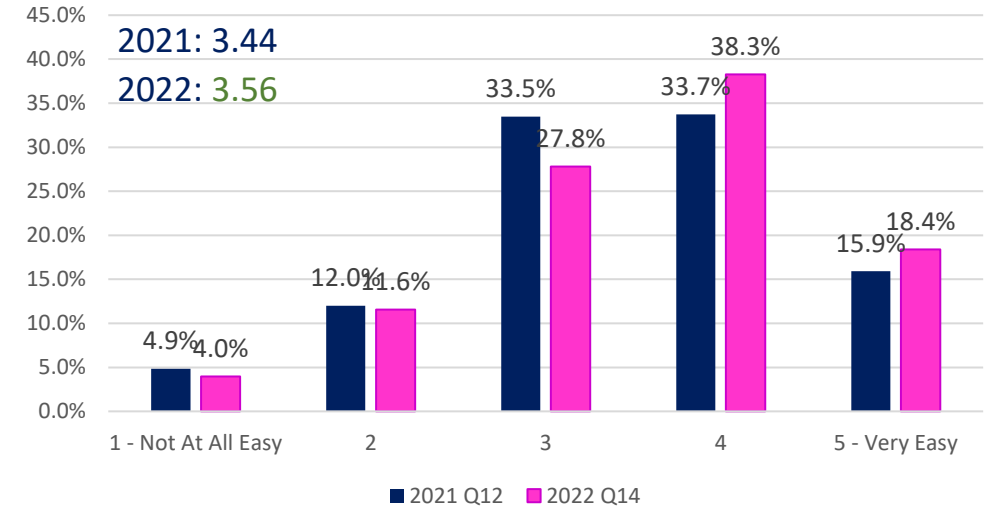


Overall satisfaction

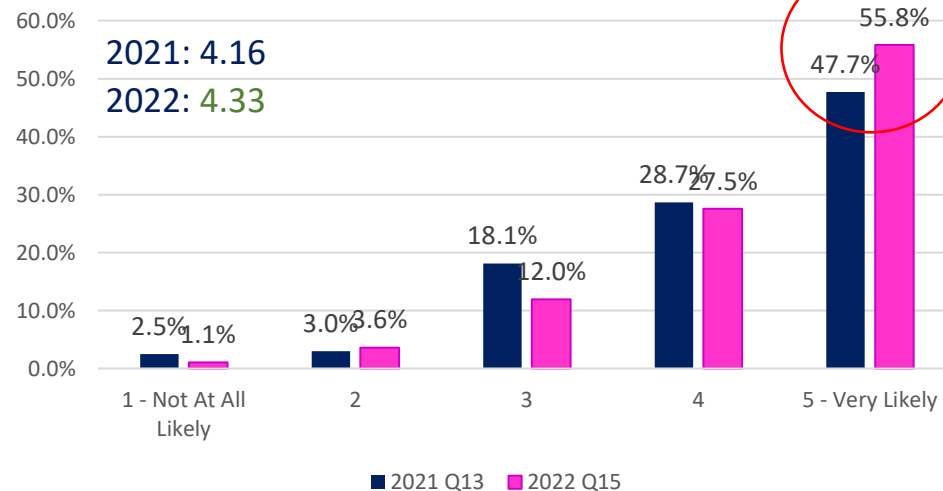
Satisfaction with membership



