2019 Survey of Career Service Professionals: Who We Are and Where We're Going
Methodology

French (14.2%) & English (85.8%)

No weighting

Multiple choice, multiple answer, & open-ended Qs

1,350 Respondents (N value noted on subsequent slides is for 2019)

Not all questions answered by all

Nov. 1–29, 2019

<table>
<thead>
<tr>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic (19 Questions)</td>
<td>Demographic (15 Questions)</td>
<td>Demographic (15 Questions)</td>
</tr>
<tr>
<td>CERIC and its Programs (9 Questions)</td>
<td>CERIC and the Profession (11 Questions)</td>
<td>CERIC and the Profession (17 Questions)</td>
</tr>
<tr>
<td>Professional Development and Learning (14 Questions)</td>
<td>Professional Development and Competency Improvement (15 Questions)</td>
<td>Professional Development and Competency Improvement (11 Questions)</td>
</tr>
<tr>
<td>Research (9 Questions)</td>
<td>Research and Learning Dissemination (4 Questions)</td>
<td>Research and Learning Dissemination (3 Questions)</td>
</tr>
<tr>
<td>Career Competency &amp; Mobility (8 Questions)</td>
<td></td>
<td>K – 11/12 (10 questions)</td>
</tr>
<tr>
<td>Technology Access and Awareness (9 Questions)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2011 Survey of Career Service Professionals: 1,013 completions
2015 Survey of Career Service Professionals: 1,004 completions
2019 Survey of Career Service Professionals: 1,350 completions
Findings
CERIC

Sector

1. NFP/Charity
2. PSE
3. Private Sector

2011 2015 2019

Corporate sector (career development within a corporation)
13.9% 12.4% 8.7%
2.3% 3.0% 1.7%

Secondary education / K-11/12
12.3% 12.9% 9.2%

Private sector (including career management/transition firms and independent career professionals)
27.0% 29.2% 25.4%
19.3% 15.1% 11.5%
31.6% 33.5% 36.8%

Other
7.6% 10.0% 6.7%

N = 1350
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>82.6%</td>
<td>Female</td>
</tr>
<tr>
<td>23.2%</td>
<td>Employees</td>
</tr>
<tr>
<td>30.7%</td>
<td>Age group</td>
</tr>
<tr>
<td>41.3%</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>34.0%</td>
<td>Large metropolitan area</td>
</tr>
</tbody>
</table>

Most likely to be (in 2019)…
Most likely to be (in 2019)...

Combining top 2 responses

- 97.6% Bachelor or Master’s degree
- 76.6% Between 35–54
- 58.9% Large metropolitan area or city/small town within 50 km of a large metropolitan area
- 43.8% 11–25 or 51+ Employees
- 56.5%
Gender

N = 1350

<table>
<thead>
<tr>
<th>Gender</th>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>78.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>21.2%</td>
<td>18.4%</td>
<td>15.0%</td>
</tr>
<tr>
<td>*Transgender / Non-binary / third gender</td>
<td>0.1%</td>
<td>0.1%</td>
<td></td>
</tr>
<tr>
<td>*Prefer not to say</td>
<td></td>
<td></td>
<td>2.1%</td>
</tr>
<tr>
<td>*Prefer to self-describe</td>
<td></td>
<td></td>
<td>0.2%</td>
</tr>
</tbody>
</table>

*Non-binary / third gender, Prefer not to say, Prefer to self-describe only asked in 2019
Size of careers services organization (including departments and satellites)

51 employees or more: 22.5% (2011), 17.2% (2015), 20.6% (2019)

26 to 50 employees: 12.6% (2011), 13.2% (2015), 16.3% (2019)


5 to 10 employees: 15.5% (2011), 15.1% (2015), 14.7% (2019)

< 5 employees: 15.2% (2011), 12.8% (2015), 13.0% (2019)

Single proprietor: 12.7% (2011), 9.4% (2015), 7.6% (2019)

N = 1334
How would you describe the area where you are located?

