

NATIONWIDE SURVEY: ACCESSING CAREER AND EMPLOYMENT COUNSELLING SERVICES

The job market is constantly in flux, and the needs and attitudes of Canadians evolve with it. In order to gain a fresh, up-to-date perspective on how Canadians use and access career and employment counselling services, The Counselling Foundation of Canada and the Canadian Education and Research Institute for Counselling (CERIC) commissioned a nationwide survey of adult Canadians. The information gathered paints a compelling picture about who typically accesses career service professionals and their employment outcomes.

Participants

In order to examine findings based on the type of work respondents are or have been involved in, all respondents were asked to identify which of a series of descriptions best described their working lives. More than half (55%) of those who are or who have worked self-described themselves as having a career. These respondents reported that they are or were in a career that fit with their post-secondary background; was unrelated to their area of study but required a degree, diploma or certificate; or required studies, upgrades or additional training.

Almost four in ten respondents (37%) self-described themselves as having a job. This was based on their selection of a description that included working/having worked in a job that required no specific educational background or had no educational requirement; or was the best job they could find.

The remaining 8% of those who are or who have worked are entrepreneurs (i.e. started their own businesses).



I Have a Career








- More than half (53%) of those with a career have sought advice from a career counsellor.
- High school guidance counsellors and career counsellors at post-secondary institutions are their most common advisors.
- Among those who have accessed the services of career counselling professionals, at least 70% described these counsellors as effective in helping them understand their career options.
- Those with a career attributed high degrees of effectiveness to individuals involved in HR; career counsellors or career managers at workplaces; job readiness coaches; and career counsellors or coaches in private practice.



I Have a Job

- Those with a job accessed career counselling services less than those with a career: just under four in ten (38%) reported seeking employment counselling advice.
- Those with a job most commonly accessed the services of high school guidance counsellors (55%) and government employment centres (43%).
- More than six in ten respondents in a job rated the services of all career counsellors as effective. Notably high effectiveness emerged for counselling services accessed at community-based employment centres (83% described them as effective) or through an individual at workplaces involved in HR.

Key Findings

-  — Among both those with a career and those with a job who did not access career or employment counselling services, one in two agreed that, had they to do it over, they would definitely have accessed these types of counselling services (47% and 50%, respectively).
-  — Specific barriers to accessing career and employment service emerged within the population: significant proportions reported that they did not believe they needed these types of counselling services (23% in a career, 30% in a job) or were unfamiliar with the range of services available (18% in a career, 17% in a job).
-  — Further, participants reported that they were uncertain about how to identify appropriate services among the wide range available to them or to assess the quality of services, given their lack of familiarity with different options.
-  — Concerns about costs associated with services also emerged, although these were more common among those with a job than those with a career.
-  — Students were also surveyed. On an unprompted basis, students cited parents, other family members and friends as individuals they have consulted about their career and employment ambitions.
-  — Teachers or professors who are not guidance counsellors also emerged as important sources of advice around career options.
-  — Almost six in ten (58%) current students reported that they were likely to seek advice from career or employment counsellors.

Study

Navigator Limited conducted the nationwide survey on behalf of The Counselling Foundation of Canada and the Canadian Education and Research Institute for Counselling. The study was conducted among adult Canadians 18 years of age or older, and was in the field between November 16 and November 23, 2014. It used an online methodology among a national, proportionate sample of 1500 respondents. A random sample of those 1500 would yield a margin of error of +2.5 percentage points, nineteen times out of twenty.