Ease of accessing benefits

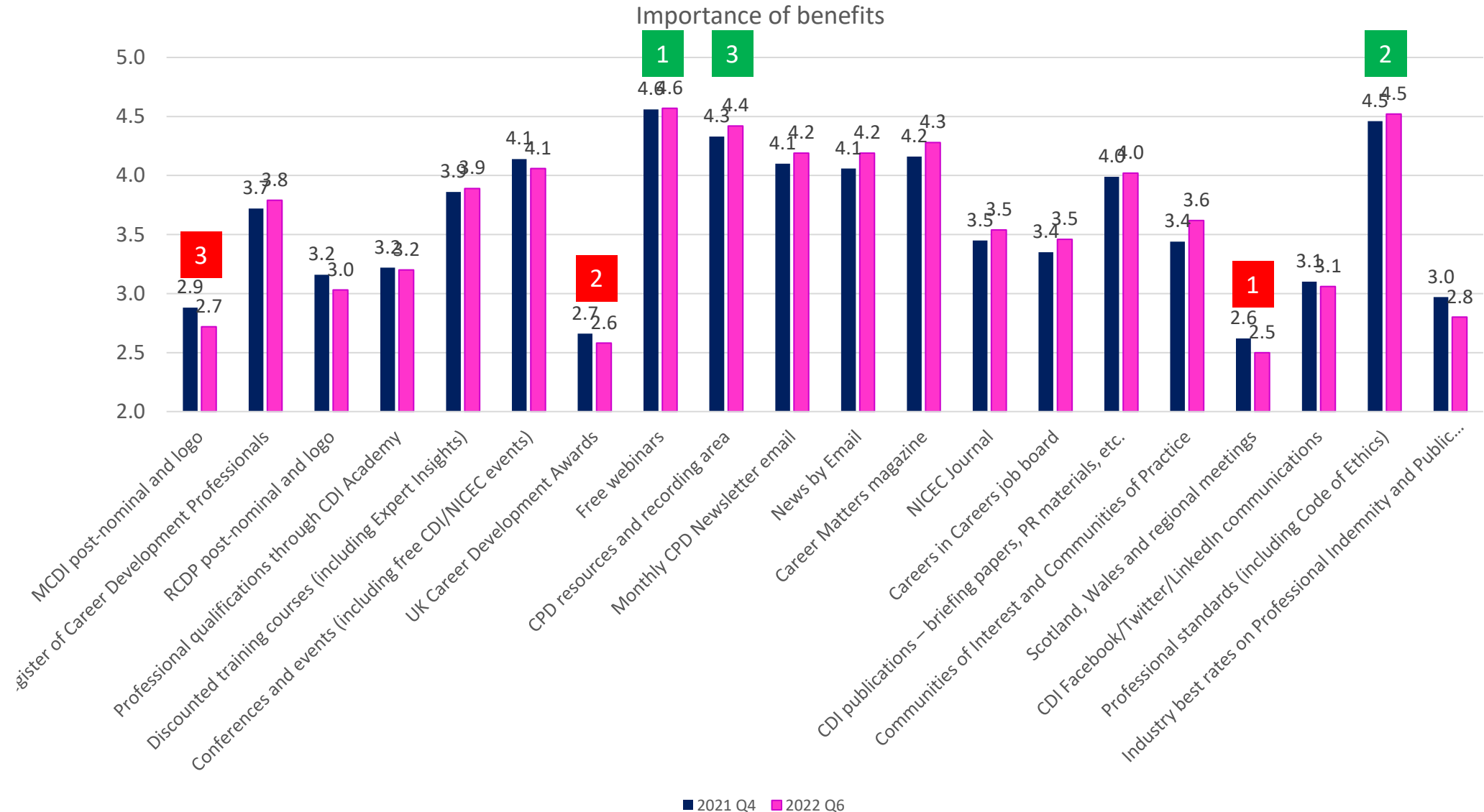


Likely to renew membership



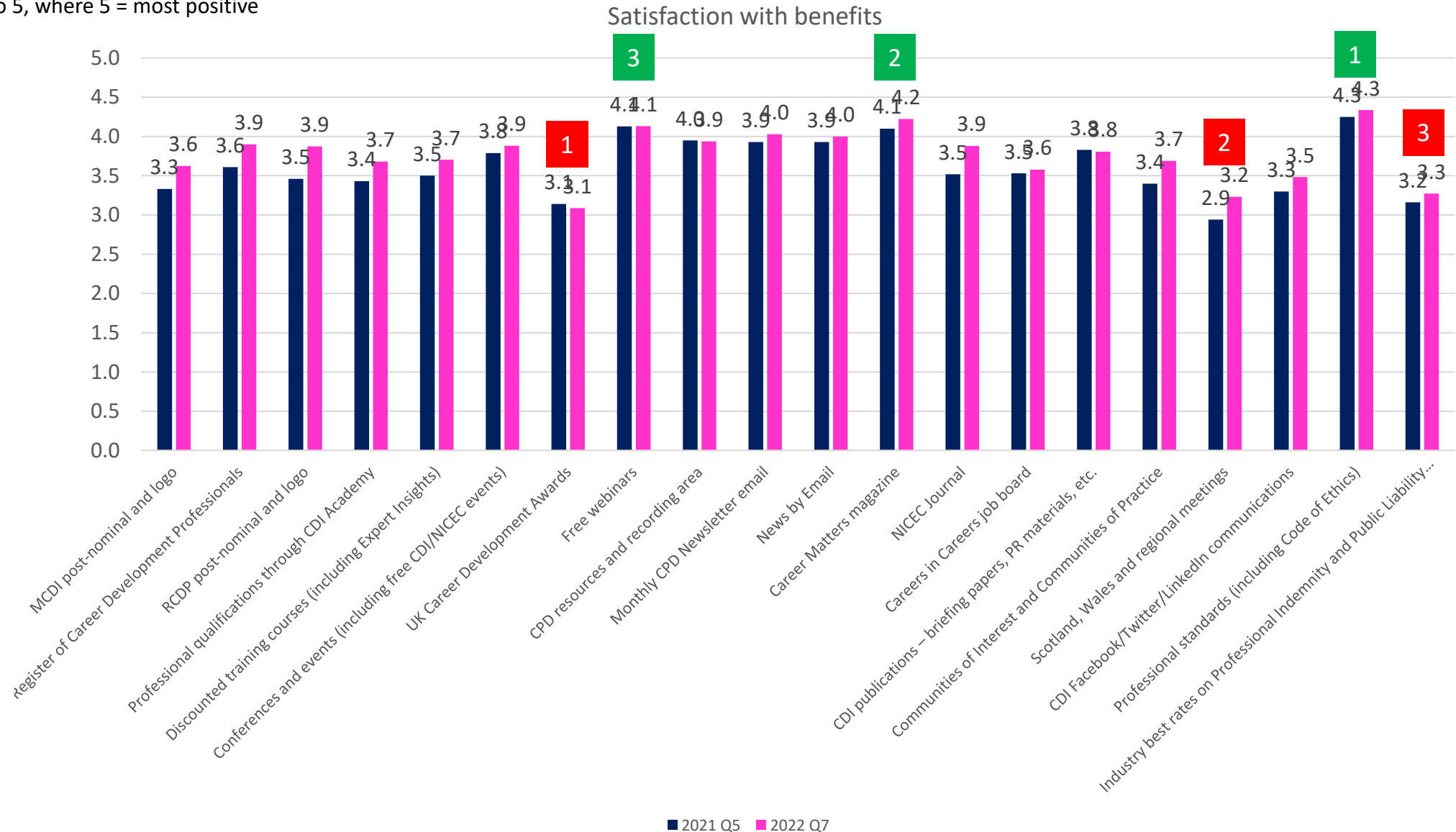
