

Report on 2018 Consultancy Group member survey

Introduction

This report describes the results of a survey of Consultancy Group members conducted in March and April 2018. This survey was a modified version of a similar survey carried out in 2015.

For the 2018 survey, emails were sent to about 1,000 people and it was also promoted on the group's twitter account. A total of 241 responses was received.

This is in comparison with 2015, when emails were sent to around 3,300 members and 257 (6.7%) provided completed surveys.

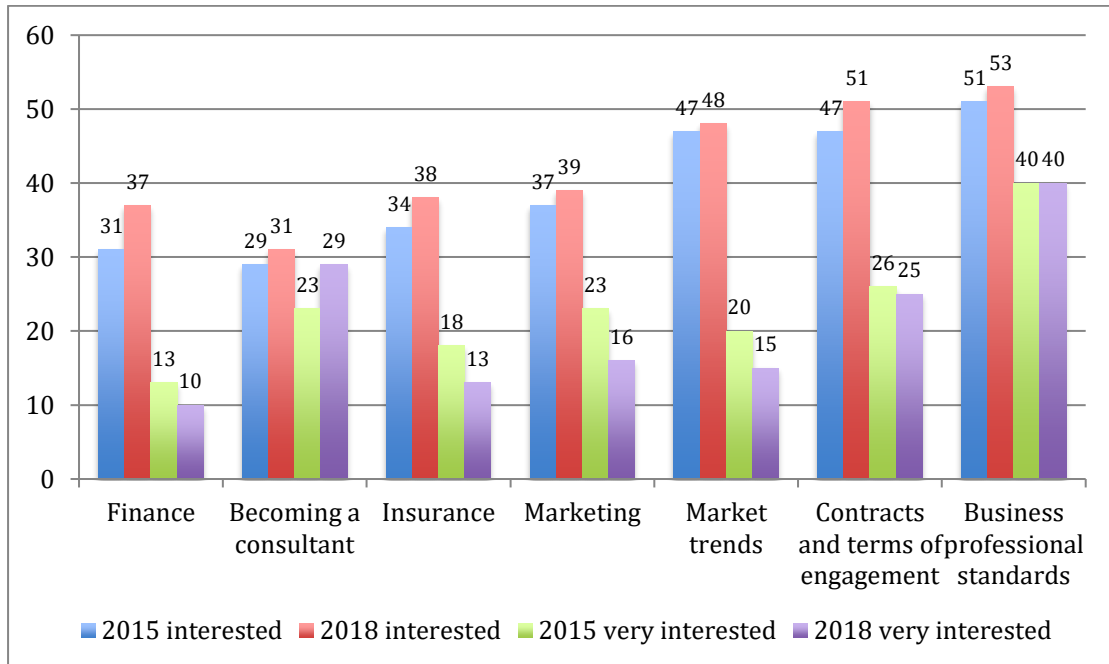
The report consists of charts showing the key findings for each question asked in 2018 and comparing these findings with the equivalent in 2015. In general these findings are self explanatory but where appropriate there are comments on the findings.

For ease of interpretation the topics in each question are presented in descending order of interest to members who responded in 2015 - not the order in which they appeared in the 2018 survey.

