



# Content & Learning Survey Results

*July 2022*

# METHODOLOGY

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**Sample:** 644 respondents completed the survey (approx. 20% francophone)

**Timing:** The survey was open from May 11-May 25, 2022



**CERIC**

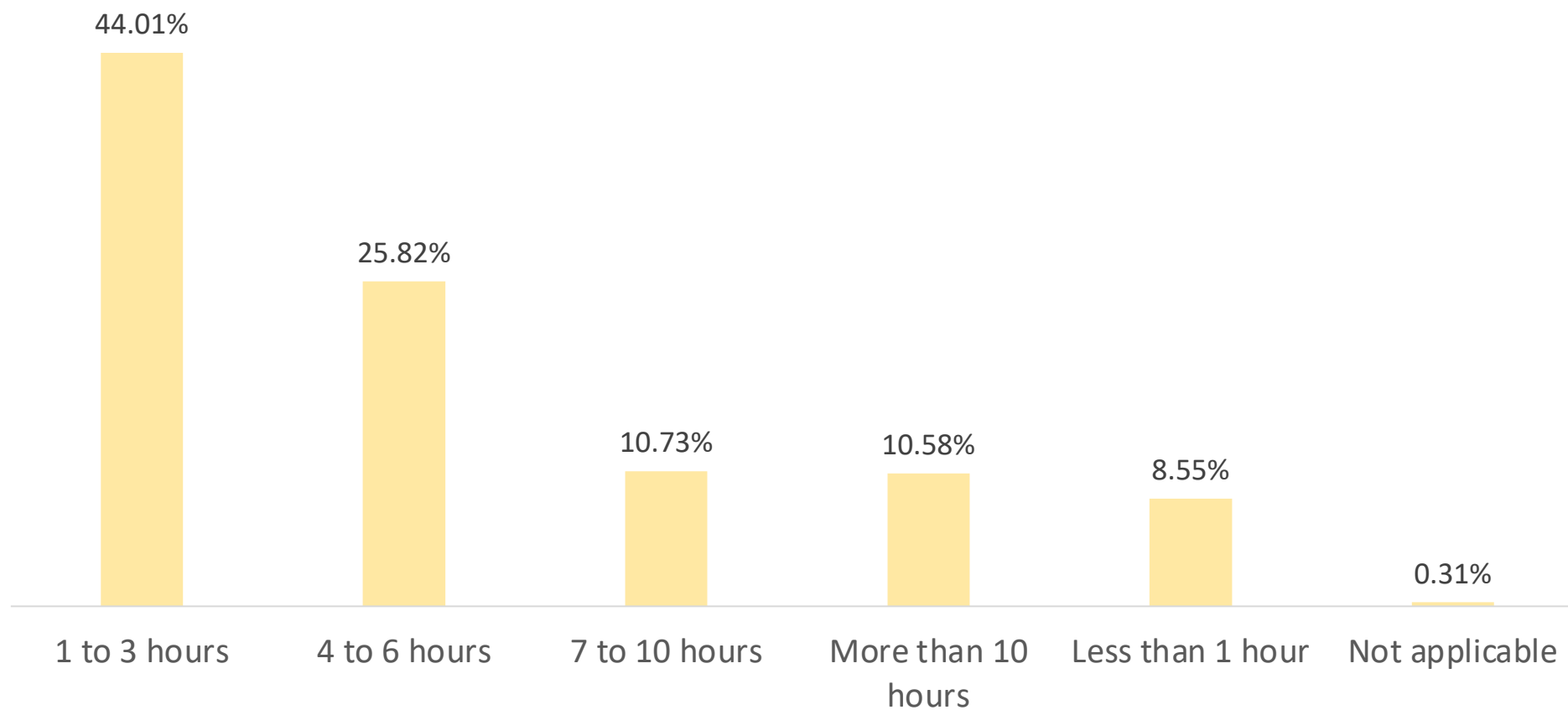
Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada