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small town in a rural area, or other locations not near a metropolitan area</td>
<td>18.2%</td>
<td>19.2%</td>
<td>17.6%</td>
</tr>
<tr>
<td>City or small town within 50 kilometers of a large metropolitan area</td>
<td>20.6%</td>
<td>24.0%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Large metropolitan area - suburban location</td>
<td>19.7%</td>
<td>22.9%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Large metropolitan area - inner-city/urban location</td>
<td>41.4%</td>
<td>33.9%</td>
<td>34.0%</td>
</tr>
</tbody>
</table>

N = 1343
Highest level of education completed

- Some high school: 0.0% (2011), 0.0% (2015), 0.1% (2019)
- High school diploma or GED: 1.1% (2011), 1.1% (2015), 1.7% (2019)
- College certificate/diploma: 9.7% (2011), 17.5% (2015), 18.2% (2019)
- Bachelor's degree: 35.2% (2011), 37.3% (2015), 41.3% (2019)
- Master's degree: 44.1% (2011), 40.5% (2015), 35.3% (2019)
- Doctoral degree: 2.9% (2011), 3.7% (2015), 3.3% (2019)

N = 1344
Highest level of education completed 2011–2019

- # of College certificate/diploma & Bachelor’s degrees
- # of Master’s degrees

In 2011 & 2015, a Master’s degree was most common

In 2019, a Bachelor’s degree was most common
Main area of focus at highest level of post-secondary studies (Top 4, 2019)

- Career development: 21.4% (△ 5.3%)
- Education: 17.6% (△ 3.4%)
- Counselling, guidance counselling, or educational psychology: 12.2% (▼ 7.6%)
- Psychology: 10.6% (△ 0.9%)

N = 1344
Main area of focus in your highest level of post-secondary studies applicable to the career services field

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career development</td>
<td>19.4%</td>
<td>21.4%</td>
<td></td>
</tr>
<tr>
<td>Counselling or educational psychology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizational behaviour/human resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social work or social services work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not applicable</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N = 1344
Primary job function (Top 4)

Provision of career services, mostly in a one-on-one setting
- 2019: 28.8%
- 2015: 30.0%
- 2011: 32.8%

Provisions of career services divided between one-on-one and group
- 2019: 23.2%
- 2015: 28.4%
- 2011: 31.1%

Management/supervision of those who deliver career services
- 2019: 12.3%
- 2015: 12.5%
- 2011: 16.2%

#4. Job development = 5% (2015 & 2019)
Which answer best describes your job function as it relates to your primary role in the career development/career counselling field? I am directly involved in:

- Curriculum development
- Job development
- Research/academics in the field
- Provision of career/employment services, mostly in a one-on-one setting
- Provision of career/employment services, mostly in a group setting
- Provision of career/employment services divided between one-on-one and group
- Developing career/employment-related products/resources
- Designing experiential learning opportunities
- Training
- Human resources
- Public policy development
- Other (please specify)

N = 1330
Services you are most likely to offer 2015 and 2019

1. Career counselling & coaching
2. Employment advising/job coaching
3. Program planning/program delivery*
4. Teaching/training*

*N = 1333

*Only asked in 2019
Elements that affect your ability to deliver career development? (Top 5, 2019)

1. Heavy *workload*
2. Insufficient *time* to spend with clients/students
3. Inadequate *financial resources*
4. Limited support from institutional/organizational *leadership*
5. Limited *access* to appropriate *resources*
What are some elements that affect your ability to deliver career development? (Check all that apply)

- Limited access to appropriate resources (i.e., tools, guides, lesson...)
- Insufficient time to spend with clients/students
- A stressful or difficult work environment
- Limited support from institutional/organizational leadership
- Inadequate financial resources
- Minimal staff buy-in
- Heavy workload
- Limited learning opportunities in the field
- Not applicable/None of the above
- Other (please specify)

N = 1262
Are you involved in the following career development research activities? (Check all that apply)

<table>
<thead>
<tr>
<th>Activity</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data analysis</td>
<td>17.6%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Data gathering (qualitative or quantitative)</td>
<td>31.5%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Proposal writing</td>
<td>16.4%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Publication for peer-review</td>
<td>5.1%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Publication non peer-review</td>
<td>5.8%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Report writing</td>
<td>21.7%</td>
<td>32.5%</td>
</tr>
<tr>
<td>Other</td>
<td>4.2%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Not applicable</td>
<td>56.4%</td>
<td></td>
</tr>
</tbody>
</table>
What methods do you currently use to evaluate the impact of your career counselling/career development programs or services? (Check all that apply)

