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# Member Needs & Interests Survey

March 2009



# Survey Objectives

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- To understand members' needs and interests
- To understand what members value from their membership
- To provide information for planning AusAPT events, activities and publications in response to member needs
- To identify any significant shifts in member interests since the 2001 survey



# Survey Methodology

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Early January 2009

## 1. Questionnaire design

- 2001 AusAPT Member Survey questionnaire, membership form questions from NZAPT, BAPT & APTi reviewed
- New questions added
- 15 January - draft questionnaire circulated to National Committee members for input

Mid to end January

## 2. Pilot test

- Questionnaire amended to incorporate feedback from committee members
- QLD online survey trial 22-31 January
- One reminder email

February

## 3. Member survey

- Online survey amended following QLD trial
- Member Survey 18-28 February, not including QLD
- One reminder email

Early March

## 4. Analysis & Report

- PowerPoint developed
- Comparisons with 2001 survey



# Survey Distribution

- Survey distributed to 510 individuals with valid email addresses
- 309 are current or lapsed members – 1/7/06 to 20/1/09
- Only 138 are current members with current email addresses

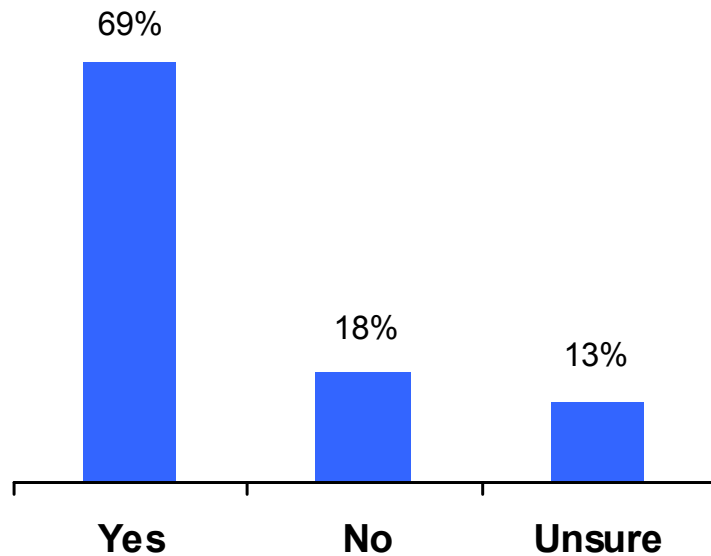
	AusAPT database	Australian Members		Overseas excl. USA
		Valid emails	Total members	
Total entries 1/7/06 to 20/1/09	618			
Valid email addresses	510	500		10
Members 1/7/06 to 20/1/09		309	333	
Members 1/7/06 to 30/6/07		280	303	
Members 1/7/07 to 30/6/08		229	244	
<b>Members 1/7/08 to 21/1/09 (Current)</b>		<b>138</b>	<b>148</b>	



# Membership participation

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Are you a current AusAPT member?



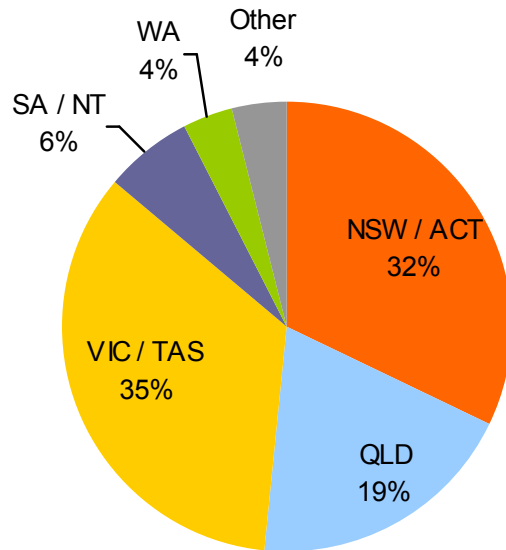
- 132 (2 late) participated in the survey
- 69% are current members

N=100. Question added in survey after QLD trial

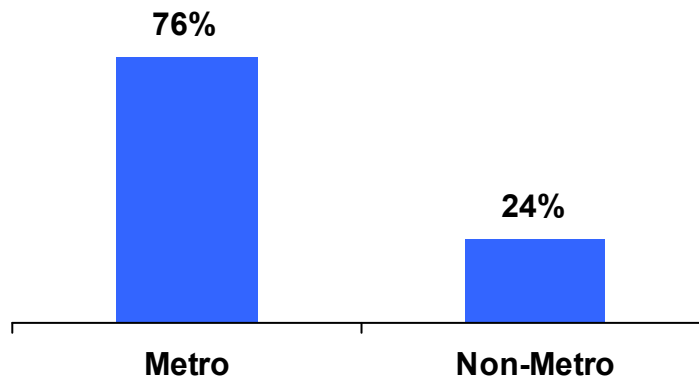


# Sample Profile – Location

*Greater percentage from VIC/TAS and metropolitan areas*



	2001	2009	2009
NSW / ACT	35%	42	32%
QLD	27%	25	19%
VIC / TAS	25%	45	35%
SA / NT	8%	8	6%
WA	5%	5	4%
Other	0%	5	4%
<b>Total</b>	<b>100%</b> <b>(n=114)</b>	<b>130</b>	<b>100%</b>