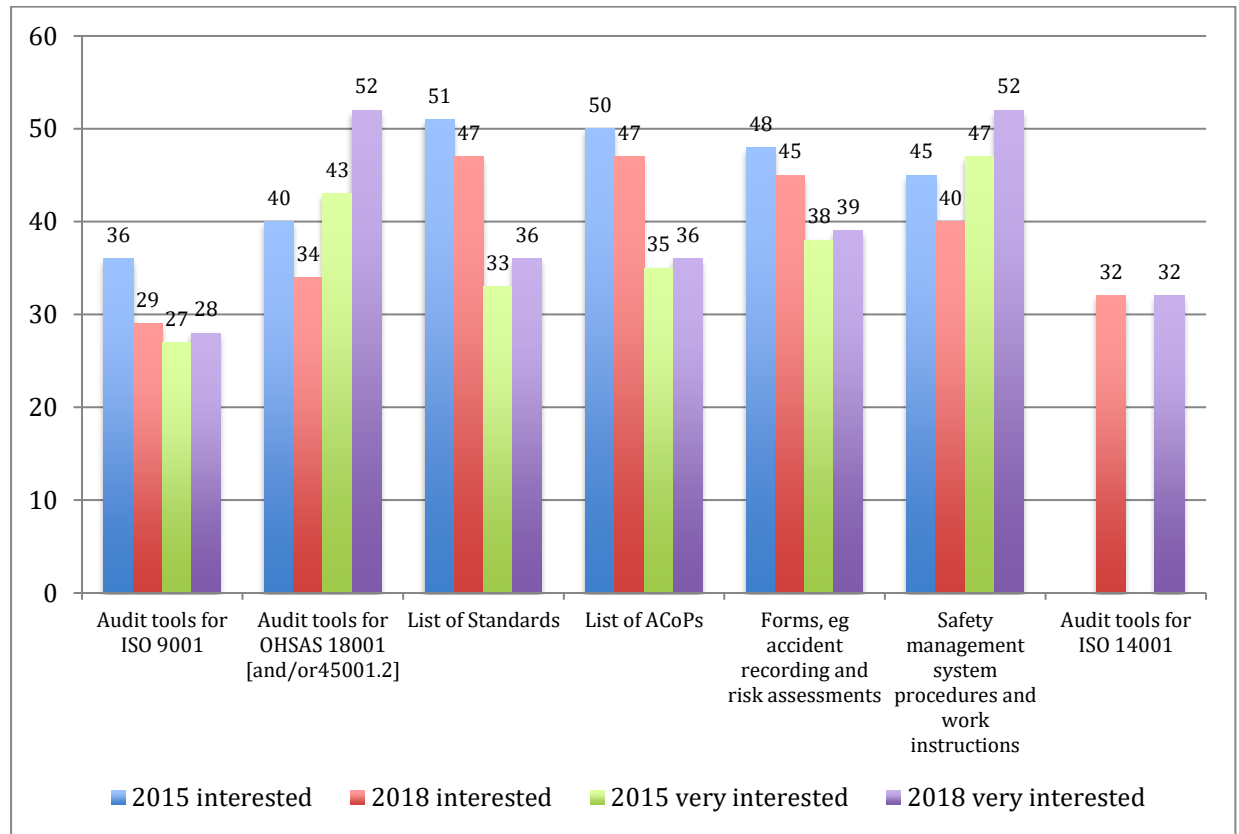
Overall there was very little difference in the results of the two surveys. Key findings for each question

Question 1. What content are you interested in?