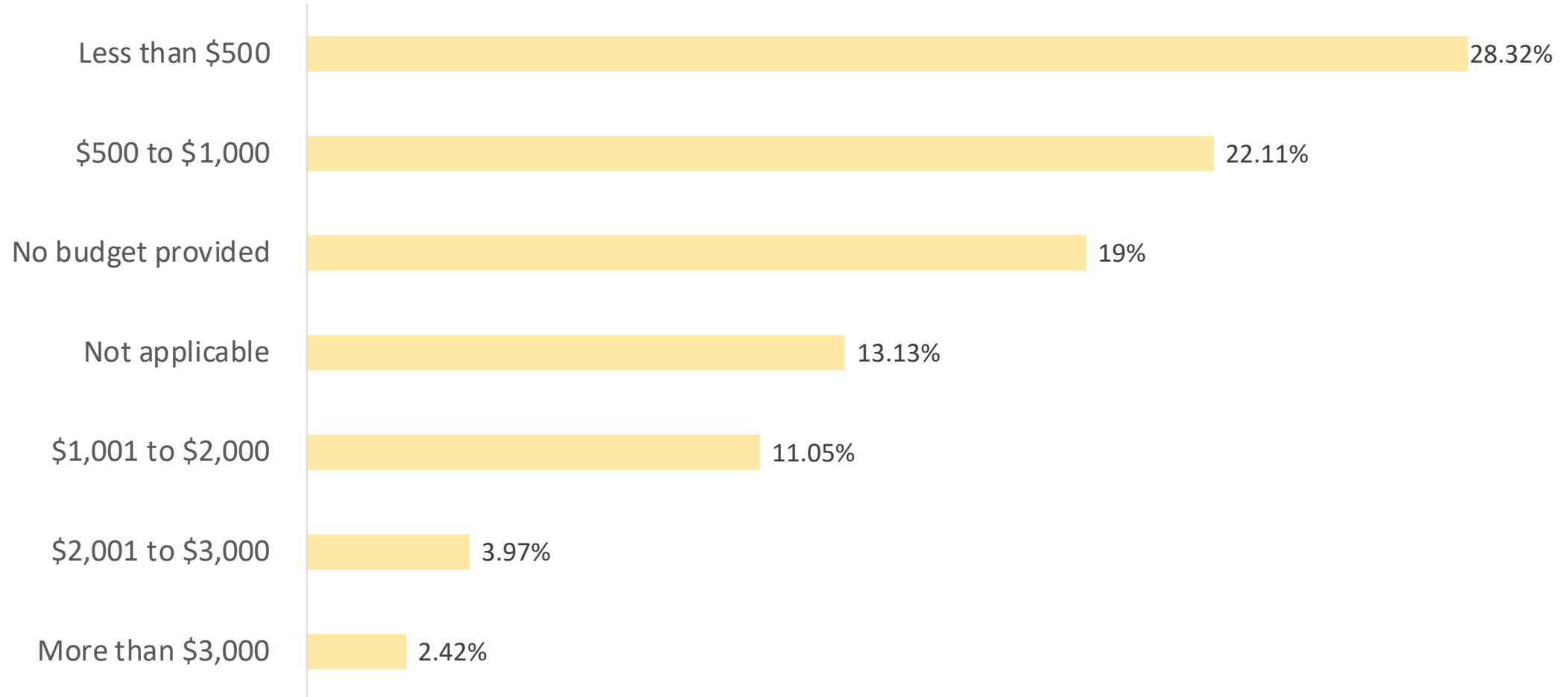
# PROFESSIONAL DEVELOPMENT

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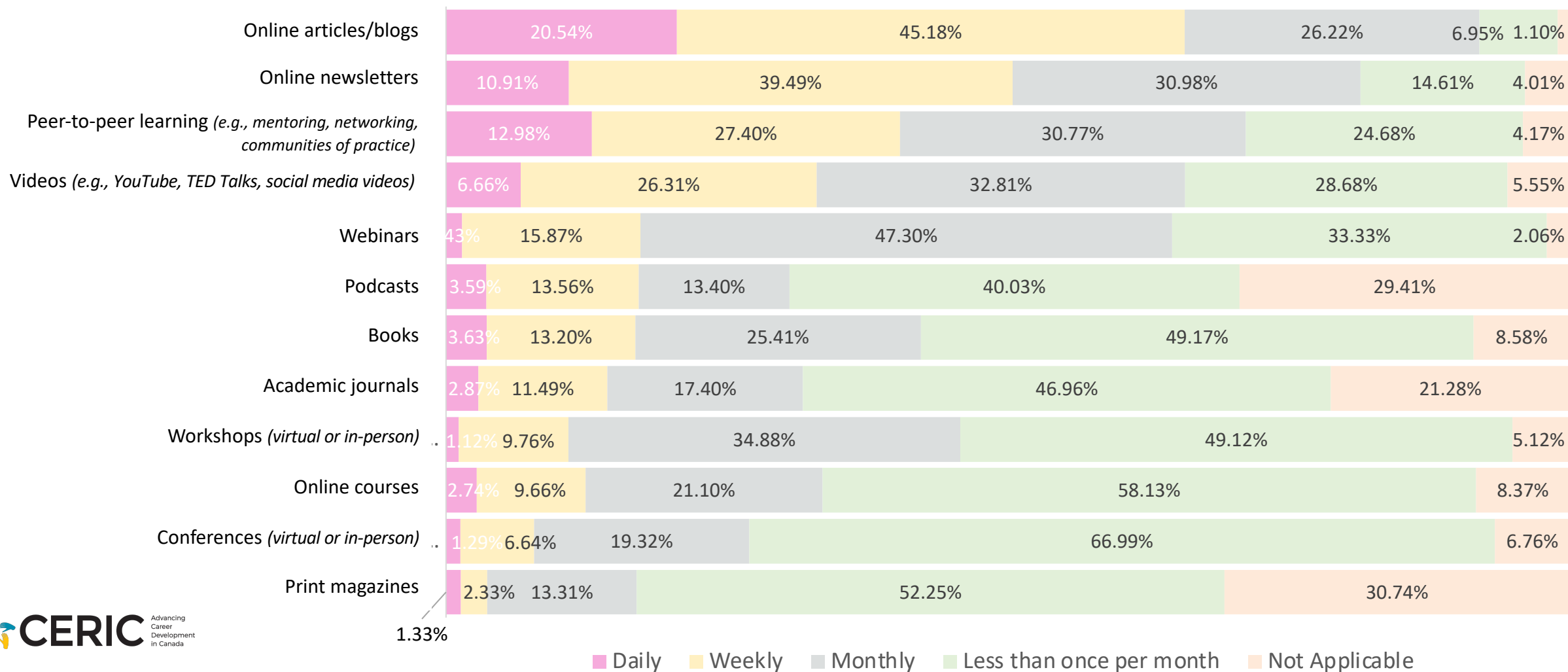
Q - How much time per month (on average) do you typically spend on professional development (both formally and informally)?