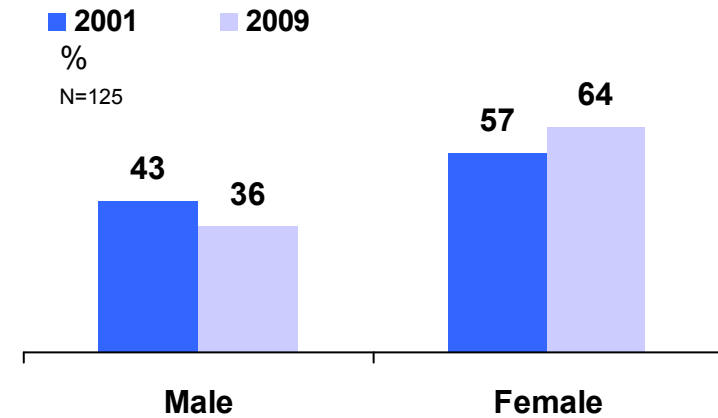
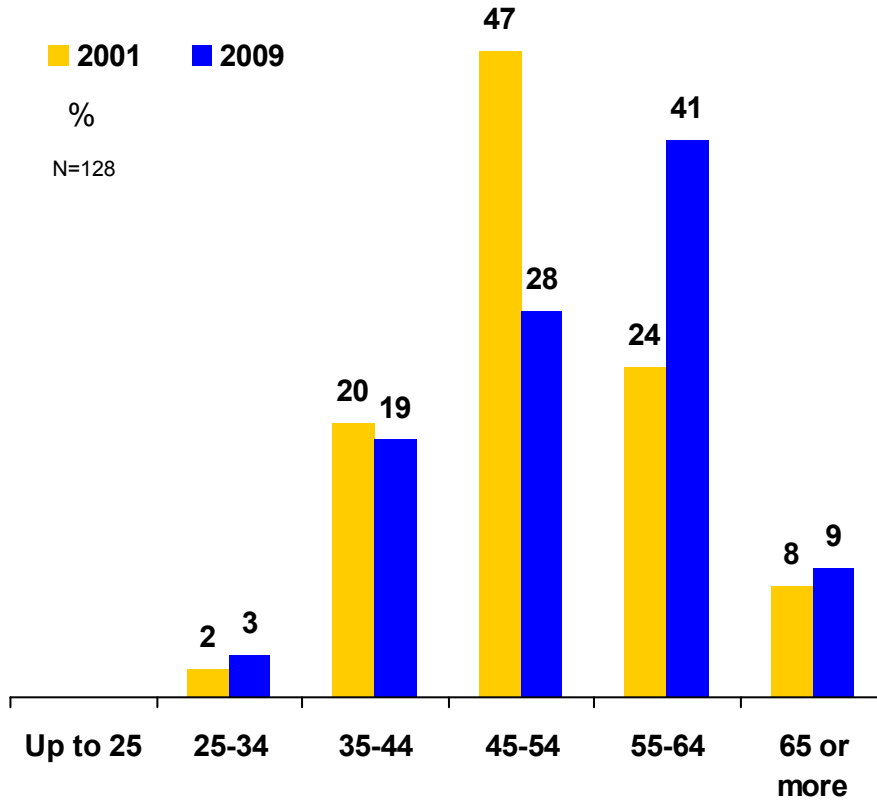


N=126

Other: includes overseas respondents



# Membership is ageing – highest percentage (41%) are 55-64. Higher percentage of female members are represented.

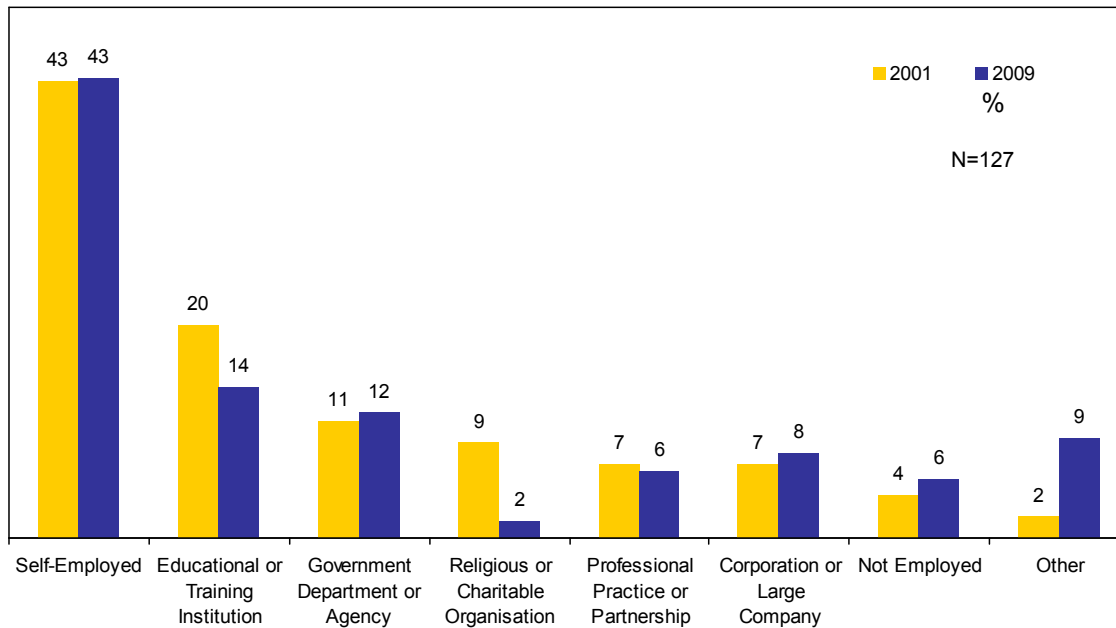


**Issue:** Retiring membership with members becoming older across age bands



# Occupation

- Most are self-employed
- Most are consultants and trainers
- Less educational & religious organisations than in 2001
- Less psychologists than in 2001



	2001	2009		% Multiple selection
		No. responses	%	
Consultant	34%	67	26%	54%
Trainer	17%	50	19%	40%
Counsellor	14%	27	10%	22%
Human Resources	9%	24	9%	19%
Teacher	6%	22	9%	18%
Manager	6%	21	8%	17%
Retired	5%	12	5%	10%
Academic	4%	10	4%	8%
Psychologist	9%	8	3%	6%
Other	4%	18	7%	14%
N=125			100%	



# Type profile

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ISTJ 6%	ISFJ 1%	INFJ 8%	INTJ 11%
ISTP 0%	ISFP 2%	INFP 19%	INTP 9%
ESTP 0%	ESFP 1%	ENFP 15%	ENTP 8%
ESTJ 2%	ESFJ 7%	ENFJ 4%	ENTJ 7%

N=123 INFP is the modal type compared to ENFP in 2001



# Instruments accredited in and use

## *MBTI Step 1 is main instrument*

	Accredited		Use	
	No. responses	%	Yes	No
MBTI® Step I	124	99%	92%	8%
MBTI® Step II	60	48%	61%	39%
Majors Personality Type Indicator™	18	14%	41%	59%
Function-Skills Development Assessment™	7	6%	20%	80%
Interstrength® tools	9	7%	32%	68%
Pearson-Marr Archetype Indicator	6	5%	22%	78%
Kiersey Temperaments	9	7%	62%	38%
MTR-i™ Management Team Roles Indicator	14	11%	27%	73%
Enneagram	6	5%	46%	54%
Margerison-McCann Team Management Systems	17	14%	41%	59%
Other	9	7%	52%	48%
<b>N=125</b>				