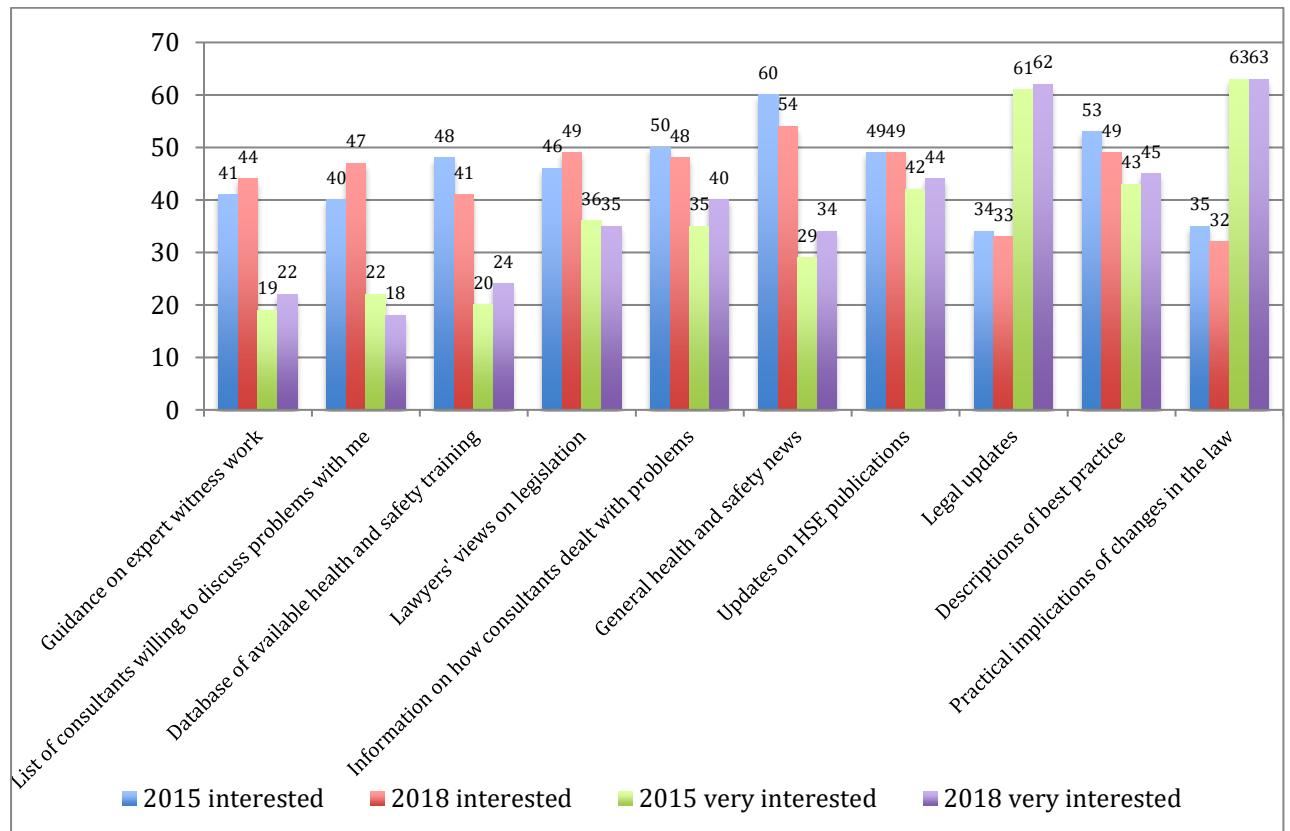
The results for this question are shown in the chart below.