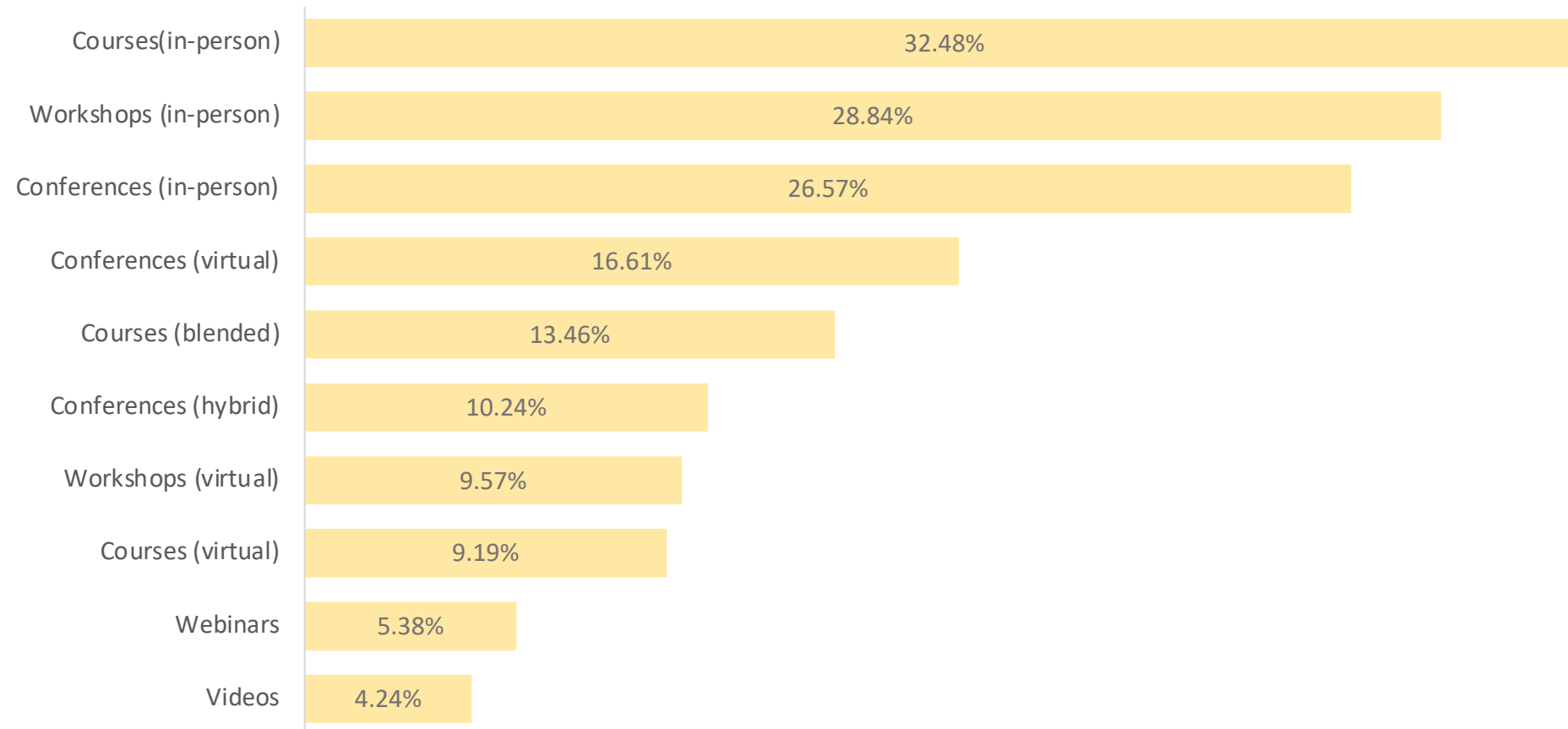
Q - What is your yearly personal professional development budget (provided by your employer and/or your personal spending on professional development)?



# Q - Considering your budget, time and workload, how often do you use the following types of learning for your professional development:

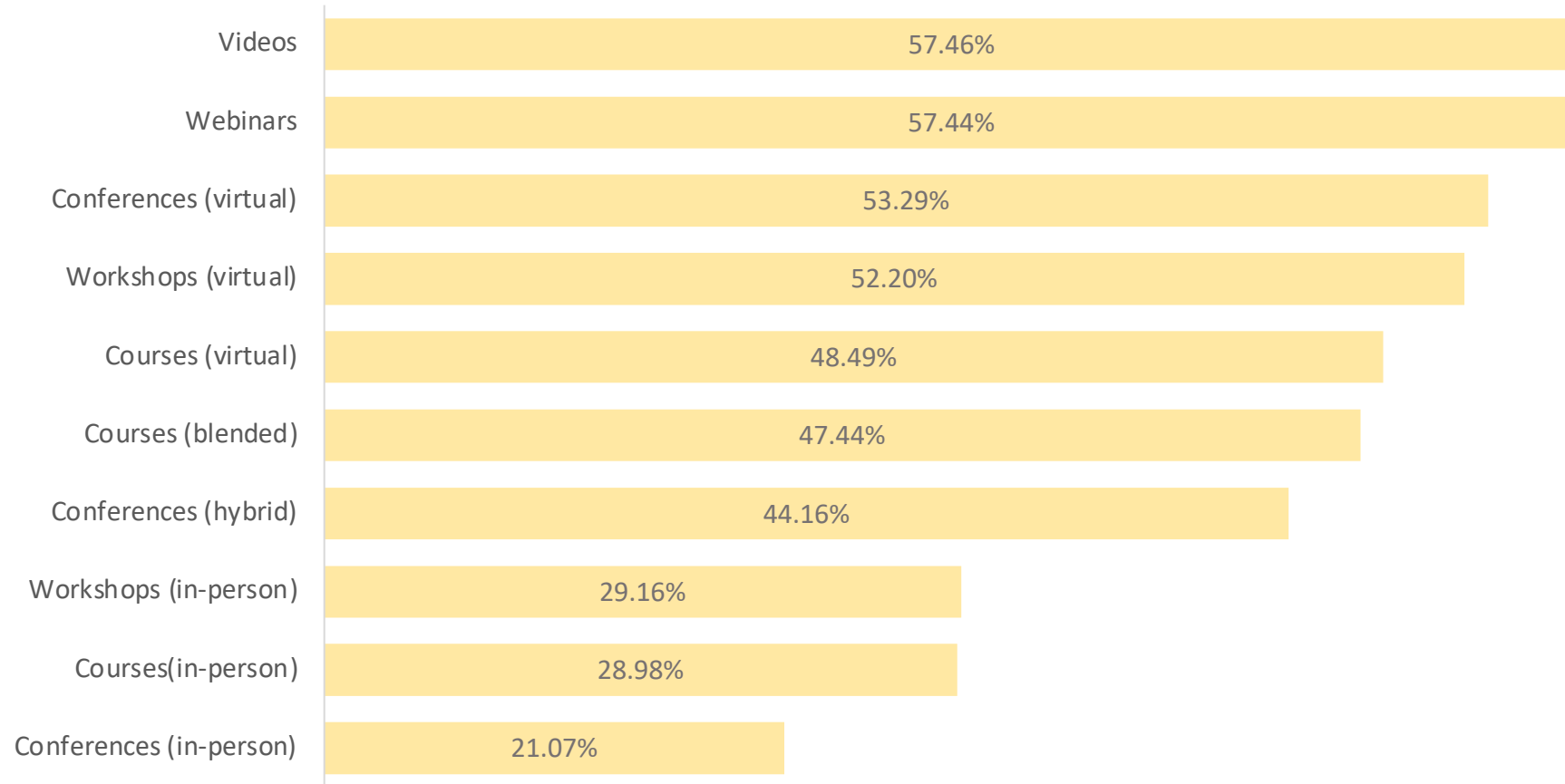


Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.



■ Decrease participation

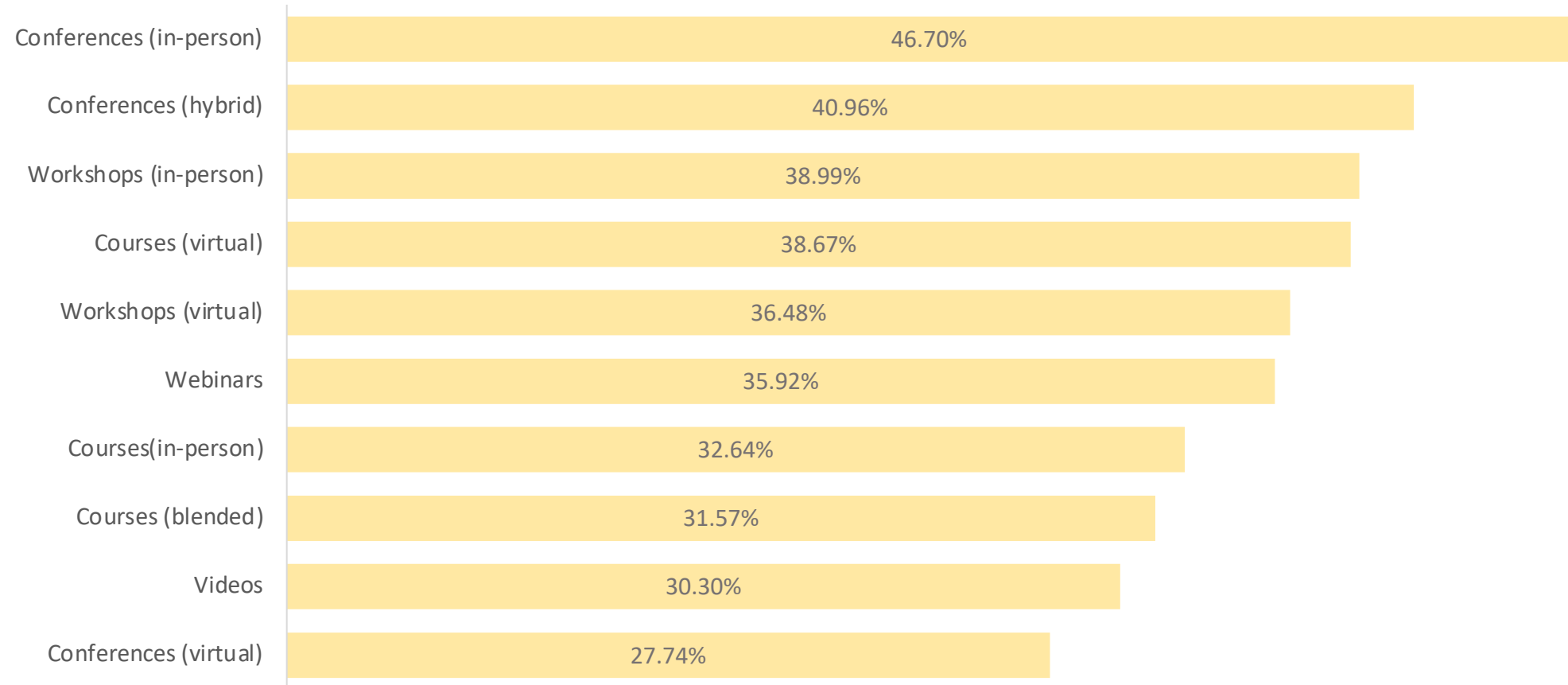
Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.



■ Maintain participation



Q - We understand that restrictions related to COVID-19 may have affected how you access learning and/or your learning preferences. If there were no health restrictions in place, please rate how you would expect your participation in the following types of learning to change over the next two years.