Multiple selections allowed



# Frequency of use

***48% are frequent or regular users of MBTI Step I***

		Frequent / Regular User	Use now & then	Little or no use
	<i>No. responses</i>	%	%	%
MBTI® Step I	116	48%	40	12
MBTI® Step II	55	31%	36	33
Majors Personality Type Indicator™	22	41%	14	45
Function-Skills Development Assessment™	13	0%	31	69
Interstrength® tools	19	20%	21	58
Pearson-Marr Archetype Indicator	15	14%	13	73
Kiersey Temperaments	25	36%	16	48
MTR-i™ Management Team Roles Indicator	19	21%	5	74
Enneagram	20	35%	15	50
Margerison-McCann Team Management Systems	23	13%	22	65
Other	20	40%	15	45
<b>N=120</b>				

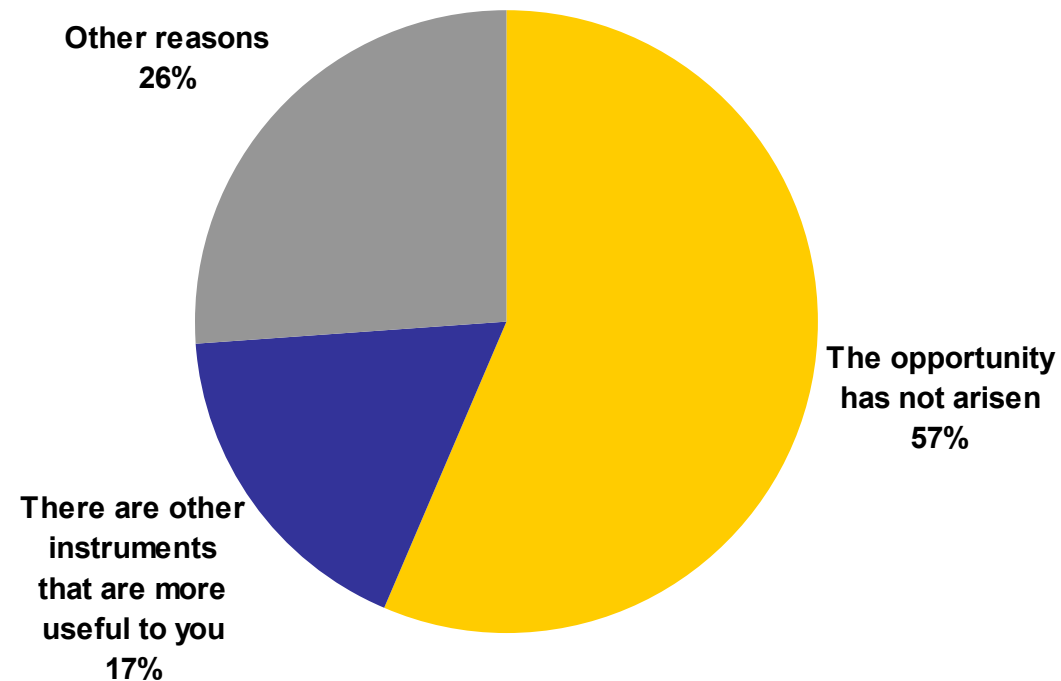


# Frequency of use

## *Lack of use due mainly to lack of opportunity*

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Q11. If 'Little or No' Use of Instruments, it is because...

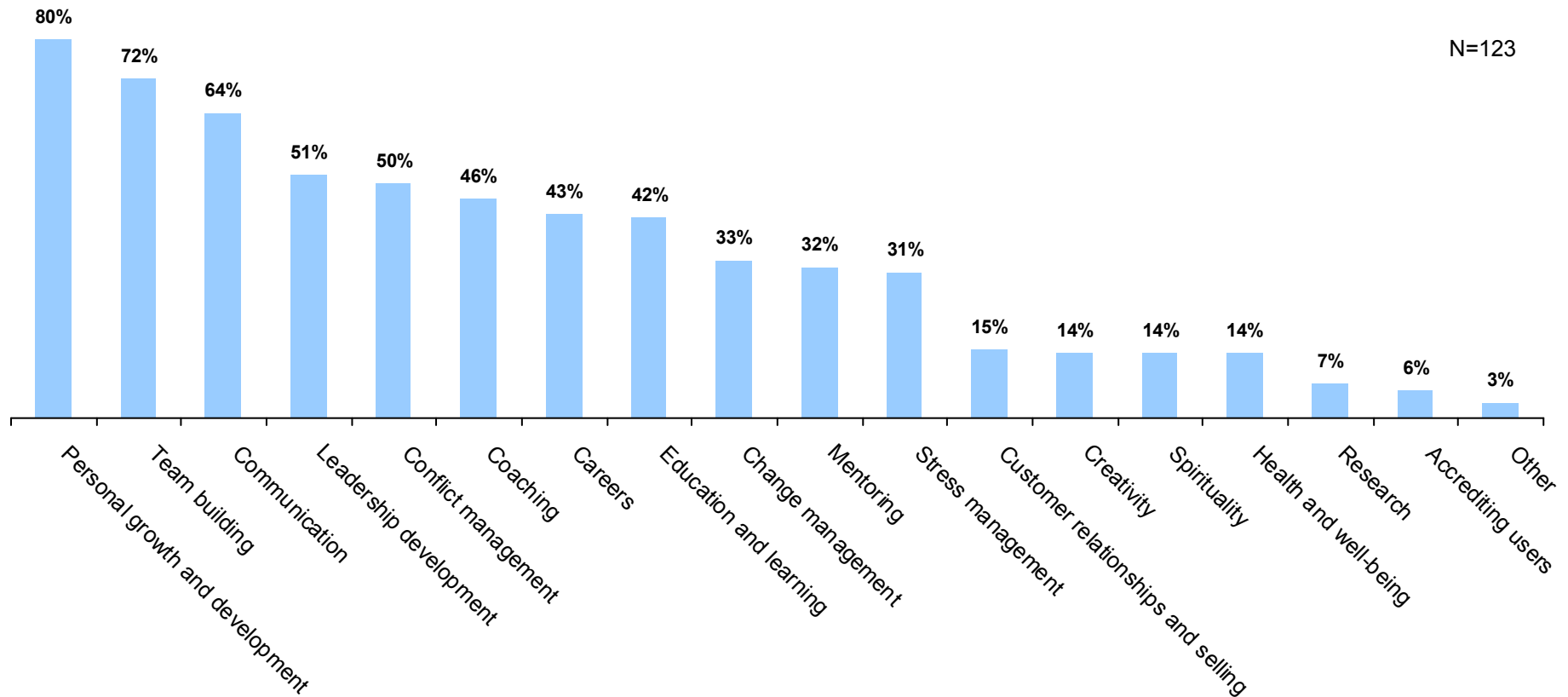


N=69



# How instruments are used – mostly for personal growth, teambuilding, communication, leadership development & conflict management

For the 10 instruments listed (slides 10 & 11), please indicate how they are used ...





