

# AusAPT members survey 2001

## Report of survey results

### Introduction`

#### Purpose

This report presents the results of a survey of members of the Australian Association for Psychological Type.

The purpose of the survey was to obtain basic data about the association's members, including:

1. demographic data (gender, age, location, occupation, etc);
2. members' interests in and uses of personality type;
3. members' perceptions of AusAPT and its services;
4. members' suggestions for AusAPT's priorities and services.

This report was prepared by AusAPT National Secretary Philip L Kerr.

#### Method

A 19-item questionnaire was developed to collect relevant data from AusAPT members. Most items sought responses by ticking a box in a list or on a rating scale. A few of the items invited free-form responses.

The questionnaire was mailed to all AusAPT members in July 2001, along with a membership renewal notice and the latest issue of the *Australian Psychological Type Review*.

A response was requested by 16 July 2001. Even though most members did not receive the questionnaire until around 12 July, many did complete and return it. Responses up to 14 August are included in this report.

114 responses were received as at that date, amounting to 28% of the membership. While this is well short of a majority, it is nevertheless a substantial sample. As the distribution of respondents by State and by type is similar to that for members generally (see below), the survey results can be taken as a representative indication of the views of AusAPT's wider membership.

For the sake of simplicity of expression, in this report the attributes and opinions of the survey respondents are presented as those of AusAPT members generally.

The survey results are reported below under the headings of:

- members' demographics;
- uses of type;
- perceptions of AusAPT.

#### Where to from here?

This report has been produced for consideration in the first instance by AusAPT's National Committee.

It is proposed that a summary of the survey results, along with actions arising from the National Committee's consideration of this report, should then be disseminated to AusAPT members via the following means:

- ◆ a report to AusAPT's annual general meeting for 2001
- ◆ briefings to meetings of AusAPT's Regional Committees
- ◆ publication in the *Australian Psychological Type Review*
- ◆ posting on AusAPT's website

The survey results also serve as a base document for AusAPT's next round of strategic planning.

## Who are you?: Members' demographics

### Age

<b>0%</b>	Up to 25
<b>2%</b>	26 - 35
<b>20%</b>	36 - 45
<b>47%</b>	46 - 55
<b>24%</b>	56 - 65
<b>8%</b>	Over 65

AusAPT is an association of mature people. The median age of members is 51.

More than three quarters of members are aged over 45. One third are aged over 55.

Only 2% of members are aged 35 or under. None are aged 25 or under.

### Gender

<b>57%</b>	Female
<b>43%</b>	Male

AusAPT's members are predominantly (but not overwhelmingly) female.

### State

Survey	Database	State
<b>31%</b>	33%	New South Wales
<b>27%</b>	25%	Queensland
<b>23%</b>	23%	Victoria
<b>8%</b>	10%	South Australia
<b>6%</b>	3%	Western Australia
<b>2%</b>	1%	Tasmania
<b>4%</b>	4%	ACT
<b>0%</b>	0%	Northern Territory
<b>0%</b>	0%	Overseas

Details of members' home States are obtainable directly from the AusAPT database. This item was included in the survey to enable the analysis of responses to other items by State.

Respondents' locations broadly followed the distribution of total members by State. Western Australia is, however, particularly well represented, with 7 of the 13 members there responding to the survey.

### Proximity to capital cities

<b>73%</b>	Capital
<b>18%</b>	Less than 2 hrs from capital
<b>10%</b>	More than 2 hrs from capital

Around three quarters of members live in the capital city of their State or Territory. The majority of the rest live within two hours of the capital. 10% of members live more than two hours from their capital city.

Four of the eight capitals (Perth, Hobart, Canberra, Darwin) are not AusAPT regional centres. For this survey, the proportion of members living outside those regional centres is of particular significance:

<b>63%</b>	Brisbane, Sydney, Melbourne, Adelaide
<b>37%</b>	Other locations

More than one third of members do not live in the four cities serviced by AusAPT's regular programs. Development of alternative services for these members should be a priority for the National Committee.

## Type

Type distribution – members survey (n = 106)

<b>ISTJ</b> 8%	<b>ISFJ</b> 6%	<b>INFJ</b> 8%	<b>INTJ</b> 13%
<b>ISTP</b> 0%	<b>ISFP</b> 3%	<b>INFP</b> 9%	<b>INTP</b> 10%
<b>ESTP</b> 2%	<b>ESFP</b> 0%	<b>ENFP</b> 17%	<b>ENTP</b> 4%
<b>ESTJ</b> 4%	<b>ESFJ</b> 1%	<b>ENFJ</b> 5%	<b>ENTJ</b> 10%

Type distribution – AusAPT database (n = 407)

ISTJ 5%	ISFJ 3%	INFJ 8%	INTJ 10%
ISTP 1%	ISFP 2%	INFP 14%	INTP 10%
ESTP 1%	ESFP 2%	ENFP 16%	ENTP 9%
ESTJ 2%	ESFJ 2%	ENFJ 8%	ENTJ 8%

The distribution of respondents' MBTI types broadly parallels the pattern of the wider membership. Intuitives predominate over sensates; ENFP is the modal type; there are few SPs.