Membership benefits - importance

Rated 1 to 5, where 5 = most positive



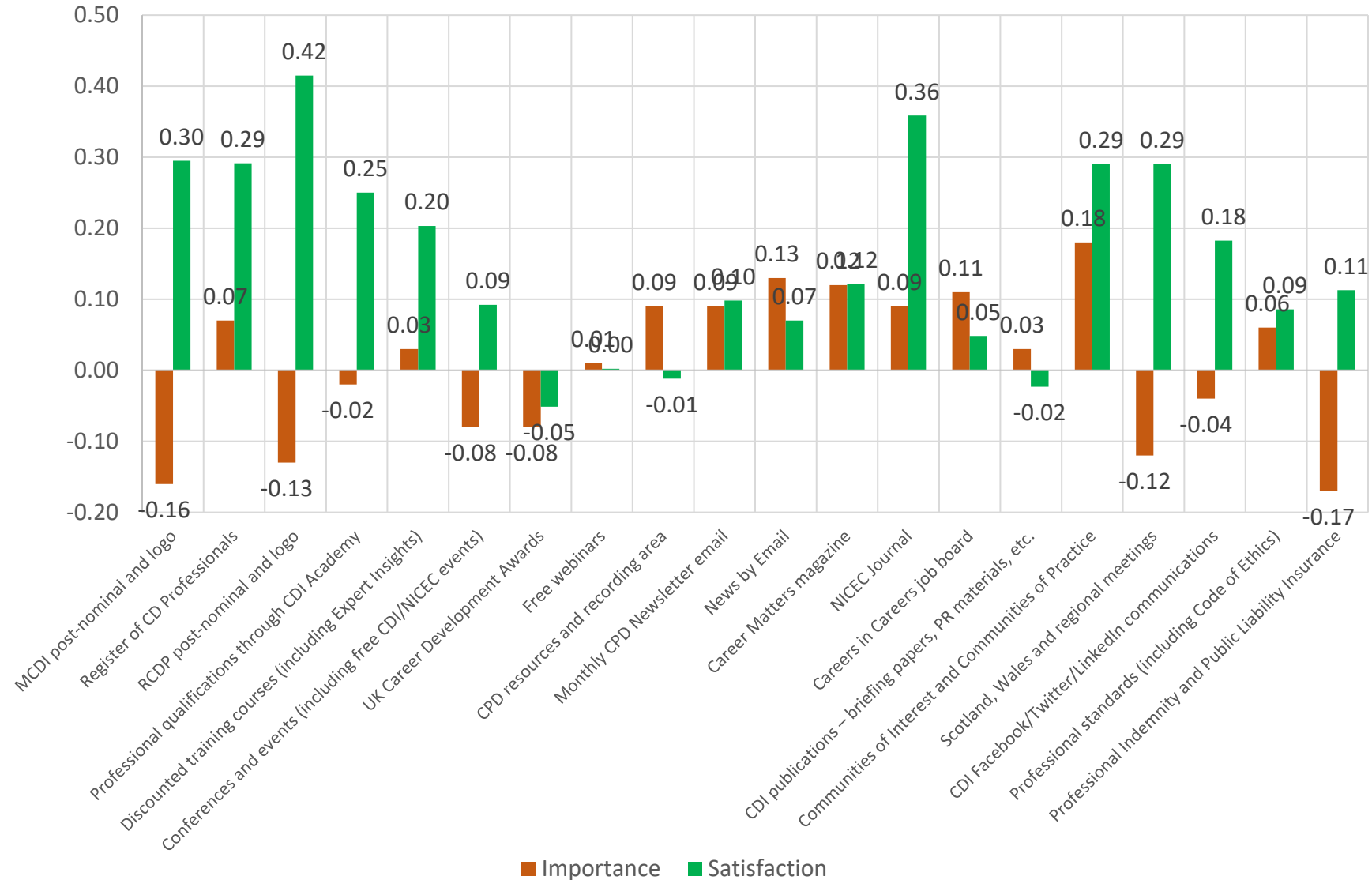