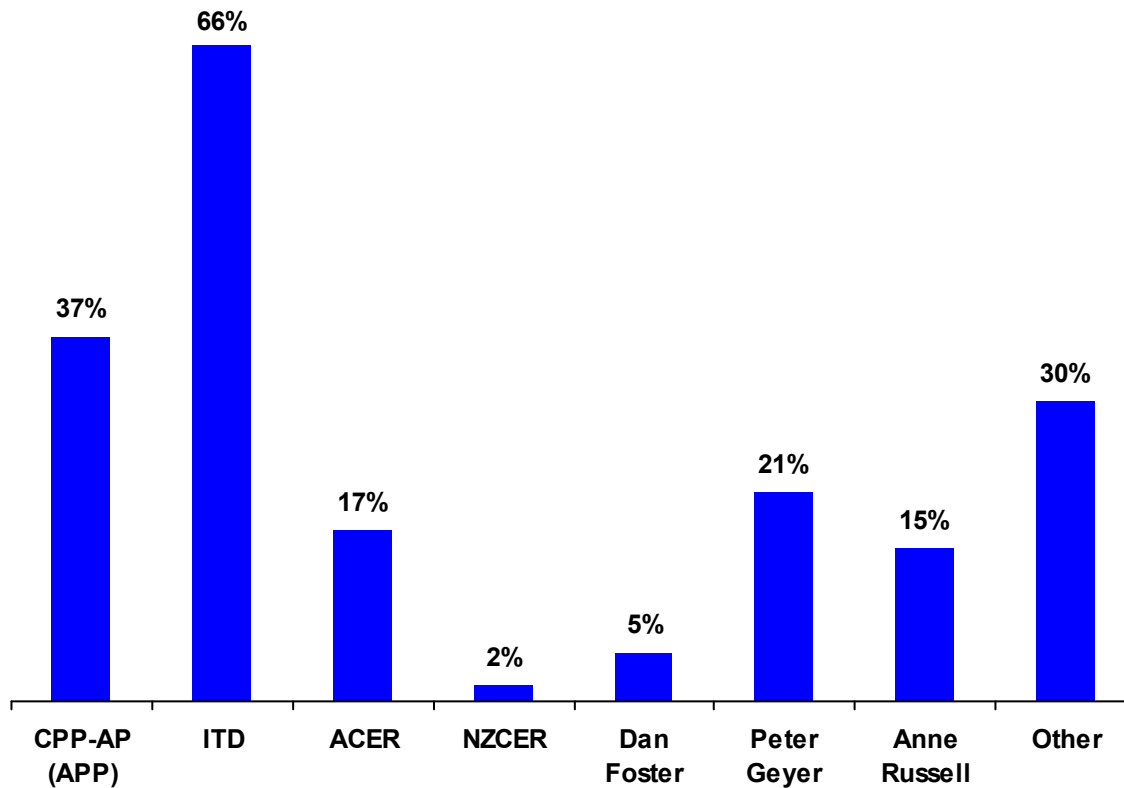
## Other instruments

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- Numerous other instruments are used
- Main uses are for:
  - Recruitment
  - Career assessment and coaching
  - Stress/conflict management



# Accreditors – mainly ITD for MBTI Step I and CPP-AP for Step II



- Other accreditors – refer Q13a in verbatim report

	CPP-AP	ITD	Peter Geyer
MBTI® Step I	19%	39%	16%
MBTI® Step II	38%	30%	12%

N=123



# Top 3 areas of interest

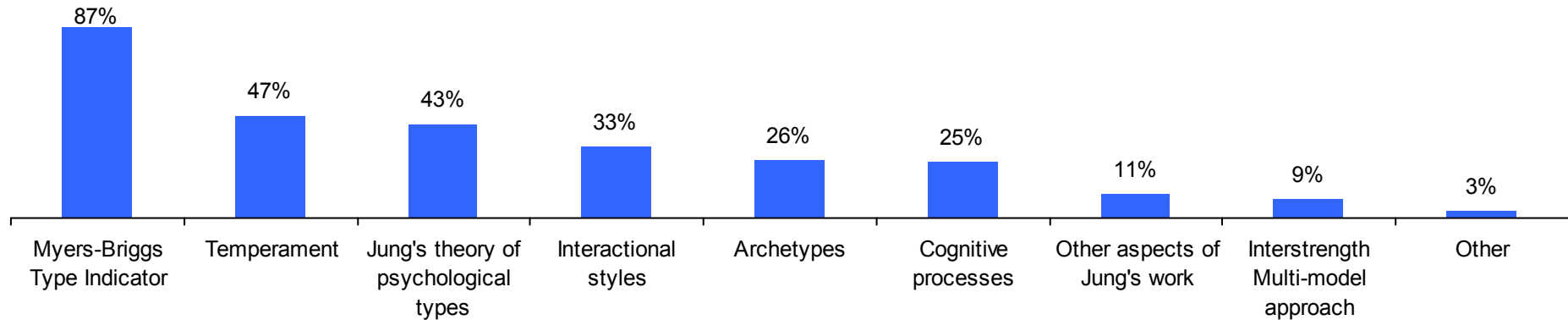
- Management & organisational development
- Personal growth & development
- Careers & occupations