However, sensate types (particularly the 'superdependable' ISTJs and ISFJs) were better represented in the responses (24%) than in the wider membership (18%). Intuitive types (particularly ENTPs and INFPs) were commensurately less well represented.

## Occupation

<b>34%</b>	Consultant
<b>17%</b>	Trainer
<b>14%</b>	Counsellor
<b>9%</b>	Human resources
<b>9%</b>	Psychologist
<b>6%</b>	Manager
<b>6%</b>	Teacher
<b>4%</b>	Academic
<b>5%</b>	Retired
<b>4%</b>	Other

Note: Percentages sum to > 100% as some respondents nominated more than one occupation.

One third of members work as *consultants*. This is the most frequent occupation by a wide margin. *Trainers* and *counsellors* are also quite well represented.

Only 9% of members work as *psychologists*. (Others may, however, hold qualifications in psychology).

## Employer

<b>43%</b>	Self-employed
<b>20%</b>	Educational or training institution
<b>11%</b>	Government department or agency
<b>9%</b>	Religious or charitable organisation
<b>7%</b>	Professional practice or partnership
<b>7%</b>	Corporation or large company
<b>4%</b>	Not employed
<b>2%</b>	Other

Note: Percentages sum to > 100% because some respondents indicated more than one employer.

More than two-fifths of members are *self employed*.

A further one-fifth of members are employed in *educational and training institutions*.

The remainder are mainly distributed across government, religious bodies, charities, professional practices, and the corporate sector.

## The way you do the things you do: Members' usage of type

### Level of training

45%	Advanced MBTI course* (e.g. Step II)
54%	Basic MBTI course*
1%	No formal accreditation
11%	Other accreditation

AusAPT remains very much an 'MBTI' association as much as a generic 'type' association. 99% of members have completed MBTI accreditation. Just under half have gone on to an advanced course such as Step II.

11% of members have also undertaken training in other instruments.

*\*This question referred to 'advanced MBTI accreditation (e.g. Step II)'. One respondent pointed out that Step II is not in fact 'accreditation', as basic MBTI accreditation is all that is needed to qualify to purchase the Step II instrument.*

### Extent of usage

41%	Substantial use – used frequently
53%	Some use – used now and then
6%	Little or no use

Just over one half of members use type 'now and then', and a further two-fifths use type frequently.

6% of members make little or no use of type, but are interested in it nevertheless.

### Facets of type

*Respondents expressing a 'High' level of interest*

81%	Myers-Briggs Type Indicator
49%	Temperaments
45%	Jung's theory of psychological types
24%	Other aspects of Jung's work
19%	Personality instruments other than the MBTI

Four-fifths of members reported a high level of interest in the *Myers-Briggs Type Indicator*, providing further confirmation that AusAPT is at heart an 'MBTI' association.

*Temperaments* and *Jung's theory of psychological types* are secondary areas of interest, with around half of the membership reporting a high level of interest in each of these facets.

*Other aspects of Jung's work* and *personality instruments other than the MBTI* are of lesser interest, but by no means insignificant, with one fifth to one quarter of members reporting a high level of interest.

### Interest areas

*Respondents expressing a 'High' level of interest*

53%	Management & Org Development
43%	Counselling & Psychotherapy
41%	Careers & Occupations
34%	Education
25%	Psychological Theory
18%	Religious & Spiritual
8%	Cross-cultural
5%	Media & Social

A majority of members expressed a high level of interest in *Management & Organisational Development*.

There is strong interest in *Careers & Occupations*, *Counselling & Psychotherapy*, and *Education*, with a lesser but still significant level of interest in the *Psychological Theory* and *Religious & Spiritual* areas.

*Cross-cultural* and *Media & Social* are minority interests (but may be areas for membership growth).

## Are you being served?: Members' perceptions of AusAPT

### AusAPT involvement

Involvement over the preceding 12 months.

<b>45%</b>	Seminar, workshop, presentation
<b>21%</b>	National Conference 2000
<b>17%</b>	Social function
<b>11%</b>	Publication (newsletter, <i>Review</i> etc)
<b>10%</b>	Committee meeting
<b>7%</b>	Other involvement

Just under half of members had attended a *seminar, workshop or presentation* in the preceding 12 months. One in five had attended the *national conference*.

Involvement in *publications* and *committees* was restricted to a small segment of the membership.

### AusAPT's roles

The questionnaire listed six roles that AusAPT might fulfil. Respondents were asked to rate their importance.