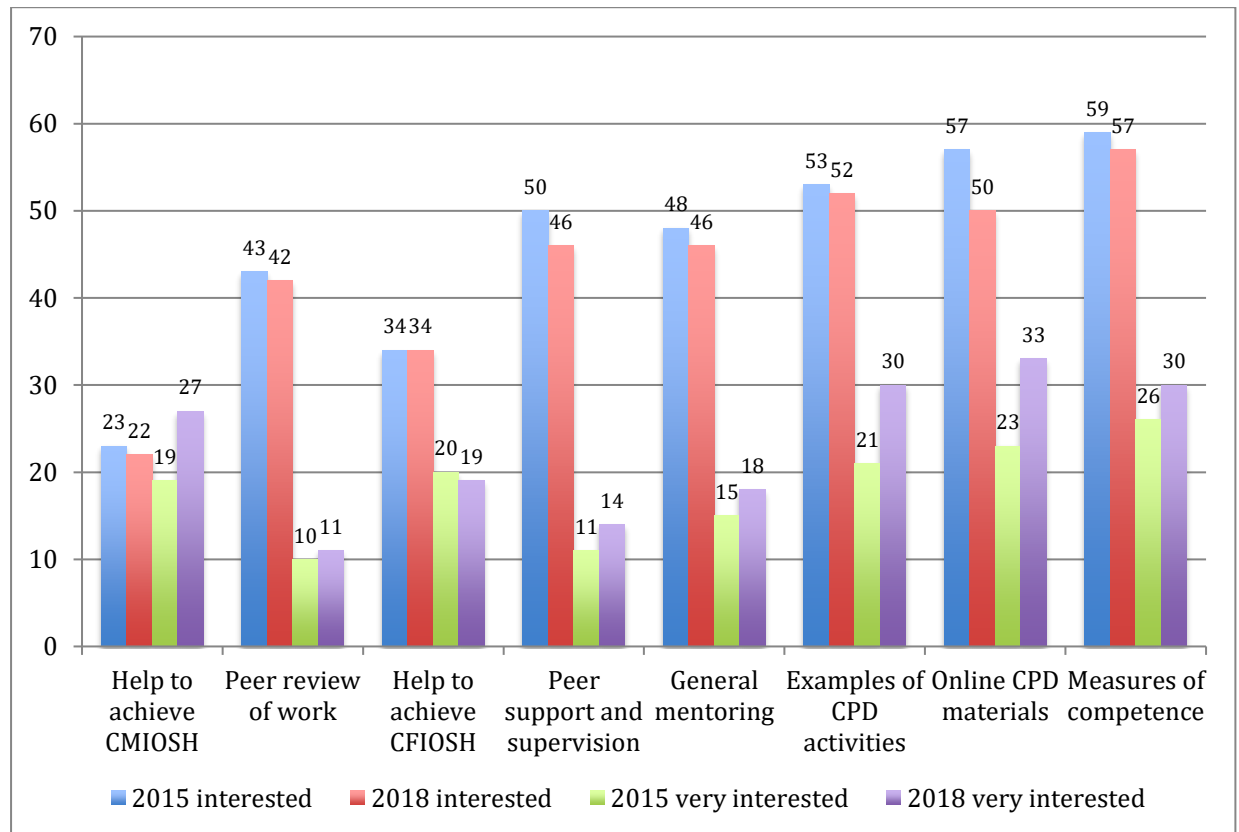
Question 2. What documentation are you interested in?



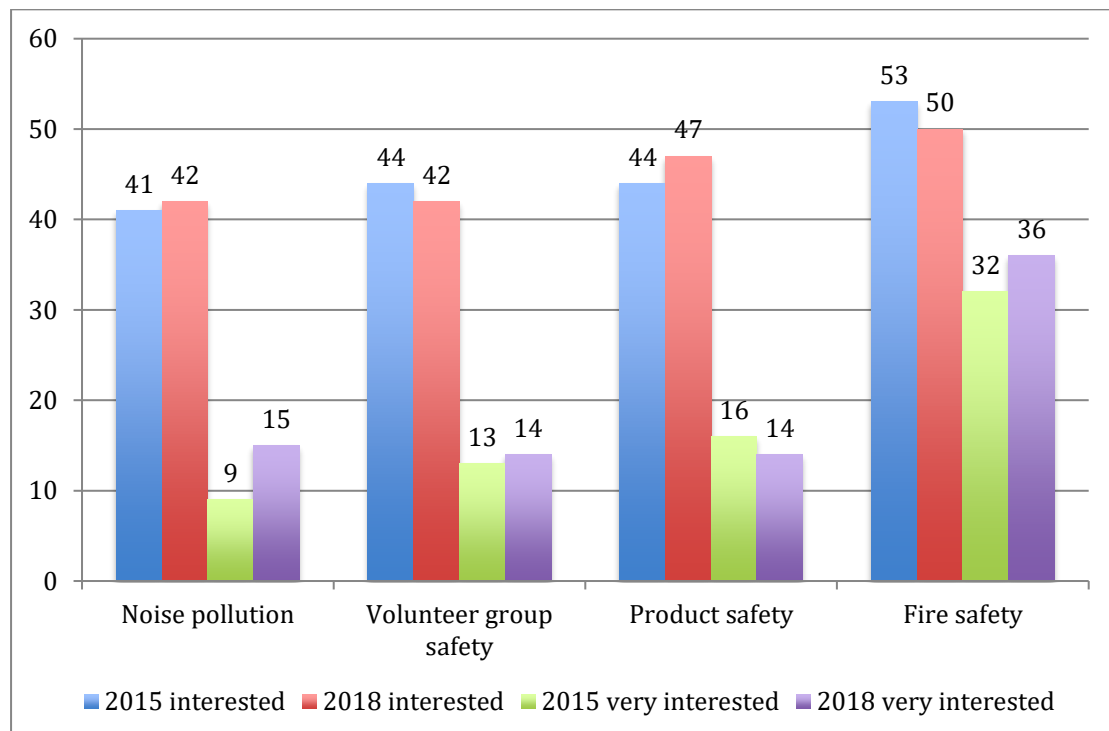
Question 3. What health and safety information are you interested in?