- Administrative data: 48.3%
- Surveys/Questionnaires/Feedback Forms: 55.9%
- Interviews: 21.2%
- Web analytics: 7.6%
- Focus groups: 15.2%
- Logic models/theories of change: 14.3%
- Standardized assessment tools: 11.4%
- Case studies: 16.4%
- Experimental studies: 2.2%
- None of these: 15.2%
- Other (please specify): 5.8%

N = 1337
Experience, Salaries, Professional Development
Experience

- <5 years: 24.0% (2019), 21.7% (2015), 20.1% (2011)
- 5–10 years: 23.6% (2019), 30.4% (2015), 34.4% (2011)
- 11–20 years: 29.8% (2019), 30.4% (2015), 34.4% (2011)
- >20 years: 20.6% (2019), 20.8% (2015), 19.4% (2011)

N = 1334
Annual salary/income

- Up to $25,000: 4.4% in 2011, 2.5% in 2015, 1.7% in 2019
- $25,001 to $40,000: 15.4% in 2011, 12.3% in 2015, 9.1% in 2019
- $40,001 to $55,000: 32.0% in 2011, 31.4% in 2015, 25.6% in 2019
- $55,001 to $70,000: 23.0% in 2011, 20.5% in 2015, 14.4% in 2019
- $70,001 to $85,000: 13.4% in 2011, 15.5% in 2015, 14.4% in 2019
- $85,001 to $100,000: 7.1% in 2011, 9.1% in 2015, 8.3% in 2019
- $100,001 or more: 4.7% in 2011, 6.4% in 2015, 6.8% in 2019

*Not applicable (I am a full-time student or have not been employed in the past year)

N = 1346
Experience vs. Income in 2019:
Most common income category

- $40,001–$55,000
  - < 1 year: 33.8%
  - 1–4 years: 36.3%
  - 5–10 years: 32.7%

- $55,001–$70,000
  - 11–20 years: 22.7%

- $70,001–$85,000
  - > 20 years: 19.0%
Education vs. Income in 2019

<table>
<thead>
<tr>
<th>Income Range</th>
<th>PhD/Master's</th>
<th>Bachelor's</th>
<th>CEGEP/College certificate/diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $25,000</td>
<td>2.0%</td>
<td>1.7%</td>
<td>2.8%</td>
</tr>
<tr>
<td>$25,001 to $40,000</td>
<td>7.1%</td>
<td>10.4%</td>
<td>15.7%</td>
</tr>
<tr>
<td>$40,001 to $55,000</td>
<td>20.3%</td>
<td>32.6%</td>
<td>40.7%</td>
</tr>
<tr>
<td>$55,001 to $70,000</td>
<td>17.9%</td>
<td>28.9%</td>
<td>25.0%</td>
</tr>
<tr>
<td>$70,001 to $85,000</td>
<td>24.3%</td>
<td>13.1%</td>
<td>9.7%</td>
</tr>
<tr>
<td>$85,001 to $100,000</td>
<td>14.3%</td>
<td>8.5%</td>
<td>3.2%</td>
</tr>
<tr>
<td>$100,001 or more</td>
<td>14.1%</td>
<td>4.8%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>
Annual professional development budget provided by employer

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not applicable</td>
<td>3.2%</td>
<td>3.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>No budget provided</td>
<td>25.8%</td>
<td>26.7%</td>
<td>31.0%</td>
</tr>
<tr>
<td>&lt; $500</td>
<td>26.2%</td>
<td>21.6%</td>
<td>26.2%</td>
</tr>
<tr>
<td>$500 to $1,000</td>
<td>20.3%</td>
<td>22.9%</td>
<td>20.3%</td>
</tr>
<tr>
<td>$1,001 to $2,000</td>
<td>10.8%</td>
<td>9.5%</td>
<td>9.5%</td>
</tr>
<tr>
<td>&gt; $2,001</td>
<td>7.1%</td>
<td>8.0%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

N = 1343
How much would you **personally** be willing to pay for professional development annually?