	First		Second		Third	
Management & organisational development	40	32%	15	12%	12	10%
Careers & occupations	24	19%	13	10%	15	12%
Personal growth & development	23	18%	37	30%	35	28%
Counselling & psychotherapy	11	9%	5	4%	8	7%
Spirituality & religion	6	5%	5	4%	6	5%
Education	5	4%	16	13%	11	9%
Psychological theory	4	3%	8	6%	6	5%
Research	4	3%	4	3%	4	3%
Other	3	2%	3	2%	1	1%
Personal & family relationships	2	2%	12	10%	7	6%
Health & well-being	2	2%	0	0%	9	7%
Ageing	1	1%	1	1%	2	2%
Creativity	1	1%	2	2%	6	5%
Customer relationships & selling	0	0%	4	3%	1	1%
<b>Total</b>	<b>126</b>	<b>100.0%</b>	<b>125</b>	<b>100.0%</b>	<b>123</b>	<b>100.0%</b>



# Top aspects of Type

*MBTI, Temperament, Jung's theory of psychological types & Interactional styles*



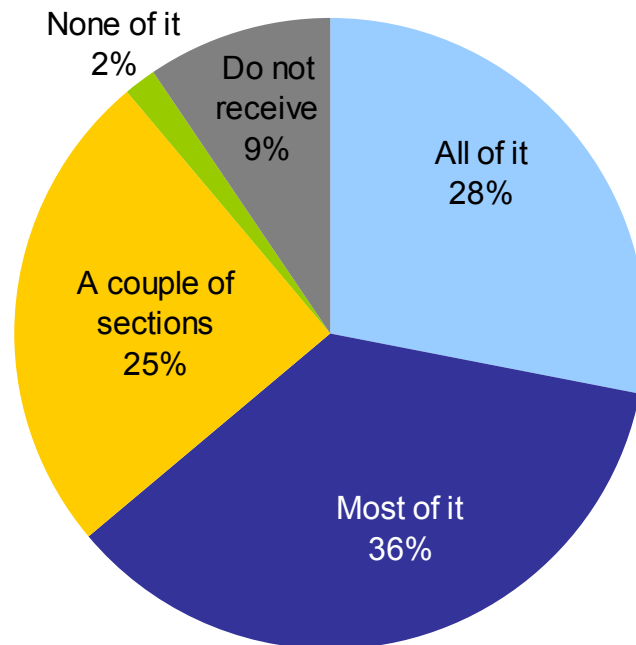
	First		Second		Third	
Myers-Briggs Type Indicator	82	65%	12	10%	15	14%
Interstrength Multi-model approach	6	5%	3	3%	2	2%
Temperament	5	4%	41	34%	13	12%
Interactional styles	2	2%	15	13%	24	22%
Cognitive processes	6	5%	10	8%	16	14%
Jung's theory of psychological types	21	17%	19	16%	14	13%
Archetypes	2	2%	15	13%	16	14%
Other aspects of Jung's work	0	0%	4	3%	10	9%
Other	2	2%	1	1%	1	1%
Total	126	100%	120	100%	111	100%

Any discrepancies are due to rounding or a different base number for calculating percentages



# Australian Psychological Type Review

Read Australian Psychological Type Review ...



N=128

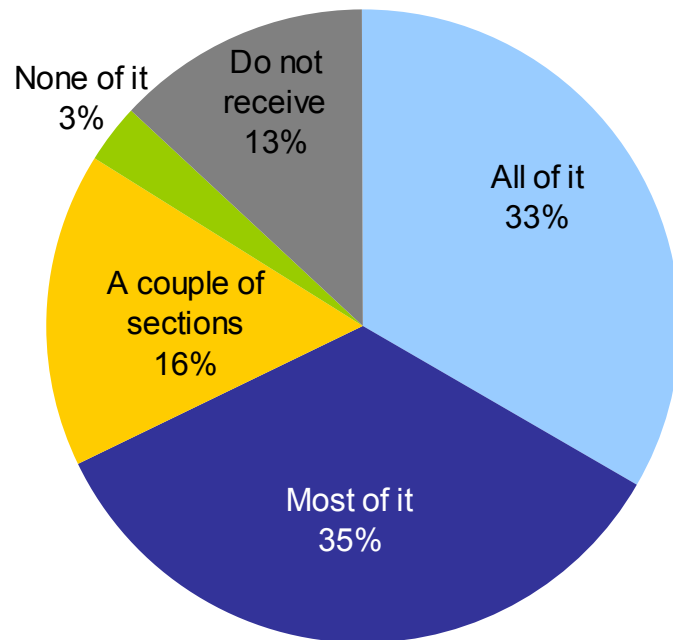
Do not read it because ...

Reason	N
The content is not interesting to you	2
The content is not presented in the form you would like	1
Too busy / lack of time	7
Other reasons	3



# AusAPT News

## Read AusAPT News ...



N=122

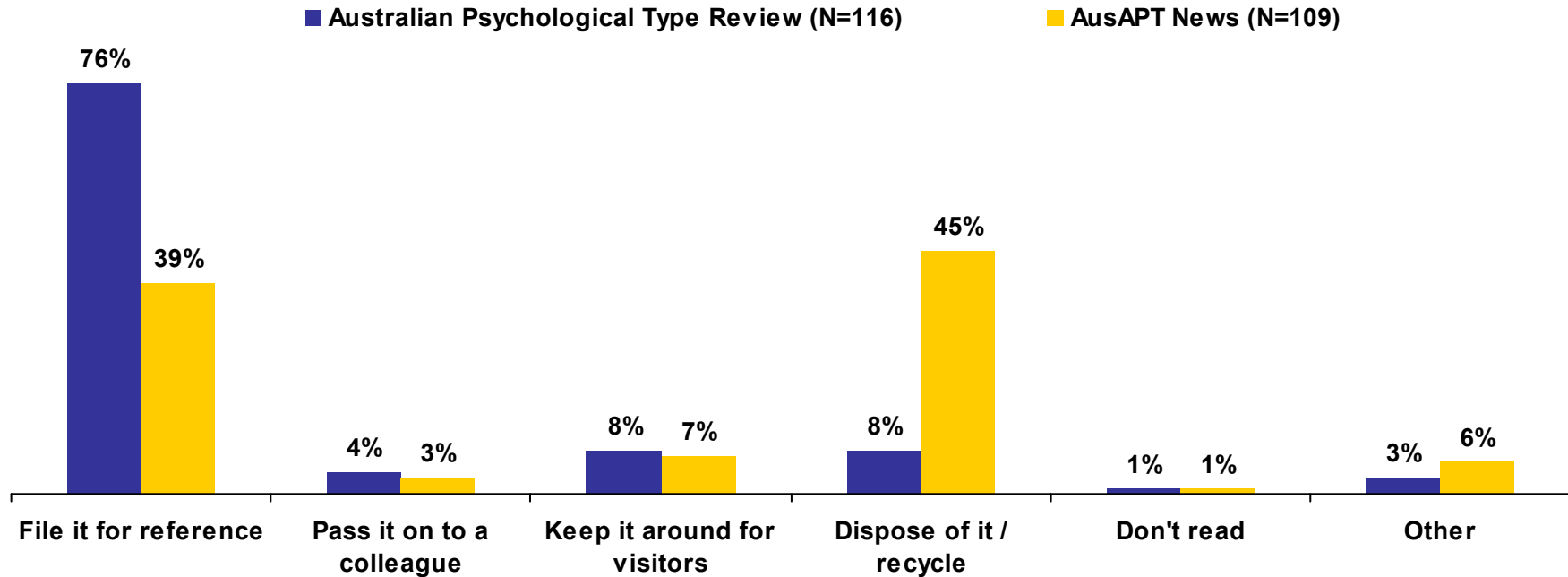
## Do not read it because ...