■ Increase participation

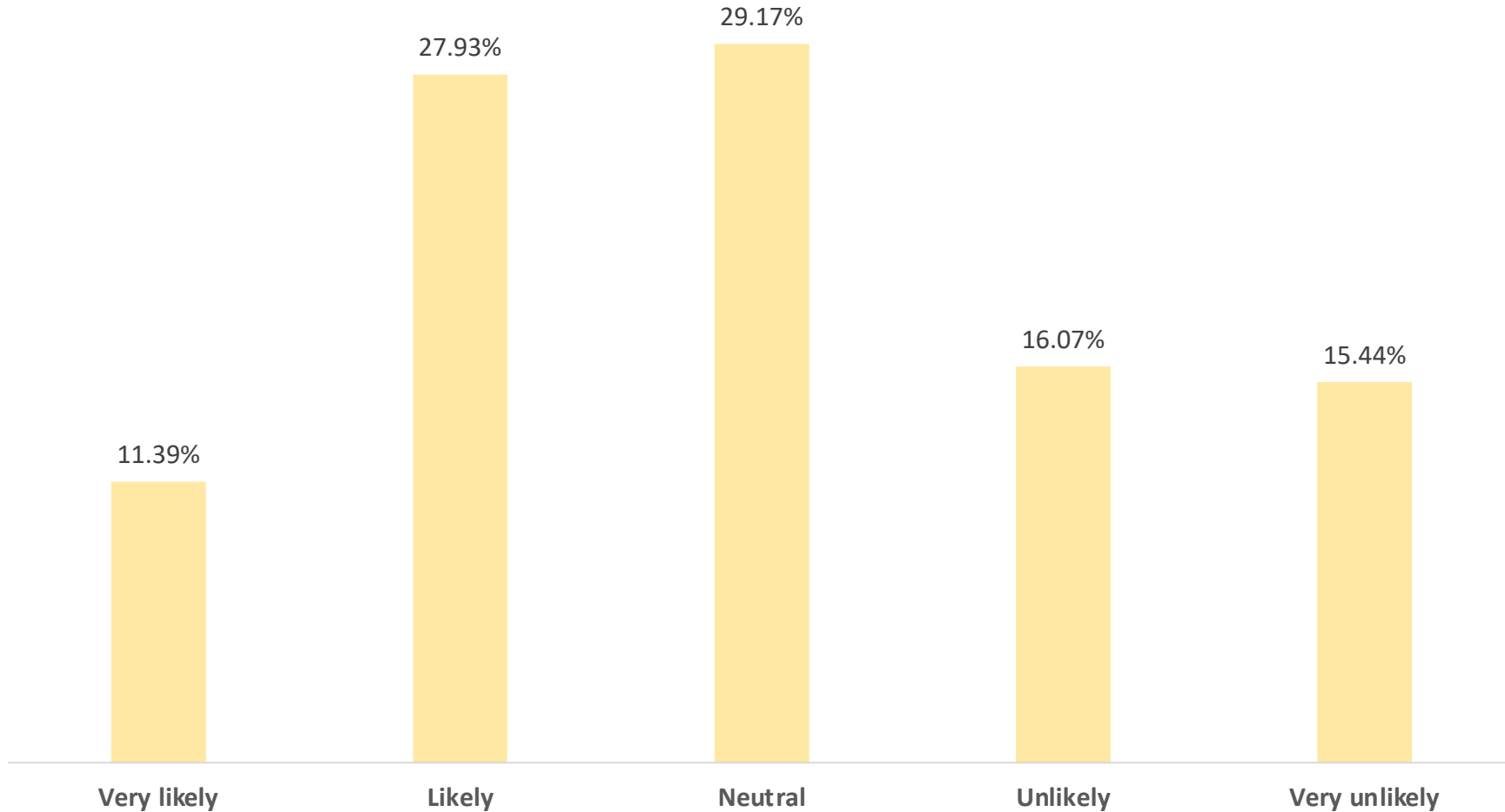
Q - Please rank which of the following types of online courses you would be more likely to use for your professional development: (1: most likely; 3: least likely)

	1	2	3	N/A	TOTAL	SCORE
▼ Paid, formal courses. These would typically last a semester or similar.	12,76 % 75	19,39 % 114	61,39 % 361	6,46 % 38	588	1,48
▼ Massive Open Online Courses (MOOCs): short, free online courses available for anyone in the world to enrol.	51,48 % 296	30,43 % 175	16,35 % 94	1,74 % 10	575	2,36
▼ Micro-credentials*	36,82 % 229	44,05 % 274	13,34 % 83	5,79 % 36	622	2,25

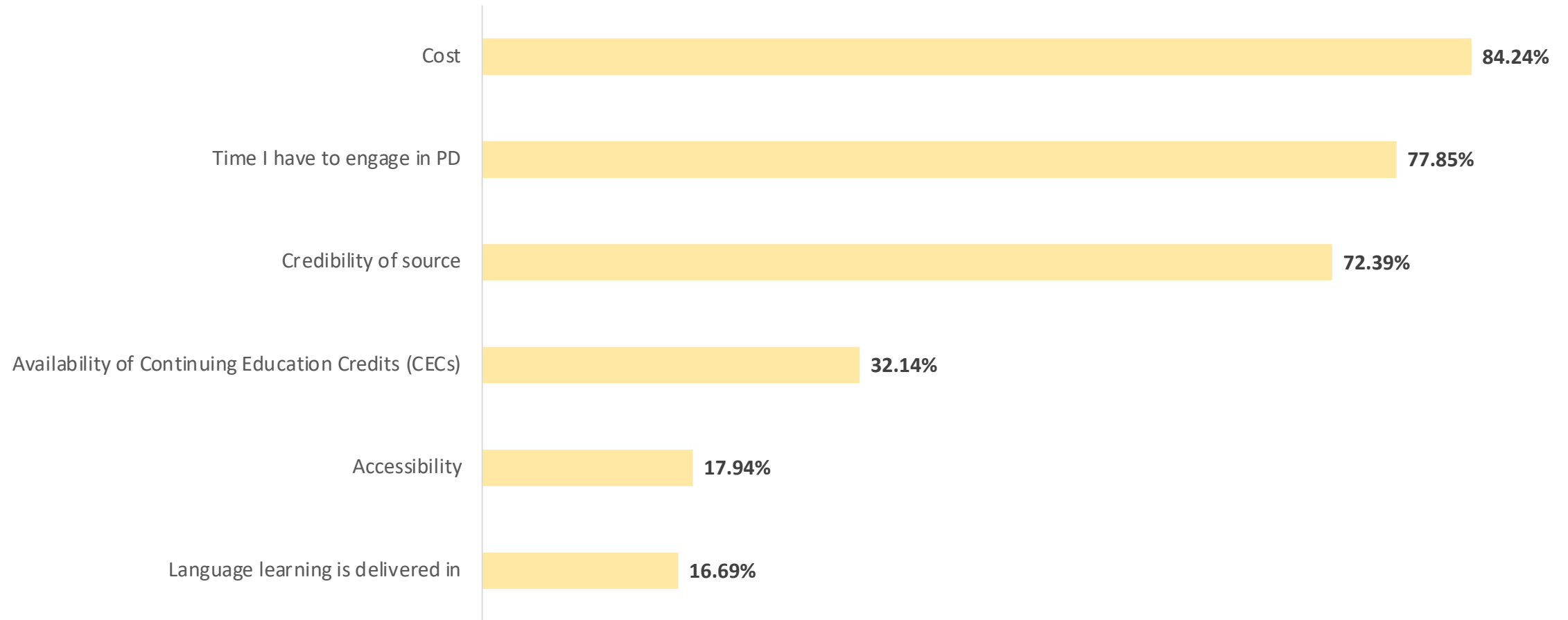
Q - Please rank the following sources of learning in terms of how often you use them for your professional development. (1: most often; 6: least often)