N = 1343
Taking into account your budget and time, which formal learning approaches to training do you prefer? (Check up to three that apply)

- Blended learning (classroom and online) - 28.0%
- Coaching or mentoring - 24.0%
- Conference - 36.1%
- Course with face-to-face delivery (offered through college, university or private institution) - 24.4%
- Online course (offered through college, university or private institution) - 37.0%
- In-house training - 23.2%
- Independent study - 11.9%
- Learning institute (intense learning experience held directly prior to or after a conference) - 9.6%
- Workshop/seminar (in person) - 50.7%
- Webinar - 32.3%
- Other (please specify) - 1.2%

N = 1350
Taking into account your budget and time, which informal learning approaches do you prefer? (Check up to three that apply)

- Academic journals: 24.2%
- Blogs: 16.4%
- Books: 37.9%
- Online magazines or newsletters: 45.8%
- Social media: 27.1%
- Videos: 48.5%
- Web sites and internet search: 62.7%
- Other (please specify): 2.7%

N = 1350
How much time per month (on average) would you typically spend on professional development (both formally and informally)?

- **1 to 3 hours**: 32.3% (Formal learning: 38.0%)
- **4 to 6 hours**: 18.5% (Informal learning: 31.5%)
- **7 to 10 hours**: 7.7% (Formal learning: 18.1%)
- **> 11 hours**: 5.9% (Formal learning: 12.3%)
Please check the client group(s) you would prefer to focus your professional development on (e.g., through a webinar or other learning).
Looking to the future
Where do you see yourself in five years? (Top 5, 2019)

1. 33.5%, Similar position/role within the same organization
2. 19.3%, More senior position within the same organization
3. 11.6%, Retired or semi-retired
4. 10.3%, More senior position at a different organization
5. 8.3%, Similar position/role, but in a different organization
Thinking about your career, where do you see yourself in five years?

- Likely to be in a similar position/role within the same organization: 33.5%
- Likely to be in a similar position/role at a different organization: 8.3%
- Working in a more senior position within the same organization: 19.3%
- Working in a more senior position at a different organization within the same field: 10.3%
- Working in a different field: 4.9%
- Working part-time in the field: 6.0%
- Self-employed/Private practice: 1.4%
- Semi-retired: 0.5%
- Retired: 11.1%
- In school: 0.7%
- Unsure: 0.8%
- Other (please specify): 3.0%

N = 1346
If you are considering moving to a new field, please indicate the reason.

- Burn out: 10.1% (2011), 14.2% (2015), 41.8% (2019)
- No room to advance: 14.3% (2011), 19.3% (2015), 43.3% (2019)
- Personal growth/new challenge: 30.0% (2011), 38.2% (2015), 71.6% (2019)
- Poor salary/income: 15.4% (2011), 18.5% (2015), 34.3% (2019)
- Too much competition: 2.4% (2011), 2.3% (2015), 4.5% (2019)
- Retirement: 0.0% (2011), 12.5% (2015), 11.1% (2019)
- Other: 12.2% (2011), 12.2% (2015), 13.4% (2019)
- Not applicable: 51.7% (2011), 33.8% (2015), 3.0% (2019)

N = 67
Is your organization engaged in succession planning?

Yes: 34.3%
No: 29.1%
I don’t know: 30.0%
Not applicable: 6.6%

N = 1347
11.6% plan to retire or semi-retire

28% are 55 or older

BUT ONLY:

34.3% of organizations are engaged in succession planning
### Issues/challenges to hiring (Top 5, 2019)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No direct education or training in career development</td>
<td>20.9%</td>
</tr>
<tr>
<td>Insufficient career development skills</td>
<td>18.5%</td>
</tr>
<tr>
<td>Limited experience in the field</td>
<td>15.1%</td>
</tr>
<tr>
<td>Low rate of pay</td>
<td>12.9%</td>
</tr>
<tr>
<td>Experience working with diverse populations</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

N = 325
Issues/challenges to hiring

“There are not enough people with appropriate skills.”

“Most candidates have limited counselling skills for working with marginalized, multi-barriered clients.”

“Difficult to attract qualified and experienced people with the compensation package offered.”
High or essential priority competencies to develop/enhance in the next year (Top 4, 2019)

N = 1349

Client relationship management (e.g., case management, online counselling, group facilitation, working with diverse groups, individual…)

Career data competencies (e.g., labour market information, future of work, etc.)