Reason	N
The content is not interesting to you	2
The content is not presented in the form you would like	1
Too busy / lack of time	7
Other reasons	5



# Handling publications after reading them

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## Improve publications

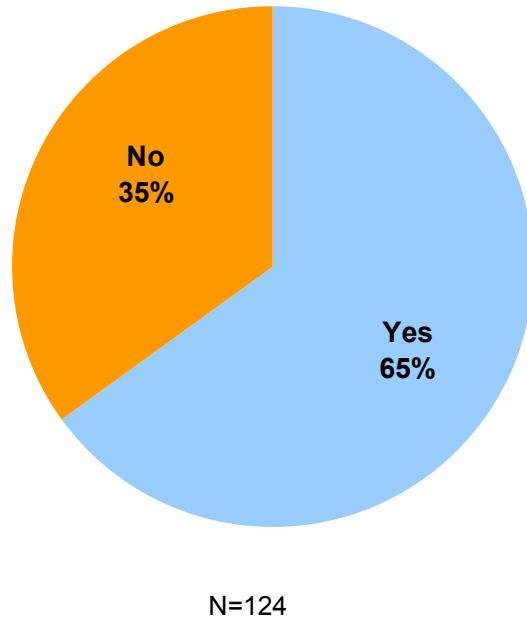
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- Numerous suggestions provided
- Refer to Q19 & Q20 in verbatim report

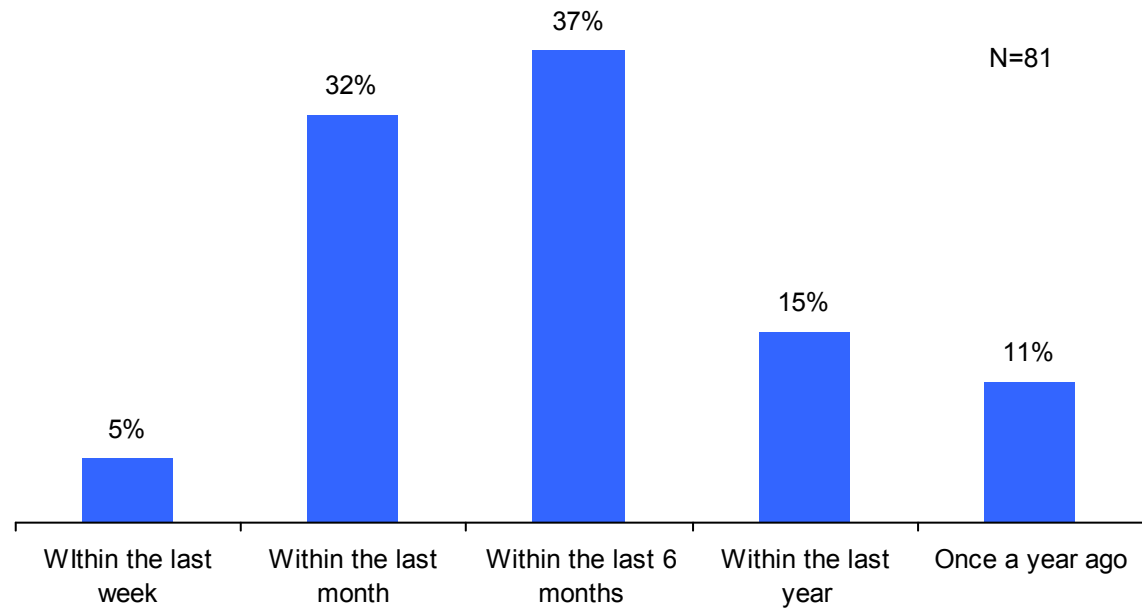


# Website

Have you visited the AusAPT website?



If visited the AusAPT website, when did you last visit it?