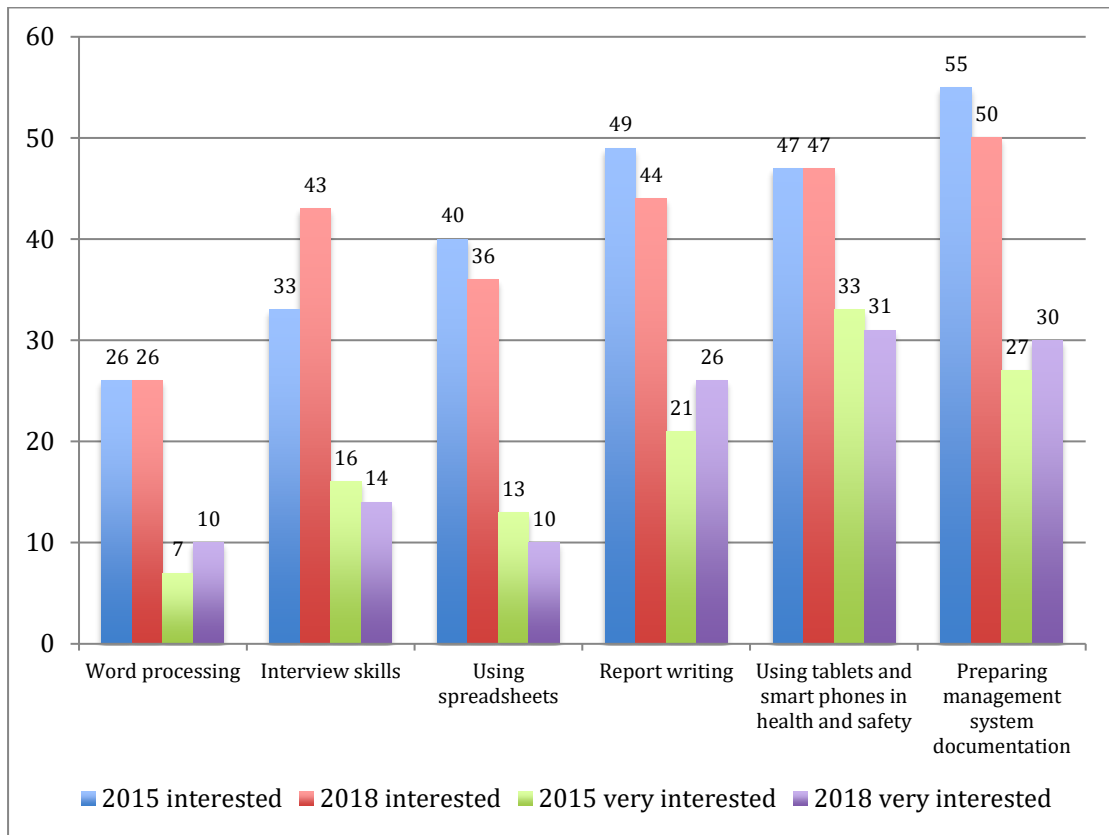
Question 4. What areas of professional development are you interested in?