Membership benefits - satisfaction

Rated 1 to 5, where 5 = most positive



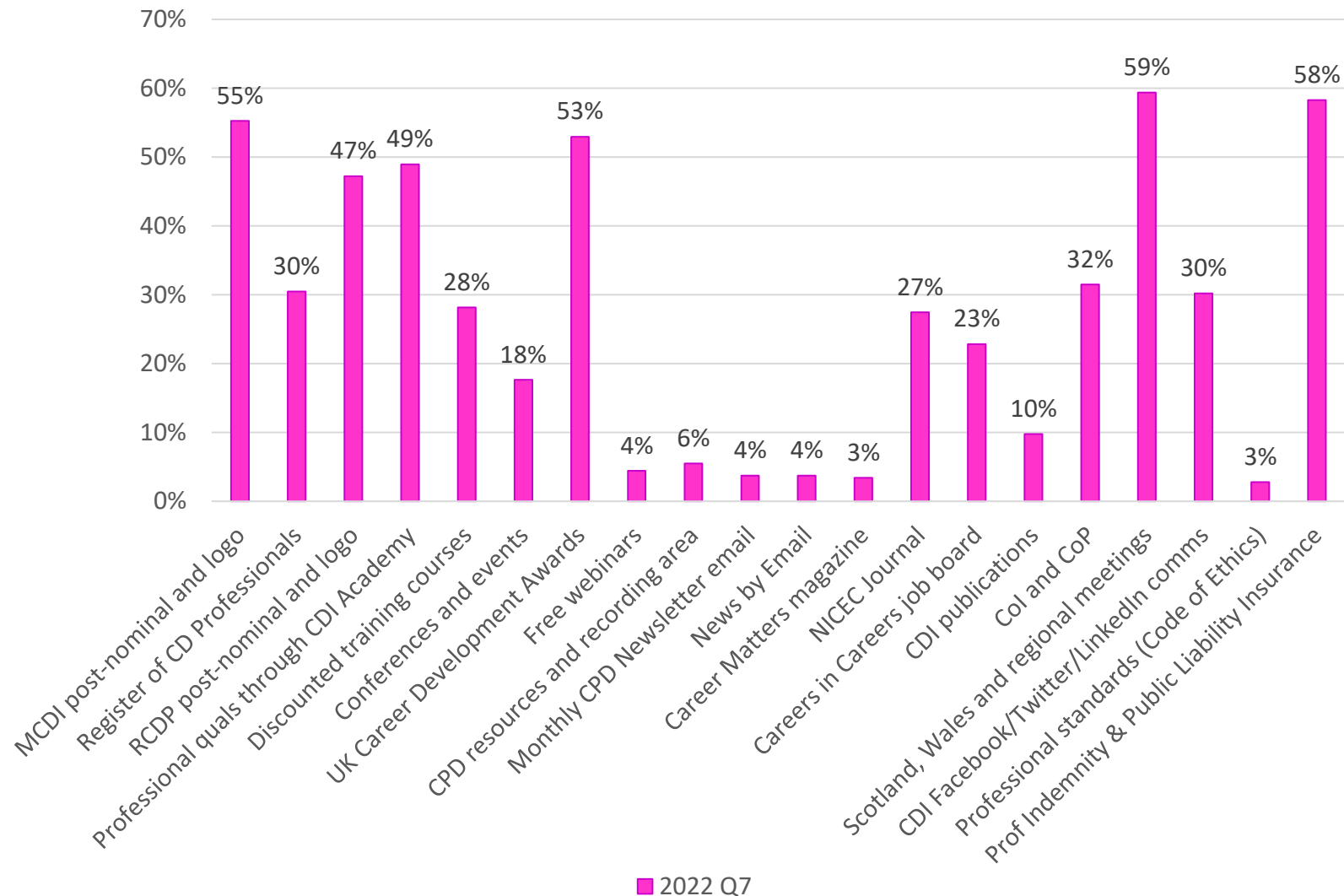
Membership benefits - change