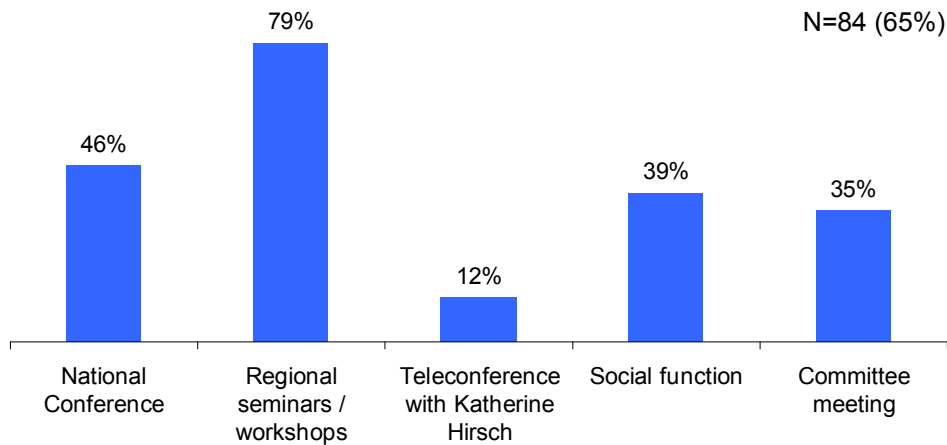


- Suggestions to improve the website ... refer Q22 in verbatim report

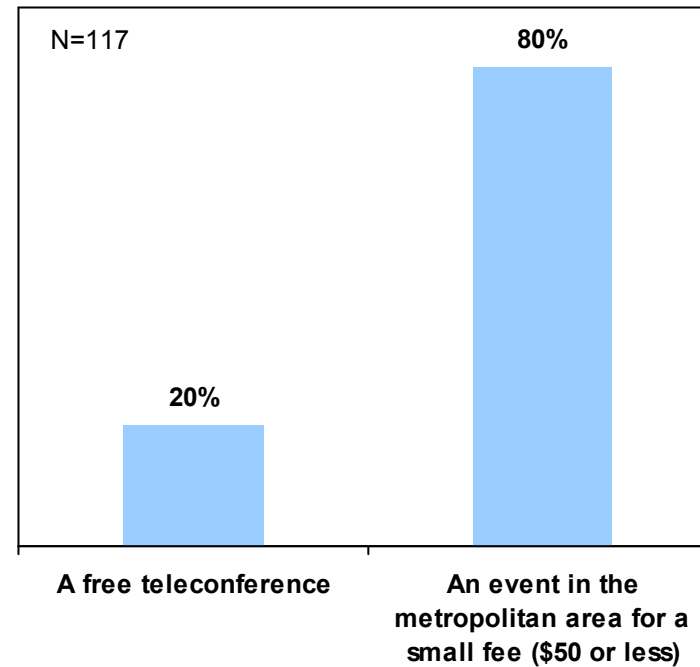


# Events – *most have attended a local seminar or workshop and these are preferred to a teleconference*

*Have you participated in any of the following AusAPT activities in the past 1-3 years?*



*Which of the following would you be more likely to attend?*

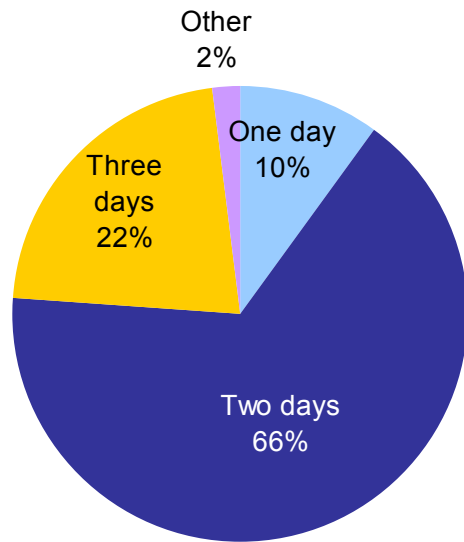




# Preferred length for National Conference

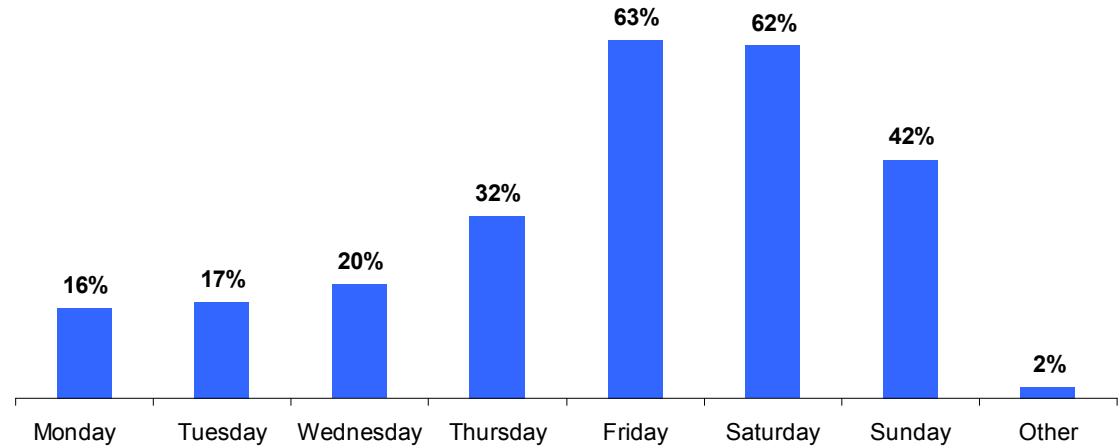
- 2 days, preferably Friday & Saturday

What is your preferred length for a National Conference?



N=104

Which days do you prefer for a National Conference?



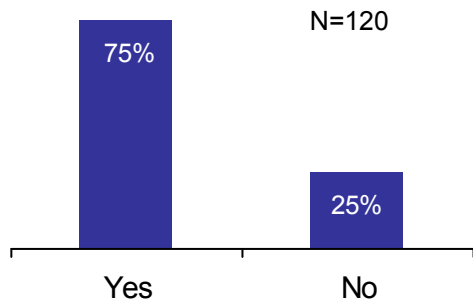
N=100



# Attend National Conference

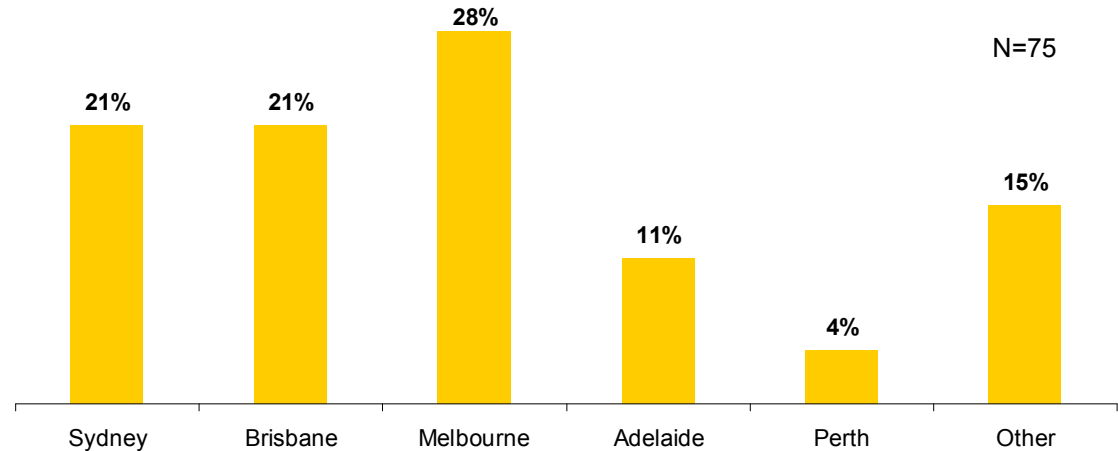
## Melbourne is the preferred city for National Conference

Would you travel interstate to attend a National Conference?