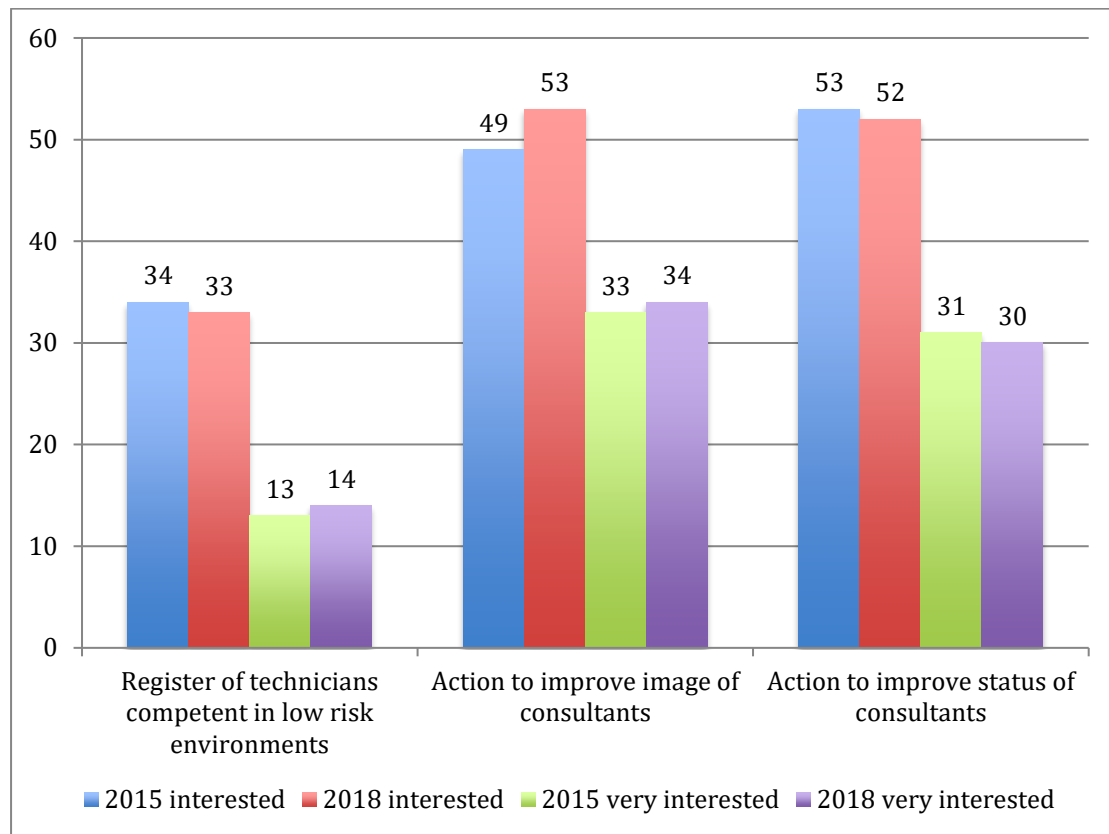
Question 5. What specialist areas are you interested in?