Change in importance and satisfaction

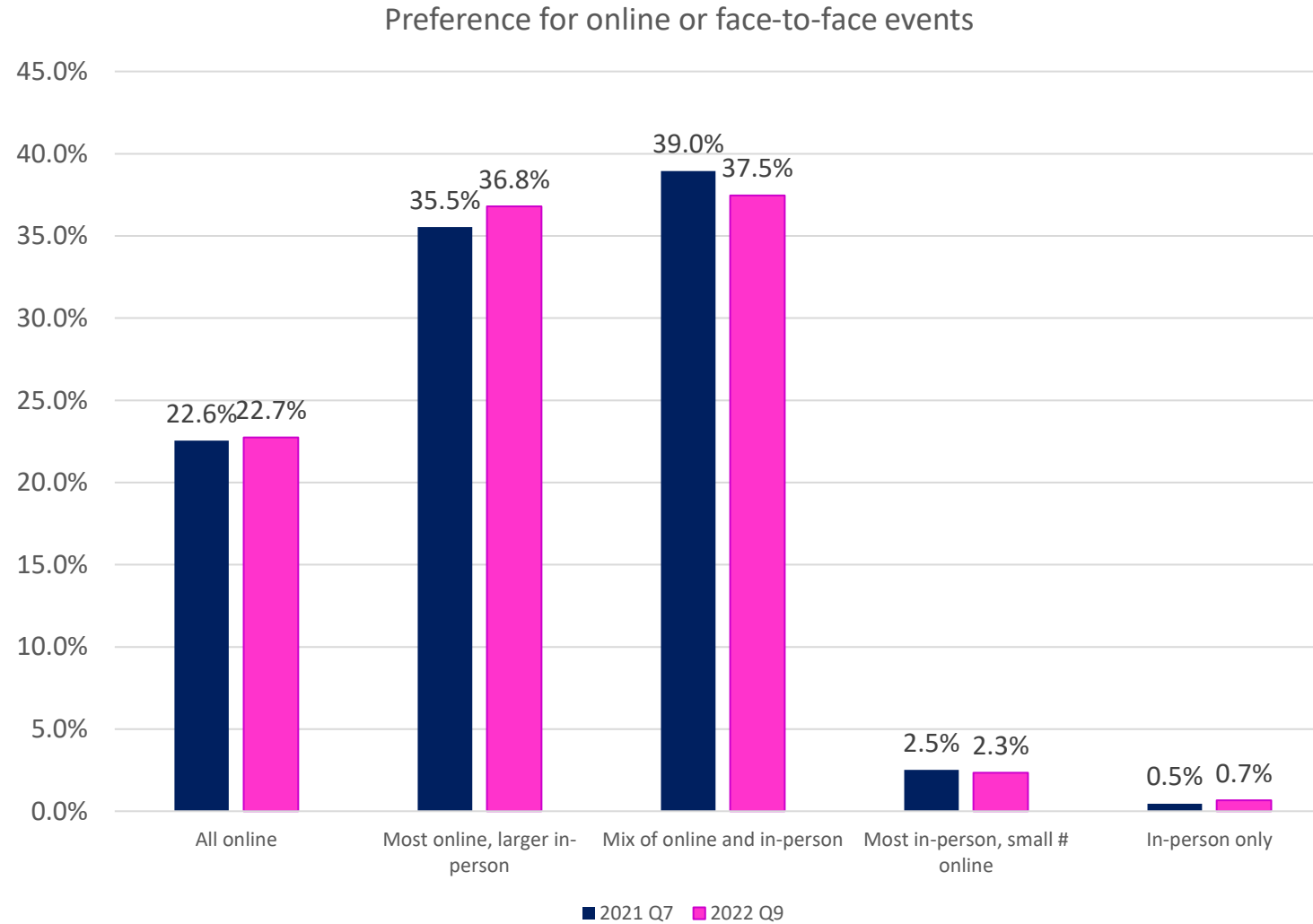


Use of membership benefits