Personal / network development practices (e.g., community capacity-building, stress management, decision-making, individual leadership and initiative)

Client practice competencies related to career assessment (e.g., assessment tools, theories, essential skills needs, etc.)

#8. Research-related practices (e.g., methodologies, writing and presenting findings) = 26.1%
In the next year, how interested are you in enhancing or developing the following competencies:

- **Career data competencies** (e.g., labour market information, future of work, etc.)
  - Interest: 54.9%

- **Client practice competencies related to career assessment** (e.g., assessment tools, theories, essential skills needs, etc.)
  - Interest: 48.2%

- **Client practice competencies related to job search** (e.g., resume & interview skills support, entrepreneurship and operating a business, etc.)
  - Interest: 42.9%

- **Client relationship management** (e.g., case management, online counselling, group facilitation, working with diverse groups, individual counselling, use of social media/technology, etc.)
  - Interest: 58.0%

(Respondents: N = 1349)
In the next year, how interested are you in enhancing or developing the following competencies:

- Research-related practices (e.g., methodologies, writing and presenting findings)
  - 26.1%

- Tools and strategies for advocacy (e.g., advocating on behalf of your clients, organization, or sector/field)
  - 44.4%

- Supervisory / management practices (e.g., negotiation and conflict management, priority setting, ethical/legal issues, program/service evaluation, strategic planning, staff performance evaluation and support, team-building, business development/marketing)
  - 40.2%

- Personal / network development practices (e.g., community capacity-building, stress management, decision-making, individual leadership and initiative)
  - 55.3%
<table>
<thead>
<tr>
<th>2011</th>
<th>2015</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Labour market information including data about employment or career trends</td>
<td>1. Practices, approaches, techniques, or tools used in career counselling/development</td>
<td>1. Practices, approaches, techniques, or tools used in career counselling/development; field related issues</td>
</tr>
<tr>
<td>2. Social media, web 2.0, and cybercounselling</td>
<td>2. Impact/value of career-related practices, approaches, techniques, or tools</td>
<td>2. Labour market information including data about employment or career trends (and impact of technology)</td>
</tr>
<tr>
<td>3. Mental health and career development</td>
<td>3. Labour market information including data about employment or career trends</td>
<td>3. Mental health and career development</td>
</tr>
<tr>
<td>5. Indigenous issues</td>
<td>5. Youth</td>
<td>5. Transitions through various stages and ages</td>
</tr>
<tr>
<td>7. Older workers</td>
<td>7. Mental health and career development</td>
<td>7. Skills (technical and/or soft skills)</td>
</tr>
<tr>
<td>8. People with disabilities</td>
<td>8. Skills (technical and/or soft skills)</td>
<td>8. Newcomers and refugees</td>
</tr>
</tbody>
</table>
There is some discussion in the field about developing a framework that articulates professional competencies of Career Development Professionals (CDPs). In your view, having this Competency Framework would:

- Help CDPs assess and develop their own professional competence (68.0%)
- Support professional mobility for CDPs (41.6%)
- Create a shared understanding of CDPs' scope of practice (66.2%)
- Increase the public's understanding of career development (59.8%)
- Contribute to the development of strong CDP training programs (63.7%)
- Support employers of CDPs with recruitment and professional development plans (48.6%)
- Unsure (9.5%)
- Not make a difference (4.0%)
- Other (please specify) (5.6%)

N = 1346
Most significant changes in your practice over the next five years (Top 6, 2019)

1. Change in government priorities, processes, or funding
2. Affect of technology, AI, or automation on jobs and job searching
3. Labour market shifts, a changing job market, and the rise of the gig economy
4. Increased use of online services, tools, resources, and social media
5. Shifting demographics
6. Working with more clients or students facing barriers
Perceptions & Opinions
How do you feel the public perceives the value of career services professionals?

Don't know, understand, or appreciate

43.3%

“I think that the public is mostly unaware of services that are provided by career service professionals.”

“The public does not believe in the value of career services professionals until they are in need of these services themselves.”

N = 1028
How do you feel the public perceives the value of career services professionals?

17.7%  

“Invaluable resource, but doesn't know everything we can help with.”