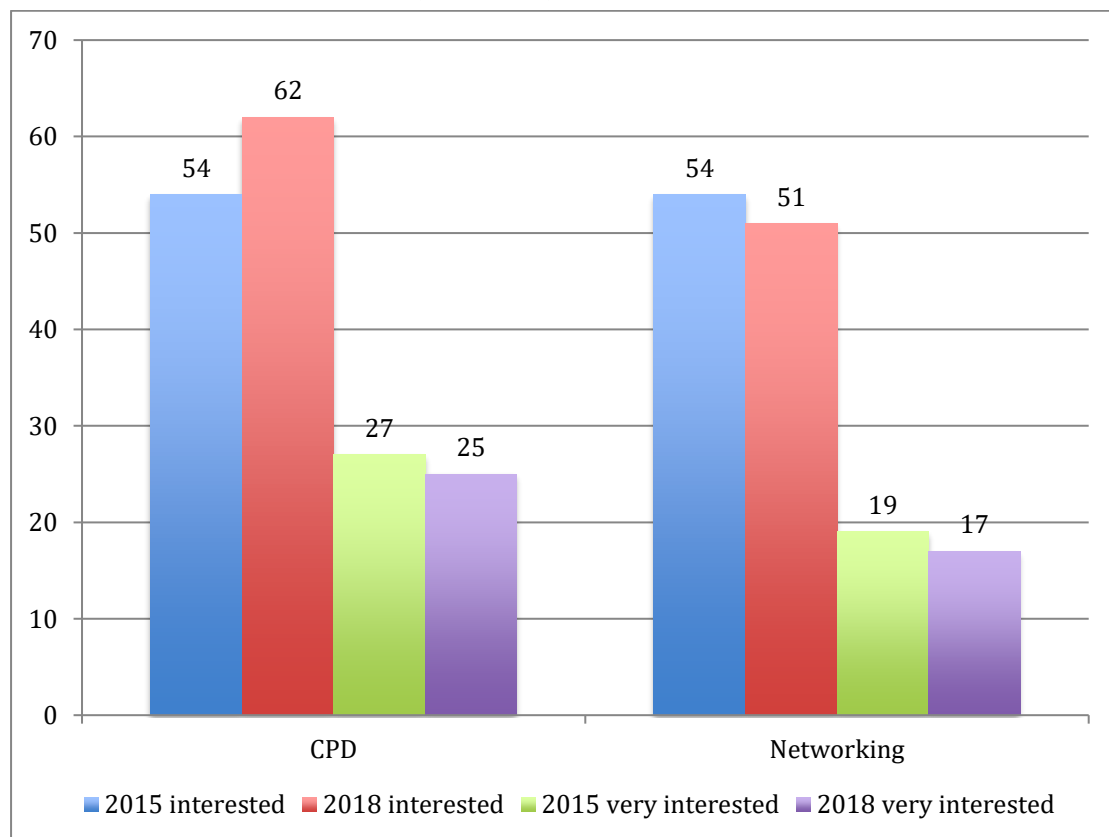
Question 6. What core skills are you interested in?



Question 7. What other areas are you interested in?



Question 8. What event topics are you interested in?



Question 9. What is your preferred time of events?

Respondents were allowed to choose more than one option for this question and there were 288 selections. The percentages in the table below are based on this number.

	2015	2018
Morning	35%	36
Afternoon	32%	31
Evening	33%	33

Q10. What is your preferred duration of events?

As in 2015, there was a clear preference for half day events 85% (87% in 2015) rather than full day events 15 (13% in 2015).

Question 11. What is your preferred location of events?

The table below shows the percentage responses, in descending order of preference in 2015. Note that the percentage response numbers in the 2015 report were incorrect and they have been corrected in the table below. The corrections did not effect the order of preference.

Preferred location	Percentage response	
SE England	26	24
Midlands	20	18
NE England	12	16
NW England	11	13
SW England	8	7
Ireland	7	5
S Scotland	6	4
Wales	6	4
Northern Ireland	3	4
N Scotland	2	3

Question 12. What would you consider a reasonable charge for your

preferred event format?

There was a clear preference for the cheapest (£50) option with a 67% response (70% in 2015). The most expensive (£100) option had only 9% (6% in 2015) and the £75 option had 25% (24% in 2015).

Question 13. What is your preferred method for receiving learning materials?

In this question respondents could, if they wished, choose more than one preferred method for receiving learning materials. The methods from which they could choose are listed in the table below in descending order of preference - this order was the same in 2015 and 2018. Note that the percentages in this table are the percentage of respondents who choose that method. That is, the number of respondents who chose the method divided by the total number of respondents, multiplied by 100. This means that the percentages listed in the table below do not add up to 100% as was the case in the previous questions

Preferred method	Percentage	
Documents on-line	88	80
Video presentations in PowerPoint	47	40
Webinars	38	39
Taught courses	33	31
Lectures	32	30
Printed documents by post	21	23
Podcasts	16	16
Other (please specify)	3	2

The Other (please specify option) was used to record all of the above (2), focus groups and workshops (1), personal emails (1) and no real preference (1). The other responses in 2015 were workshops (1), email (1), a variety (2) and four comments not of relevance to the question.

Question 14. How interested would you be in the following?