	Prepared to Travel Interstate to a National Conference		Total
	Yes	No	
NSW / ACT	26	11	37
QLD	20	5	25
VIC / TAS	33	8	41
SA / NT	5	3	8
WA	5	0	5
Other	1	3	4
<b>Total</b>	<b>90</b>	<b>30</b>	<b>120</b>

If yes, which city would you travel to?

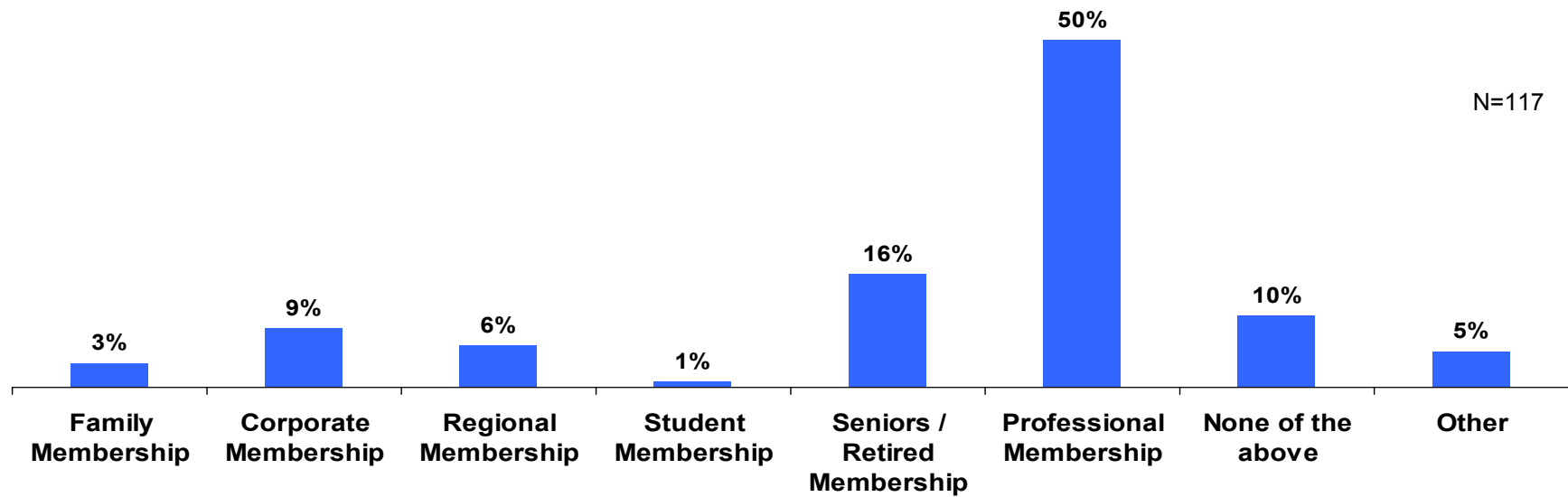


- Topics for conference – refer Q27a in verbatim report



# Membership

*Which of the following membership categories would you be interested in, should they be offered with fees structured accordingly?*

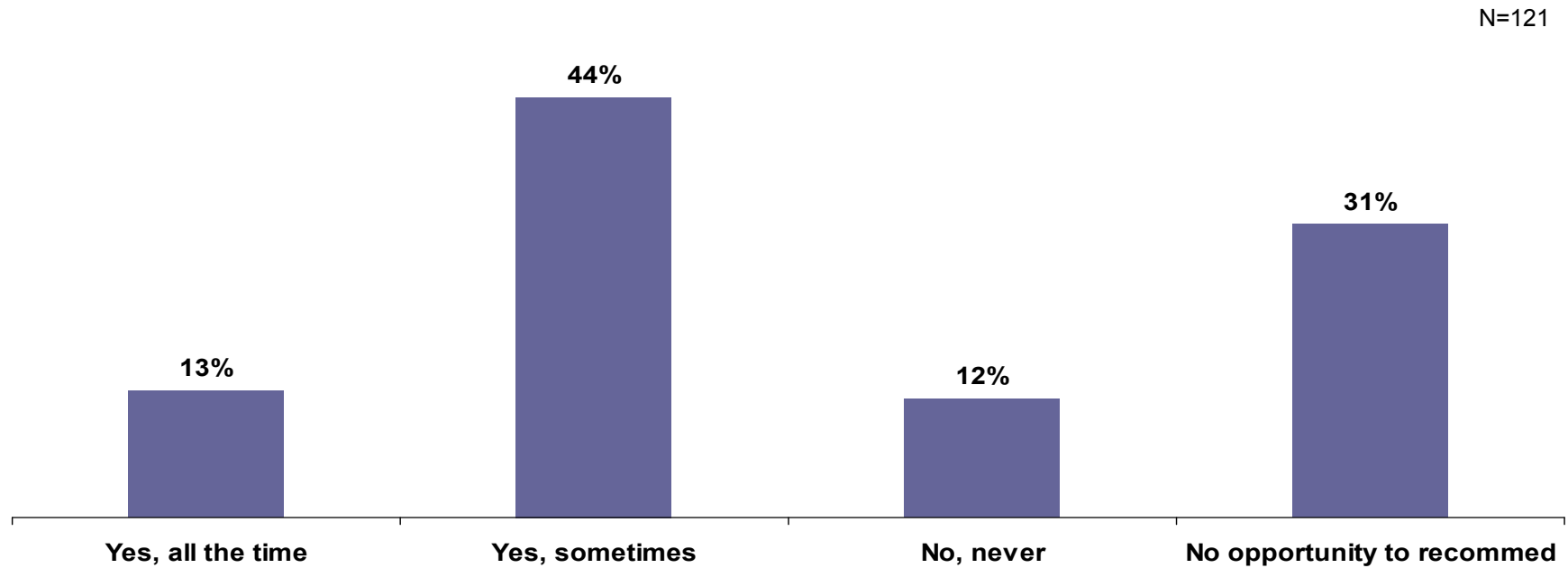




# Membership loyalty

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*Do you recommend AusAPT to your colleagues, friends or family?*





# Overall satisfaction

## *High level of satisfaction with Review*

How would you rate your overall satisfaction with the following .....