	1	2	3	4	5	6	N/A	TOTAL	SCORE
▼ Your employer	29,28 % 176	17,47 % 105	15,47 % 93	11,65 % 70	8,82 % 53	5,66 % 34	11,65 % 70	601	4,34
▼ Online learning platforms (e.g. LinkedIn Learning, Udemy, Coursera, etc.)	21,92 % 130	19,90 % 118	17,37 % 103	14,33 % 85	12,65 % 75	5,06 % 30	8,77 % 52	593	4,10
▼ National associations (e.g. CACEE, CPC, VRA CANADA, etc.)	17,57 % 100	15,82 % 90	11,95 % 68	11,25 % 64	11,07 % 63	11,95 % 68	20,39 % 116	569	3,77
▼ Post-secondary institutions	12,37 % 72	14,26 % 83	14,43 % 84	16,84 % 98	14,26 % 83	15,29 % 89	12,54 % 73	582	3,40
▼ Provincial/territorial associations (e.g. BCCDA, NSCDA, ONECA, etc.)	11,78 % 67	17,05 % 97	16,34 % 93	13,36 % 76	13,88 % 79	7,03 % 40	20,56 % 117	569	3,73
▼ Third party trainers (e.g. ETHOS Career Management Group, Career/Life Skills, Purpose Co.)	7,94 % 49	14,42 % 89	18,48 % 114	15,07 % 93	12,80 % 79	18,31 % 113	12,97 % 80	617	3,25

# Q - How likely would you be to use digital badges to demonstrate your skills?



Q - Aside from the learning format and topic, what affects your decisions on what professional development you engage in? *(Select top 3)*



# Q - What issues, topics or themes would you like to learn more about to support your work?

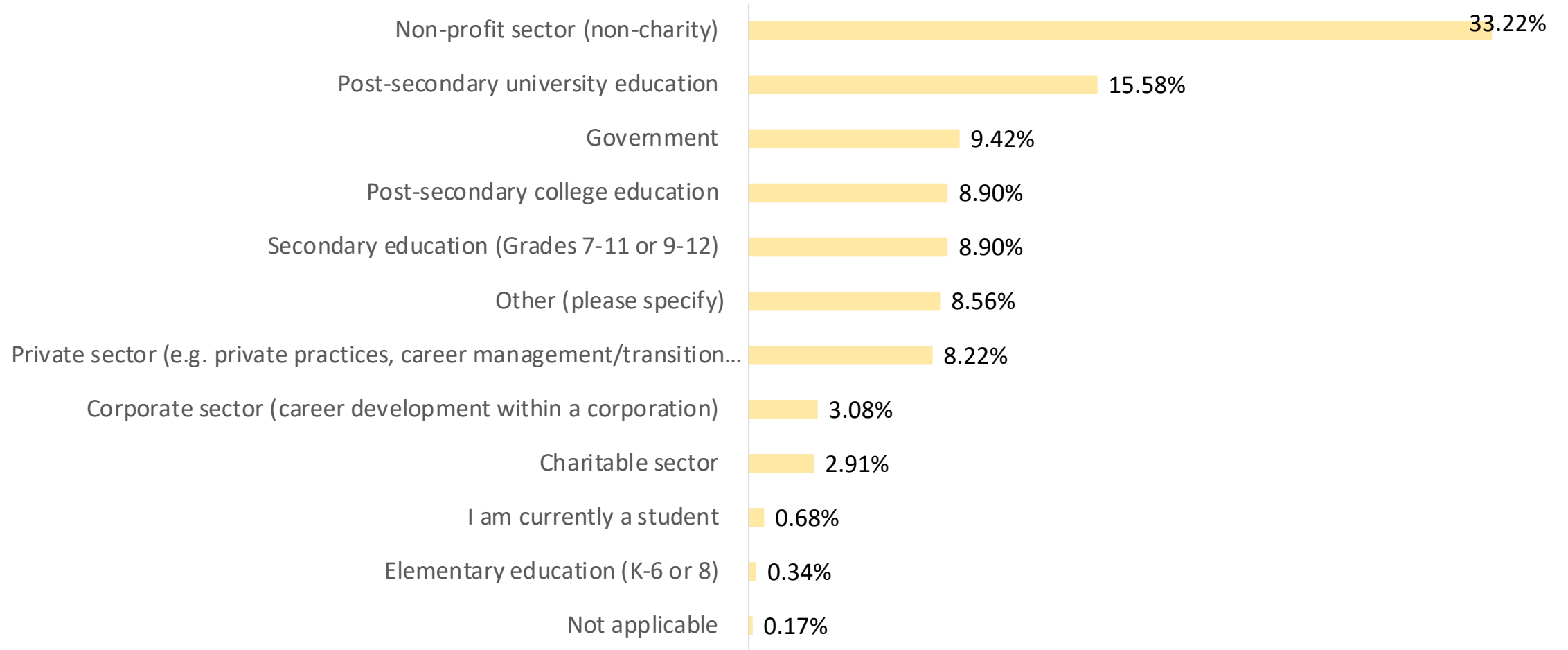


1. LMI	6. Immigrants
2. Counselling/Coaching practice	7. Job search
3. Mental Health	8. Career Theories
4. Equity, Diversity, Inclusion	9. Employer engagement
5. Disabilities (EDI)	10. Assessments