% Haven't used benefit

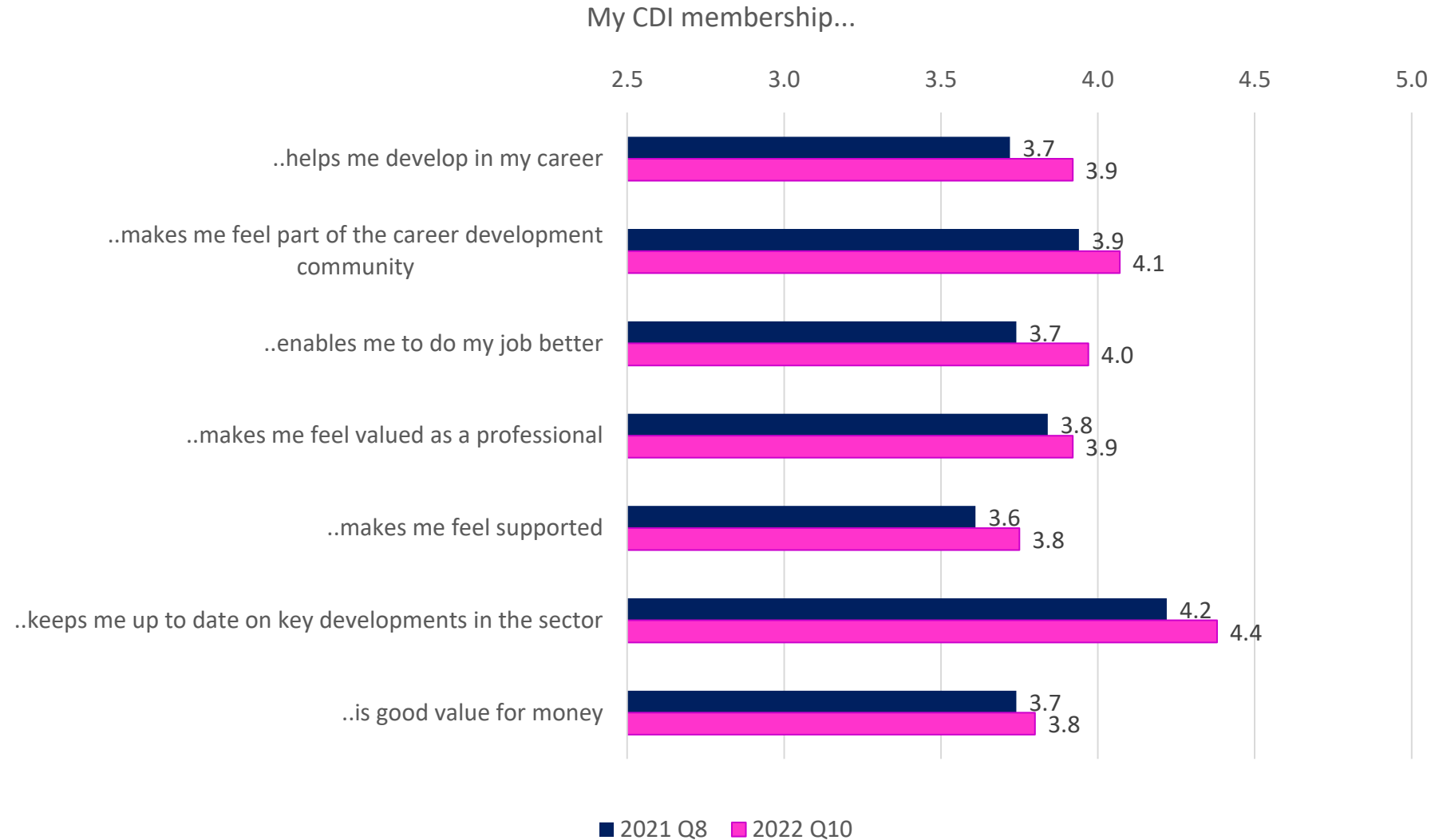


Online or face-to-face events?



My CDI membership...

Rated 1 to 5, where 5 = most positive



How members see the CDI

Rated 1 to 5, where 5 = most positive

Do you agree with the following statements?