Respondents rating role as 'Very important'

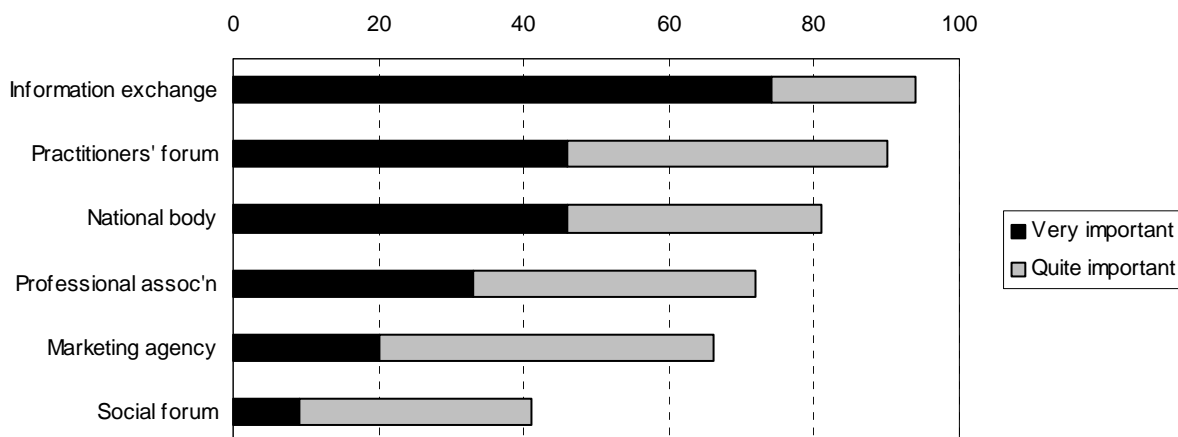
<b>74%</b>	<i>Information exchange</i> : disseminating knowledge of type through seminars, publications, conferences
<b>46%</b>	<i>Practitioners' forum</i> : for type users to network with each other, mentor new members, share practical tips
<b>46%</b>	<i>National body</i> : representing the Australian type community with US APT and other international forums
<b>33%</b>	<i>Professional association</i> : membership grades and formal program of continuing professional education
<b>20%</b>	<i>Marketing agency</i> : promoting awareness and applications of type in the business and community sectors
<b>7%</b>	<i>Social forum</i> : for type users and enthusiasts to get together informally and socialise with each other.

AusAPT's primary role is seen as an *information exchange*, a medium for 'disseminating knowledge of type'. Three-quarters of members considered this role to be very important. The implication is that AusAPT needs to focus on the standard, frequency, and accessibility of seminars, publications and conferences.

Other important roles are *practitioner's forum* and *national body*. Just under one half of members considered these very important. The support for the 'national body' role is noteworthy in the light of recent questioning of the need for a national-level structure, and of AusAPT's representation at APT International meetings.

Of lesser importance (but not unimportant) were the *professional association* and *marketing agency* roles.

Few members considered the *social forum* role to be very important.



### Conference attendance

Respondents 'highly likely' or 'quite likely' to attend a conference in the nominated city.

State of Residence	Brisbane	Sydney	Melbourne	Adelaide	Perth
Queensland	<b>26</b>	8	7	5	4
NSW + ACT	11	<b>22</b>	9	3	3
Victoria + Tasmania	8	11	<b>20</b>	9	6
South Australia	3	4	6	<b>8</b>	2
Western Australia	3	1	1	1	<b>5</b>
<b>Total</b>	<b>51</b>	<b>46</b>	<b>43</b>	<b>26</b>	<b>20</b>
	45%	40%	38%	23%	18%

The 'tyranny of distance' is crystal clear. Members are much more likely to attend a conference in their State capital than elsewhere, and more likely to travel to the capital of an adjoining State than further afield.

About 40% of members, more or less, would be 'quite likely' or 'highly likely' to attend a conference in each of *Brisbane*, *Sydney*, and *Melbourne*. (As a reality check on these expressed intentions, the preceding question established that only half of that number actually *did* attend the Melbourne 2000 conference.)

*Adelaide* and *Perth* are much less favoured, due both to their distance from east coast population centres and to their own small membership bases. If Adelaide takes on the 2003 conference, incentives might be needed to boost interstate delegates.

### Overall satisfaction

<b>5%</b>	Excellent
<b>32%</b>	Very good
<b>47%</b>	Quite good
<b>13%</b>	Fair
<b>4%</b>	Poor

This the 'bottom line' assessment. Respondents were asked to rate AusAPT's performance in servicing their needs on a five-point scale, from 'poor' to 'excellent'.

Responses clustered in the middle and upper middle of the range. Just under half of the members rated AusAPT's performance as 'quite good'. A further one third rated the performance as 'very good'.

While this is not a bad result, it does offer some scope for improvement. A realistic middle-term goal would be to lift performance to the point where the majority of respondents give a rating of 'very good' or better.