# DEMOGRAPHICS

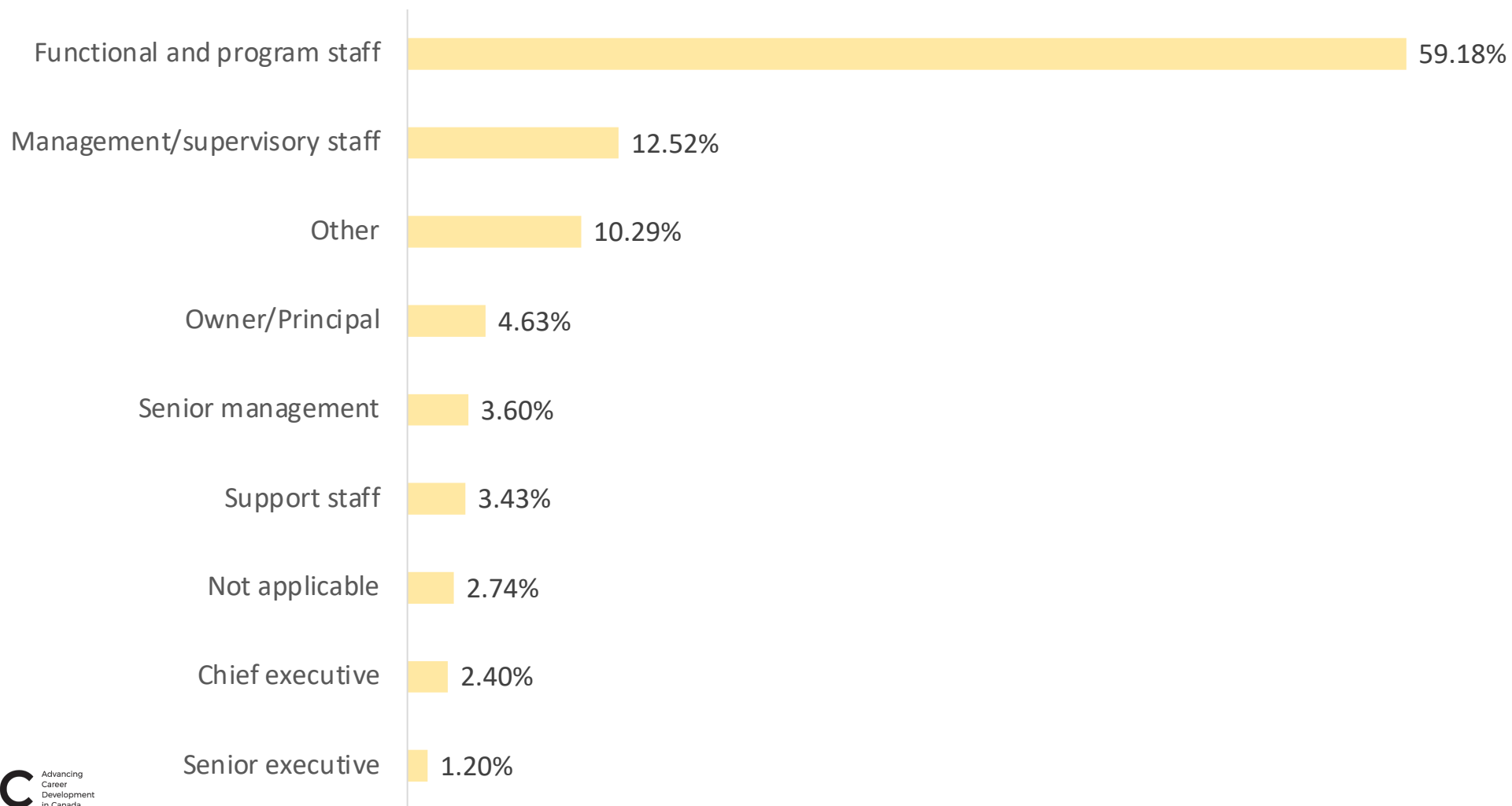
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# Q - What sector do you primarily work in?