“Overall really positive, but at the same time, I find there's a misconception that ‘everyone/anyone can do this type of work.’”

Viewed positively, but...
How do you feel the public perceives the value of career services professionals?

It depends

“Some people perceive great value if they hit a wall and seek help, others don't need us and therefore don't see value.”

“Depends on their age and experience.”

10.7%
How do you feel the public perceives the value of career services professionals?

Misinformed, confused, unrealistic about nature and purpose of career services

“I don't think they understand what we do. I think they perceive us as accessible only through college/university career centres for students or government low income programs.”

10.2%
In the past few years, do you feel the public’s perception of the value of career service professionals has:

- Improved: 30.6%
- Worsened: 5.2%
- Not changed: 40.9%
- Unsure: 23.3%

N = 1326
Primary need for students/clients in career transition

- Lack of awareness of jobs of the future and identifying career options: 41.7%
- Not knowing how to start a successful job search today: 23.5%
- Worried about how to build a portfolio career in the gig economy: 3.6%
- Struggling to develop emotional resilience to cope with change: 31.2%

N = 1325
Biggest concern for students or clients about how to navigate career

33.5% Have to get a job now to pay the bills

33.5% Need to gain education and skills to be competitive in the labour market

31.4% At a career crossroads — dissatisfied or undecided on what to do next

ON = 39.6%
Atlantic = 38.5%

SK/MB = 43.4%
BC = 41.2%
AB = 40.3%

QC = 50.7%

Current role may be obsolete soon

N = 1320
Canadians that you advise are mostly stressed about…

49.4% Concerned about their ability to find decent paying work

45.3% Uncertain of strengths or interests and anxious about making the right career decision

BC = 59.2%
Atlantic = 55.6%
ON = 54.5%
MB = 52.1%
AB = 47.1%

QC = 70.2%
AB = 47.1%

Fearful of AI/automation and what that means for their job prospects 3.2%
Unclear about how to get a promotion or move up in their field 2.1%

N = 1323
How often do you hear these views expressed by your clients/students?

“I wish I had understood myself better and chosen a career that is aligned with my values.”

71% Very often/somewhat often
How often do you hear these views expressed by your clients/students?

“How often do you hear these views expressed by your clients/students?”

“I wish I hadn’t been pressured into pursuing a career I didn’t want to pursue.”

66.5%

Very often/somewhat often
“I wish I hadn’t played it safe and let fear prevent me from taking a different career direction.”

How often do you hear these views expressed by your clients/students?

61%

Very often/ somewhat often

N = 1328
"I wish I hadn’t narrowed my options so soon and been able to explore other careers."

58.8%
Very often/ somewhat often
Career myths based on what you hear in your practice

- Most Canadians don’t know that career guidance is available beyond high school (53.3% strongly agree, 31.9% agree, 14.0% disagree, 0.8% strongly disagree)
- Most Canadians think that careers are linear, moving from post-secondary to a job in your field (58.4% strongly agree, 23.7% agree, 16.7% disagree, 1.1% strongly disagree)
- Most Canadians feel that if they only follow their passion they will land their dream job (44.1% strongly agree, 39.1% agree, 4.8% disagree, 12.1% strongly disagree)
- Most Canadians believe that choosing a career means deciding what to do the rest of your life (48.6% strongly agree, 30.7% agree, 19.2% disagree, 1.6% strongly disagree)

N = 1334
How often do you hear these views expressed by your students/clients about what they would go back and change if they could?

- Very often (45.1%)
- Somewhat often (35.4%)
- Rarely (28.4%)
- Never (23.3%)

- Very often (43.3%)
- Somewhat often (23.3%)
- Rarely (25.7%)
- Never (5.0%)

- Very often (40.8%)
- Somewhat often (27.2%)
- Rarely (25.7%)
- Never (6.3%)

- Very often (44.0%)
- Somewhat often (31.6%)
- Rarely (17.0%)
- Never (7.4%)

I wish I hadn’t narrowed my options so soon and had been able to explore other careers
I wish I had better understood myself and chosen a career that is aligned with my values
I wish I hadn’t been pressured into choosing a career path that wasn’t what I wanted to pursue
I wish I hadn’t played it safe and let fear prevent me from taking a different career direction

N = 1328