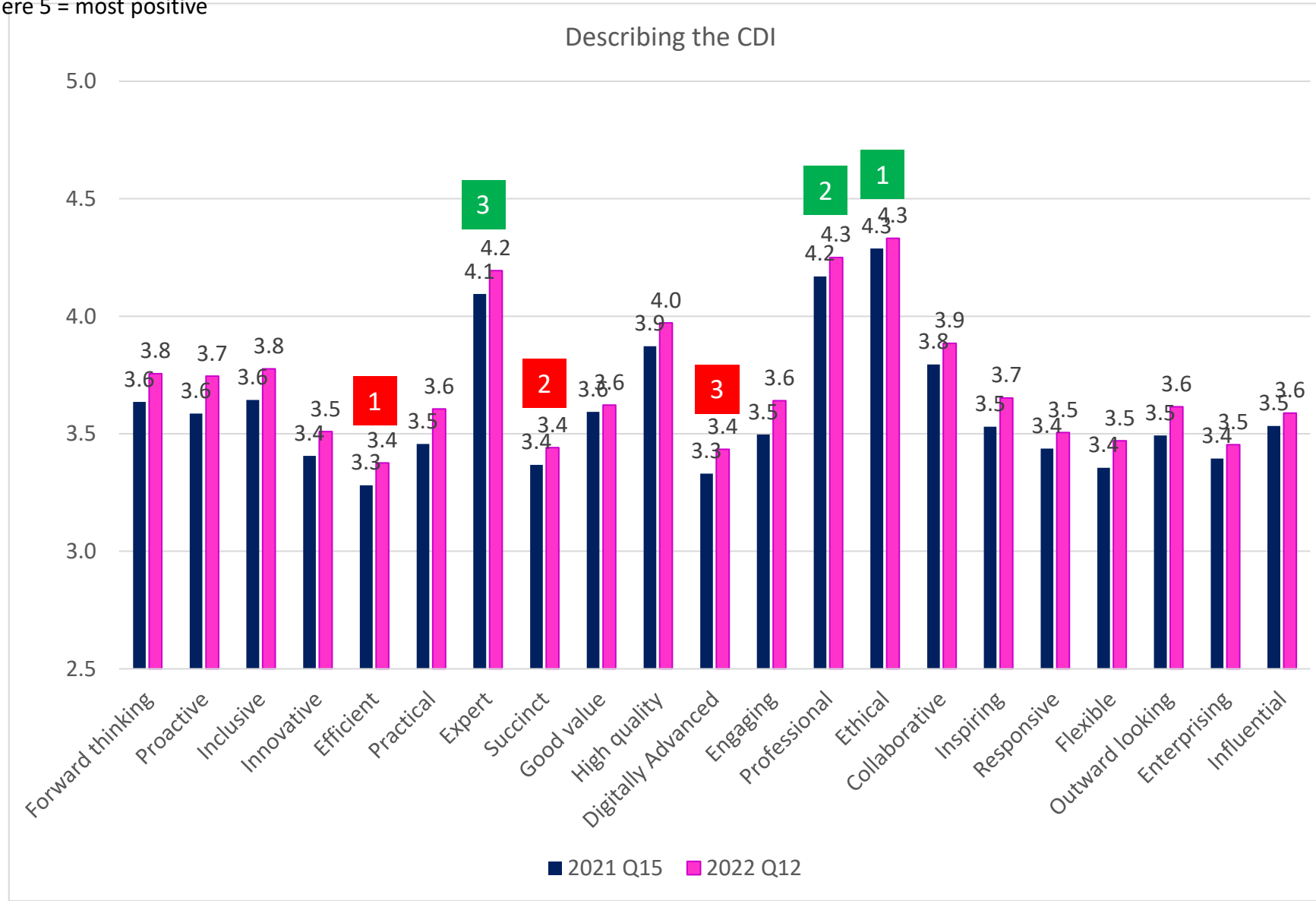


How members see the CDI

Rated 1 to 5, where 5 = most positive

- The CDI is most:
- Ethical
 - Professional
 - Expert

- The CDI is least:
- Efficient
 - Succinct
 - Digitally advanced



Thank you

David Morgan
Chief Executive, Career Development Institute