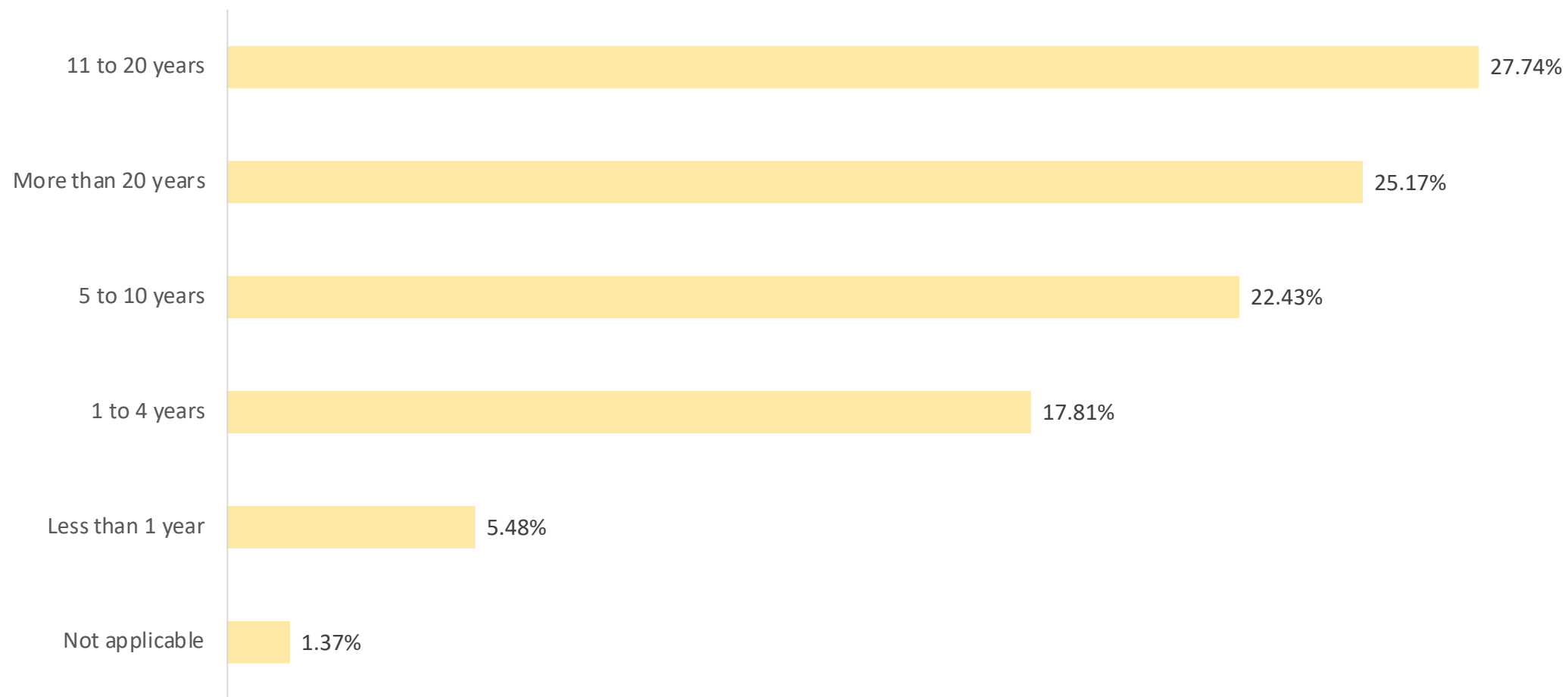




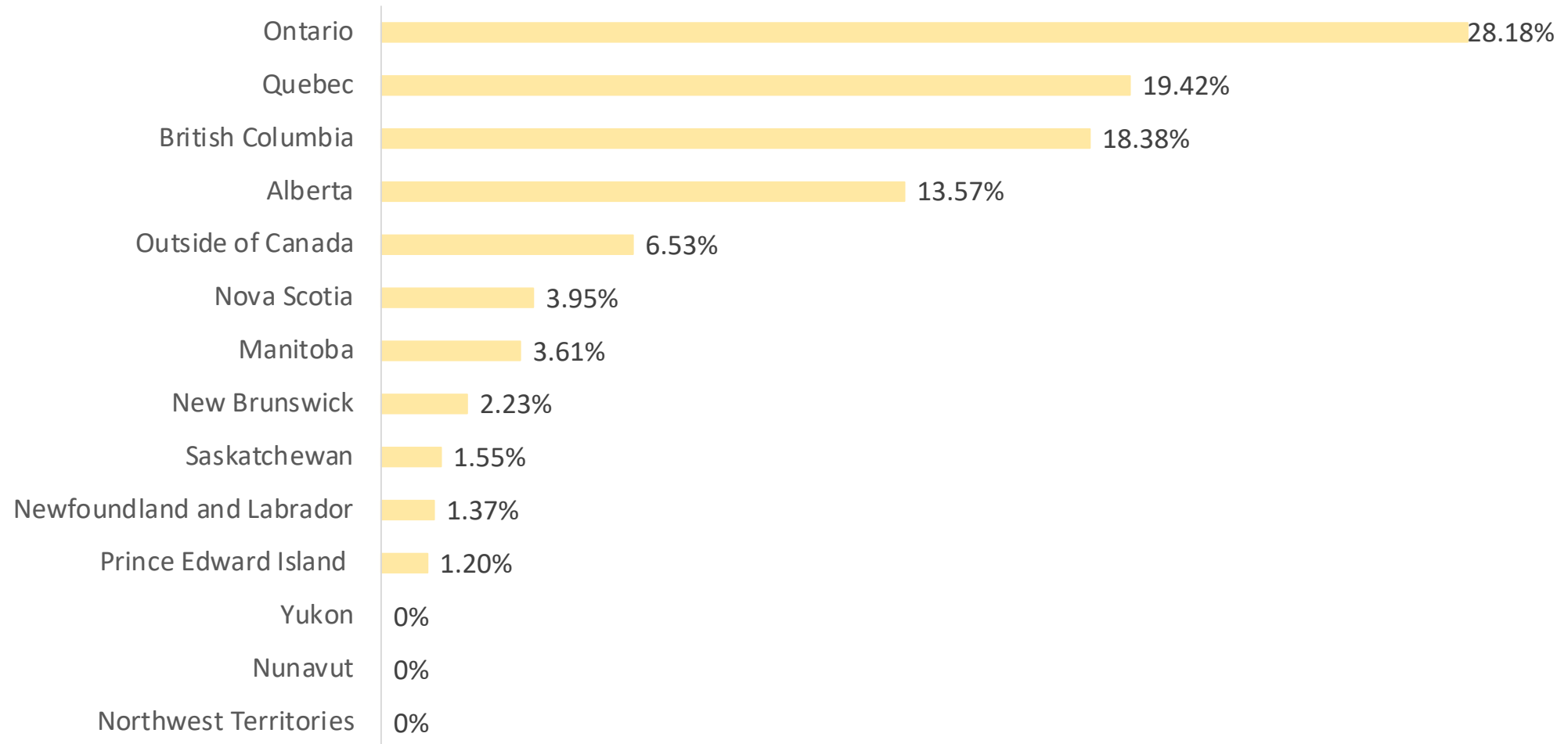
# Q - What is your position within your organization, department or company?



# Q - How many years have you worked in career development?



# Q - Where are you located?



# Q - In terms of Canada's two official languages, what would best describe you:

