



*Irish Association for Counselling and Psychotherapy*

# Member Survey

## Quantitative Research

December 2021

Presentation Feb 4<sup>th</sup> 2022

Prepared by  
Larry Ryan & Katie Kirkwood

J.212551



RESEARCH  
& INSIGHT



A photograph of a person sitting on a dark couch, writing in a red notebook with a black pen. The person is wearing olive green trousers and a gold ring. In the background, another person is sitting on the same couch, wearing a light blue t-shirt and blue pants. The image is split diagonally, with the photograph on the left and a white area with text on the right.

## Background

- Ireland is emerging from two years of severe pandemic restrictions. Most counsellors and psychotherapists necessarily worked remotely with significant impact upon their practices. Equally the probability of significantly growing demand for counselling and therapy as many experienced upset and trauma due to pandemic uncertainties and restrictions
- This study combines elements from a Covid-19 survey carried out in 2020 on the ongoing impacts of the pandemic on members and their work. It also updates a similar members survey from 2018.
- The survey includes more general elements, seeking feedback on areas such as Accreditation, CPD, Supervision, Communications, Research, Resources, Organisational Profile, Perceptions of Counselling/Psychotherapy and the future.
- 1,316 members participated in the survey, a very strong response rate of 26.6%



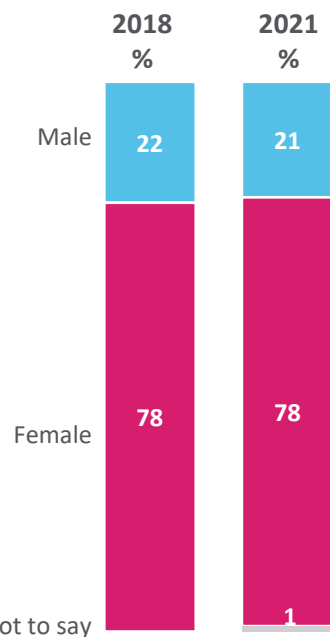
## Sample overview

# Sample Profile: heavily female with Dublin & Leinster over-represented

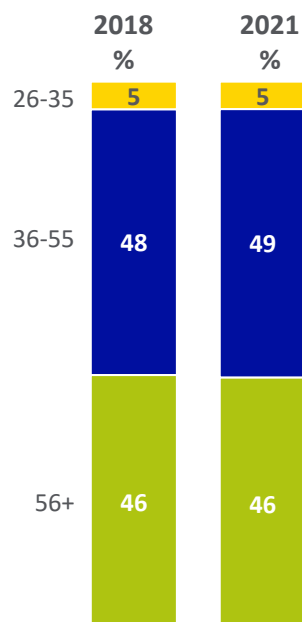
Base: All members – 1,316



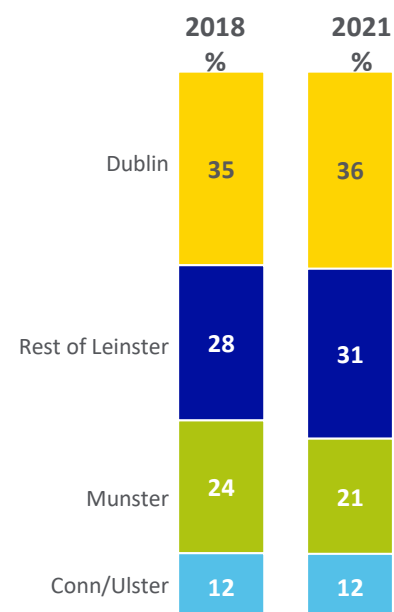
## GENDER



## AGE



## REGION

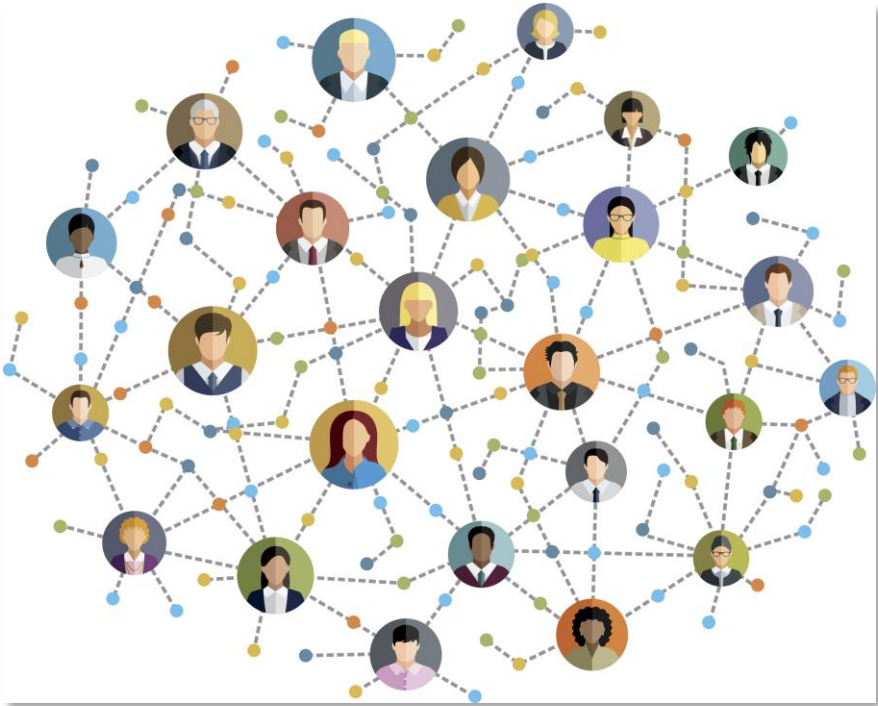
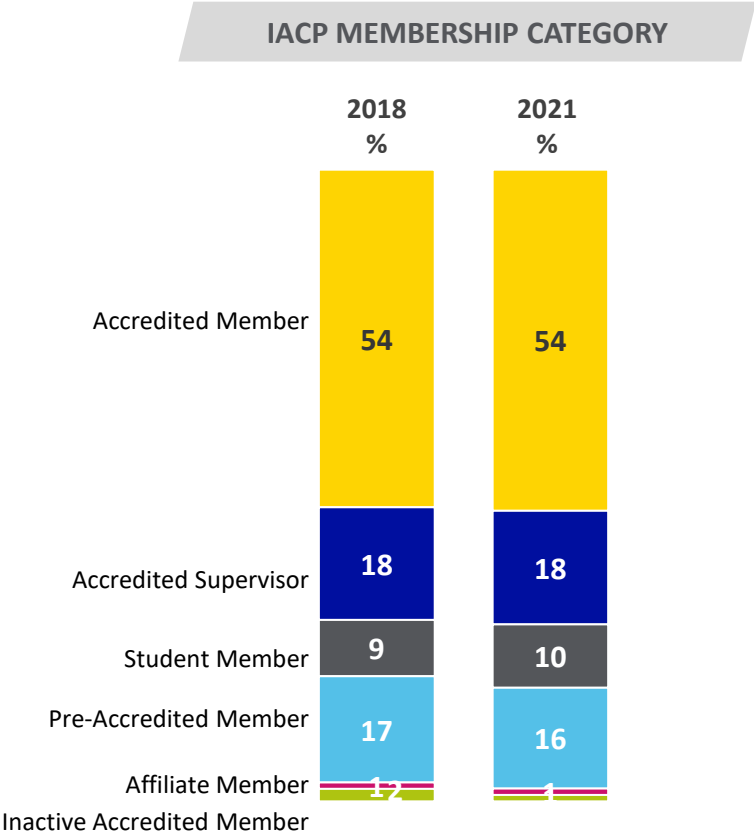


4 out of 5 members are female with a median age somewhere in the early to mid-fifties. Dublin is marginally over-subscribed relative to population (29%), although members self-categorised in this regard. More than 2 out of 3 (67%) are in Dublin or Leinster, again higher than population distribution would suggest. Munster and Conn/Ulster may have fewer therapists.

# Sample Profile: 1 in 4 student/pre-accredited, 1 in 5 supervisory



Base: All members – 1,316

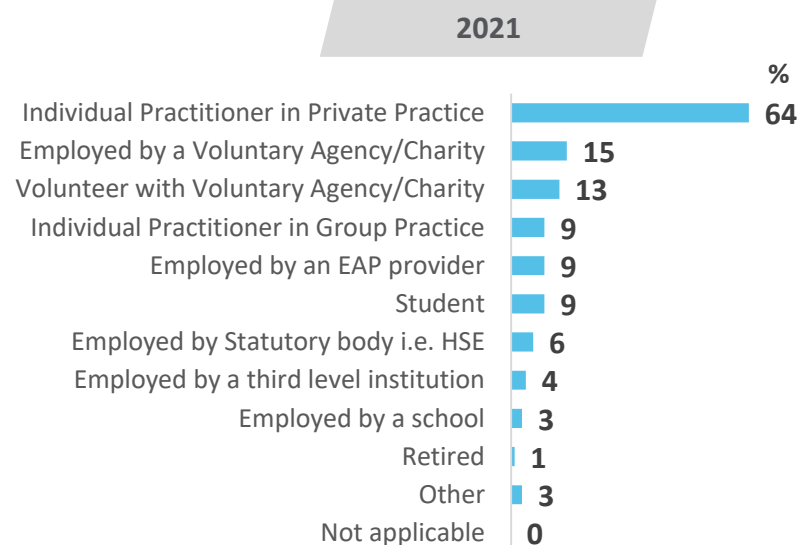
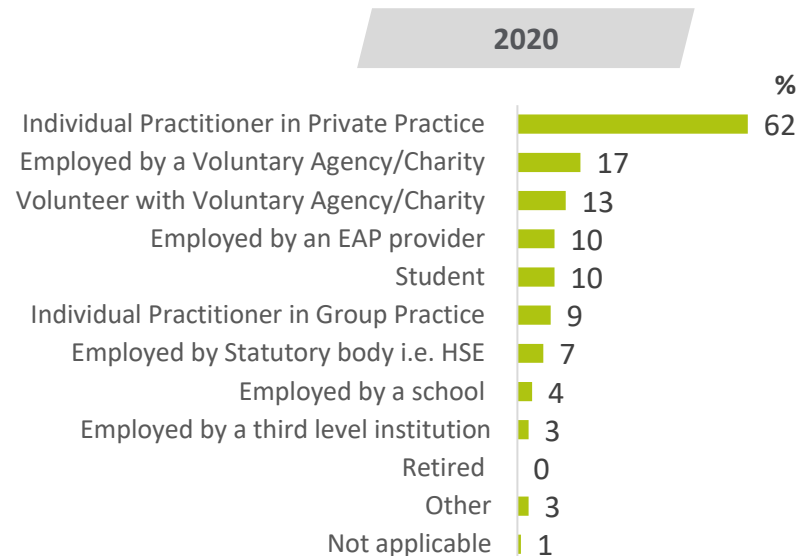
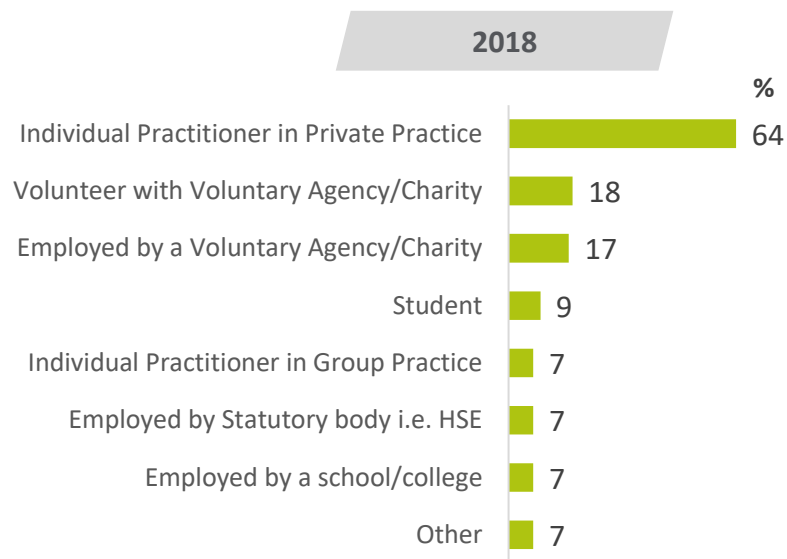


Majority of respondents are accredited members, with 1 in 5 supervisors, 1 in 7 pre-accredited and a tenth students.

# Employment



Base: All members – 1,316



**2 out of 3 work in private practice, with more than a quarter volunteering or employed by charities. A sizable number working for an EAP**

# Member categories x demographics

Base: All members – 1,316

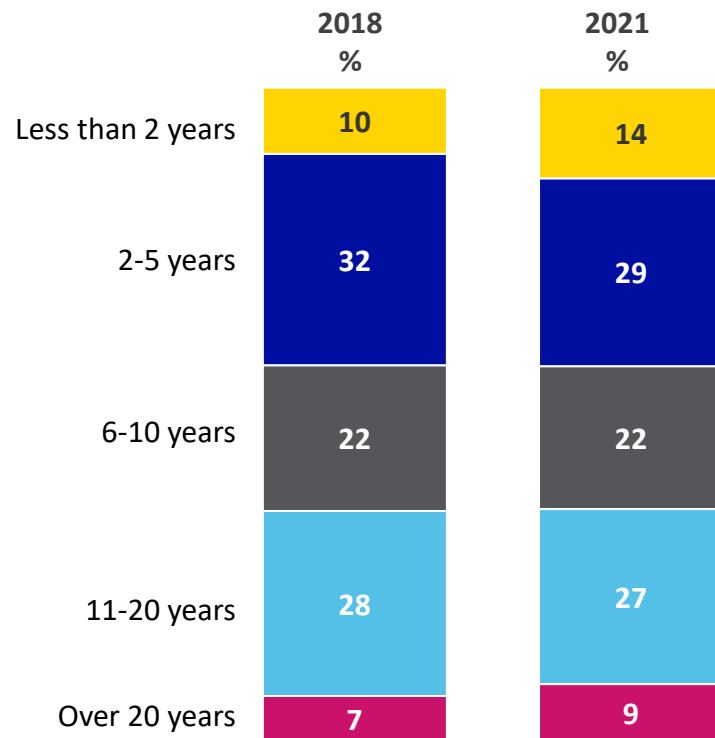


	All members	Gender		Age			Membership Tenure				
		Male	Female	26-35	36-55	56+	Less than 2 years	2-5 years	6-10 years	11-20 years	Over 20 years
<i>Base:</i>	1316	274	1030	60	645	608	183	376	283	358	116
	%	%	%	%	%	%	%	%	%	%	%
Accredited Member	54	51	54	40	54	55	27	50	80	57	37
Accredited Supervisor	18	18	18	-	8	30	1	1	8	39	59
Student Member	10	13	10	25	16	3	51	12	-	-	-
Pre-Accredited Member	16	16	16	35	21	9	21	37	10	1	-
Affiliate Member	1	0	1	-	1	1	-	0	1	1	1
Inactive Accredited Member	1	1	1	-	0	2	-	0	2	2	3
Inactive Accredited Supervisor	-	-	-	-	-	-	-	-	-	-	-
Retired Accredited Member	0	-	0	-	-	0	-	-	-	1	-

**Students, Members and Supervisors tend to be from predictable age and tenure bands**

# IACP Membership length

Base: All members – 1,316

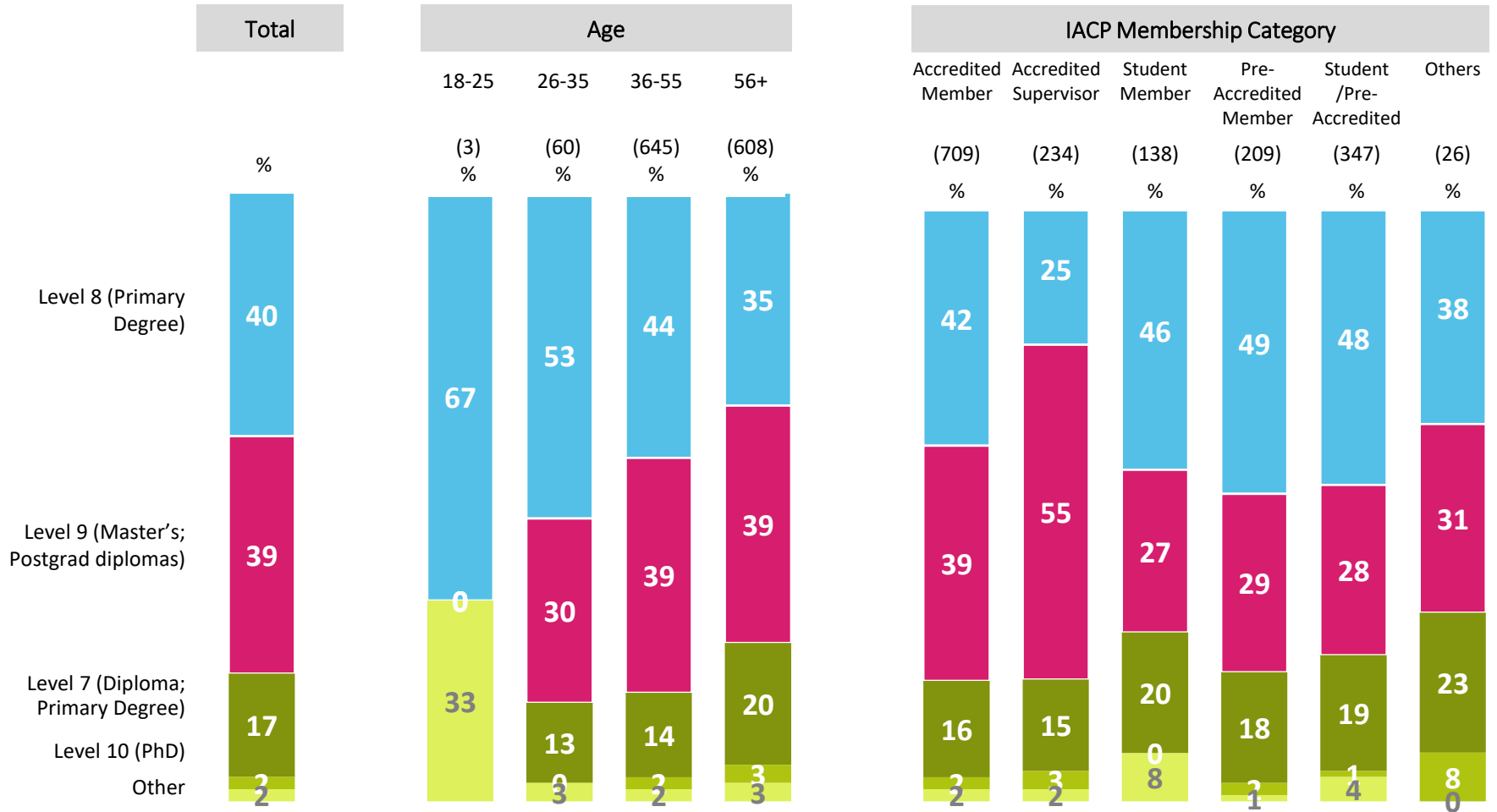


Median length of membership is about eight years, reasonably consistent with 2018 study

# Educational Qualification



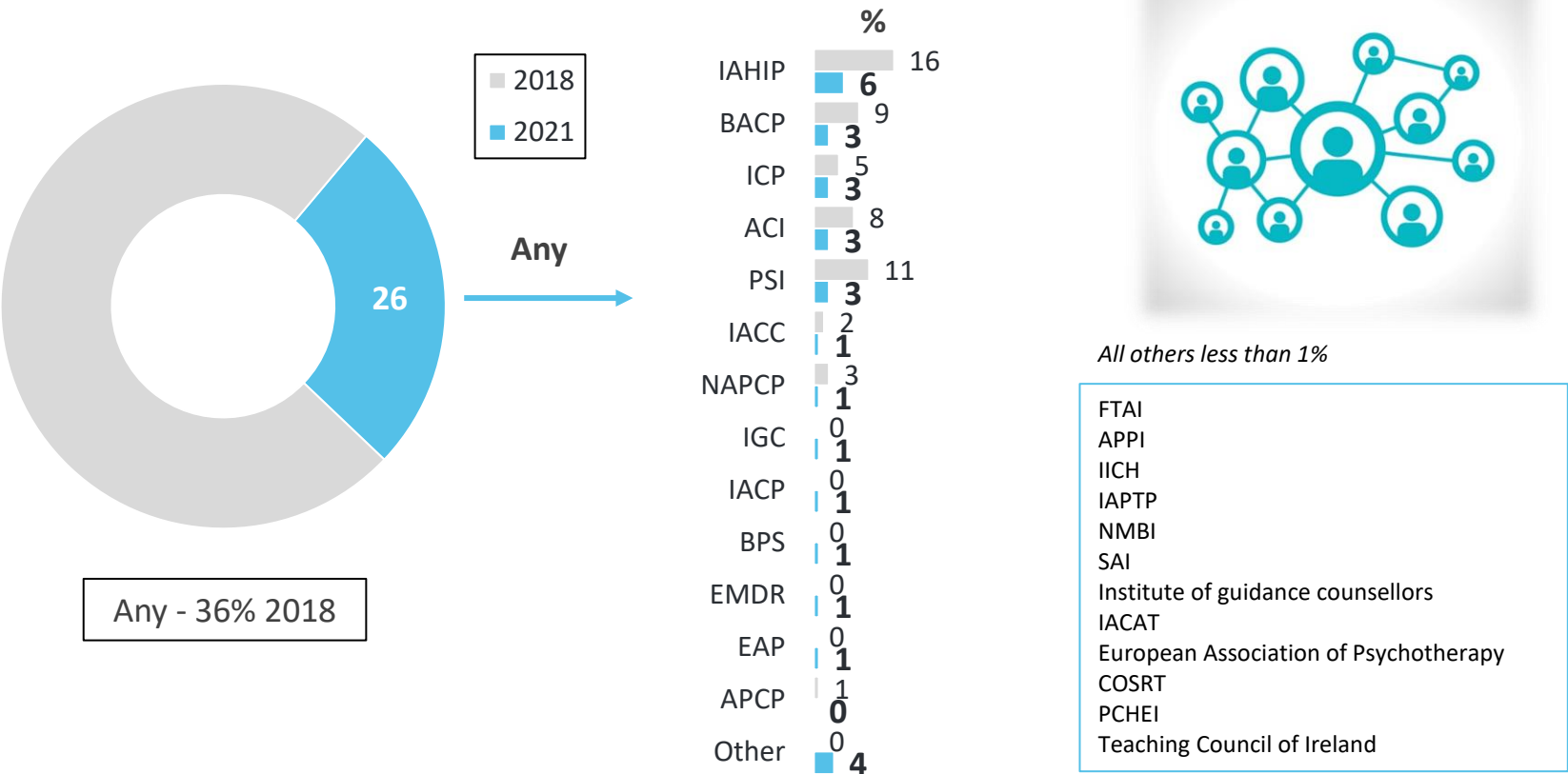
Base: All members: 1316



**Educational attainment/qualification grows with age/experience. A majority of Supervisors and almost half of Accredited Members have a Masters or Post-grad diploma**

# Membership of other organisations has reduced

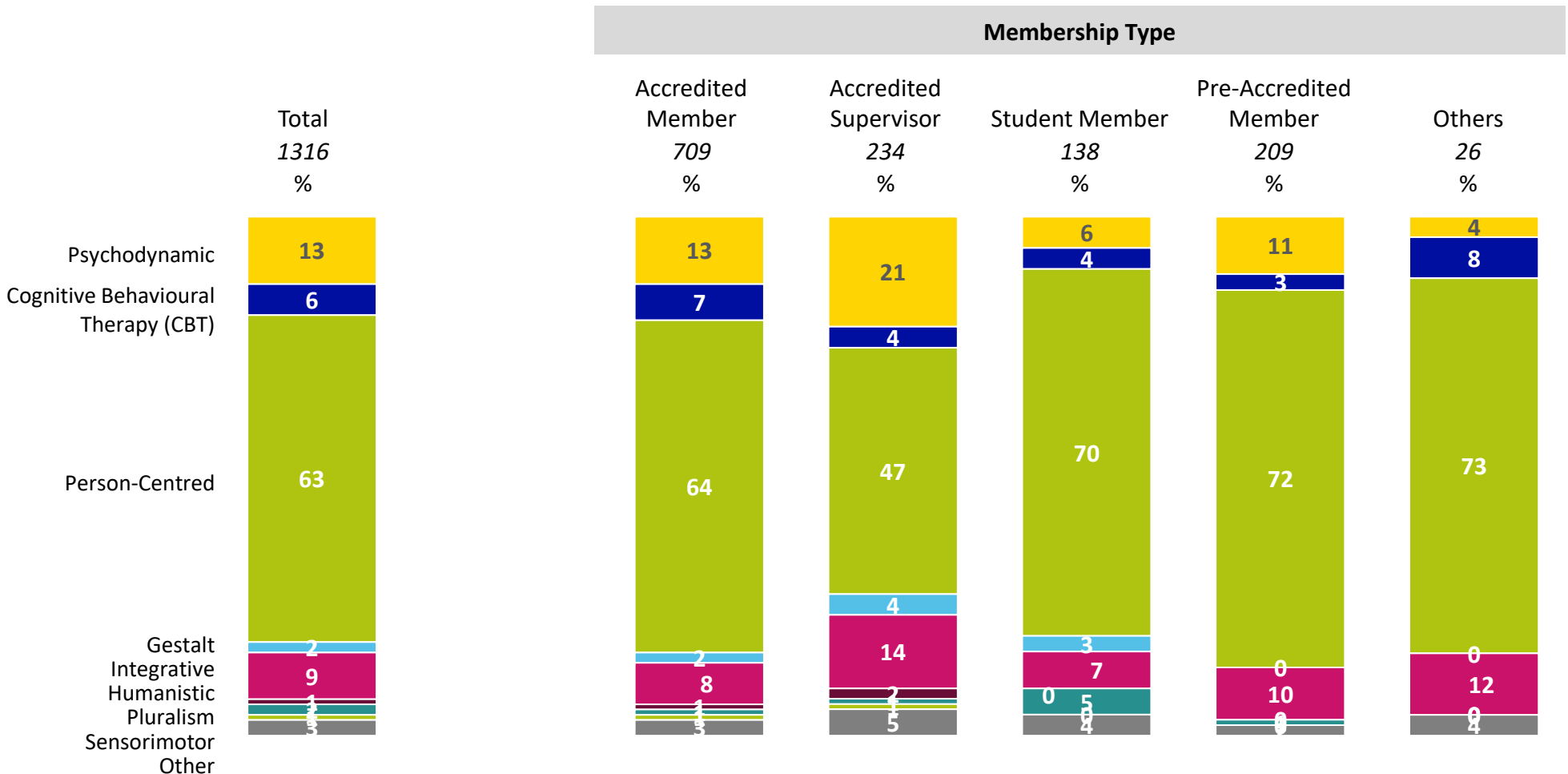
Base: All members – 1,316



About one in four are members of other organisations, lower than in 2018

# Guiding theoretical model

Base: All members – 1,316



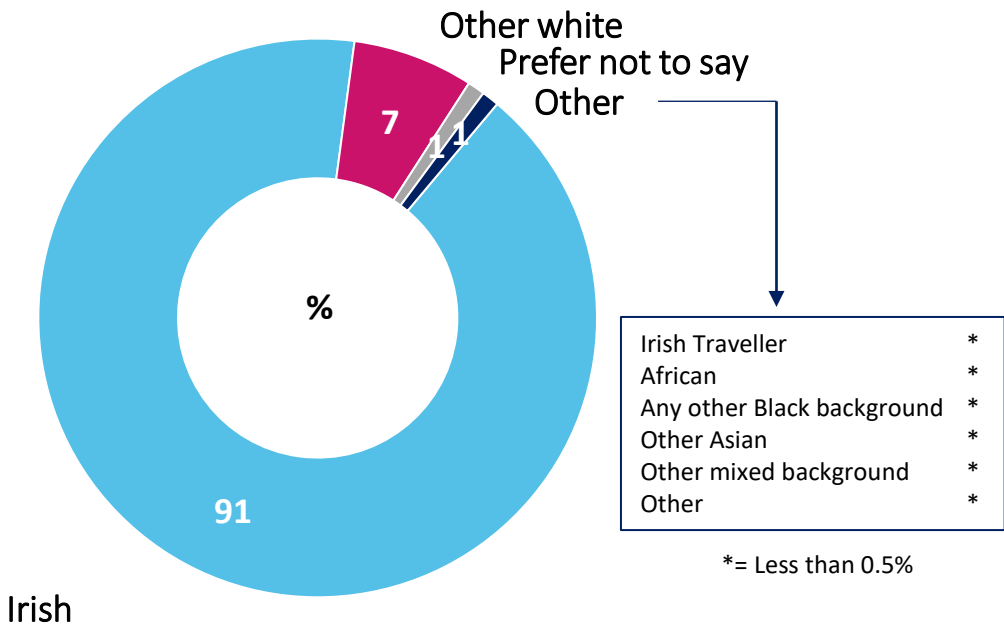
The majority indicate a mainly person-centered model but with Supervisors more likely to favour Psychodynamic and Integrative philosophies

# One in eleven from a different ethnicity or background

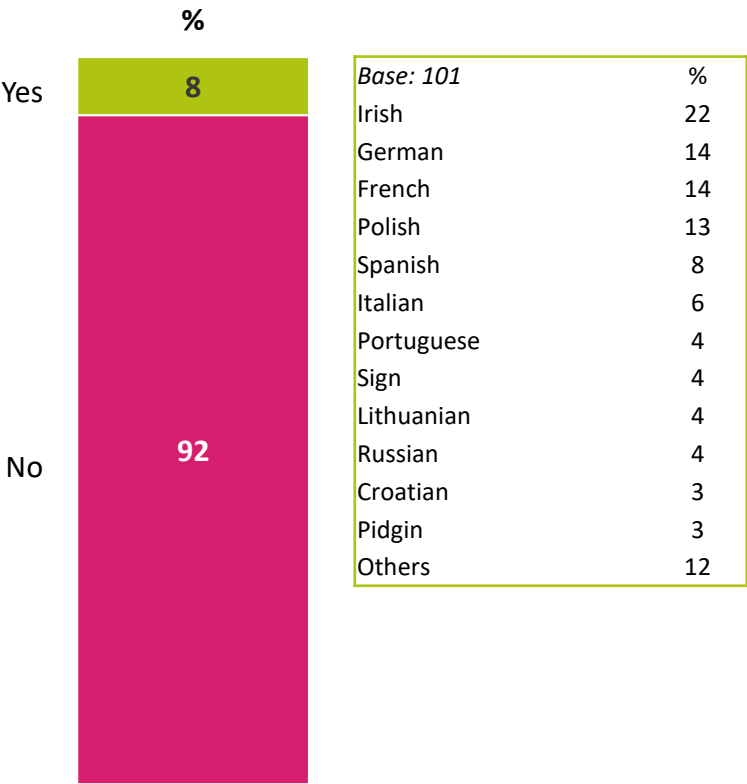


Base: All members – 1,316

## Ethnic/Cultural Background



## Able to offer counselling/ psychotherapy in another language



In reality, few have the ability to work in a separate language although there are more at the younger/earlier end logically.

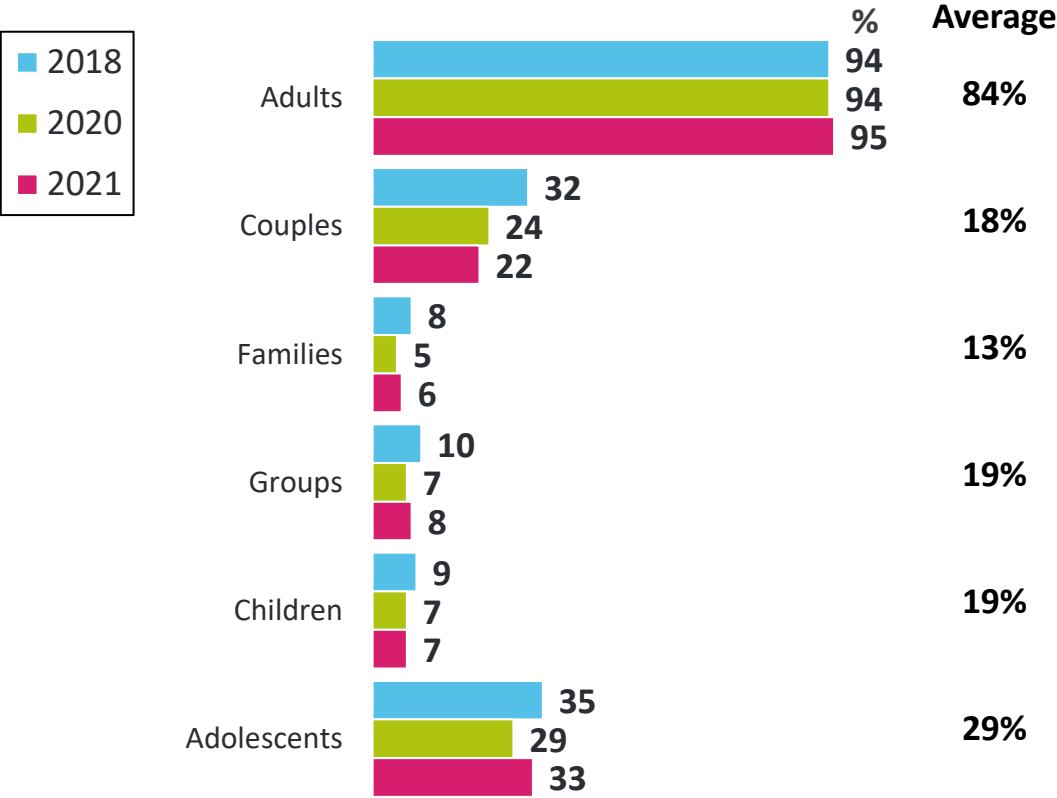
Just 3% of accredited supervisors but 8% accredited members, 9% of students, 11% of pre-accredited members and 10% of students pre-accredited can work in another language



# Client mix served



Base: All members – 1,316



One in three deal with adolescents and just 7% children; most are mainly focussed on adults. Slight decline in numbers dealing with couples.

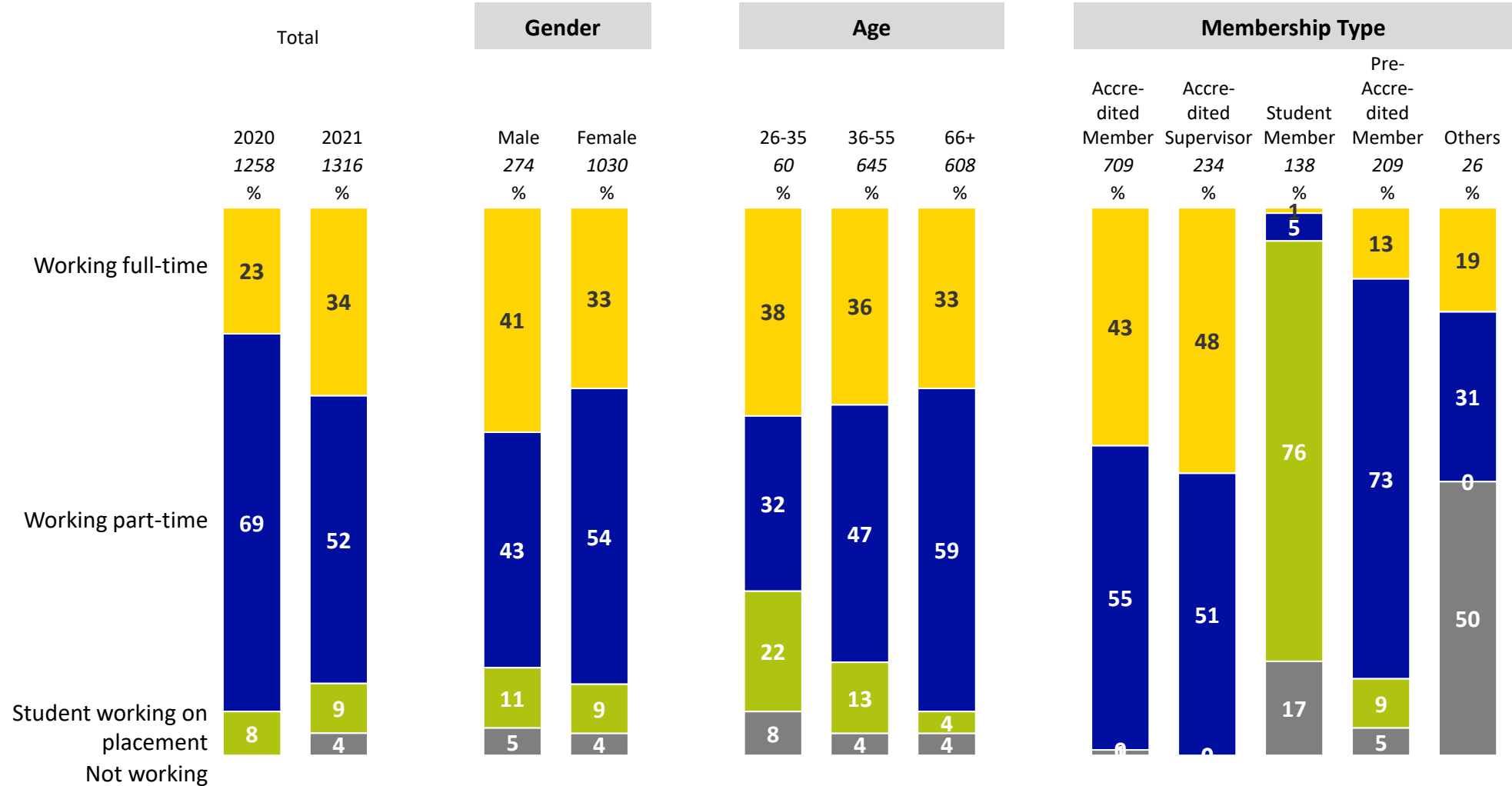


## Impact of COVID-19 on Counsellors/Psychotherapists

# Nature of work as a counsellor/psychotherapist



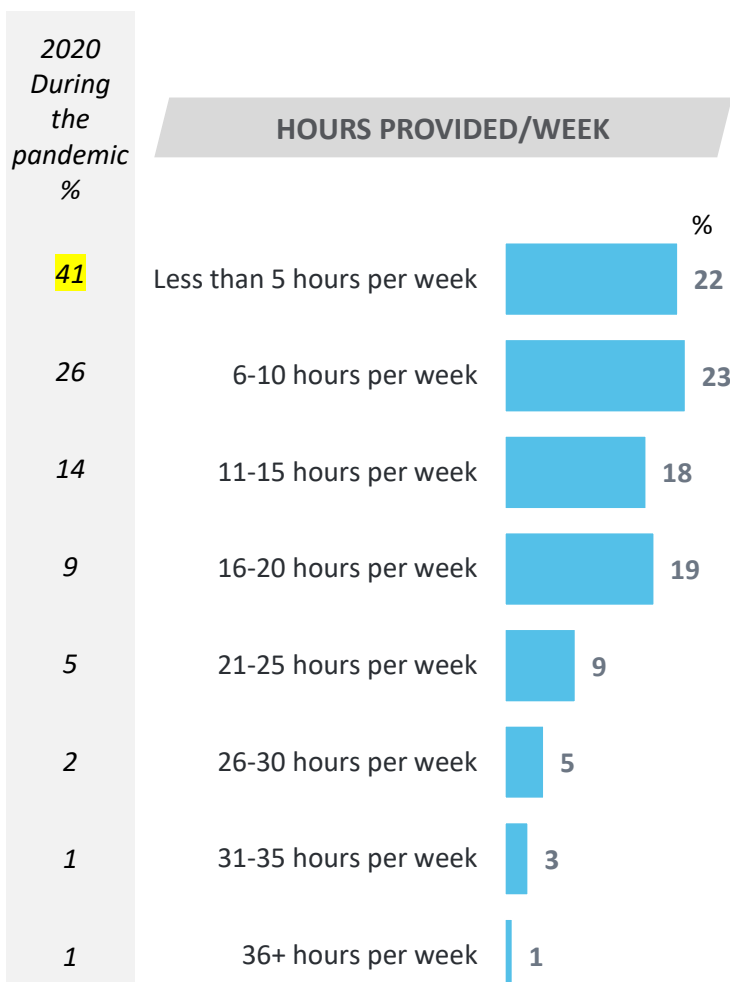
Base: All members – 1,316



More than 1 in 3 are working full-time -a slight growth- more common male, with part-time working more common female and increasing with age. A majority of accredited members and accredited supervisors -slightly under half of each- describe themselves as part-time workers.

# A five-hour increase in hours worked since pandemic

Base: All working – 1,258



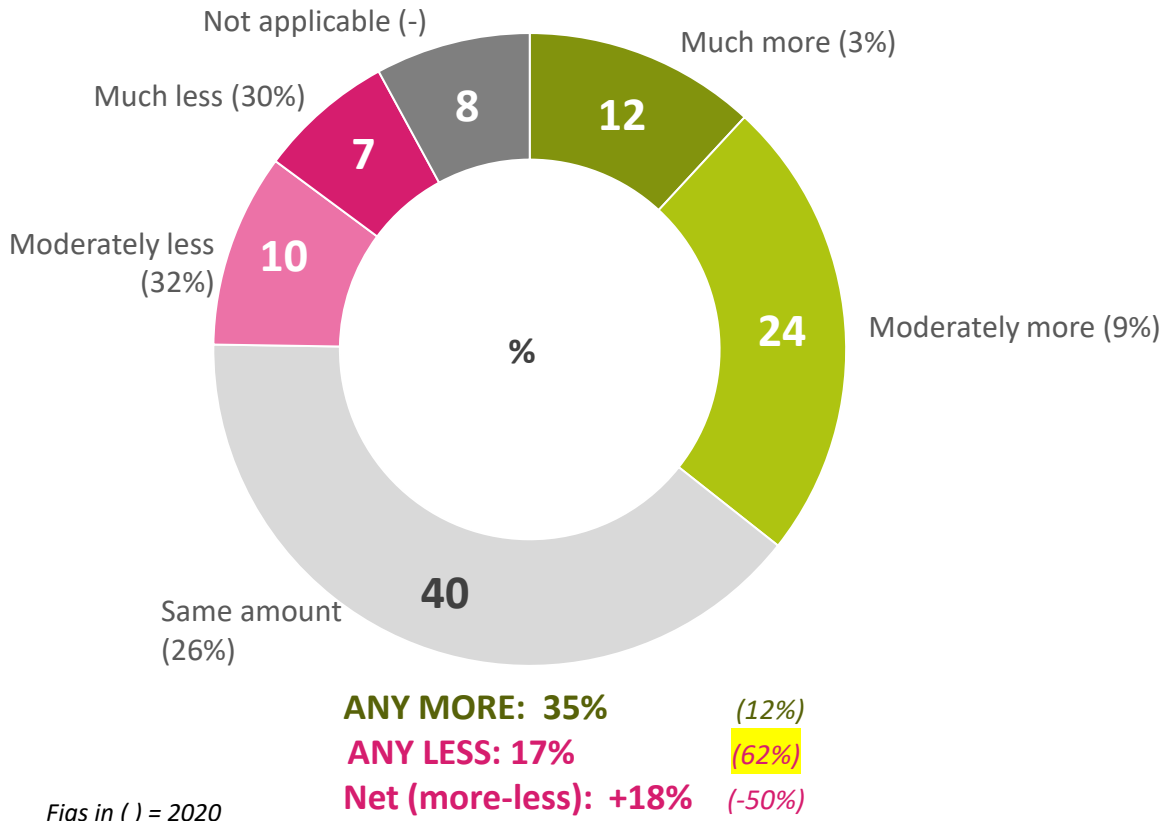
Gender		Age			Membership Type				
Male	Female	26-35	36-55	56+	Accredit ed Member	Accredit ed Supervisor	Student Member	Pre-Accredit ed Member	Others
261	985	55	618	583	700	233	114	198	13
%	%	%	%	%	%	%	%	%	%
25	21	36	26	16	12	11	82	37	31
22	23	16	20	27	23	21	10	36	15
16	19	15	17	20	20	24	4	14	23
16	19	18	18	19	23	24	1	5	23
11	8	7	9	8	11	8	1	4	-
5	5	2	5	5	6	6	-	3	-
3	3	4	3	2	3	3	2	2	-
2	1	2	1	1	1	3	-	1	8

Substantial increase in hours worked in comparison with the mid-pandemic study. Median hours now lie somewhere around 12 hours, but with only 9% of all working members working in excess of 26 hours a week. Mid pandemic the median hours worked was just under 7. 55% now working over 11 hours, 37% up on Covid study.

# More than 1 in 3 work more hours now than then had during the pandemic



Base: All actively working – 1,258



Figs in ( ) = 2020

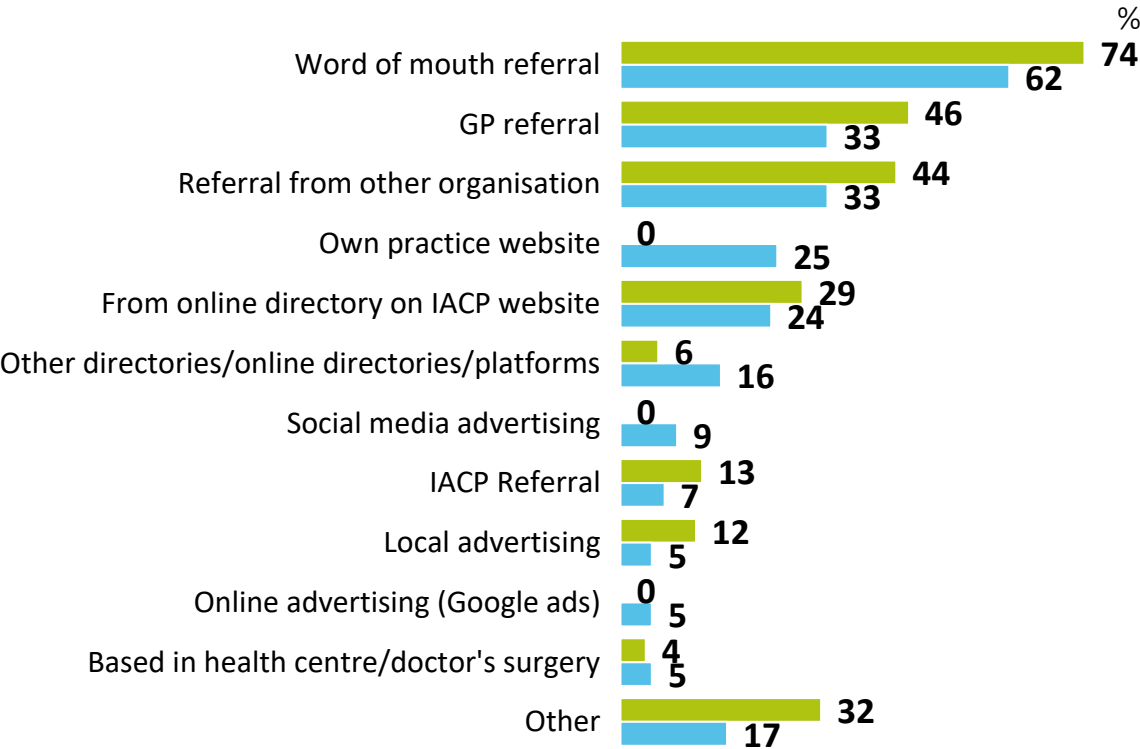
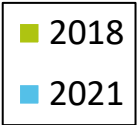
When the same question was asked in 2020, 1 in 8 were working more hours and 62% had been working less hours. As such there is a fundamental shift with many returning to much busier working routines.



# Most clients are referrals but digital sources are sizable too



Base: All actively working – 1,258



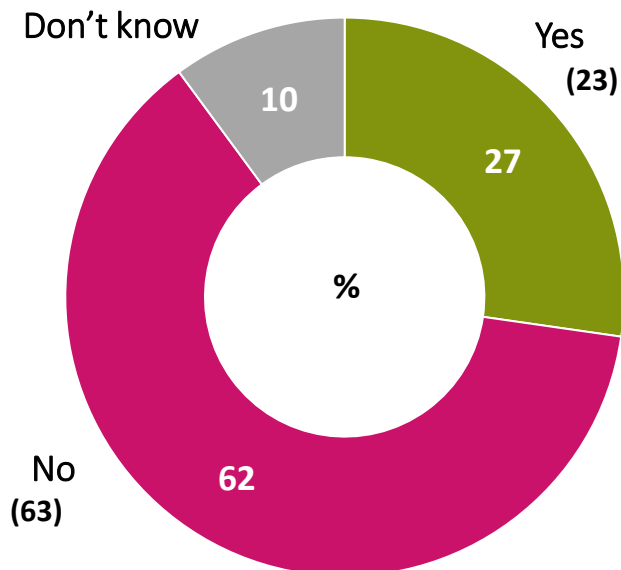
Membership Type				
Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	Others
700	233	114	198	13*
67	85	13	46	69
37	41	13	21	38
33	36	22	32	46
29	28	8	18	23
28	41	2	1	-
18	12	2	18	15
8	5	6	16	8
7	15	1	-	8
7	4	2	6	-
4	1	6	11	-
4	4	9	6	8
13	7	51	21	8

Most clients are sourced by word-of-mouth or by referral by a GP or other organisations. 1 in 4 indicate that they source clients from their own practice websites, with a quarter coming through the IACP online directory and 7% reportedly as a referral from the IACP.

# Marketing/Promotional activities are still light

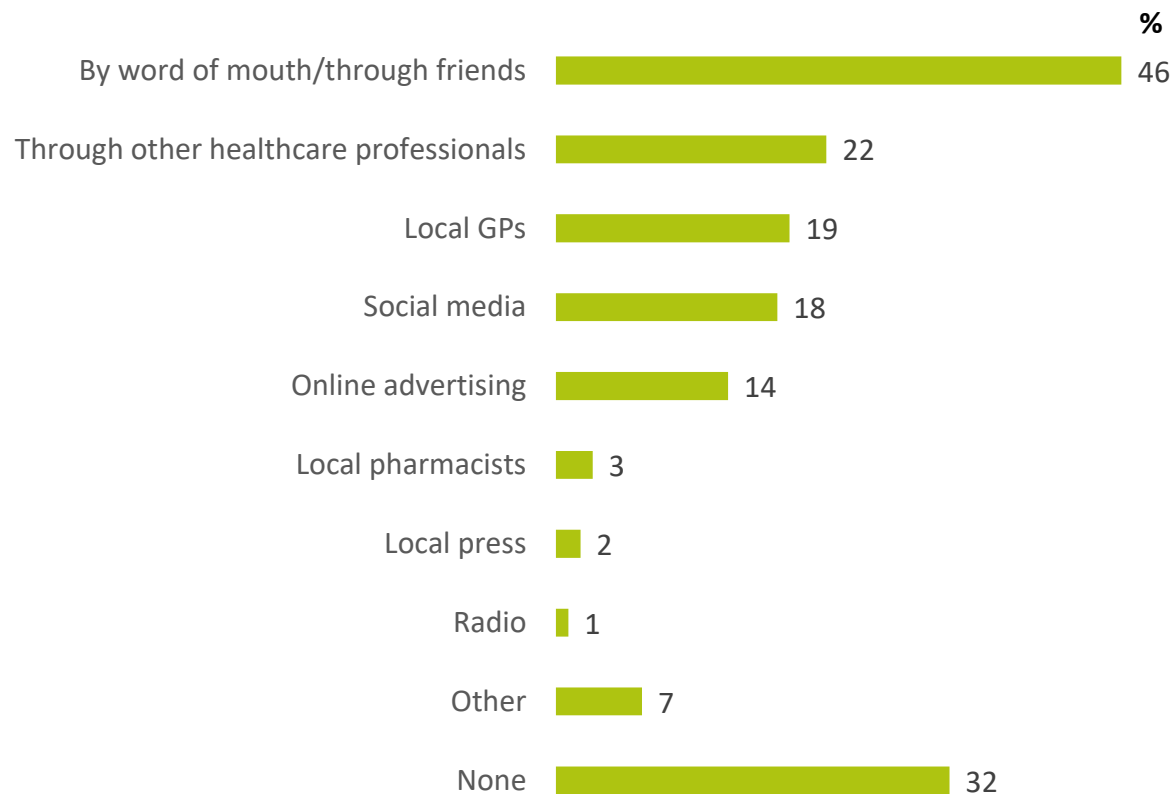
Base: All actively working – 1,258

## Do you market yourself enough?



Figures in brackets = 2018

## Promotional Activities

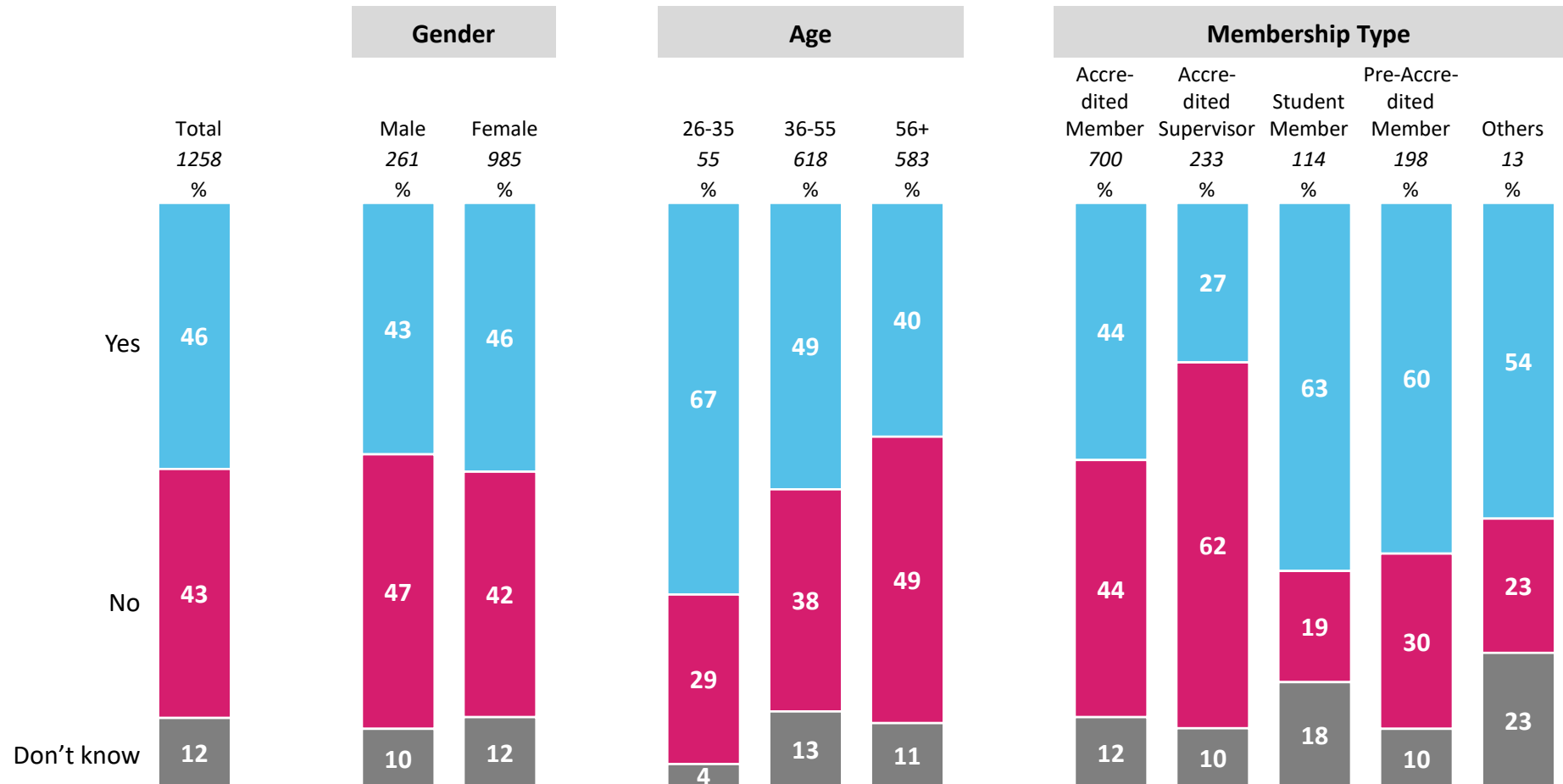


Slightly more than 1 in 4 feel that they adequately market themselves, with almost 2 in 3 expressing doubts in this regard. Most promotional activity is word-of-mouth or via 'soft networks' of healthcare professionals and local GPs. A third undertake no promotional activities.

# Half would like marketing training, particularly younger



Base: All actively working – 1,258

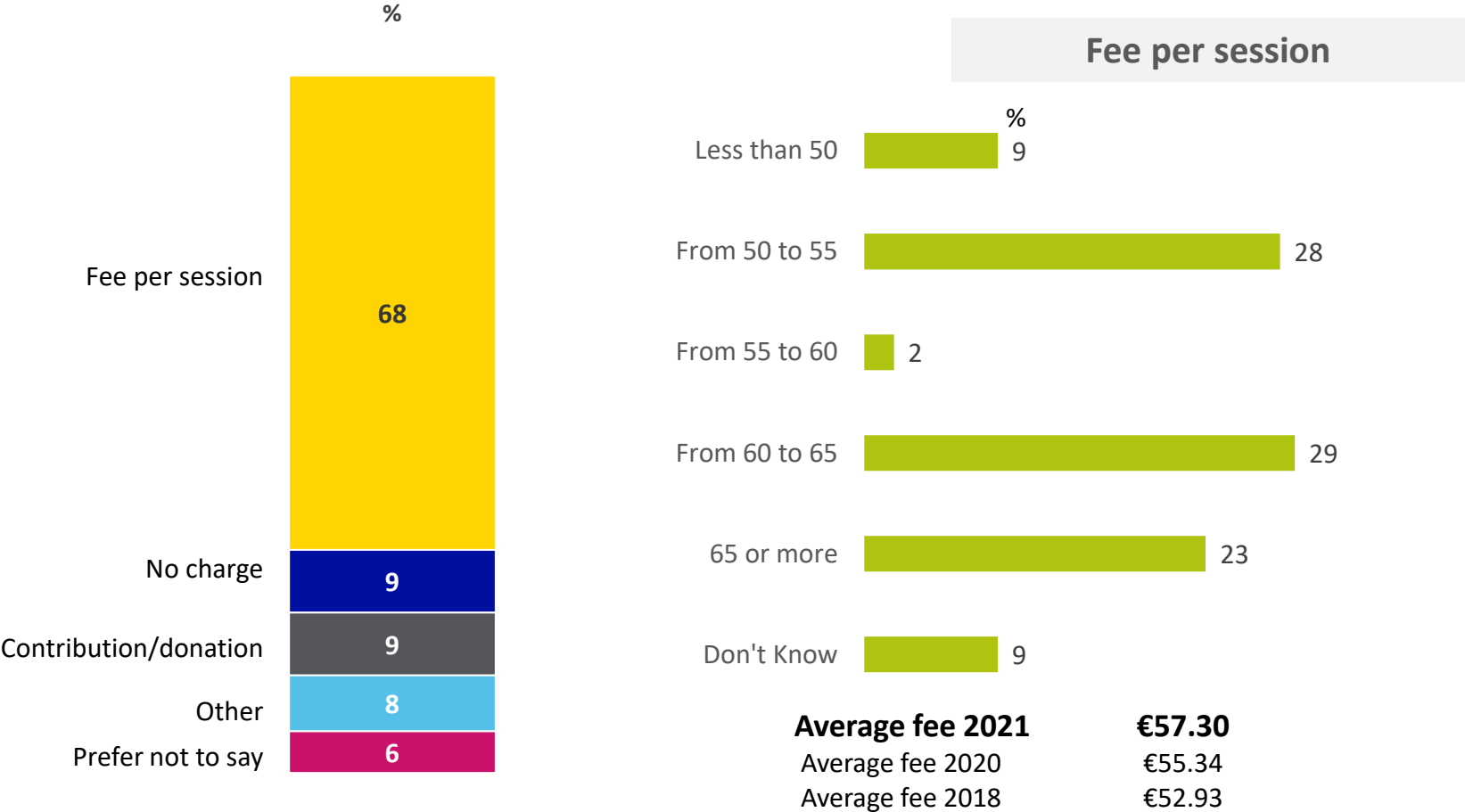


Almost half feel that they could do with more training on self-promotion and this is particularly the case amongst students and pre-accredited members and those in the younger age categories.

# Amount charged per session has risen over three years



Base: All actively working – 1,258



2 out of 3 charge a fee per session with the average claimed fee now standing at €57.30, a reasonable increase since 2020 and ahead again of 2018. The difference is slight but indicative that members have managed to achieve gradual increases.

# Other aspects undertaken apart from counselling/psychotherapy work

Base: All actively working – 1,258

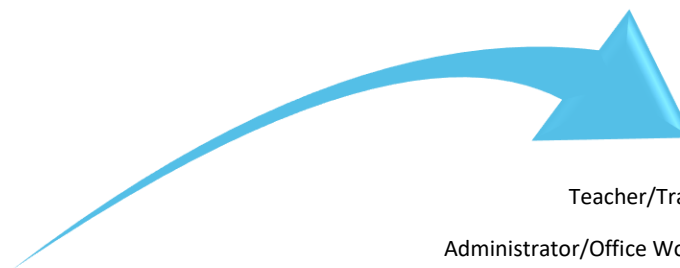
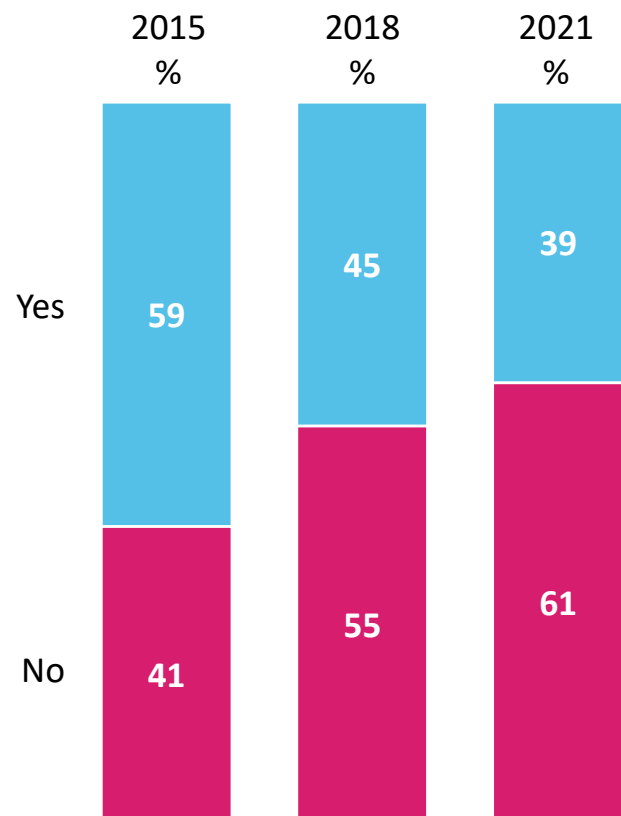


Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	Inactive/retired
700	233	114	198	13
%	%	%	%	%
21	20	9	11	38
15	17	2	6	15
5	97	1	1	31
13	23	8	6	-
9	10	3	4	38
7	8	4	7	8
8	16	3	4	15
6	15	4	6	8
5	8	2	2	23
5	4	7	5	-
7	5	7	7	8
55	1	75	70	38

Members seem focused now on the core business with less emphasis on giving talks, practice management or supervision and mentoring. Nonetheless the pattern of other activities is similar to that seen previously but the absolute levels are all lower

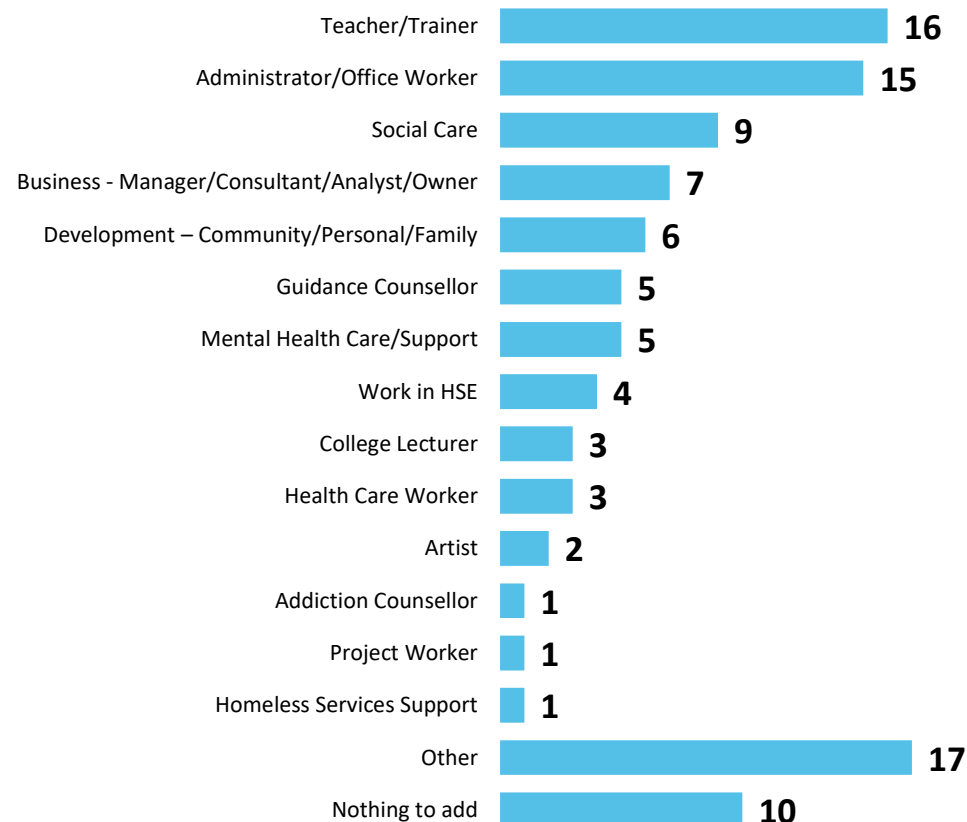
# Fewer now work outside of counselling/psychotherapy

Base: All actively working – 1,258



## Nature of work outside Counselling/Psychotherapy

Base: 488



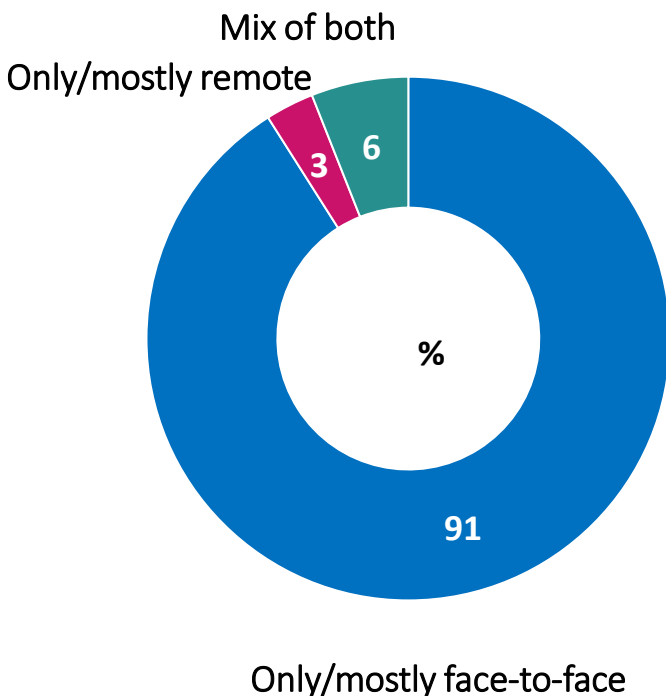
**2 in 5 have another occupation and many of these are involved in teaching, office work and social care. Evidently the proportion treating it as a secondary occupation is reducing, although many continue to have quite eclectic working lives.**

# There has been a significant return to face-to-face counselling in 2021

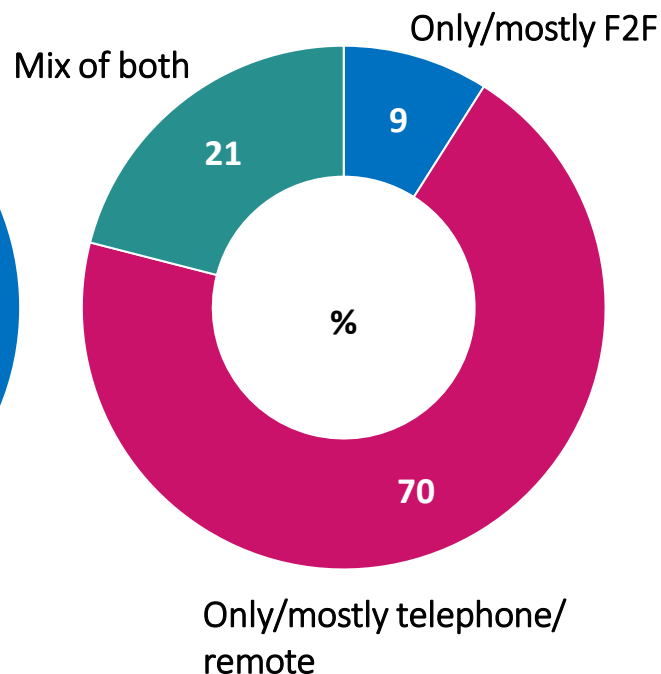
Base: All actively working

**2020 'Covid' Study**

How working pre pandemic  
(855 in 2020)

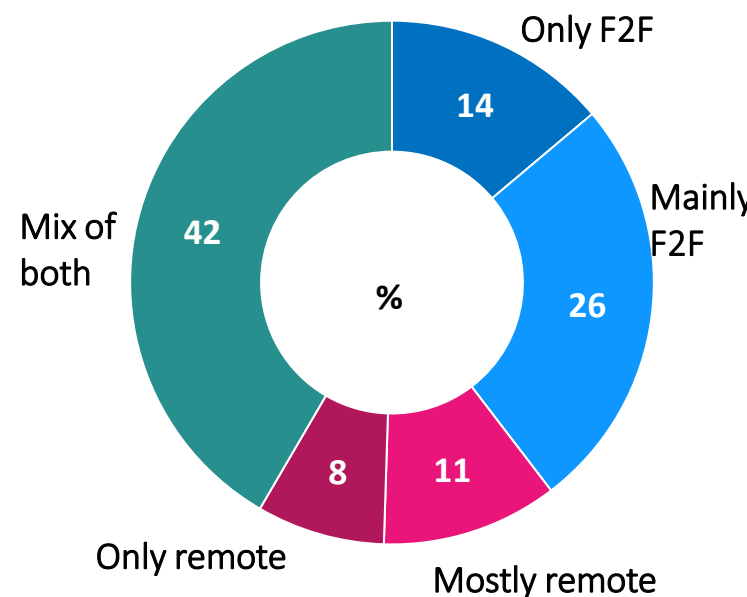


How working since the pandemic  
(743 in 2020)



**2021 Study**

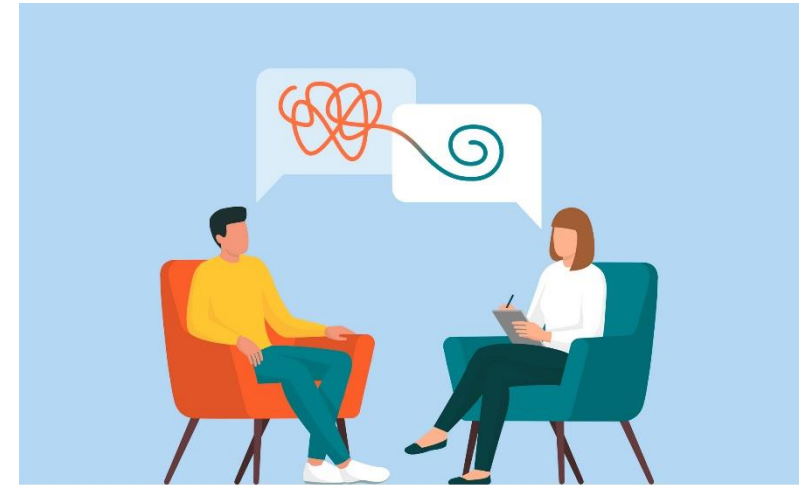
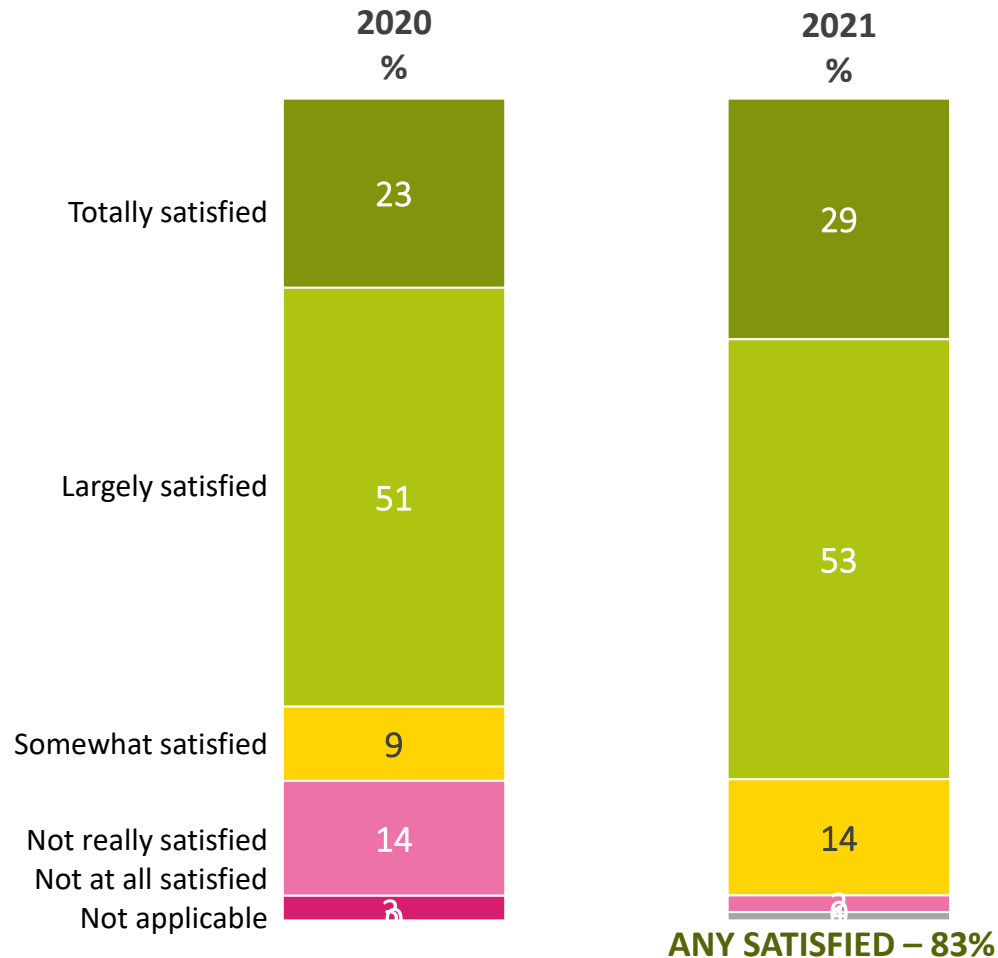
Main current work pattern  
(1,258 in 2021)



**40% is now face to face (but up to 82% if we add back those who do a mix of both), versus 9% in 2020, and 91% prior to the pandemic.**

# Members are a lot happier with how they are working than in 2020

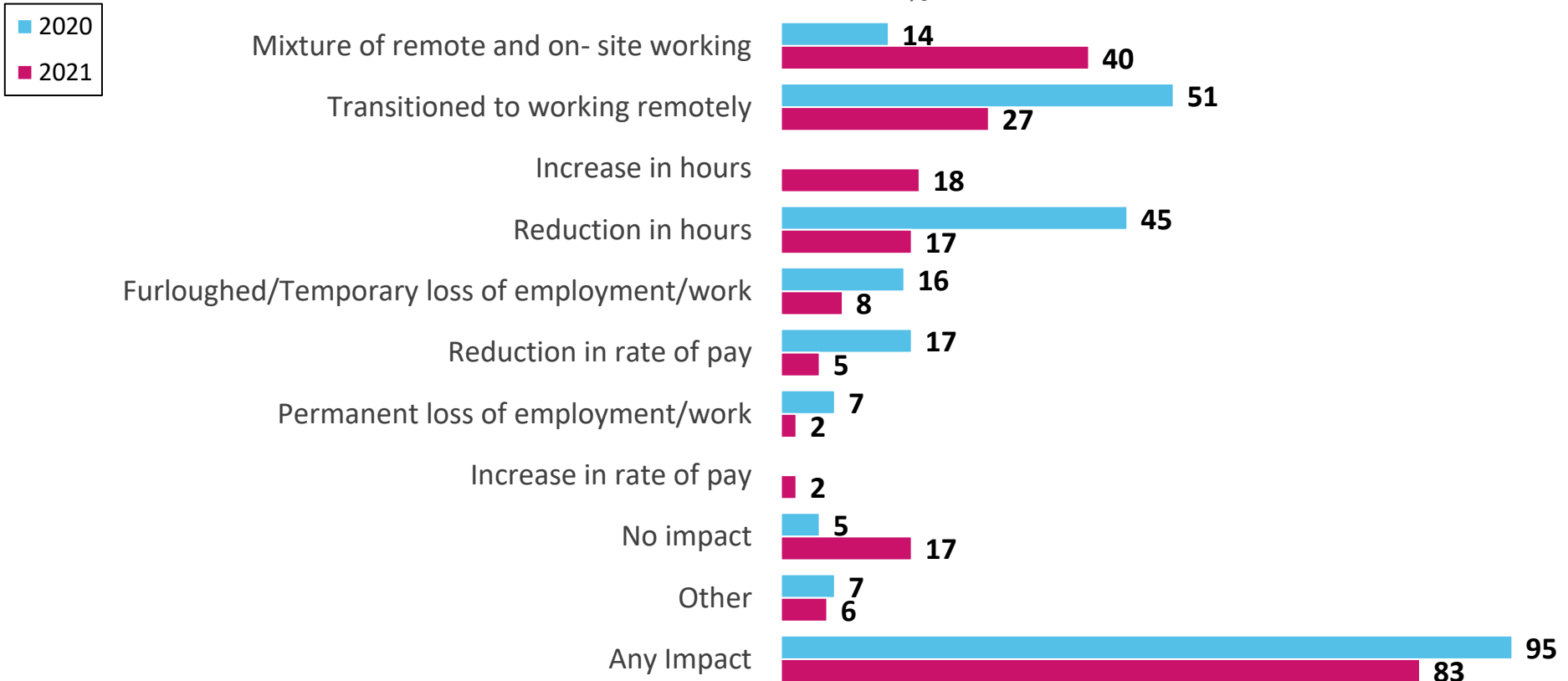
Base: All actively working – 1,258



Encouragingly, the vast majority, 5 out of 6 are broadly satisfied with how they are working at present.

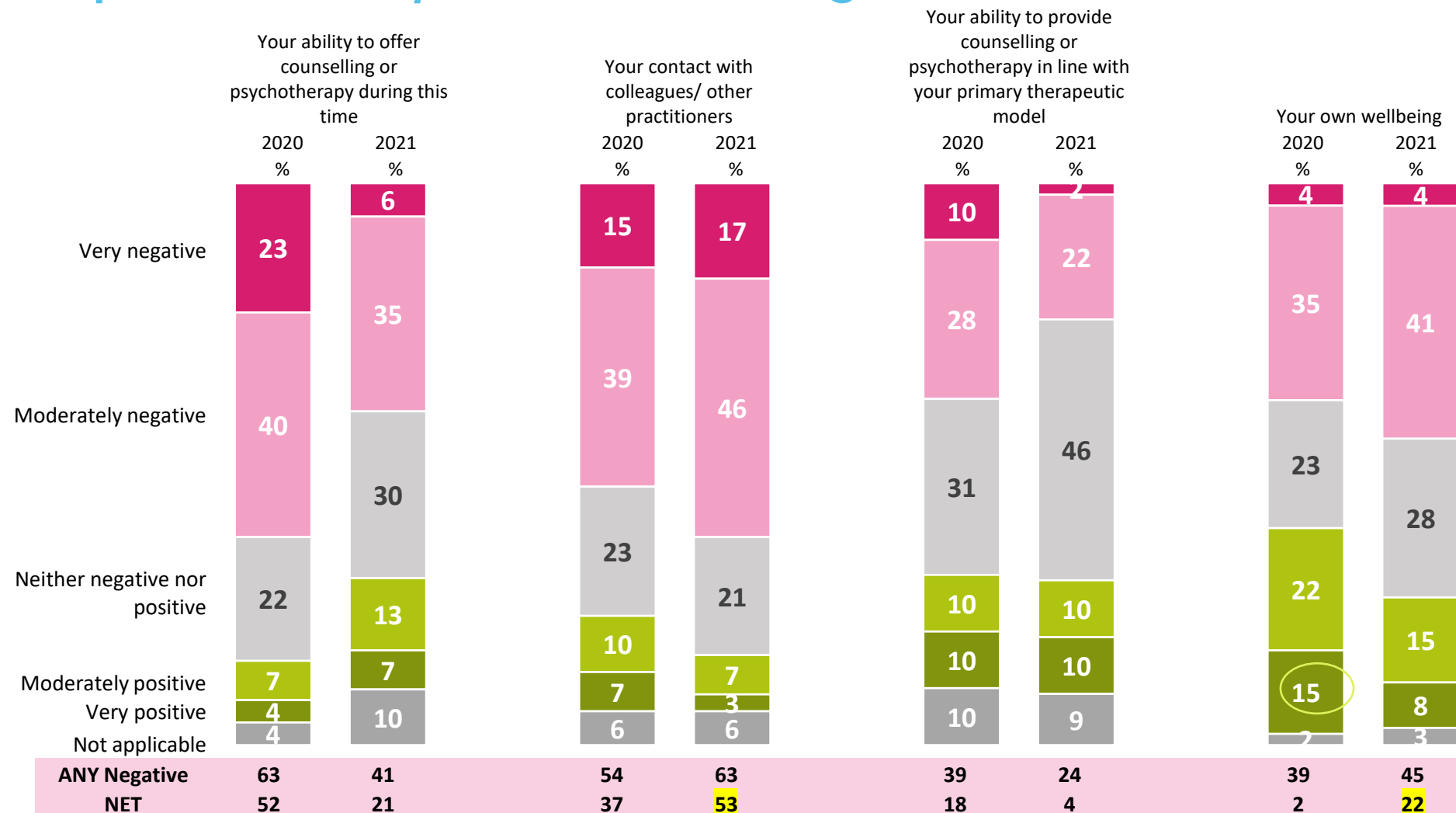
# As many as 5 in 6 have had work impacted by Covid-19 although now its mainly a hybrid/remote shift

Base: All members – 1,316



Although the numbers affected have somewhat reduced there has been significant upheaval with a mixture of remote and on-site working, transitioning to remote working and for a fifth, an increase in hours worked. A similar number have seen their hours worked reduced, with instances of furlough and reduced pay also.

# Overall Impact of COVID-19 has lessened but implications for *personal wellbeing* have risen



**2 in 5 feel their ability to offer counselling and psychotherapy has been impacted, while a majority have lost contact with colleagues and peers and worry about the impact on their own wellbeing.**

Base: All members – 1,316

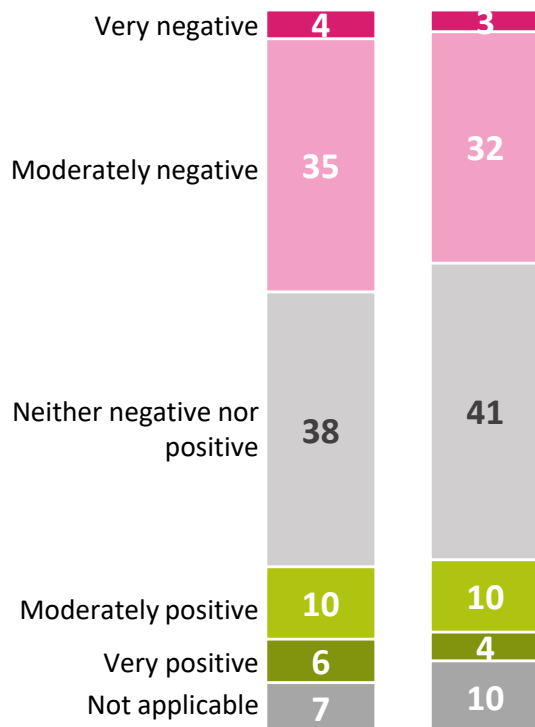


# Impact of COVID19 has also impacted self-care ability but personal emotional impact has marginally reduced



Your emotional/ psychological health as it relates to your practice (e.g. knowledge, memory, attention, decision processes, motivation)

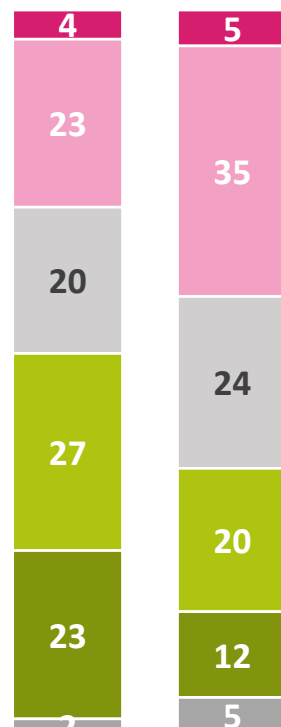
2020 %  
2021 %



Base: All members – 1,316

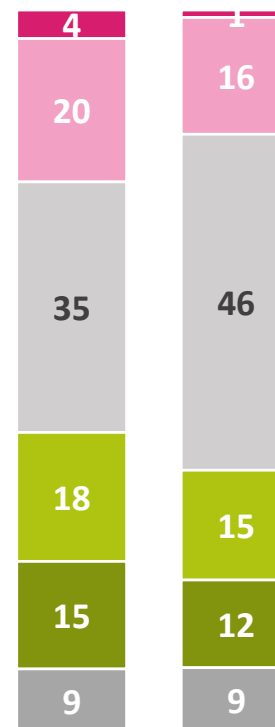
Your ability to practise self-care

2020 %  
2021 %



The quality of your therapeutic relationship with your clients

2020 %  
2021 %



The quality of your relationship with your supervisor

2020 %

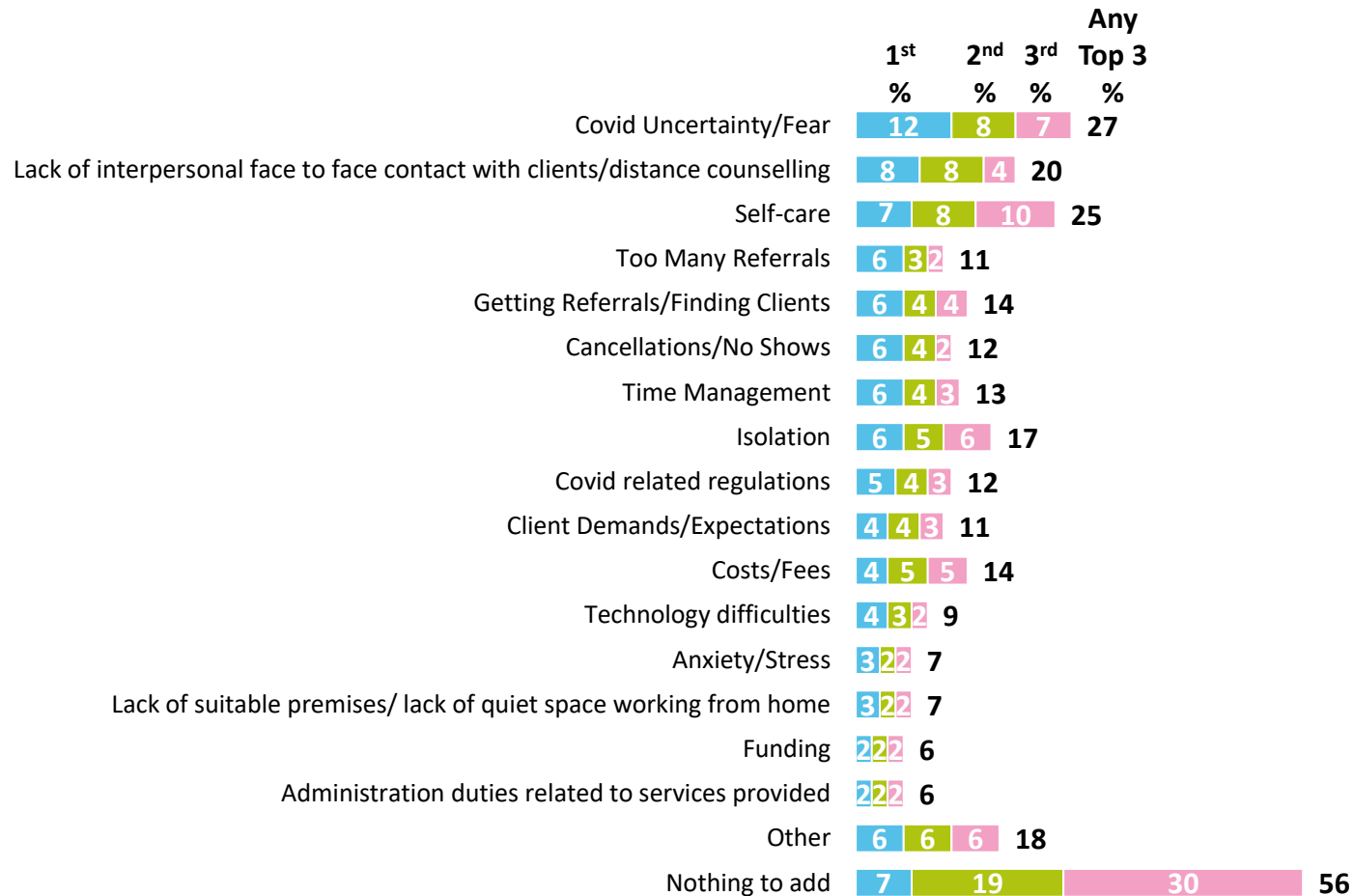


ANY Negative	38	35	28	40	23	17	17
NET	22	21	-23	8	-9	-10	+12

A third feel their emotional/psychological health has been negatively impacted and 1 in 7 feel this was true about the quality of their therapeutic relationship with their clients has been undermined, while 2 in 5 have experienced negative impact on their ability to practice self-care.

# Challenges facing you in your day-to-day work

Base: All members: 1,316



**Apart from Covid uncertainty and fear there are issues in relation to the lack of face-to-face contact, difficulties with self-care, with some having too much work and others not enough.**

# Over half say they have had more newly referred clients



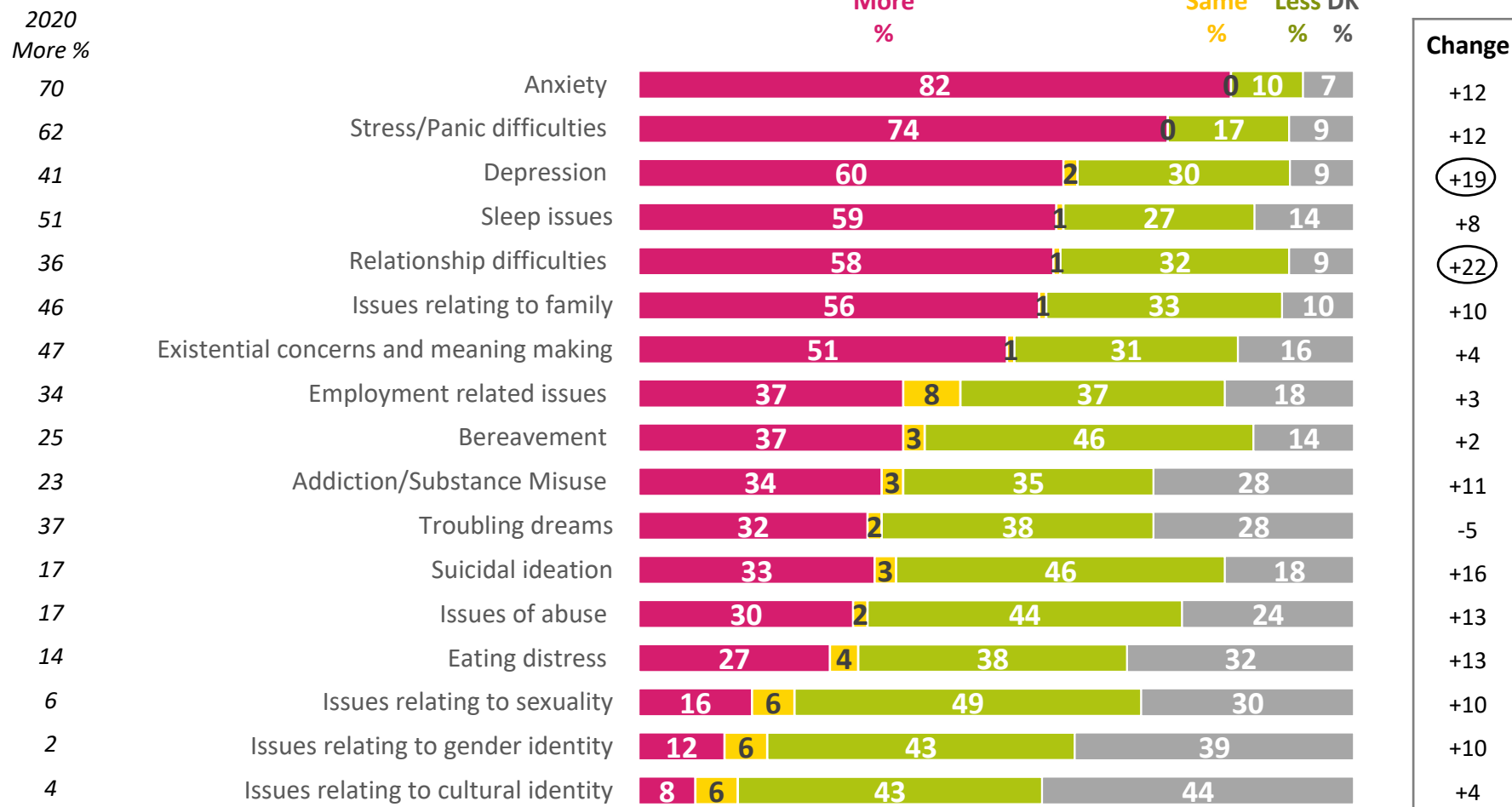
Base: All members: 1,316



Business is generally stronger with more new clients, returning former clients and no net change in current clients. By contrast, a majority indicated a reduction in existing and new clients in 2020.

# More clients are presenting with anxiety & stress/panic among a very general upsurge

Base: All members - 1316

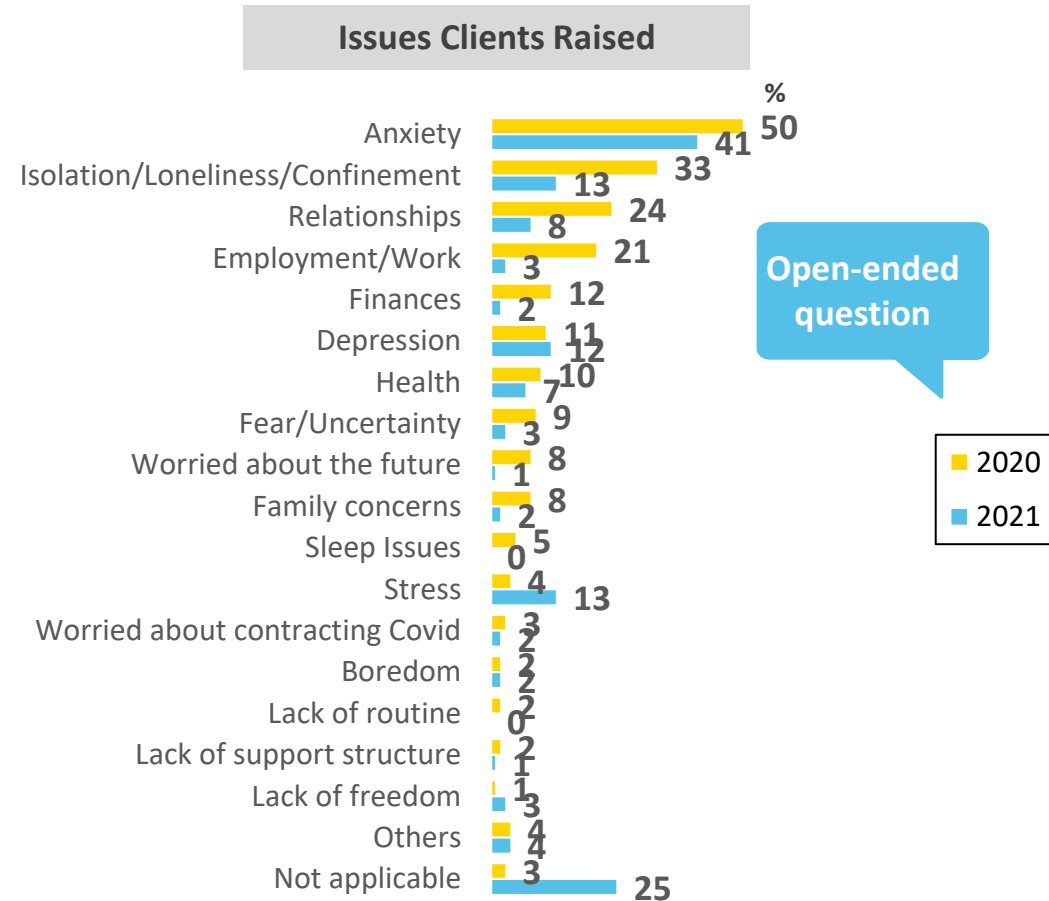
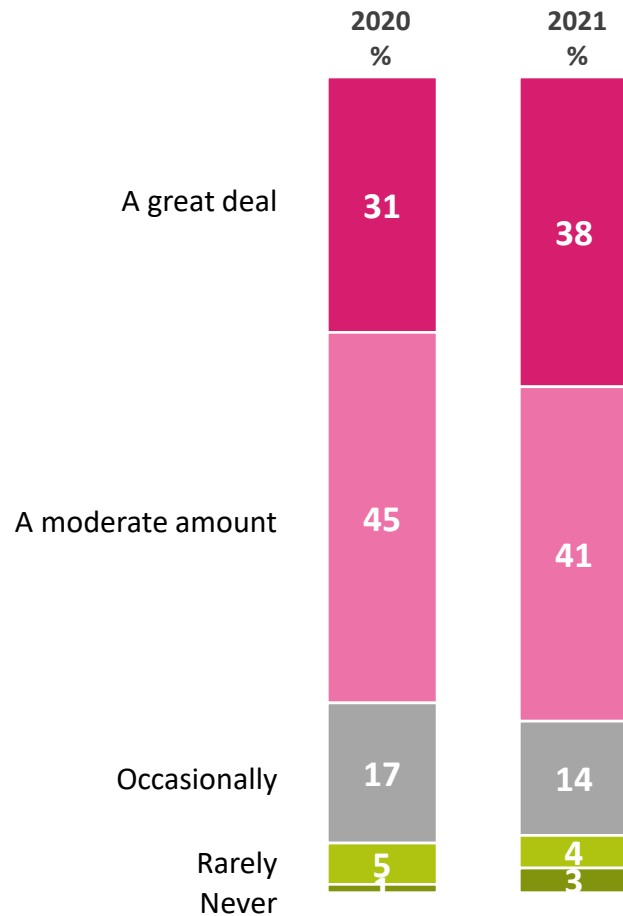


There is an upsurge in most types of presentation with significant increases particularly in relation to relationship difficulties and clients presenting with depression. Substantial growth also in relation to suicidal ideation, with above average growth in eating disorders, abuse and bereavement-related issues.

# Just over three quarters say clients are raising issues relating specifically to COVID-19 with some regularity



Base: All members - 1316



The numbers mentioning Covid have marginally increased and in this context it is predominantly to do with anxiety, isolation, depression and stress. Encouragingly, relationship, employment-related and financially-related aspects have reduced significantly since 2020.

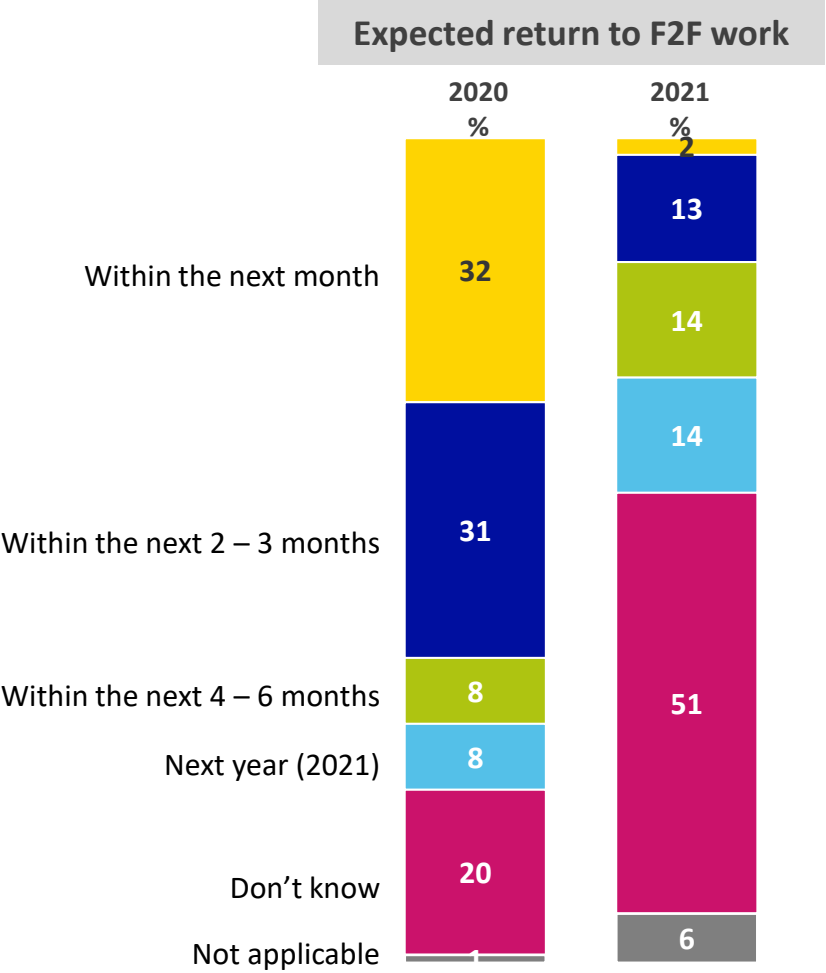
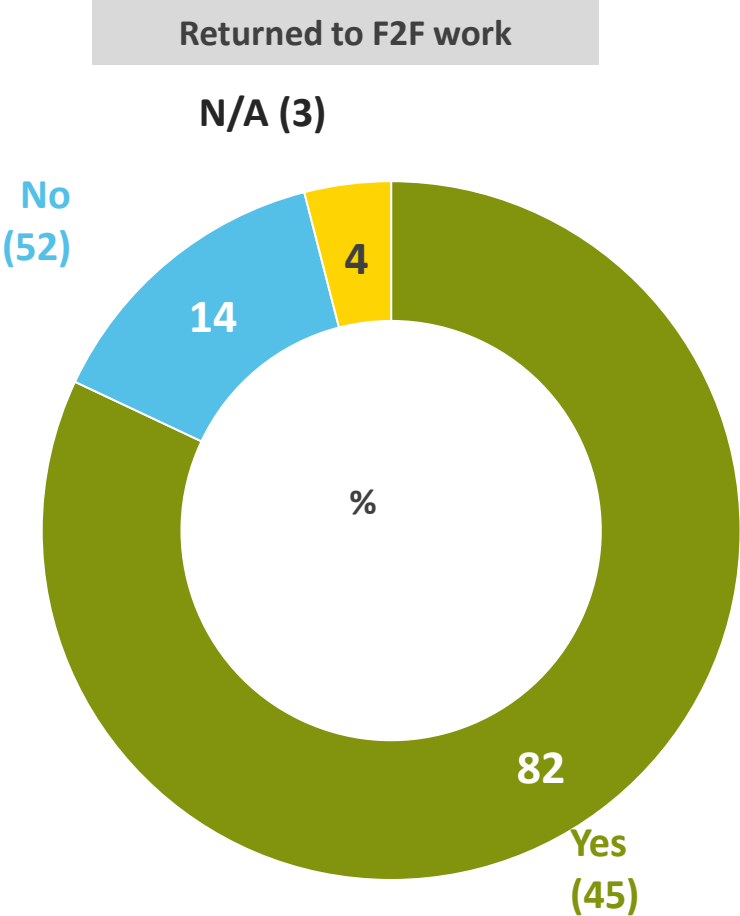


# Future of Counselling/Psychotherapy

# 4 out of 5 have now returned to face-to-face client work, a near-doubling since last year



Base: All members – 1316/ All not returned – 189

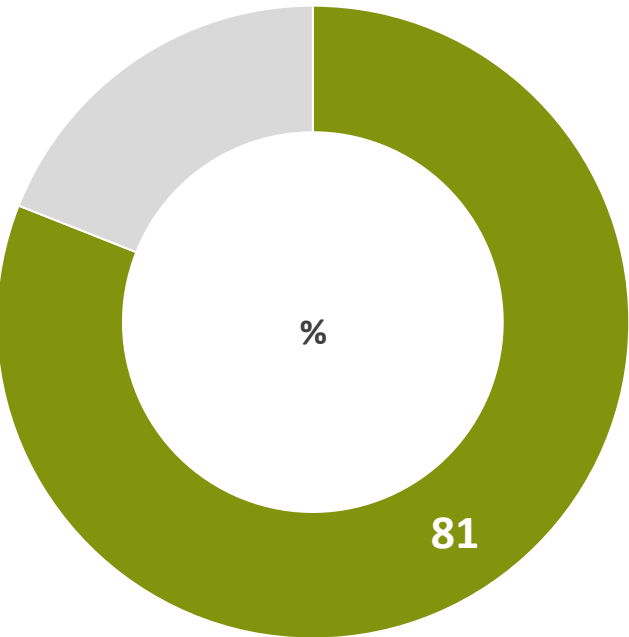


Of those yet to return a slight majority are uncertain as to when they might and a sizeable group have medium-term plans to do so.

# Returning to face-to-face client work is across-the-board



Base: All members – 1316

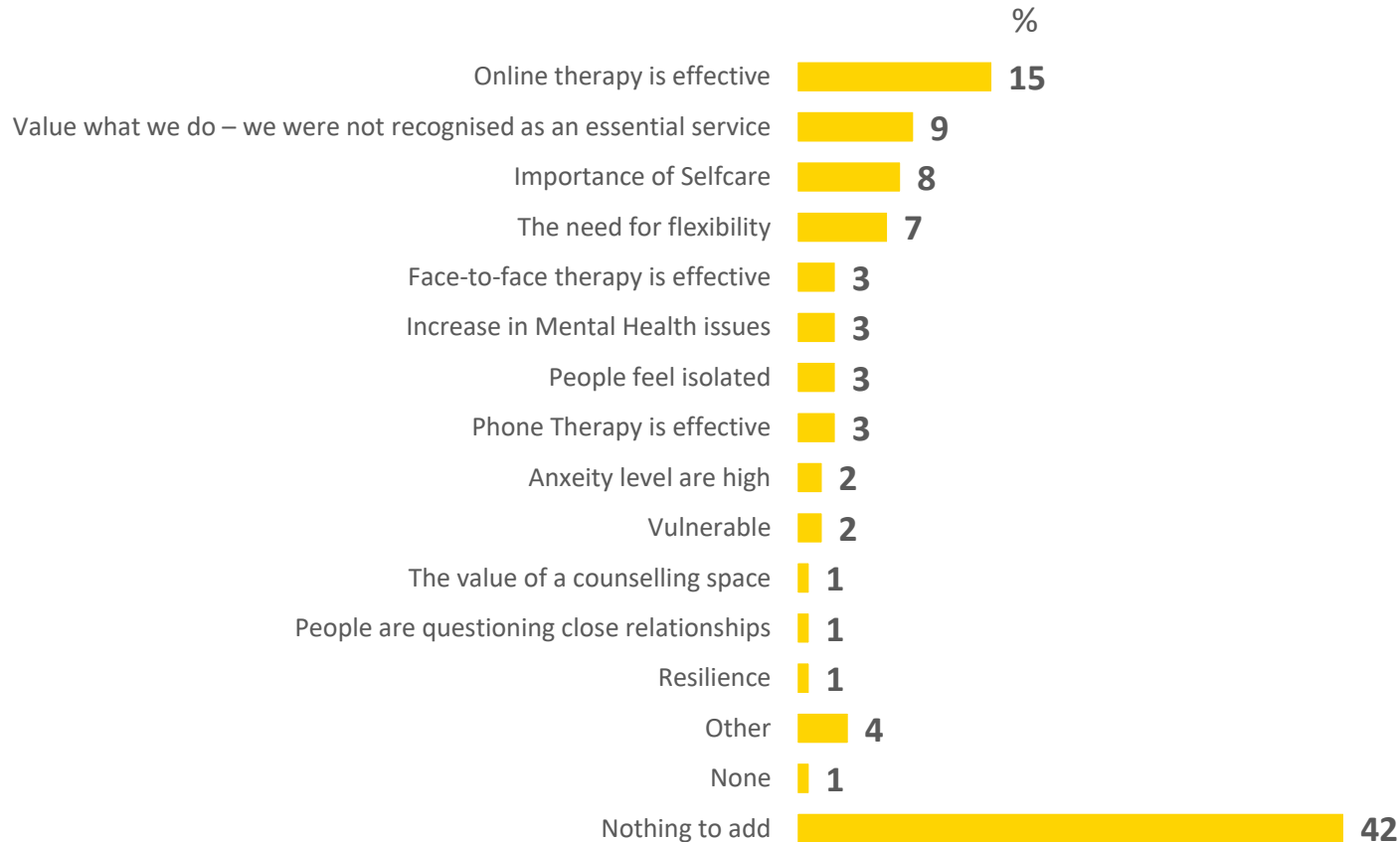


Gender:		%	Usual Work Situation:		%
Male		81	Practitioner		84
Female		81	Employed		85
Age:			Student		69
26-35		85			
36-55		83			
56+		79			
Region:					
Dublin		78			
RoL		84			
Munster		82			
Conn/Uls		84			
IACP Membership:					
Accredited Member		85			
Accredited Supervisor		80			
Student Member		68			
Pre-Accredited Member		85			

Of those who have returned to face-to-face work there are slightly more likely to be in the younger, rather than the older age categories, but in other regards the pattern is quite even.

# The key learning from Covid-19 pandemic is that *‘online therapy can be effective’*

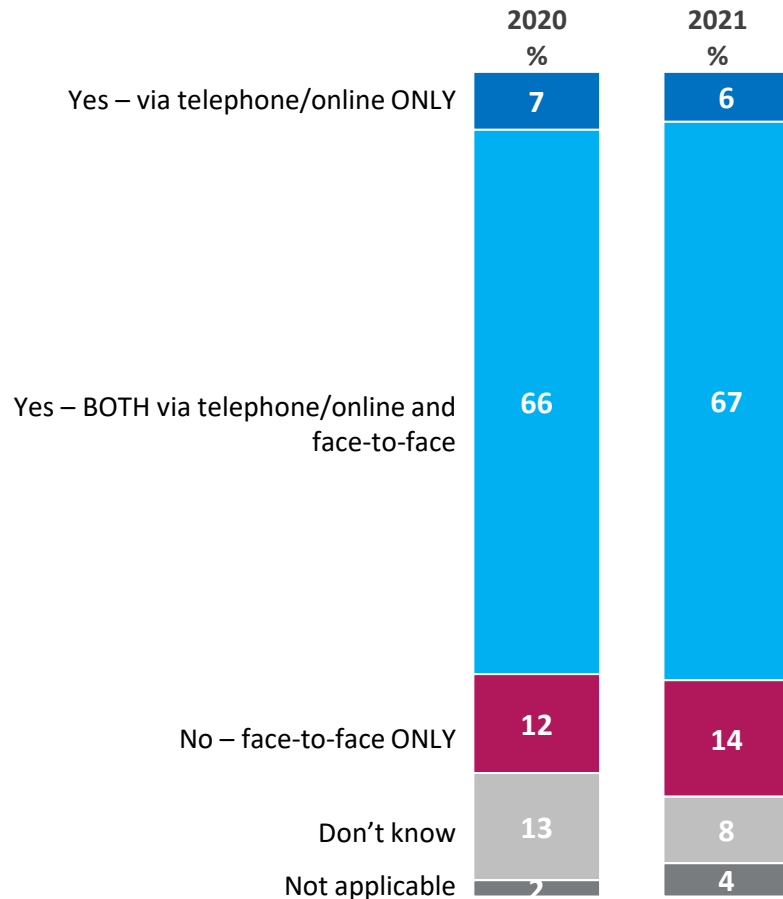
Base: All members – 1316



**3 in 5 feel they learned lessons from the pandemic, the principle one being that online therapy is effective, with substantial numbers also saying that it proved the value of therapy, demonstrated the importance of self-care, but equally the need to be flexible.**

# Intention to provide counselling/psychotherapy remotely after the pandemic unchanged...most want both options

Base: All members 1316



**In the post-pandemic situation almost 3 out of 4 will offer remote counselling at some level, with just 1 in 7 saying that they are solely committed to face-to-face. Very few will be online only.**

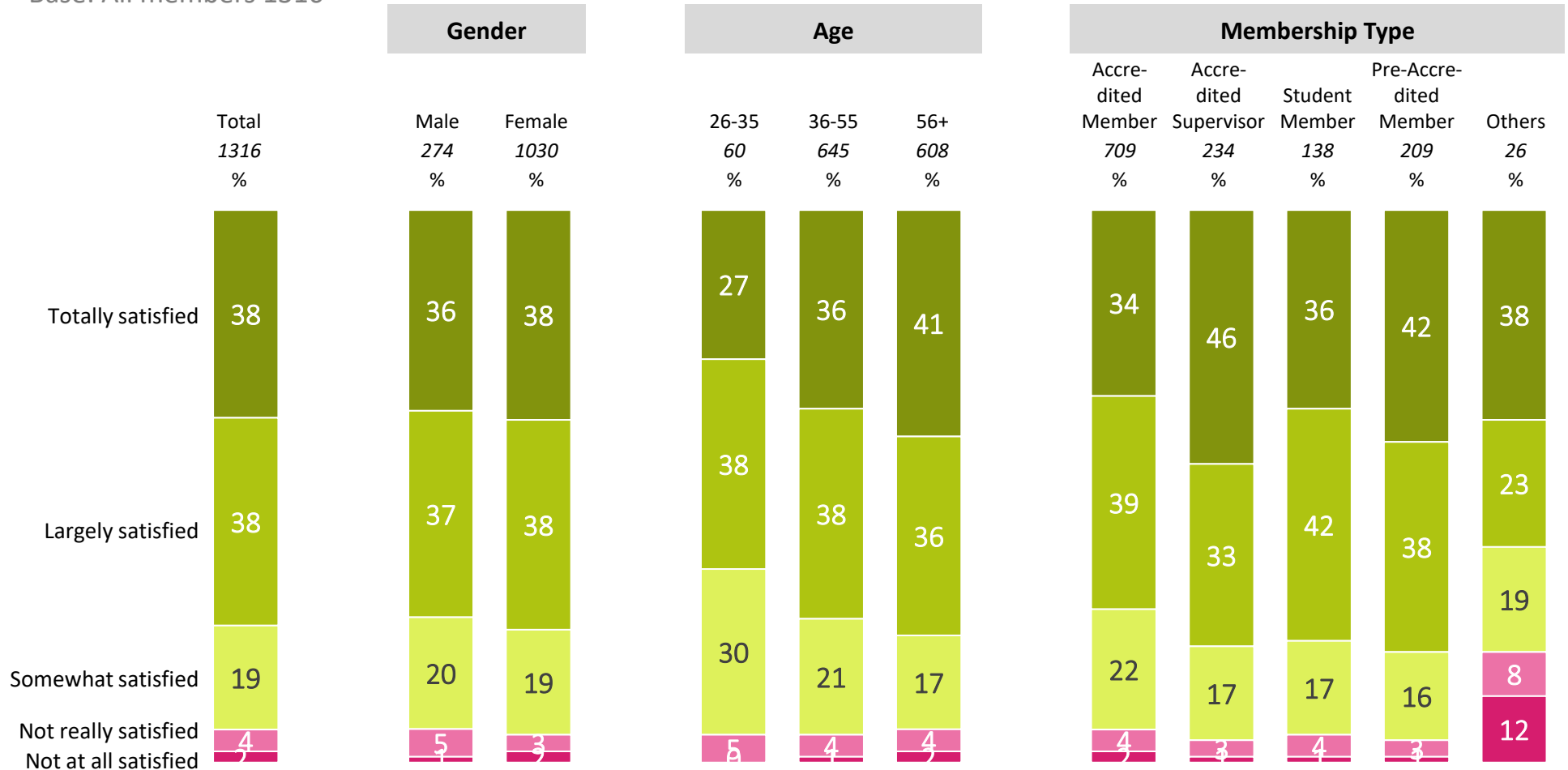


# Online CPD

# Satisfaction with portal development for online training is broad



Base: All members 1316

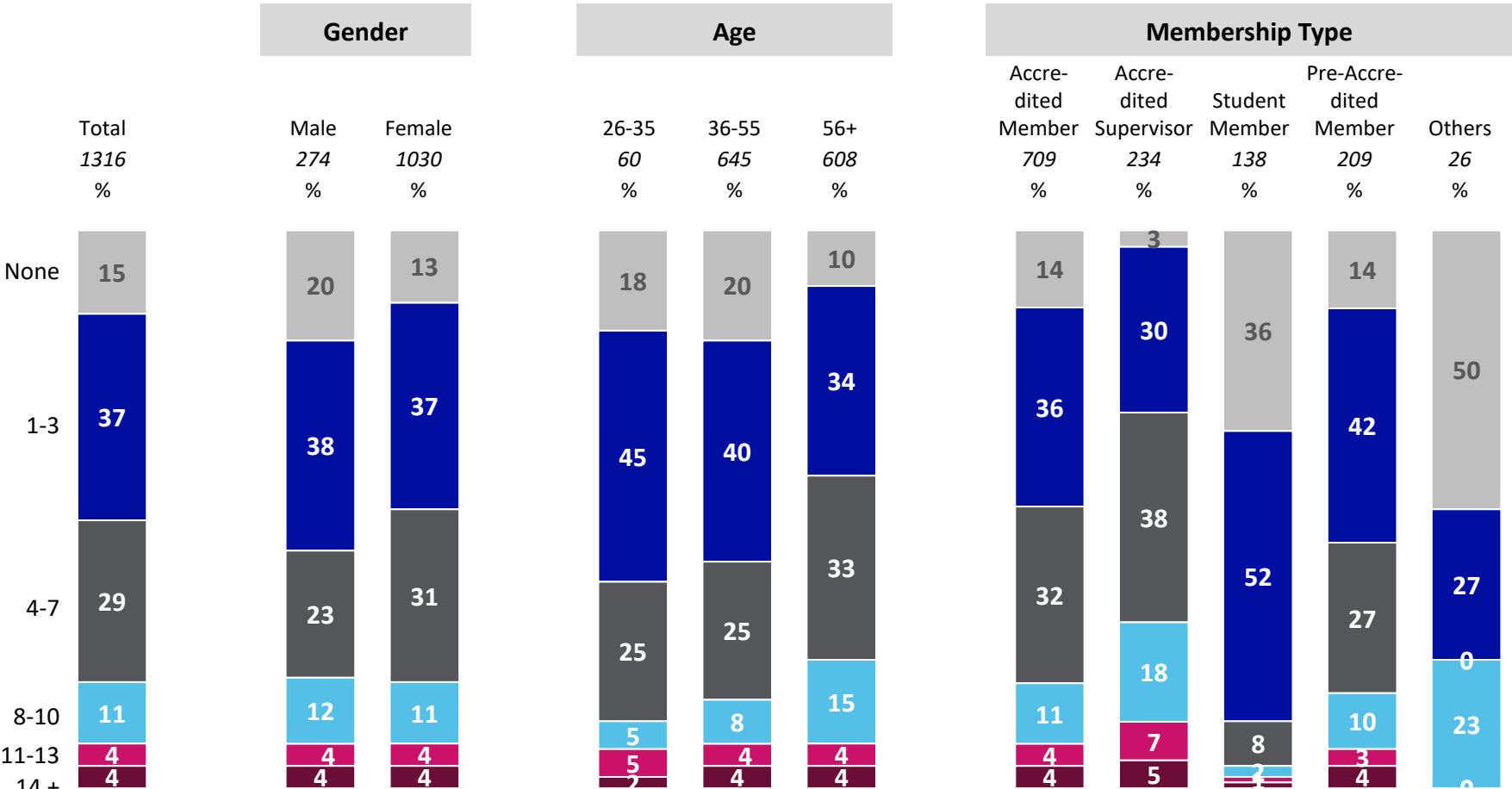


**3 out of 4 indicate that they are broadly happy with the online training portal and this grows with age.**

# Almost all completing online courses via portal



Base: All members 1316

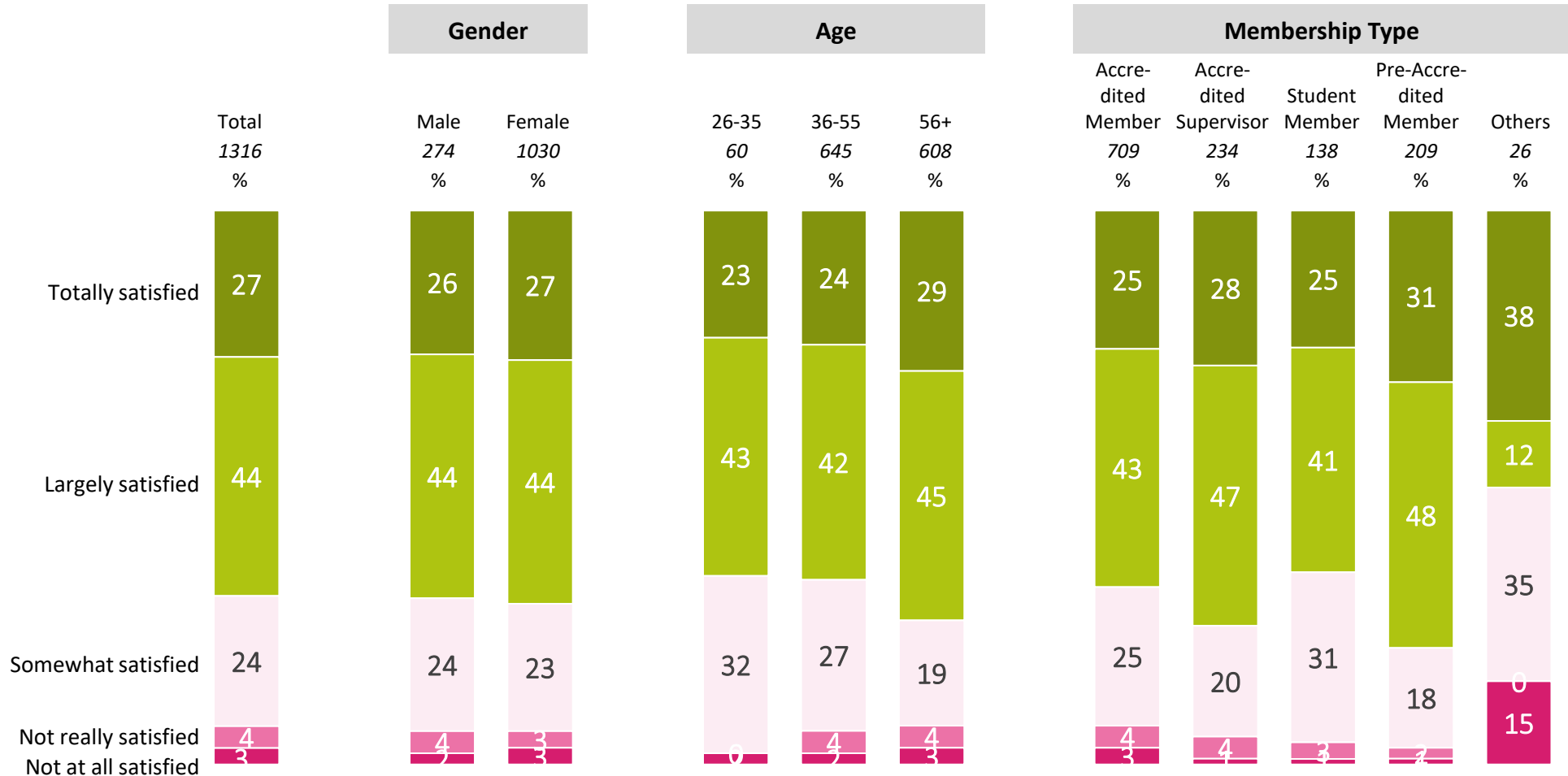


The vast majority have undertaken CPD through the portal, with more courses having been completed by older members and indeed by accredited supervisors.

# Satisfaction with online training portal content indicated by more than 7 in 10



Base: All members 1316



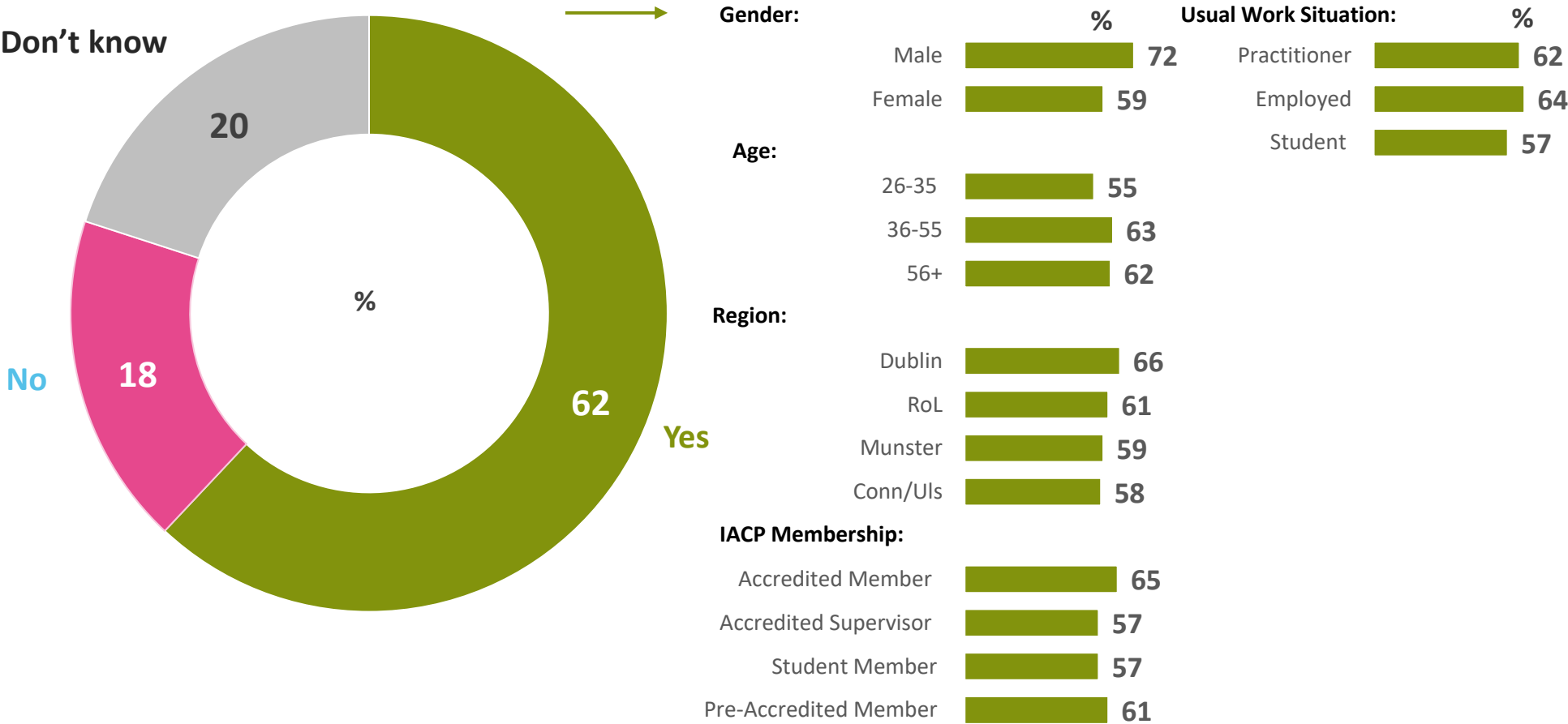
Mirroring the earlier question satisfaction with the training portal increases with age, with very few in any way dissatisfied with it.



# Most are keen to return to in-person training



Base: All members – 1316

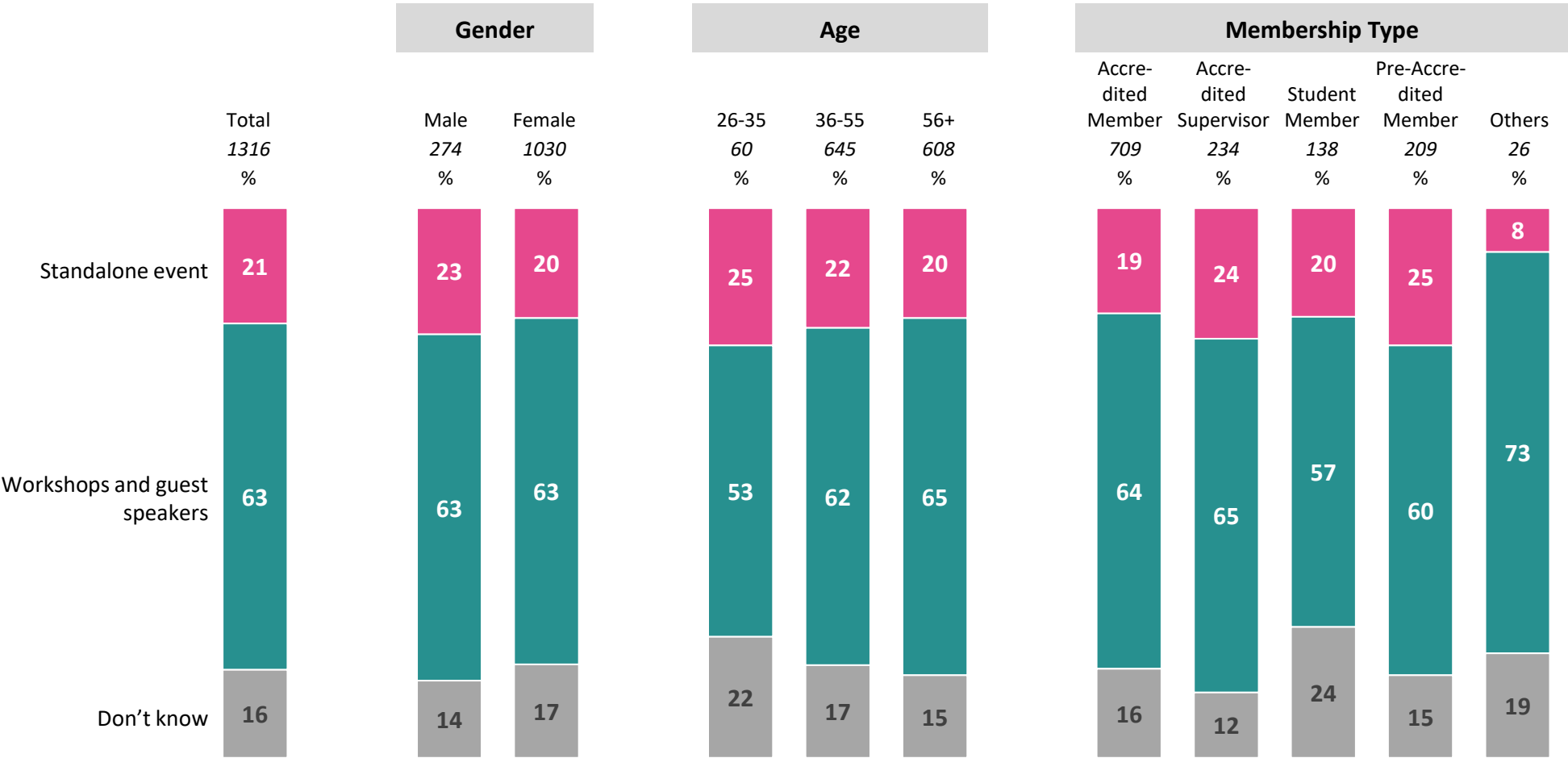


Most are keen to return to in-person training with the appetite to do so highest male and among older members. Students and under 35s somewhat more wary.

# Broad interest in a return to Regional AGMs with in-built workshops



Base: All members 1316

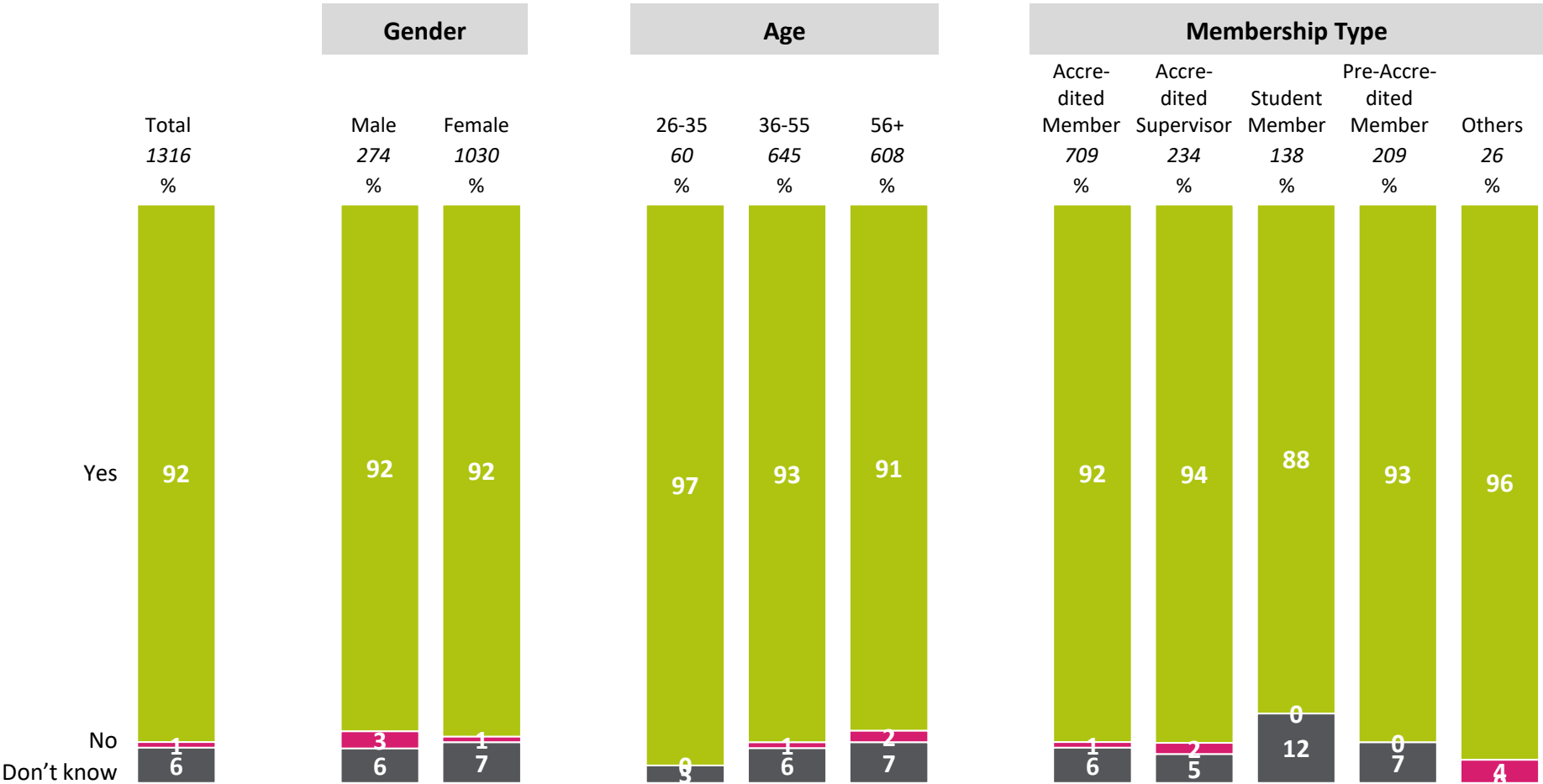


There is quite a strong interest in having regional AGMs with workshops and guest speakers; just 1 in 5 would favour them as standalone events.

# Almost all want to see specialist speakers yearly



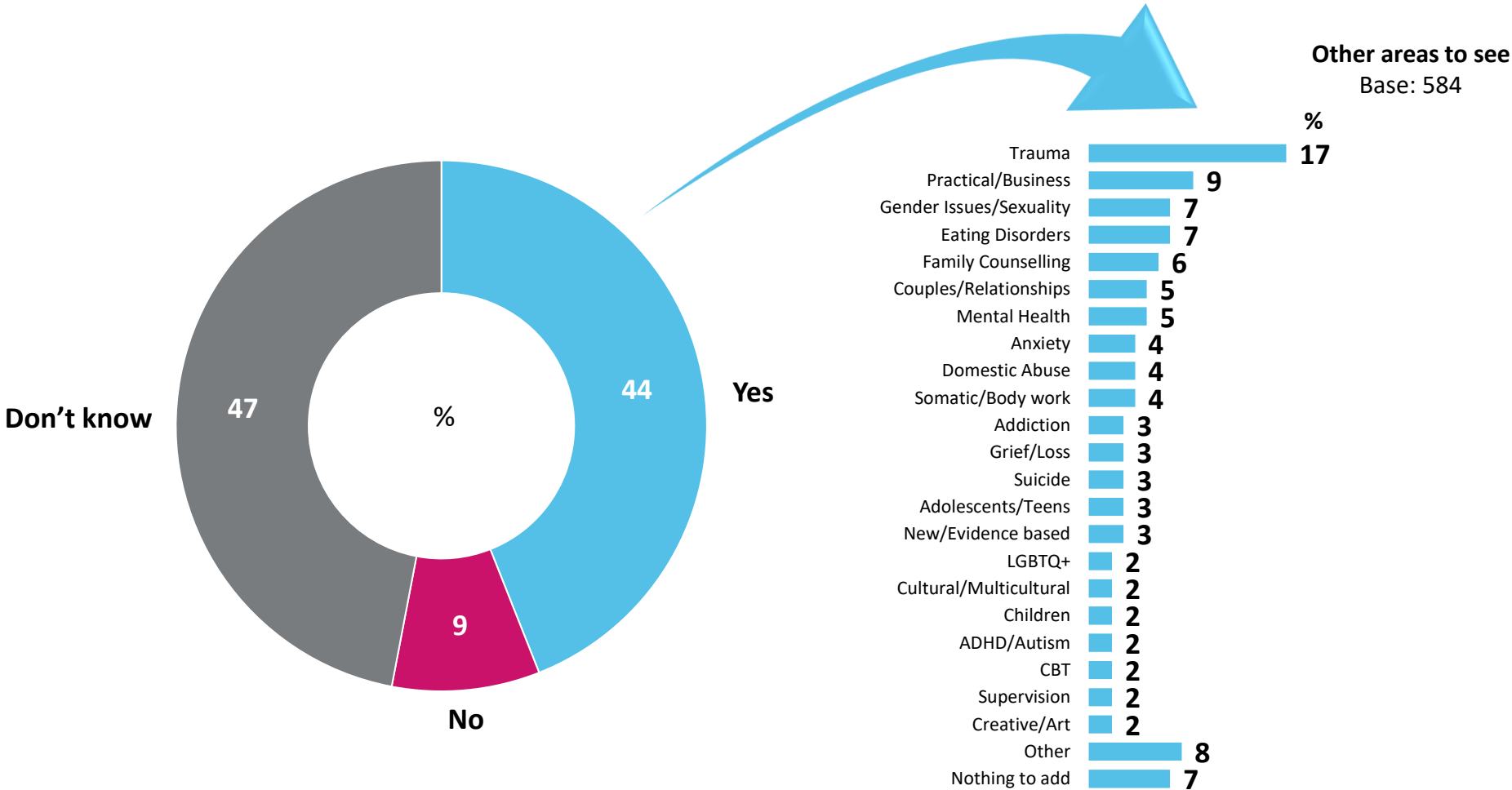
Base: All members 1316



More than 9 in 10 are keen to see specialist speakers at least annually in their region.

# Areas of CPD would like to see covered

Base: All members 1316



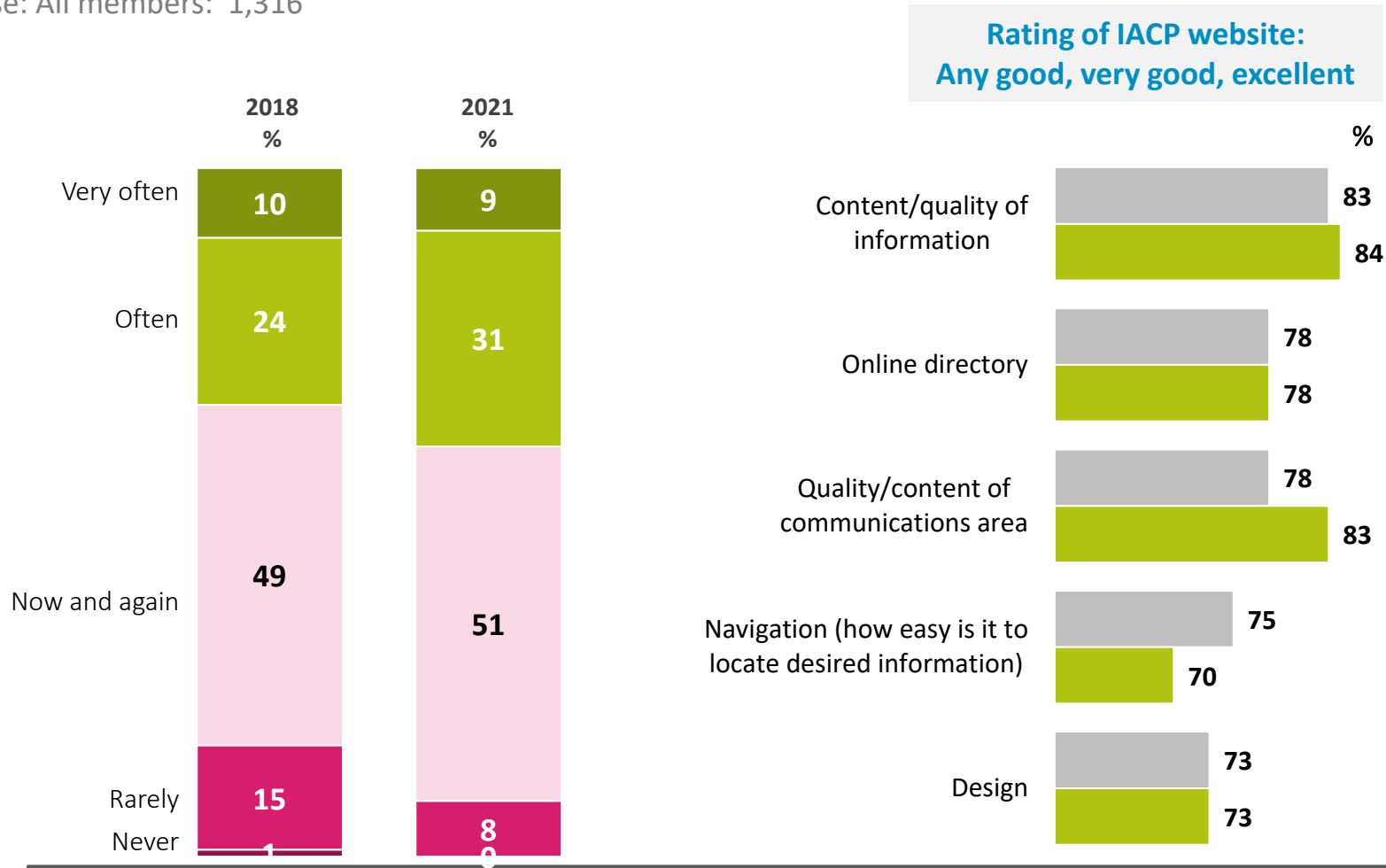
There is substantial interest in broadening the areas covered by CPD; main focus is on trauma but second highest is a focus on the practical aspects of running a business or practice, followed by gender and sexuality issues, eating disorders, family counselling and couples or relationships.



**Communications, Resources &  
Benefits**

# Engagement with IACP website has risen

Base: All members: 1,316



Engagement with the IACP website has increased marginally and there are marginally higher ratings than before of the content and quality of information and the quality and content of the communications area. Nonetheless the score for navigation has declined slightly.

Q.31 How often do you visit the IACP website?

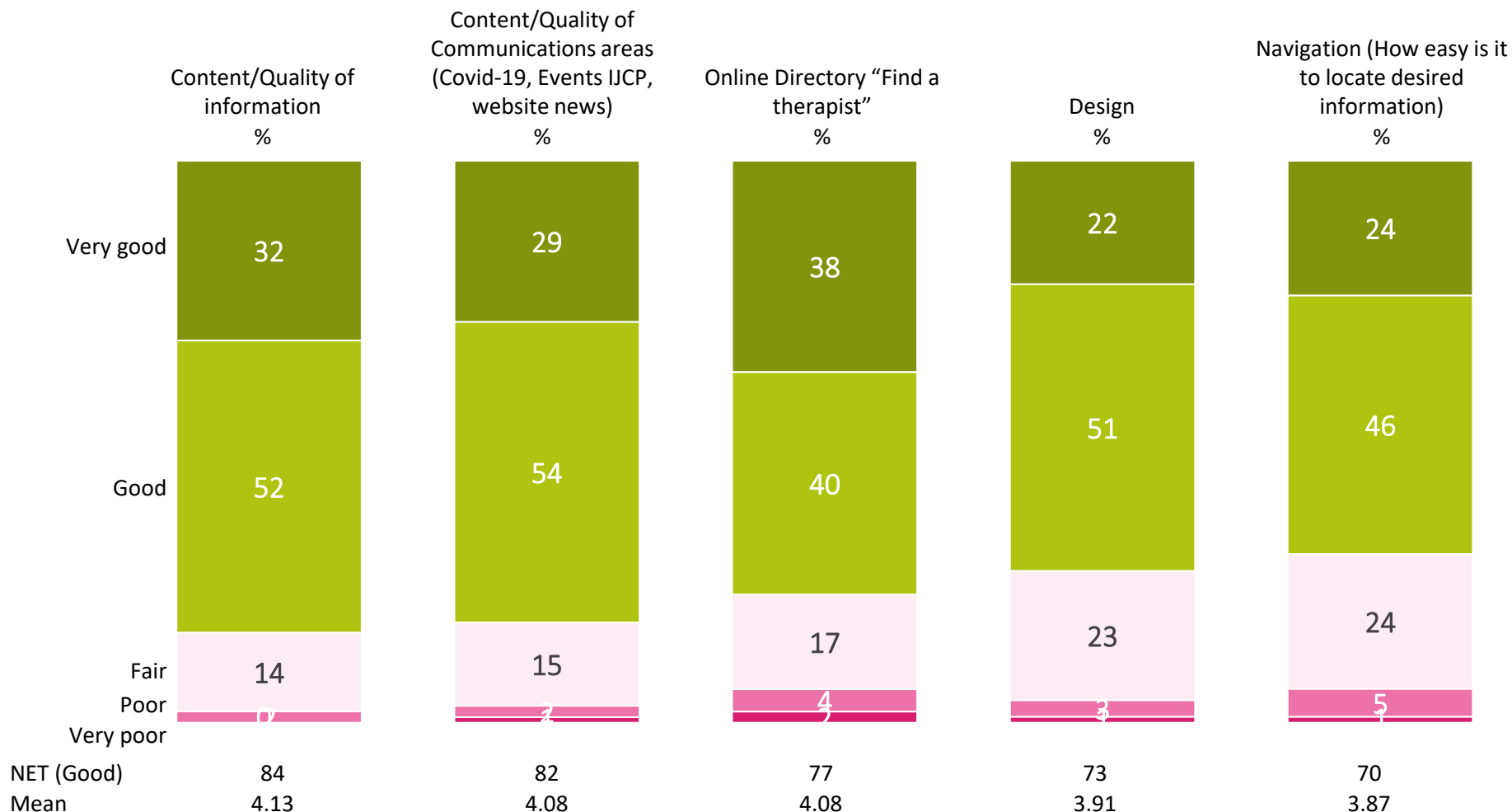
Q.33 The IACP Member survey indicated an appetite for some changes to the website which have since been implemented. How would you rate the IACP website in terms of the following?



# Rating of IACP website areas broadly very strong



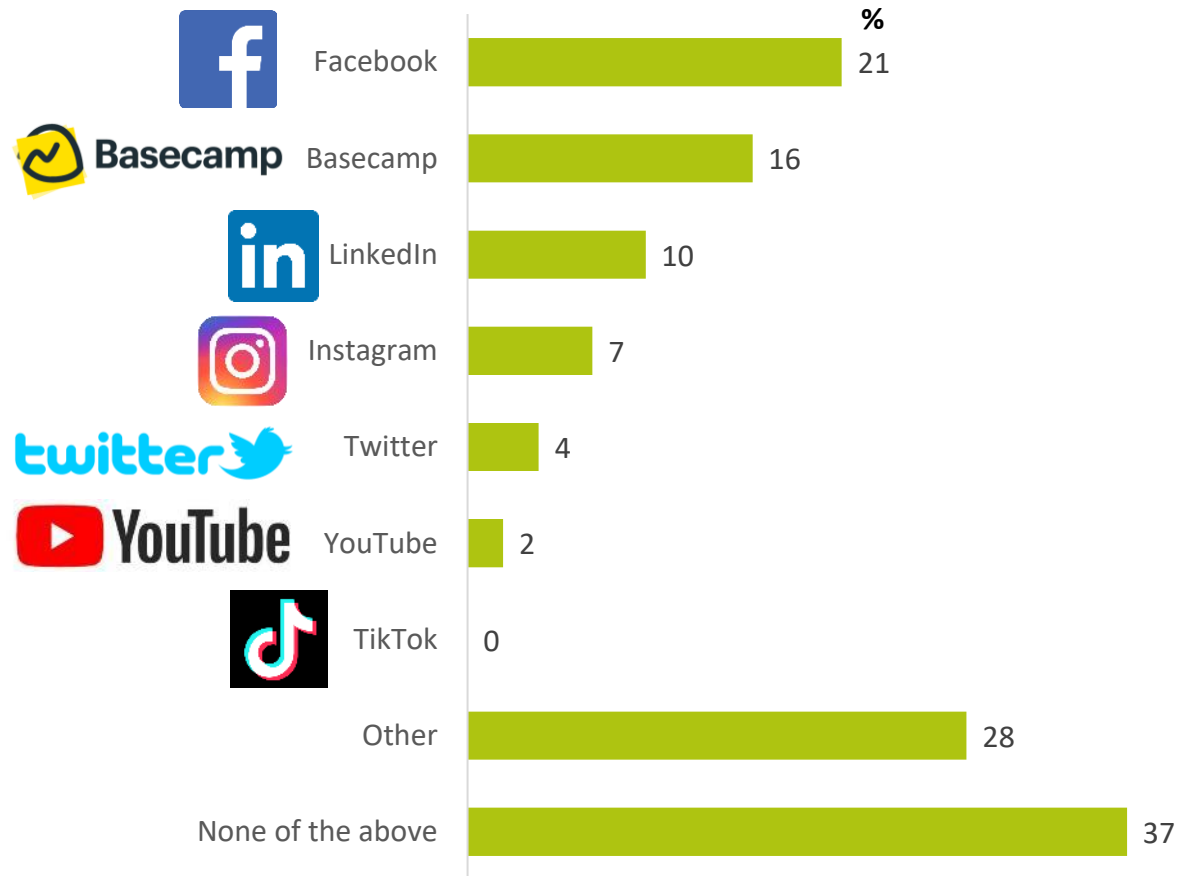
Base: All members 1316



**The overall assessment of the IACP website is positive, but an ambition should be to grow the top box levels; currently the online directory gets strongest approval.**

# 3 in 5 use various platforms to engage with IACP

Base: All members 1,316

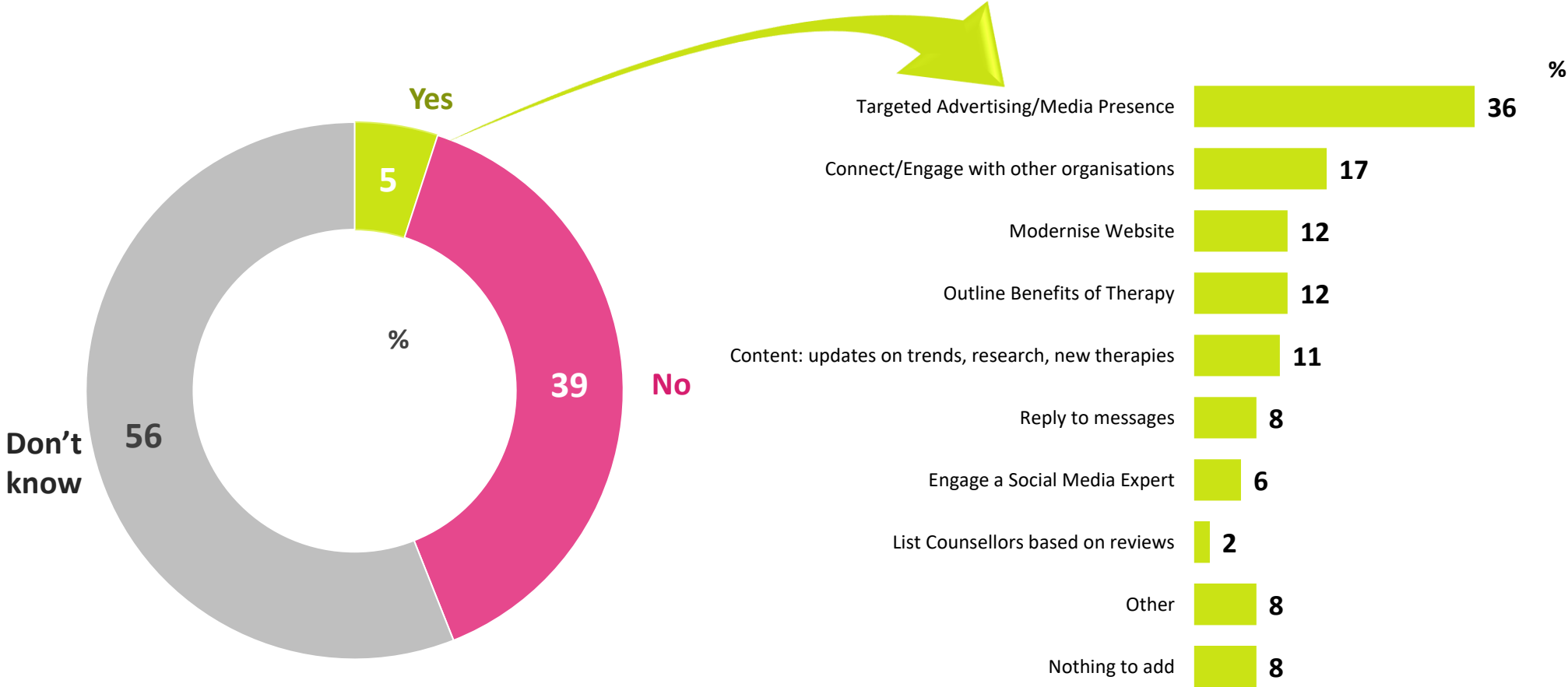


**3 in 5 engage with various platforms for communications with IACP – the top ones being Facebook, Basecamp and LinkedIn. 1 in 3 do not engage in any of these platforms when communicating with IACP.**

# Limited suggestions for better use of social media



Base: All members – 1316

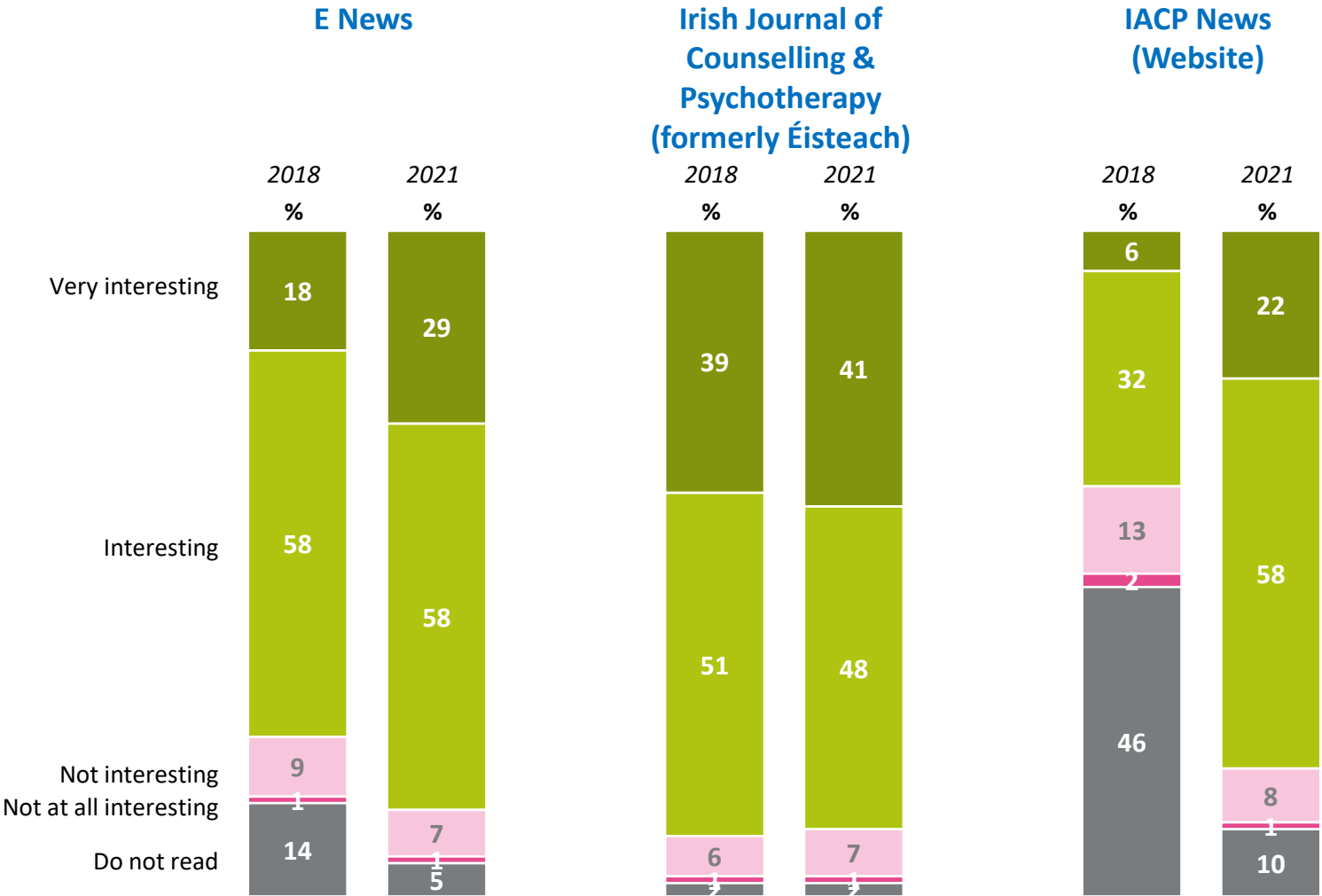


A very small proportion of members (5%) indicated practical suggestions as to how the IACP could improve its use of social media. Principally these are characterised as being more targeted in terms of advertising and media presence, encouraging connections or engagement with other organisations, modernising the website and outlining in more detail the benefits of therapy.

# Assessment of IACP publications have improved



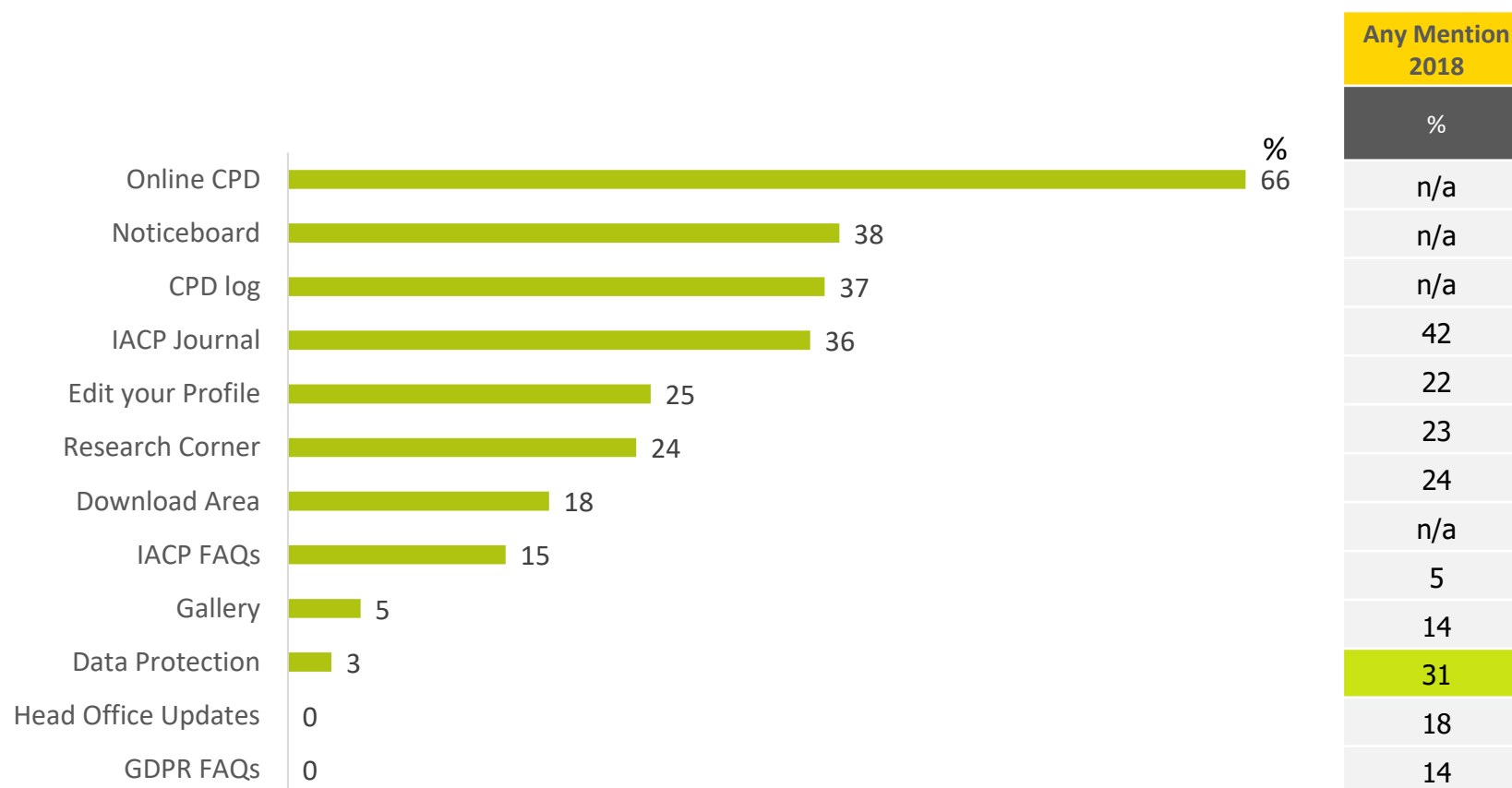
Base: All members: 1316



Very broad positivity in relation to the Journal, with substantially improved scores for both IACP news and indeed E News.

# Key aspects of Members Area: CPD very prominent

Base: All members: 1316



**The elements most valued include online CPD (2 out of 3), followed by the noticeboard, the CPD log and the IACP Journal. A big fall-off in data protection interest but change in categories assessed too**

# Key aspects by Membership Category

Base: All members: 1316

	All members	Membership Type				
		Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	*Inactive/Retired
<b>Base:</b>	<b>1316</b>	<b>709</b>	<b>234</b>	<b>138</b>	<b>209</b>	<b>26</b>
Online CPD	66	65	71	56	71	38
Noticeboard	38	39	38	27	37	42
CPD log	37	40	39	17	37	23
IACP Journal	36	33	28	55	43	46
Edit your Profile	25	31	35	6	6	19
Research Corner	24	21	19	42	26	31
Download Area	18	17	24	16	16	15
IACP FAQs	15	15	13	17	17	8
Gallery	5	5	9	6	2	-
Data Protection	3	3	3	3	4	4
Do not visit the Members Area of IACP website	7	6	2	14	10	19

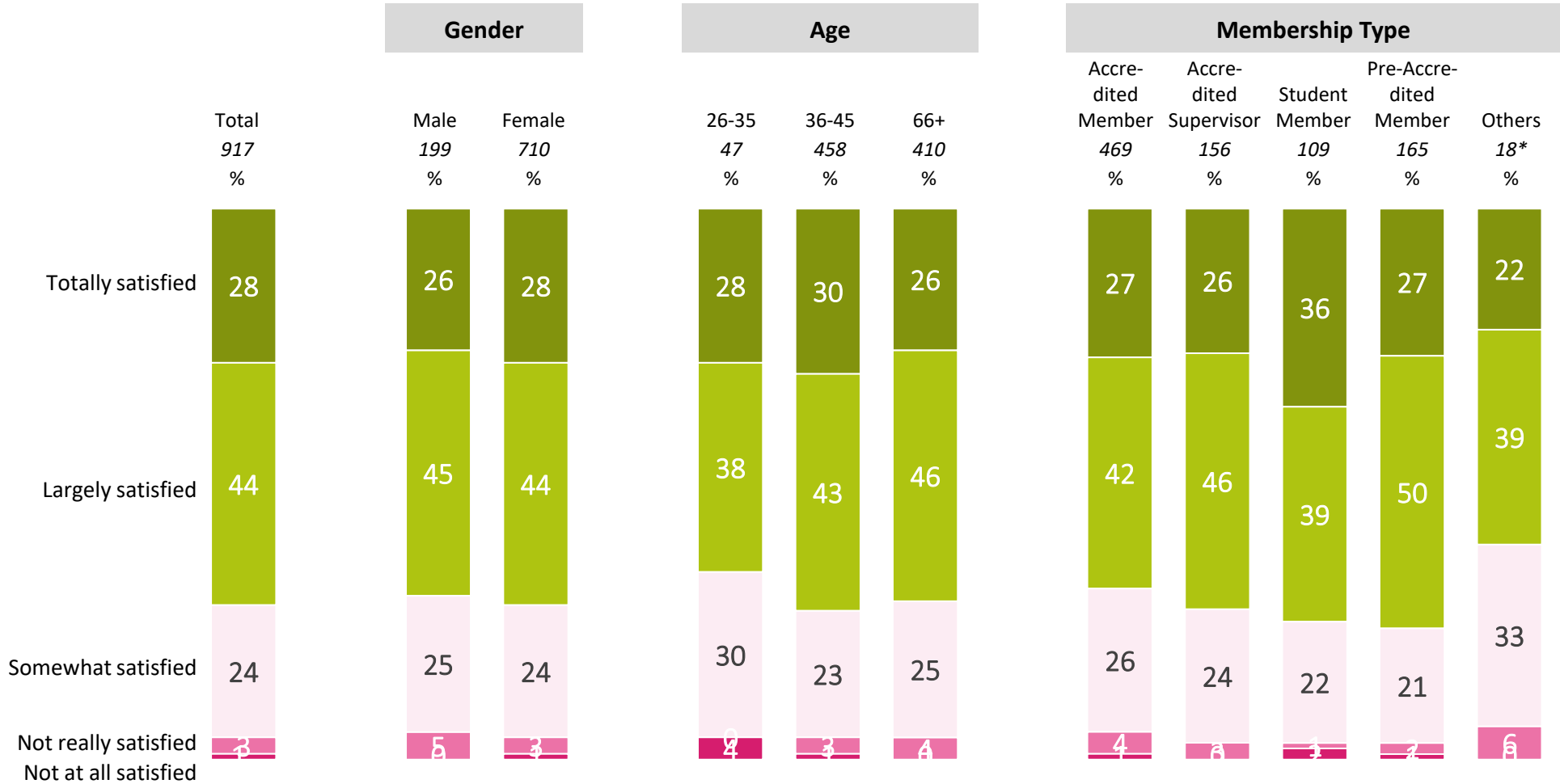
\*Small base

Slight variation by category with accredited members particularly valuing the CPD log and supervisors most focused upon online CPD. Students particularly value the Journal and the Research Corner.

# Satisfaction with member resource access to EBSCO research database



Base: All accessing 917

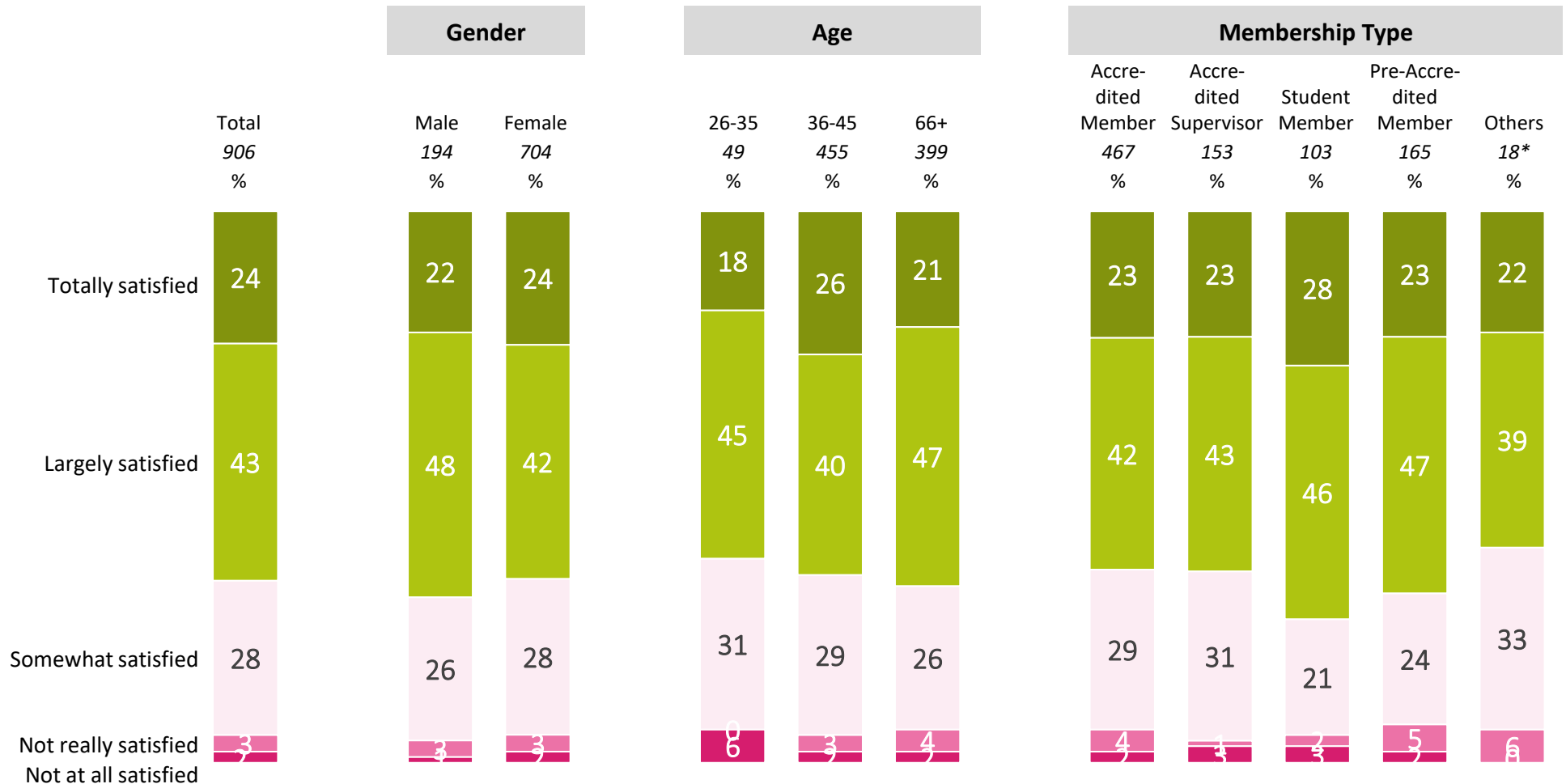


Satisfaction is very high and evident across all membership categories

# Satisfaction with member resource access to EBSCO psychology e-book collection



Base: All members who access - 906

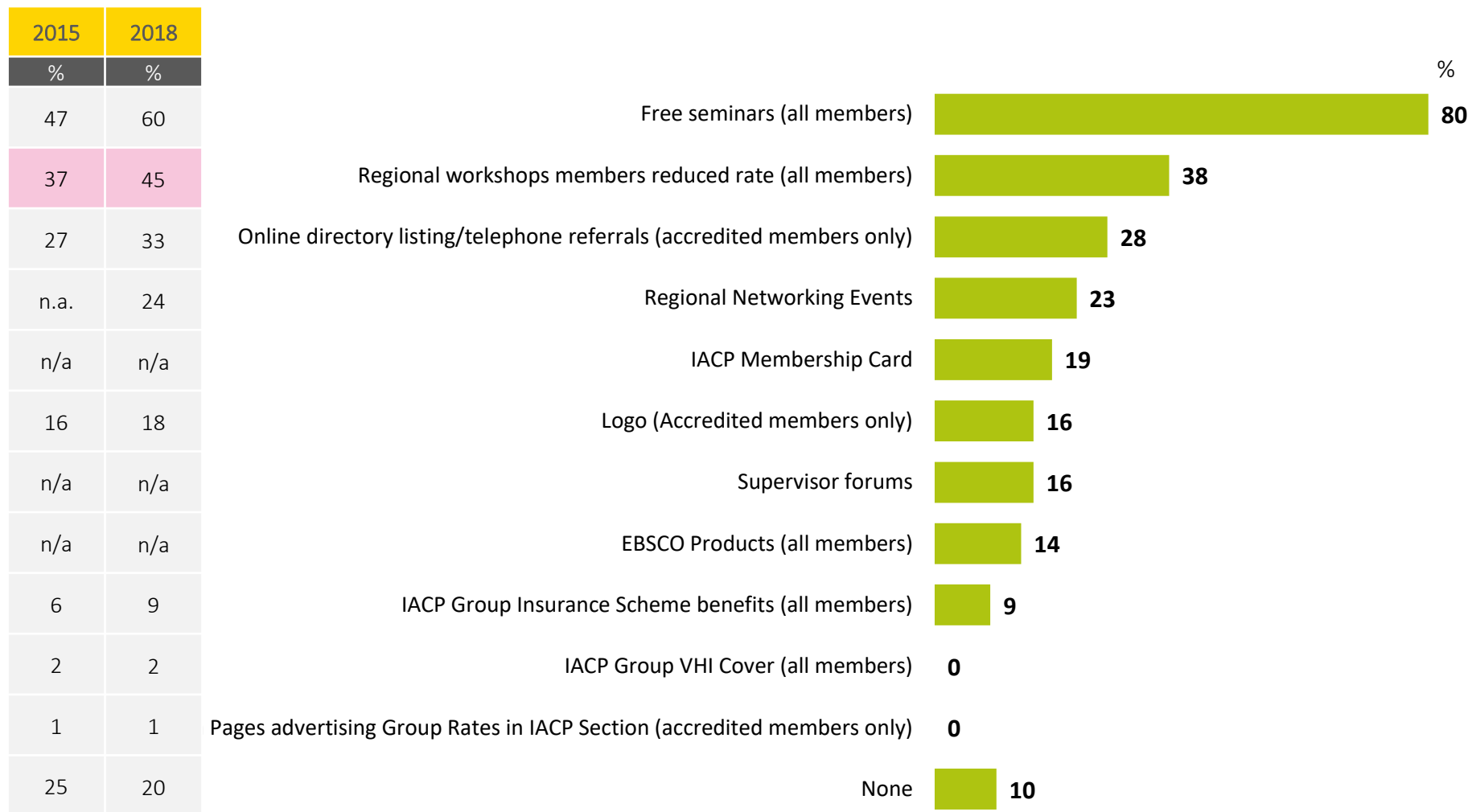


Two out of three express satisfaction

# Member benefits availed of most are Free Seminars



Base: All members: 1316



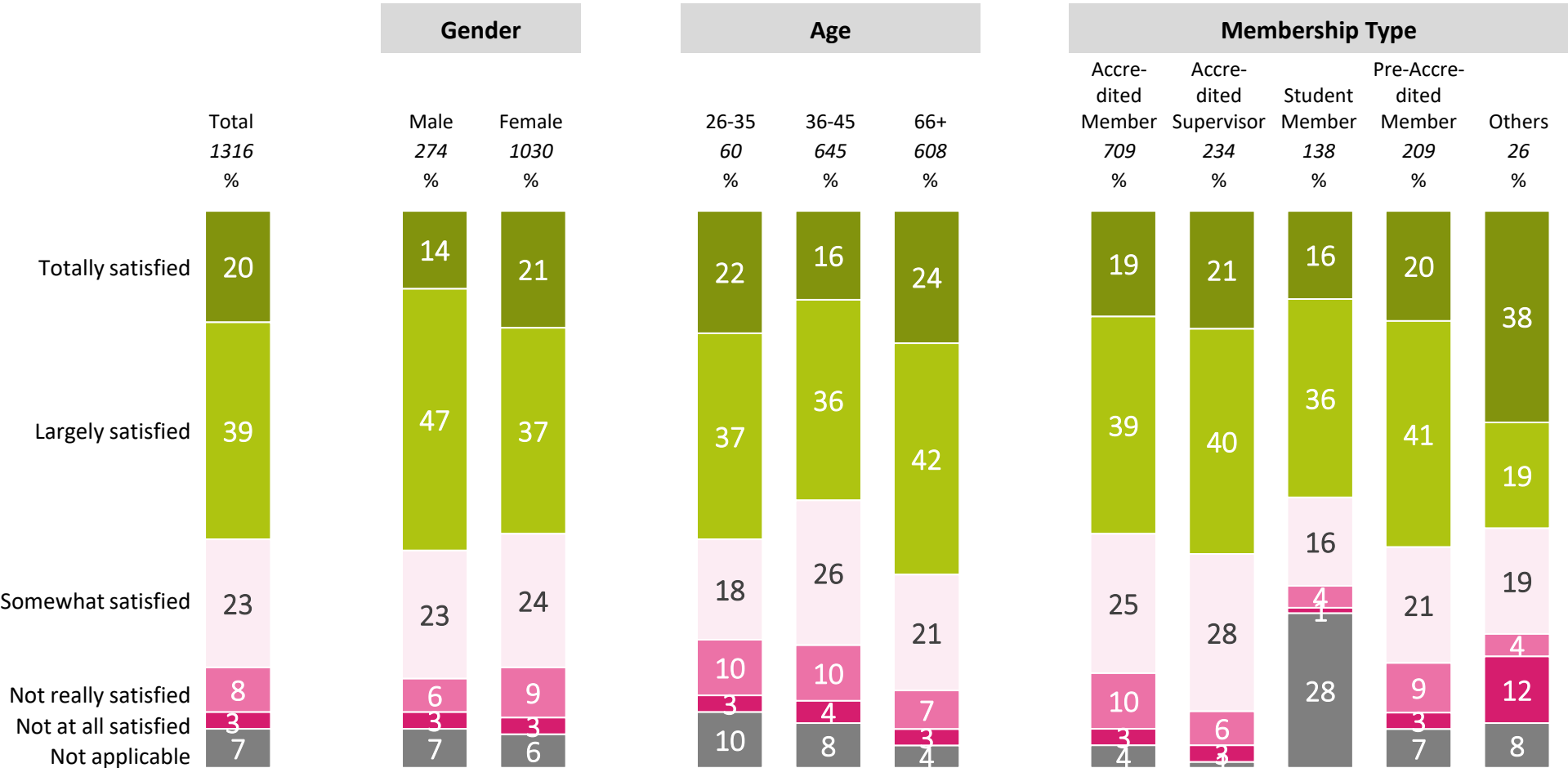
**Members most value the ability to attend free seminars (up notably from before), followed by being able to attend regional workshops at a reduced rate, ahead of online directory listings for members.**



# Three in five happy with IACP support of members during pandemic, few in any way critical



Base: All members 1316



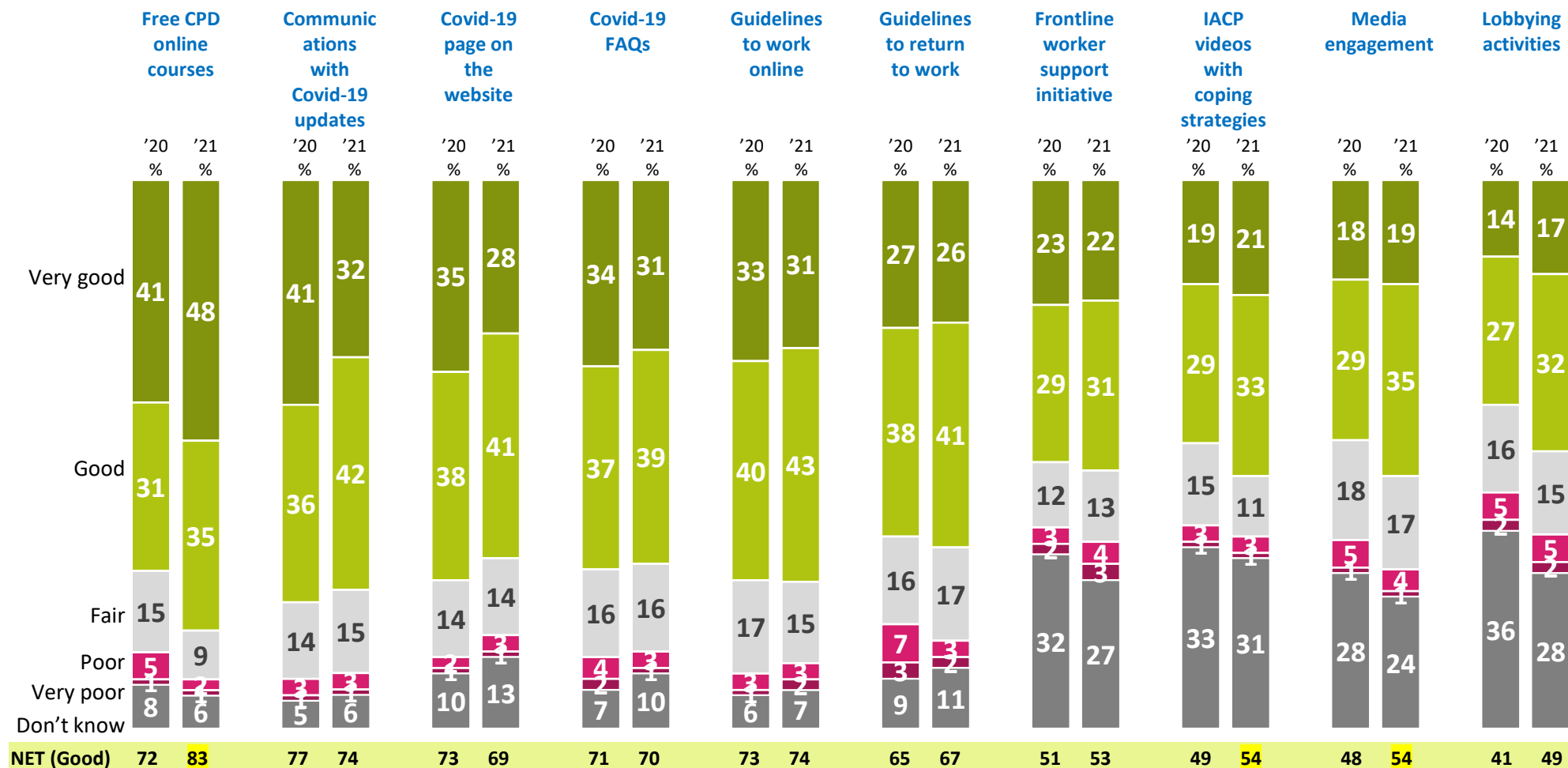
About 1 in 10 were in some way dissatisfied with the organization (marginally more so younger and female).



# Perspective of IACP resources broadly very positive



Base: All members – 1316



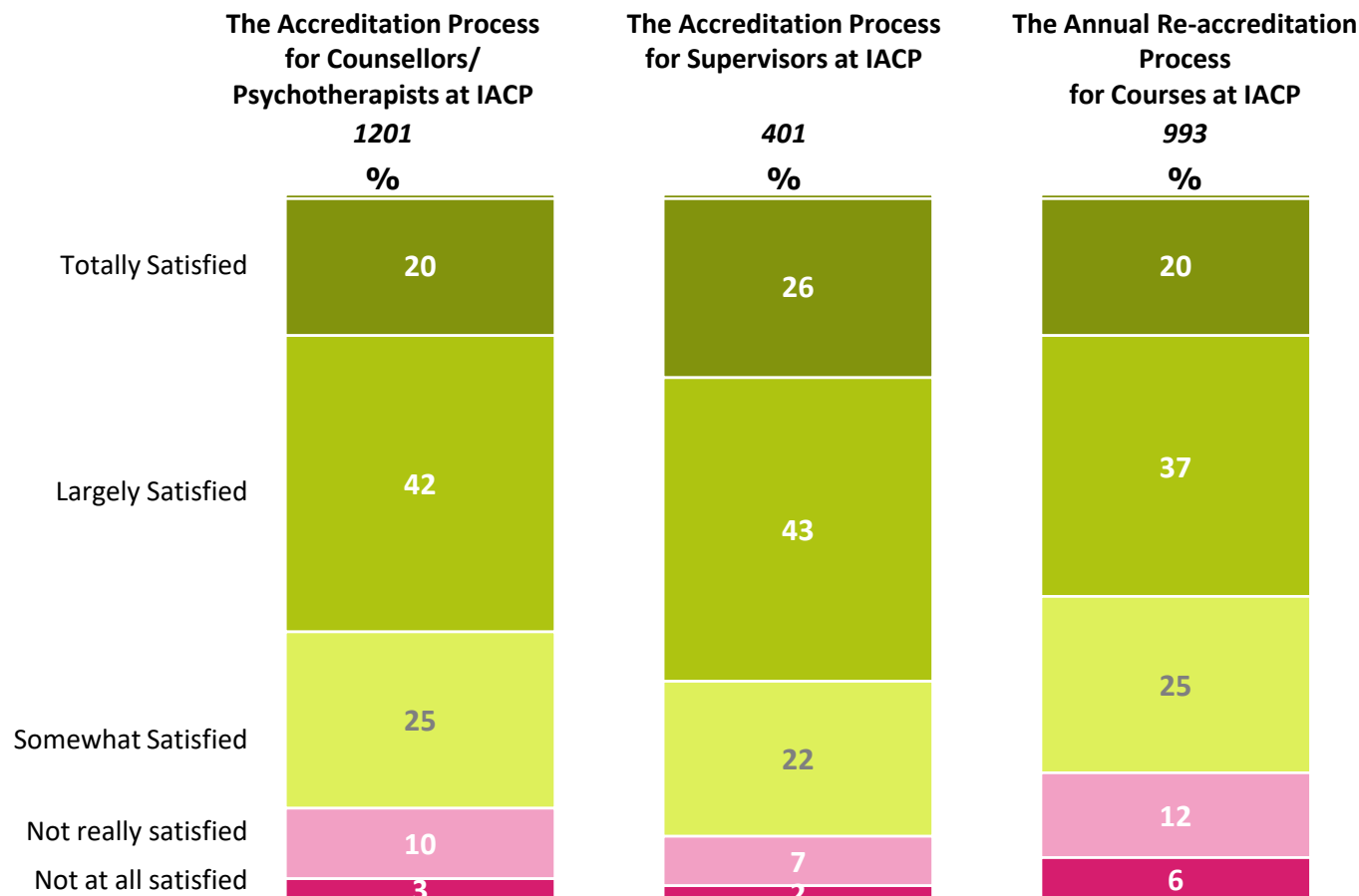
The pattern is very similar to previously, with greatest positivity in relation to online courses, Covid 19 updates etc. Particular growth for Free online CPD. Attitudes to the organisations media engagement and lobbying also more positive than heretofore.



## Professional Accreditation & Supervision

# Professional Accreditation Process

Base: All availing of each



Any good	2021	61	69	57
	2018	72	67	65
	2015	41	40	39

Perspectives of accreditation and re-accreditation process broadly very satisfactory but with slight slippage apparent (not supervisors.)

# Professional Accreditation Process x Member Type

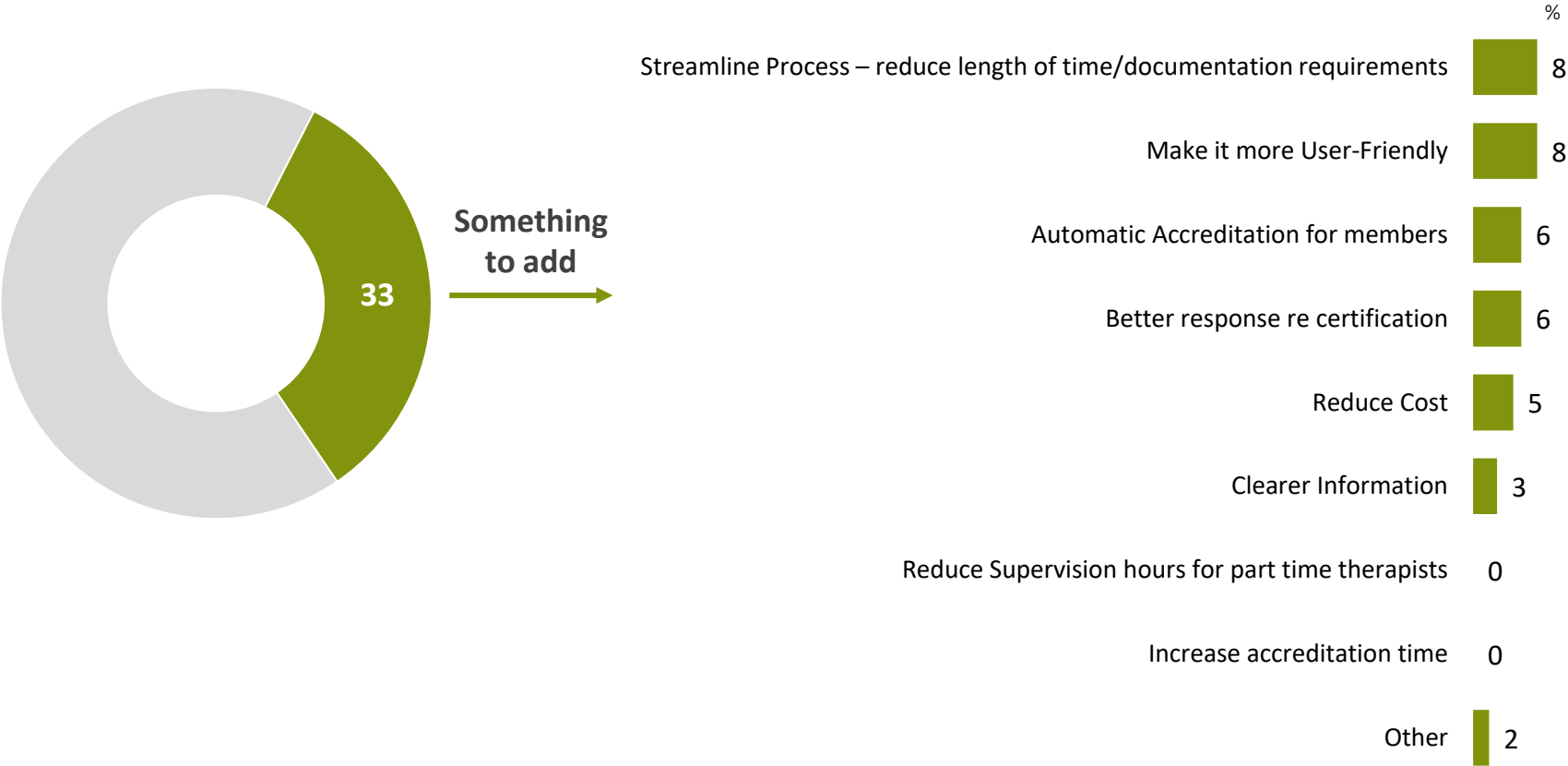
Base: All availing of each

Any good ...	All members	Gender		Age			Membership Type				
		Male	Female	26-35	36-55	56+	Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	Others
<b>Base:</b>	<b>1201</b>	<b>248</b>	<b>942</b>	<b>56</b>	<b>577</b>	<b>565</b>	<b>675</b>	<b>226</b>	<b>94</b>	<b>183</b>	<b>23*</b>
	%	%	%	%	%	%	%	%	%	%	%
The Accreditation Process for Counsellors/ Psychotherapists at IACP	61	60	62	46	55	69	67	74	37	39	52
<b>Base:</b>	<b>410</b>	<b>95</b>	<b>308</b>	<b>10*</b>	<b>142</b>	<b>257</b>	<b>117</b>	<b>229</b>	<b>28*</b>	<b>29*</b>	<b>7*</b>
	%	%	%	%	%	%	%	%	%	%	%
The Accreditation Process for Supervisors at IACP	69	69	69	30	58	76	64	75	57	45	71
<b>Base:</b>	<b>993</b>	<b>209</b>	<b>773</b>	<b>31*</b>	<b>420</b>	<b>541</b>	<b>635</b>	<b>234</b>	<b>37*</b>	<b>66</b>	<b>21*</b>
	%	%	%	%	%	%	%	%	%	%	%
The Accreditation Process for Courses at IACP	57	49	59	39	52	62	56	67	49	36	57

Focusing on those relevant to the different accreditation processes illustrates very broadly based positive feedback.

# One in three suggested changes to Professional Accreditation Process

Base: All members: 1,316

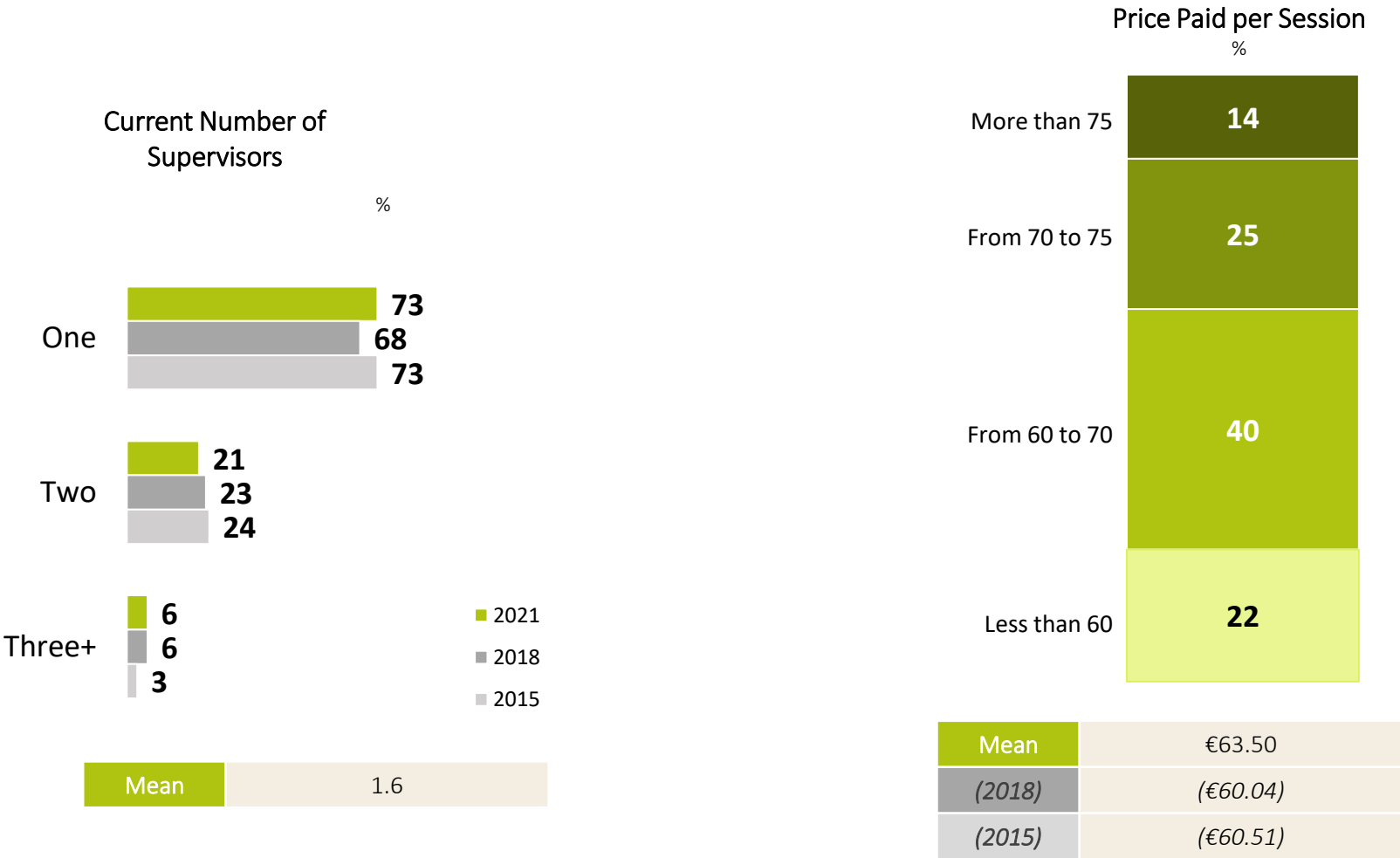


Just a third of members volunteered changes to the accreditation process, mainly focusing on streamlining, user-friendliness, automatic accreditation etc.

# Number of supervisors and price paid



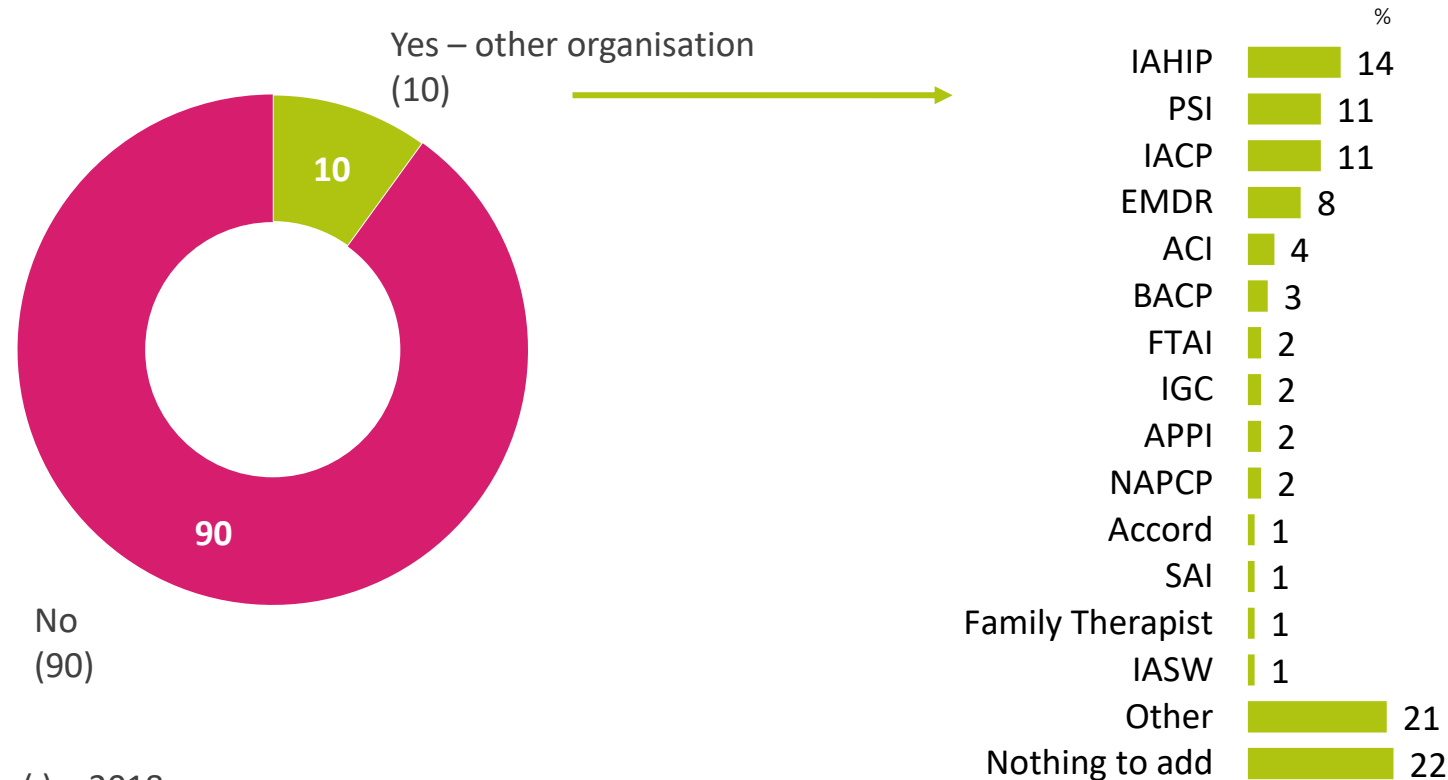
Base: All members: 1,316



# Supervisors outside of the IACP, IAHIP or BACP



Base: All members: 1,316



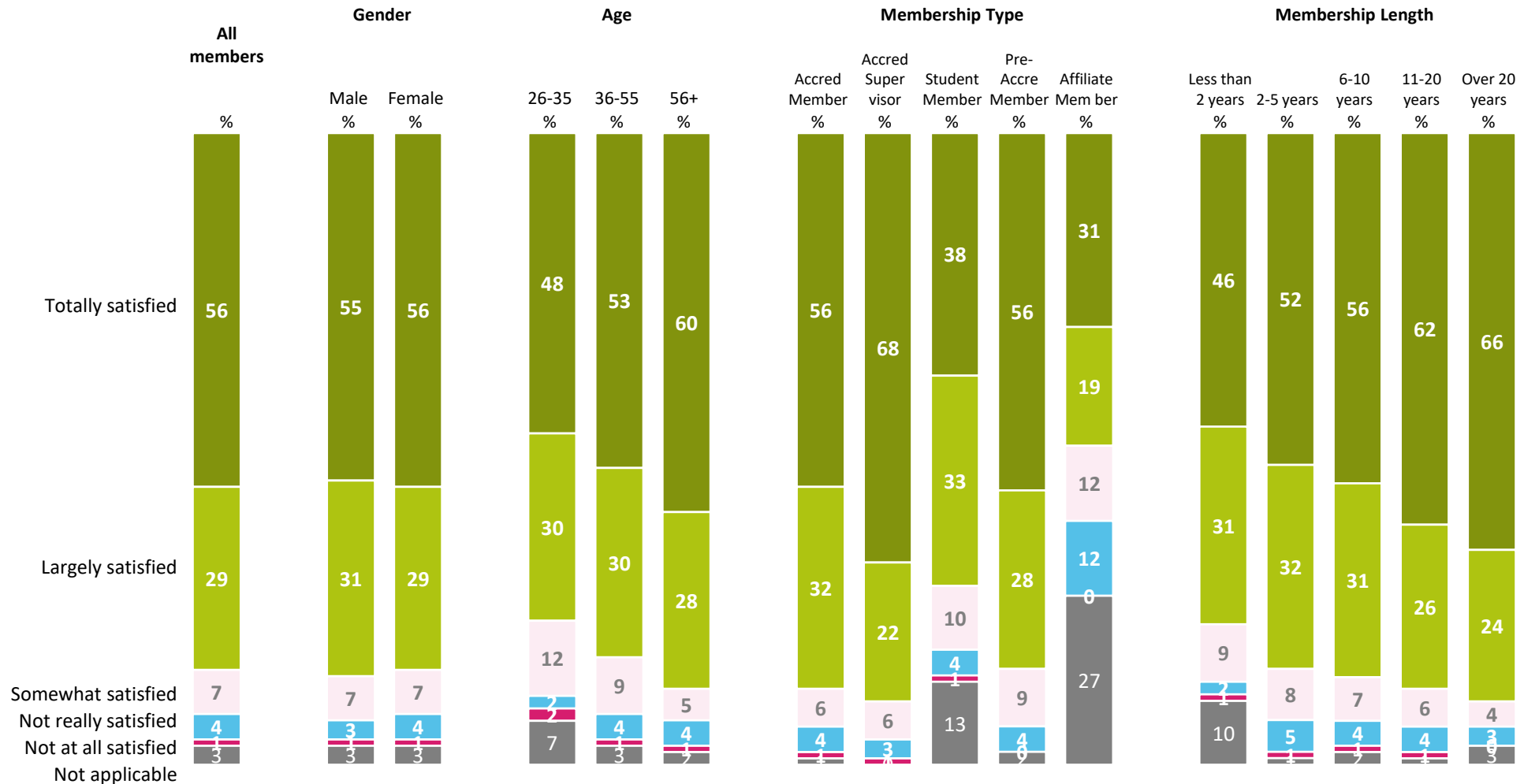
Figs in ( ) = 2018

About 1 in 10 indicate that they have a supervisor from another organization, largely in line with that seen before, with a broad range of organisations mentioned.

# Six out of seven satisfied with current Supervisor



Base: All members: 1,316



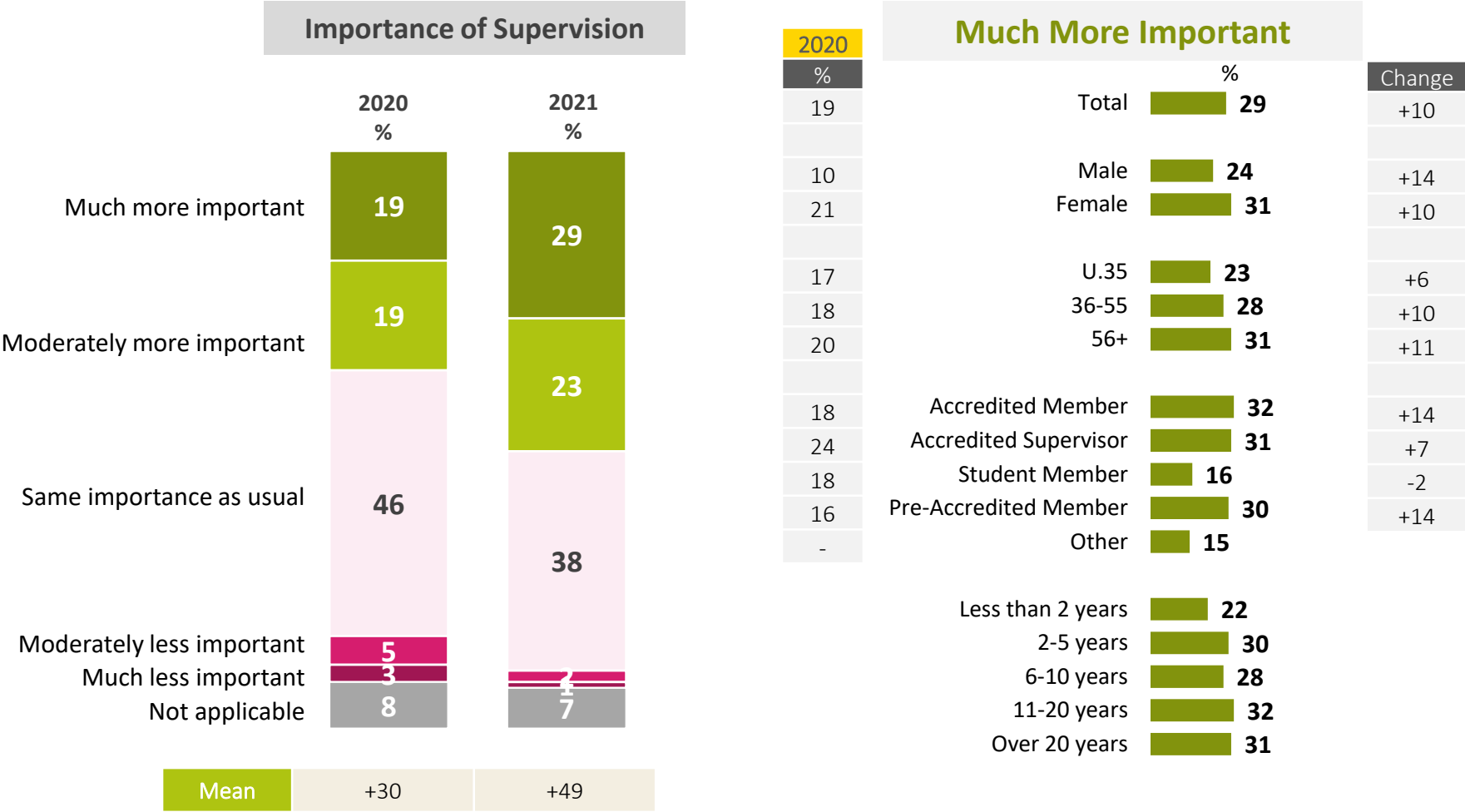
The vast majority profess themselves broadly satisfied with their existing supervisors and this seems to grow with both age and length as a member. As such accredited supervisors are the most complimentary.



# A significant growth in the importance of supervision



Base: All members – 1,316



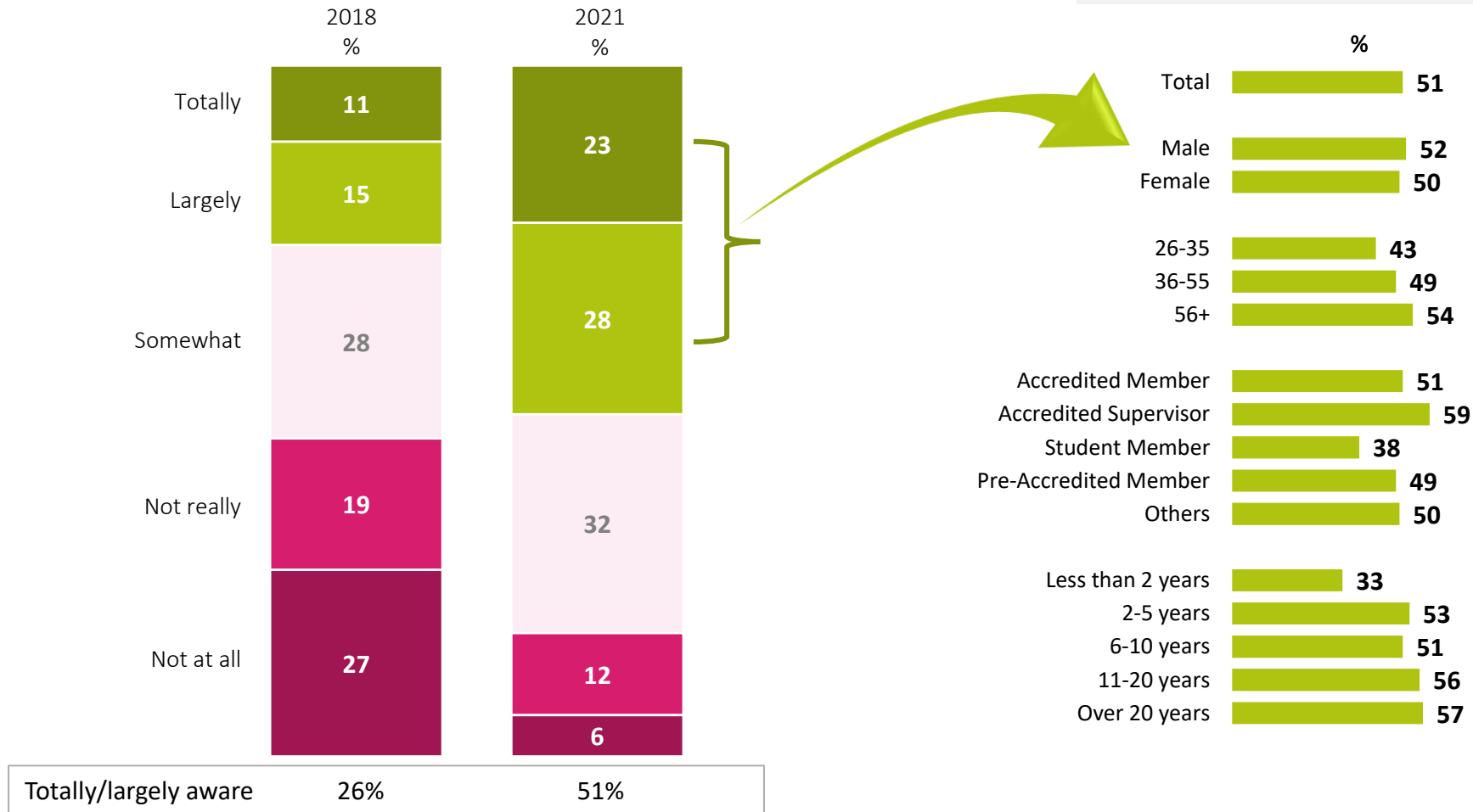
A majority indicate that their supervisor has become more important to them since the onset of the pandemic: again this grows with age and slightly in line with length as a member. Most significant growth among Members and Pre-Accredited Members



# Organisational Profile

# More than half now aware of IACP lobbying activity for talk therapies

Base: All members: 1,316

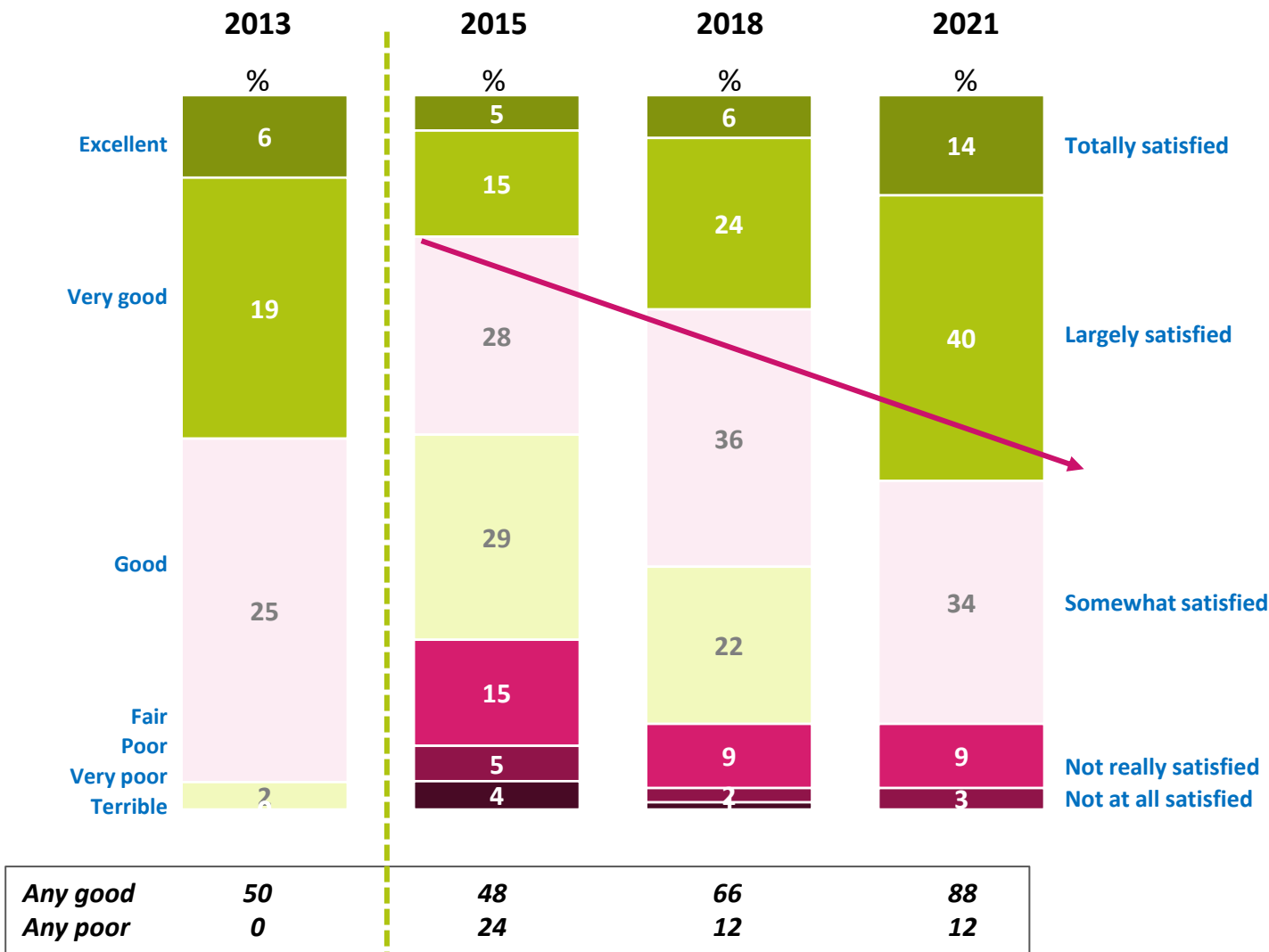


**Broad and growing awareness that the IACP has been lobbying actively for talk therapies with better knowledge of this older and amongst accredited members and supervisors. Students and younger members have lower awareness.**

# Satisfaction with IACP's National profile substantially up



Base: All members: 1,316



There is considerable and consistent growth in satisfaction with the IACP's national profile, with just 1 in 8 in some way critical. A majority now broadly positive.



# Satisfaction with IACP's National profile very strong too



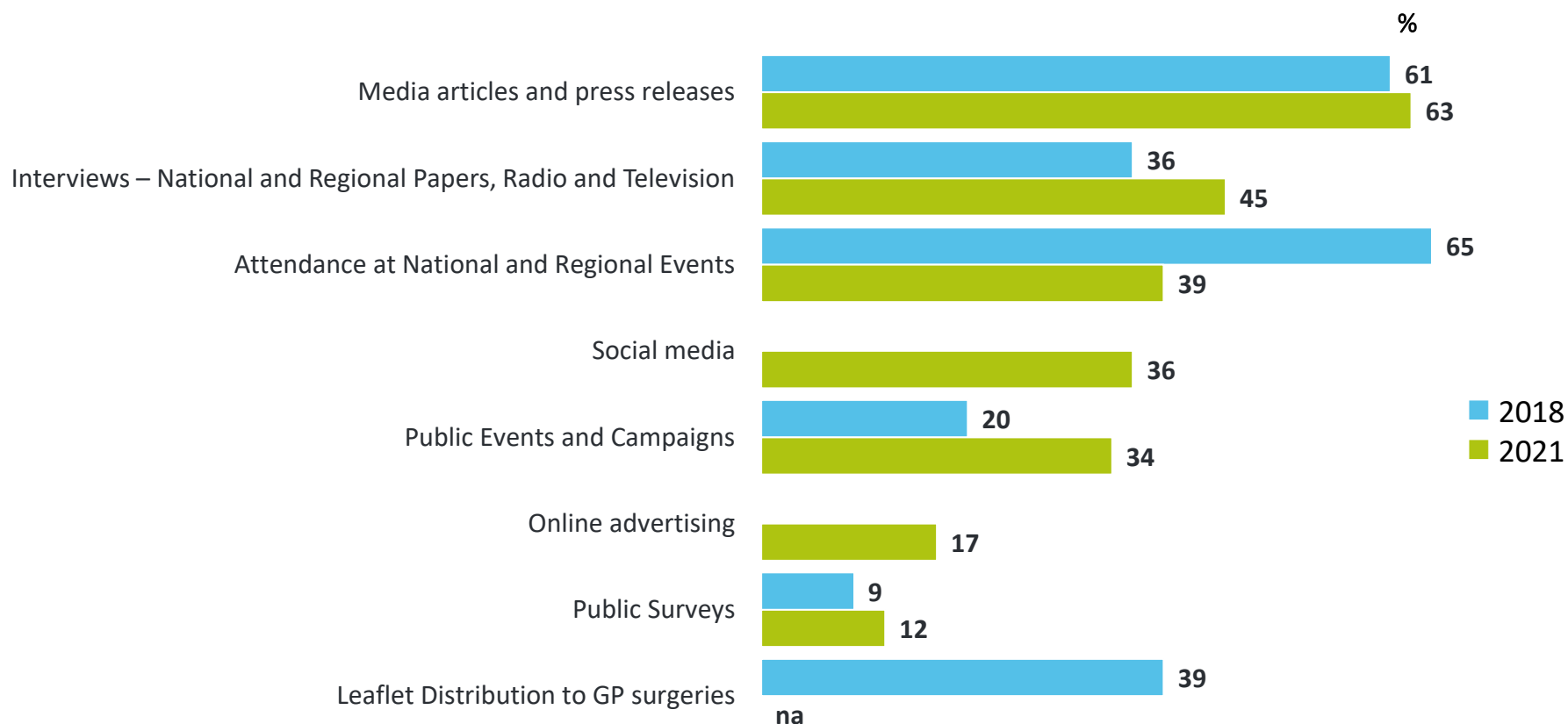
Base: All members: 1,316



Women, older members, those comparatively newer or very long-term in the organization most likely to be happy with its profile. A contingent in the 6-10 year region marginally less generous.

# Awareness of IACP Promotional methods

Base: All members: 1,316

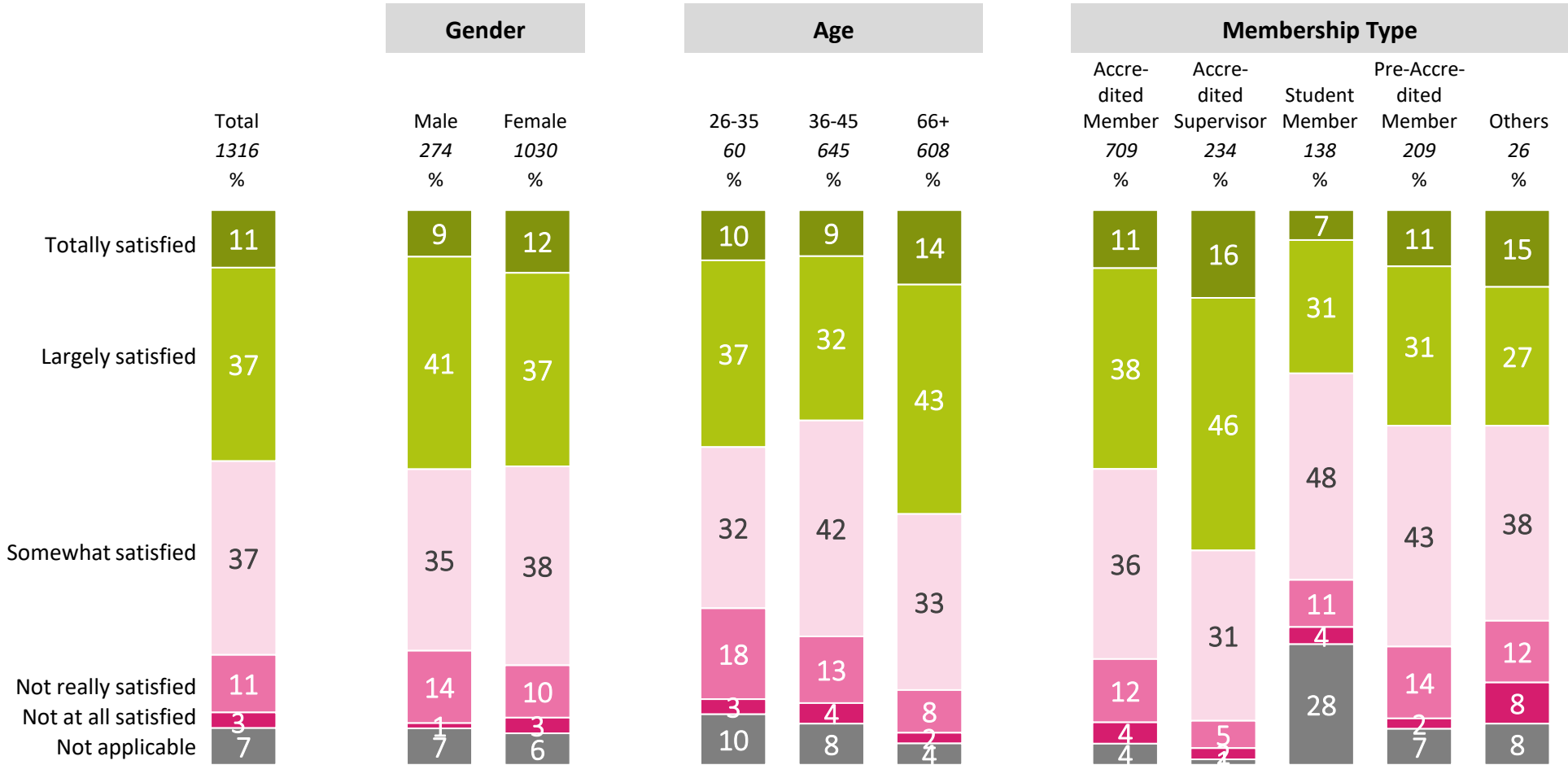


**Good awareness of the IACP issuing articles and press releases, getting interviews on national and regional media as well as attending national and region events (the latter having fallen since pre-pandemic levels). A third now reference social media and 1 in 6 online advertising and Public Events well up too.**

# Satisfaction with IACP’s promotion/advertising of counselling/psychotherapy



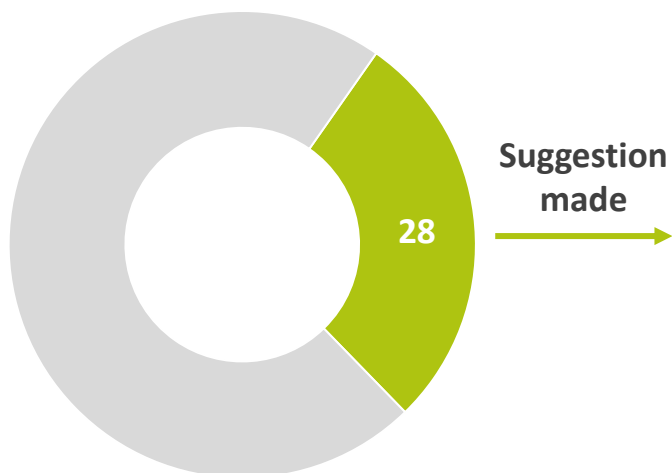
Base: All members 1316



Almost half are happy with the IACP’s promotion of the discipline, with relatively small numbers -higher younger- expressing some levels of dissatisfaction.

# Further suggestions for IACP promotional activity

Base: All members: 1,316



**Suggestion  
made**



**Slightly more than 1 in 4 had additional suggestions to make, with the placement of media advertising to the forefront, followed by liaising with healthcare professionals, information in schools, colleges and libraries and media representation and perhaps the sponsorship of mental health campaigns.**

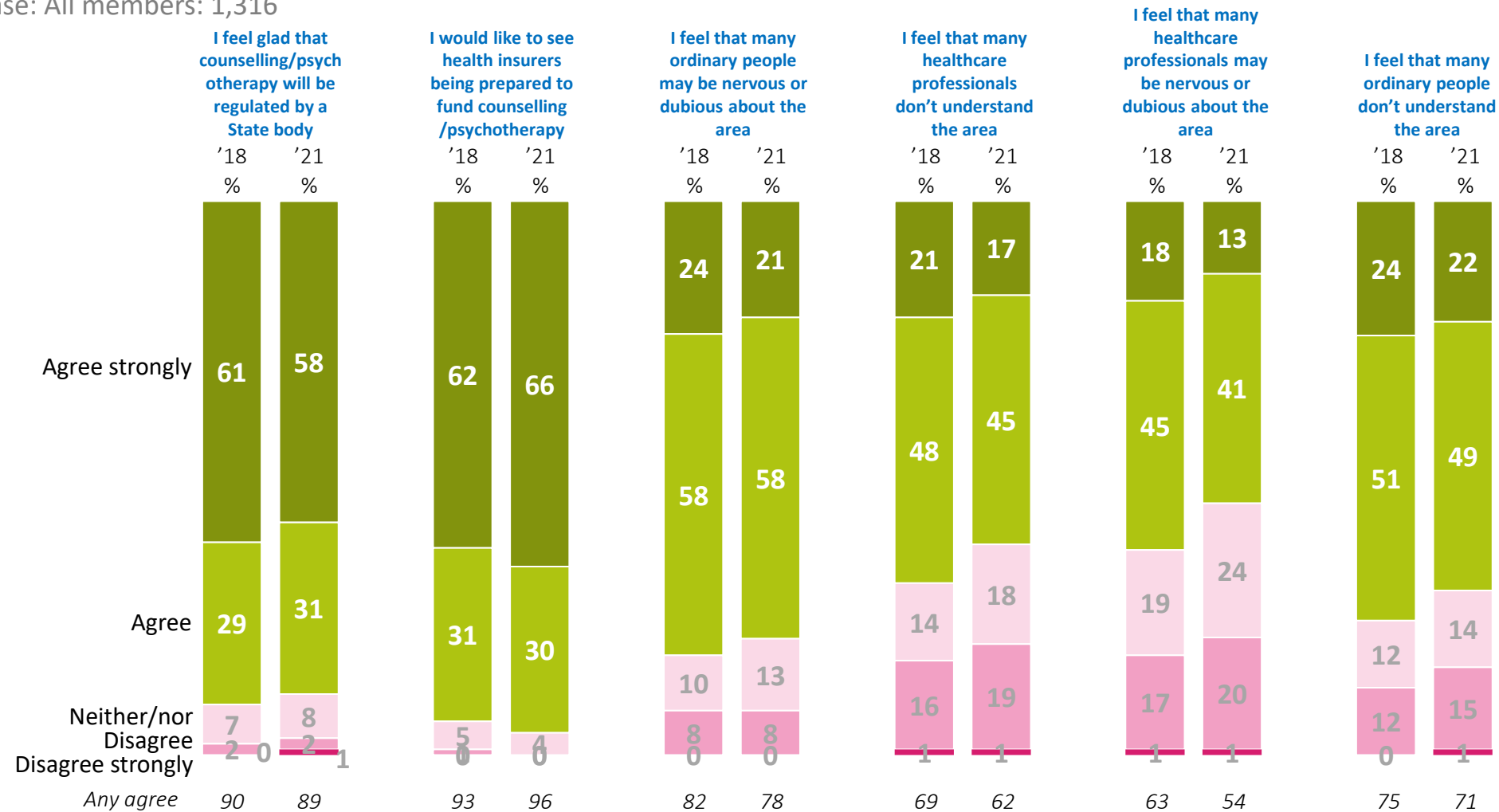


# Perceptions of Counselling/Psychotherapy & the Future

# Attitudes to C & P: keen for State regulation and insurer funding



Base: All members: 1,316



The broad pattern of attitudes in relation to counselling and psychotherapy is largely unchanged: most are positive about State regulation and very keen to see insurers funding treatment. There is acknowledgement that ordinary people and indeed healthcare professionals may be uncertain about the area, but these latter perspectives have started to soften.

# Attitudes to counselling/psychotherapy (any agree)

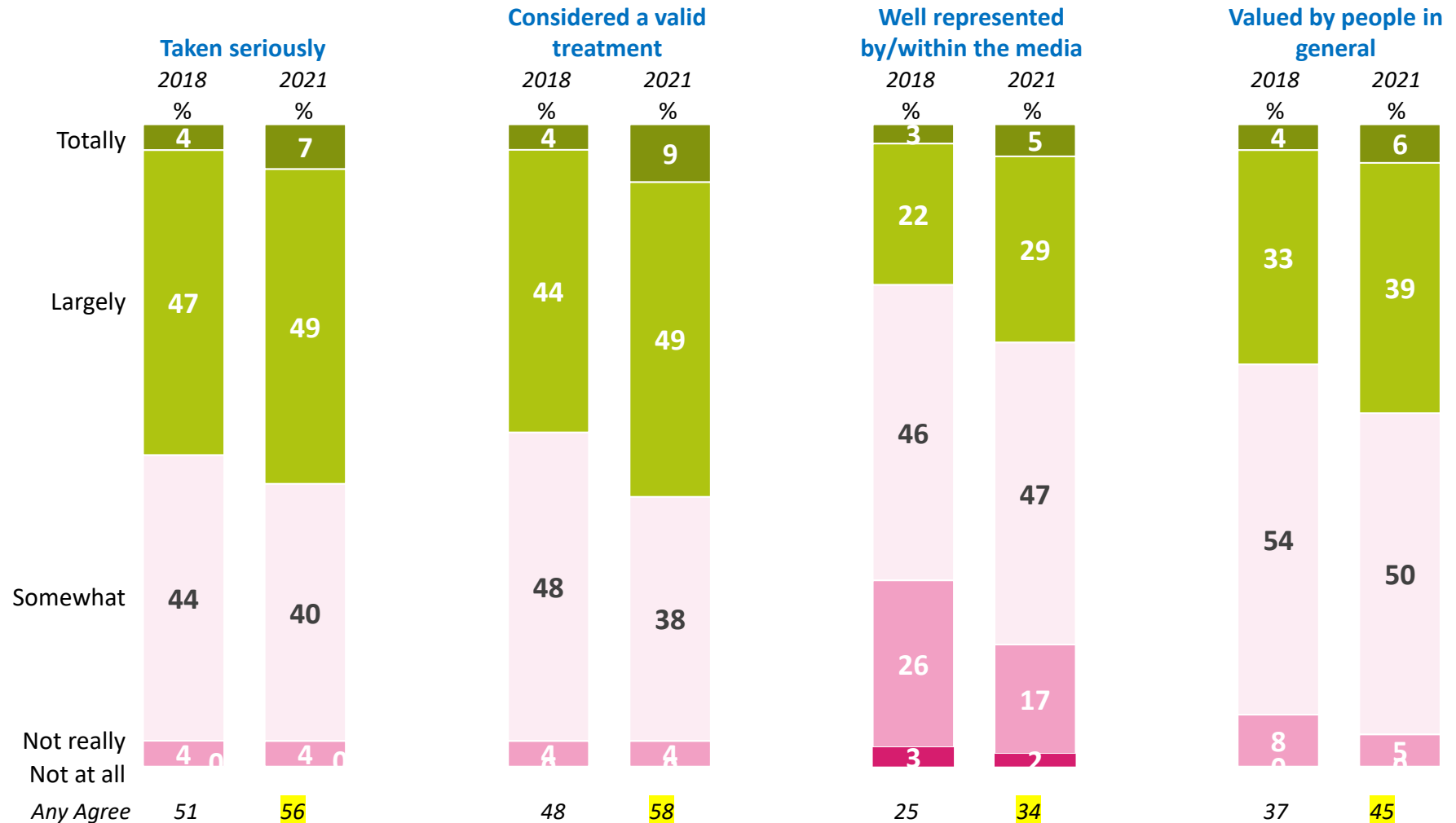
Base: All members: 1,316

Any good ...	All members	Gender		Age			Membership Type				
		Male	Female	26-35	36-55	56+	Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	Others
<b>Base:</b>	<b>1316</b>	<b>274</b>	<b>1030</b>	<b>60</b>	<b>645</b>	<b>608</b>	<b>709</b>	<b>234</b>	<b>138</b>	<b>209</b>	<b>26*</b>
	%	%	%	%	%	%	%	%	%	%	%
I would like to see health insurers being prepared to fund counselling /psychotherapy	96	96	96	100	96	96	96	94	97	97	100
I feel glad that counselling/psychotherapy will be regulated by a State body	89	87	90	87	90	88	88	88	91	91	88
I feel that many ordinary people may be nervous or dubious about the area	78	77	79	88	77	79	77	73	86	85	85
I feel that many ordinary people don't understand the area	71	72	71	85	73	67	70	60	83	79	81
I feel that many healthcare professionals don't understand the area	62	63	62	85	61	61	61	62	69	64	58
I feel that many healthcare professionals may be nervous or dubious about the area	54	57	53	68	53	54	53	54	61	56	54

**Younger members and indeed students and pre-accredited members are much more likely to feel that the profession may be nervously or sceptically viewed by ordinary people, healthcare professionals and such like. Apart from promoting it more widely younger members may need greater reassurance.**

# Perceptions of Counselling/Psychotherapy

Base: All members: 1,316



There is growth acceptance that counselling and psychotherapy is more broadly considered a valid treatment, is taken more seriously and is becoming more valued. Less certainty however that it is well represented or valued within the media although both measures have grown significantly

# Perceptions of counselling/psychotherapy (any agree)

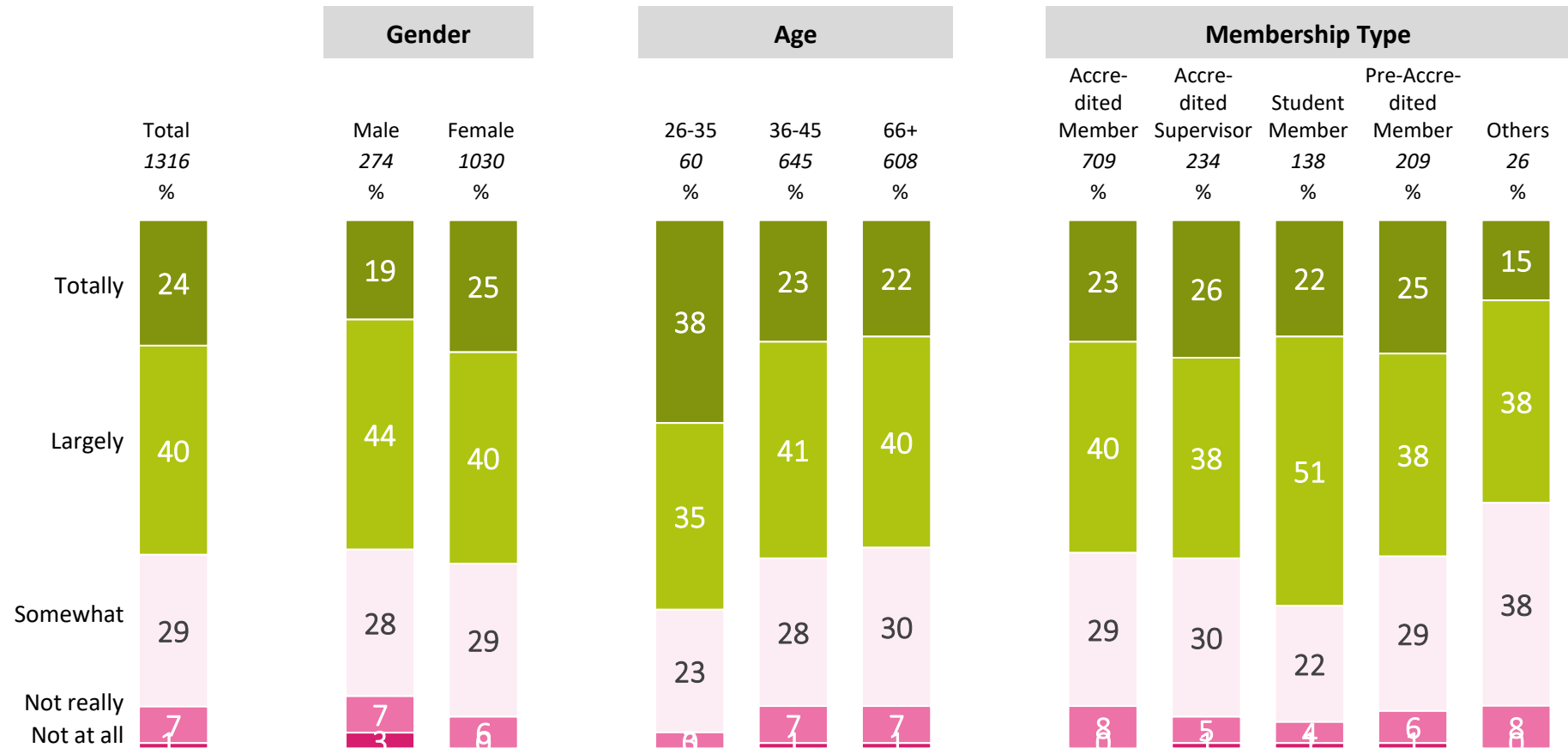
Base: All members: 1,316

Any agree ...	All members	Gender		Age			Membership Type				
		Male	Female	26-35	36-55	56+	Accredited Member	Accredited Supervisor	Student Member	Pre-Accredited Member	Others
<b>Base:</b>	<b>1316</b>	<b>274</b>	<b>1030</b>	<b>60</b>	<b>645</b>	<b>608</b>	<b>709</b>	<b>234</b>	<b>138</b>	<b>209</b>	<b>26*</b>
	%	%	%	%	%	%	%	%	%	%	%
Considered a valid practice	58	68	55	49	56	62	57	64	51	56	77
Taken seriously	56	63	54	48	51	62	54	66	41	59	73
Valued by people in general	45	55	42	40	44	46	45	51	34	44	35
Well represented by and within the media	34	38	33	26	32	38	35	36	25	36	23

Interestingly men, longer established members and notably those who go on to become accredited supervisors tend to have a broadly more positive perspective of the profession's external status and reputation.

# Impact of Covid-19 pandemic on raising profile of counselling/psychotherapy profession

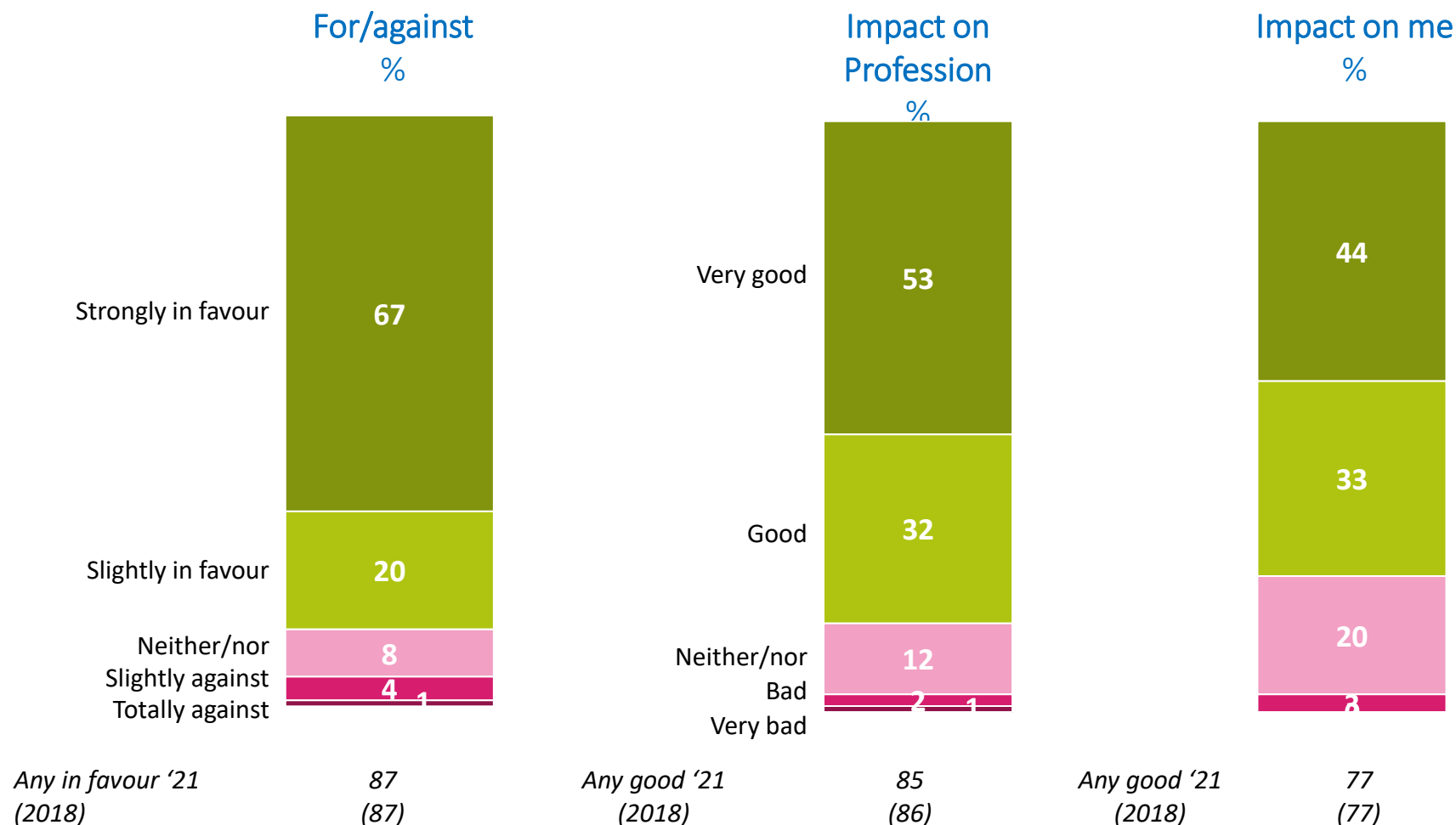
Base: All members 1316



The vast majority feel that the pandemic had a positive impact in terms of raising the profile of the profession; this is particularly the case younger and female, with students most likely to agree with this.

# Opinions on State Regulation

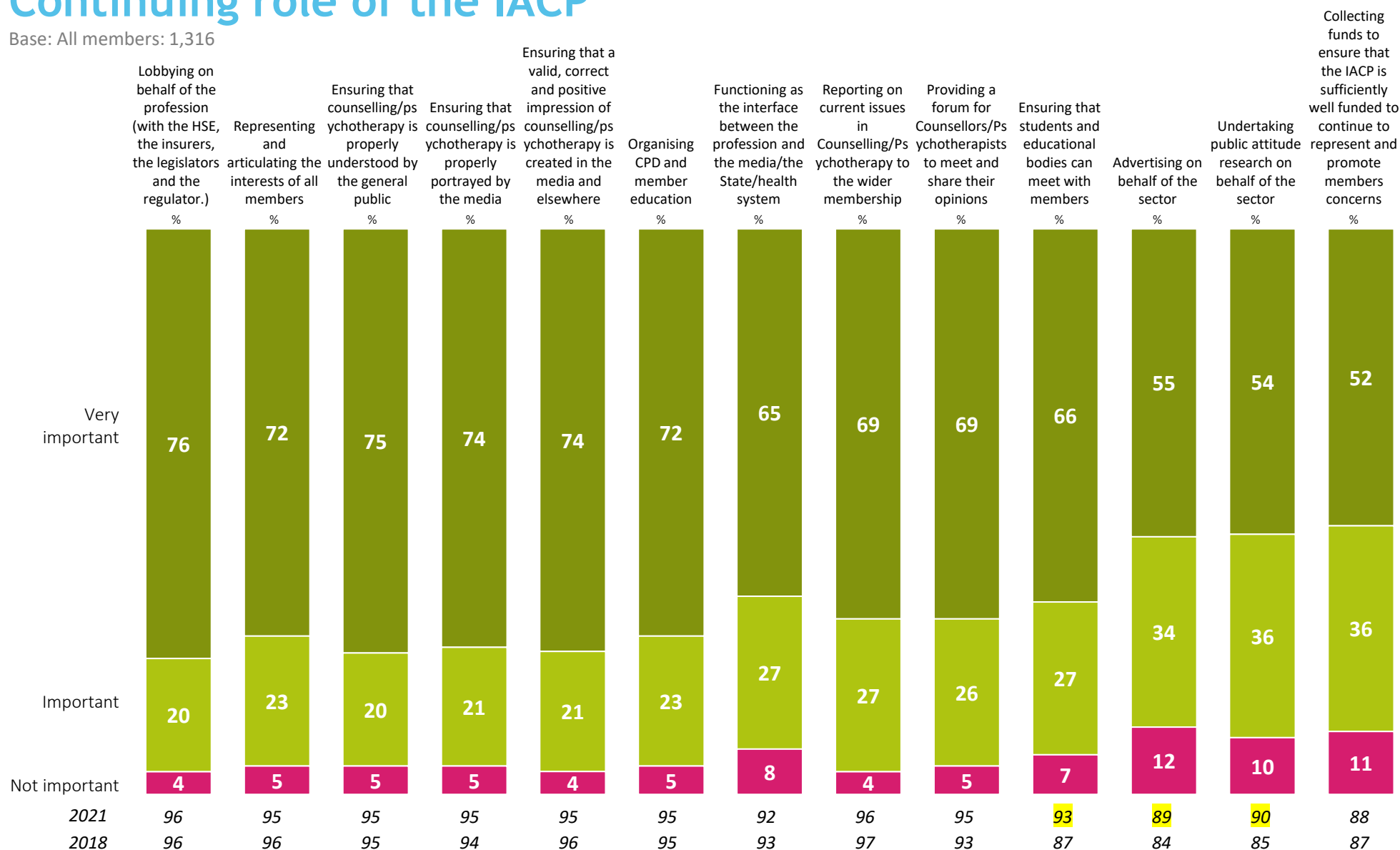
Base: All members: 1,316



The general perspective of State Regulator remains broadly very positive. Most are strongly in favour, feel it would be good for the profession and indeed beneficial for themselves. Almost no change in these regards.

# Continuing role of the IACP

Base: All members: 1,316

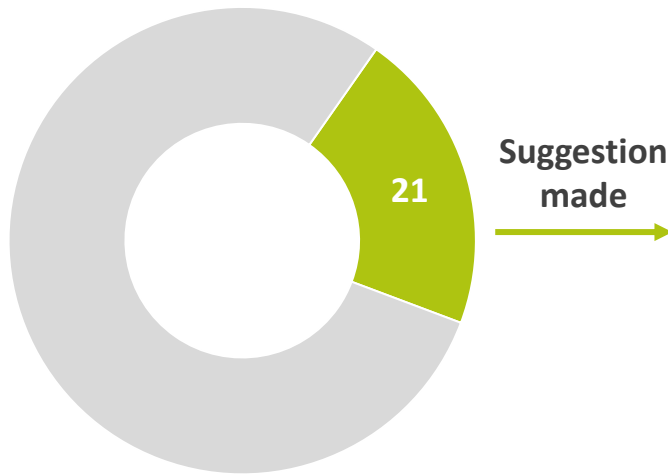


**Over the longer-term nearly all continue to see the IACP continuing to have an important role lobbying, representing and particularly ensuring that the profession is understood by the general public and within the media.**

Q.56c How important do you feel it will be, for the IACP to continue with each of the following functions?

# One in five suggested additional IACP priorities

Base: All members: 1,316



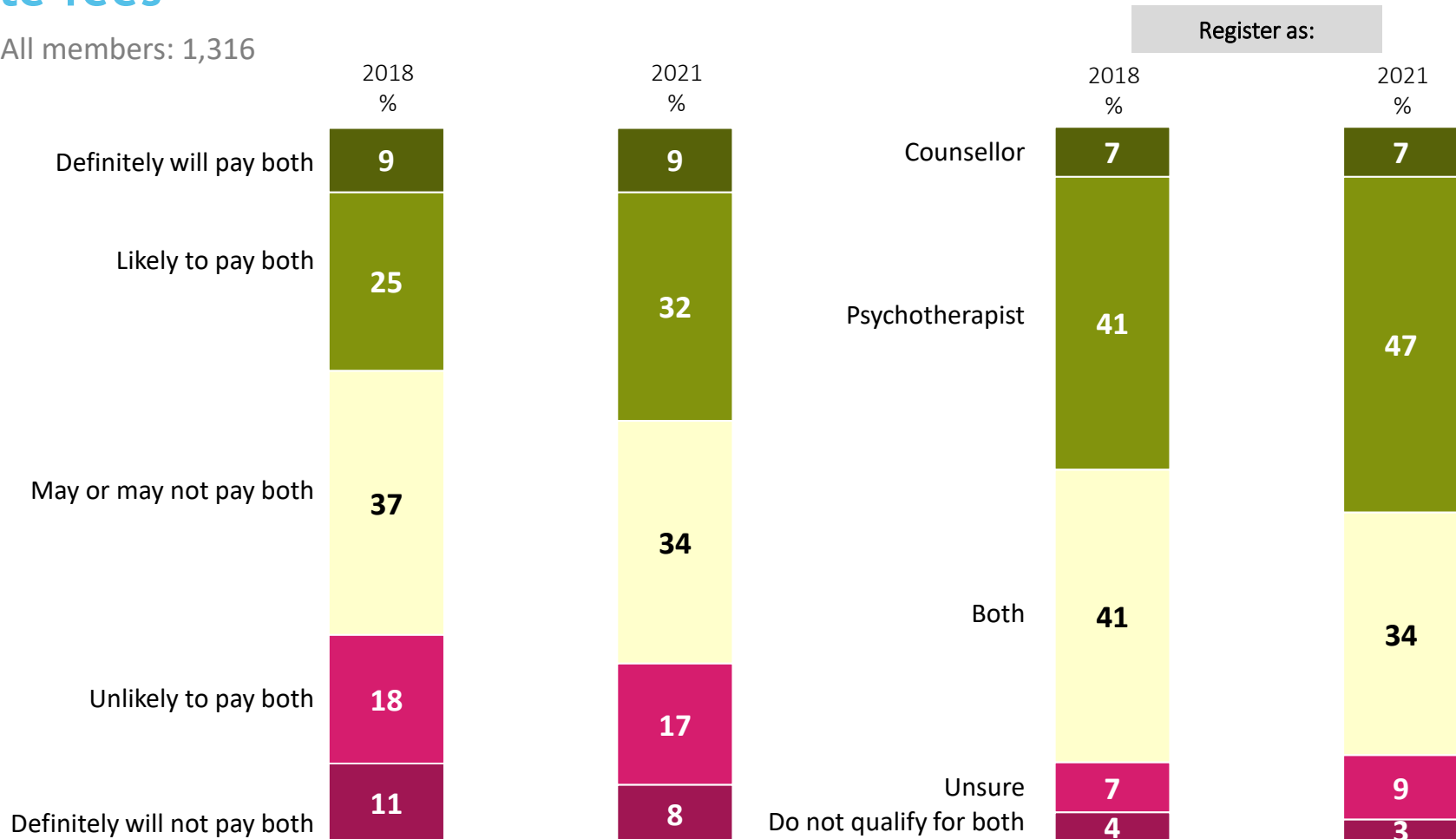
Suggestion  
made

	%
Regulation Process	3
Support Members/Represent their Needs	3
Set industry standard re Fees	2
Workshops/CPD for Therapists	2
Protect/Endorse Reputation of Counsellors	2
Maintaining Standards	2
Unworkable separate registers	1
Resolve VAT issue	1
Employment/Job Opportunities	1
Change public perceptions from needing counselling to showing the benefits of counselling	1
Streamline structure for students entering profession	0
Lobby TDs to improve mental health services in schools	0
Nothing/None/No/dk	2
Other	2

About 1 in 5 indicated additional areas that the IACP might focus upon, with regulation one element, followed by member support.

# After State registration increased number will pay IACP & State fees

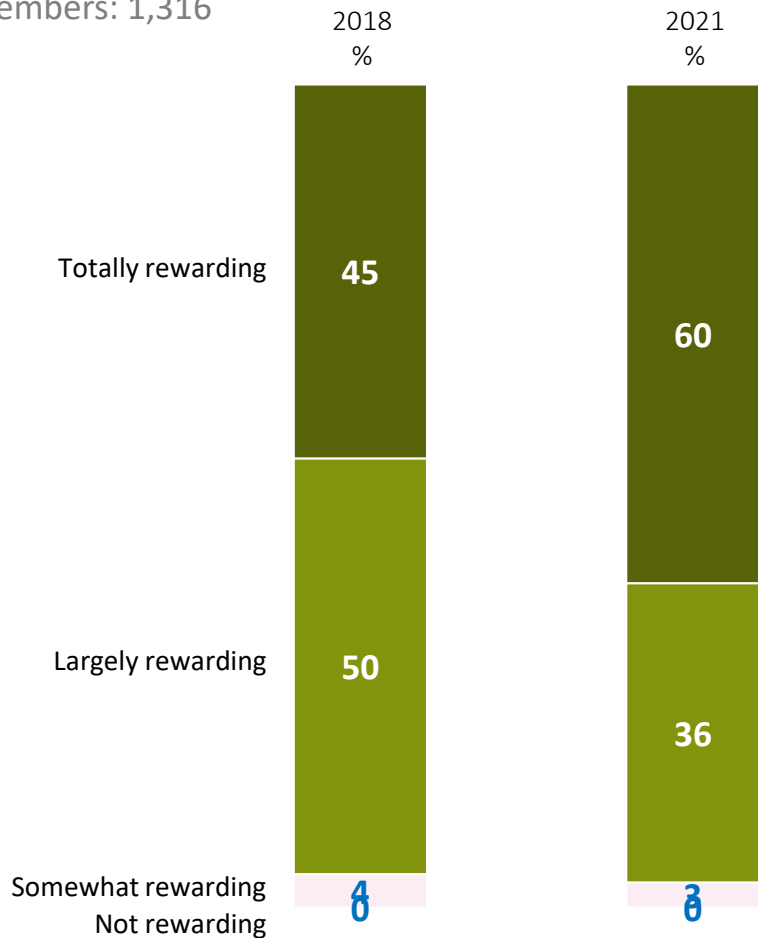
Base: All members: 1,316



There is a growing appetite to pay both fees/registration, with just a quarter feeling that they are unlikely to pay both. There is a slight preference for registering as a psychotherapist, or as both a psychotherapist and a counsellor, with only small numbers wanting to be a counsellor.

# Almost all find counselling/psychotherapy rewarding with significant top-box growth

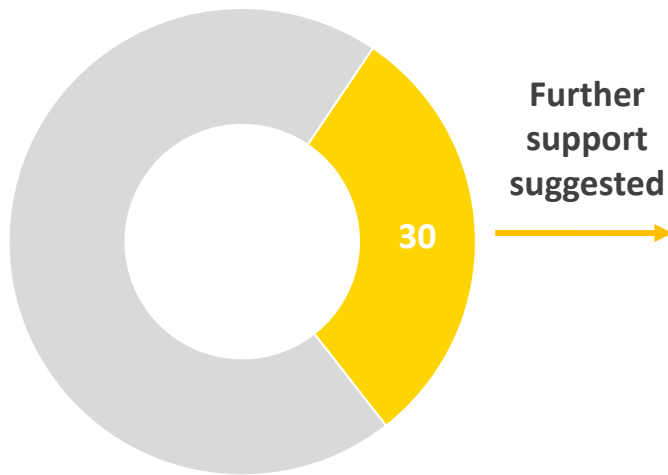
Base: All members: 1,316



A very substantial majority say that they find their work rewarding and this has built over the past 3 years.

# Further support from IACP in your journey as a counsellor/psychotherapist

Base: All members: 1,316



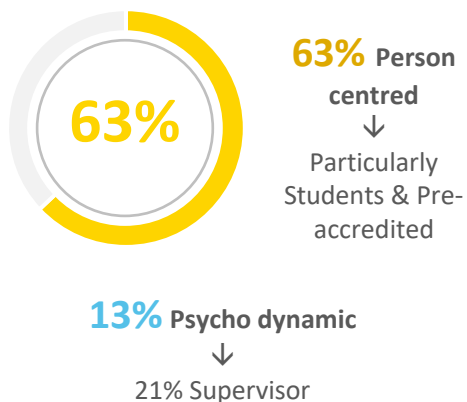
**3 in 10 suggest that they would like some more support from the IACP, with more workshops, webinars and training suggested, followed by being more supportive and accessible, reducing fees and holding more public events. Levels of mention (spontaneous) very low.**



## Summary of Key Findings

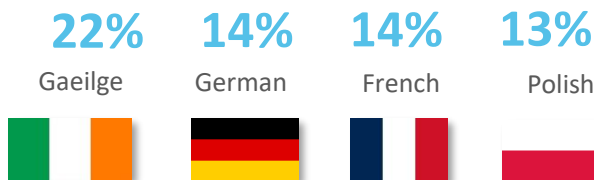
# Key Findings

## Vast majority follow a person-centred model of C&P

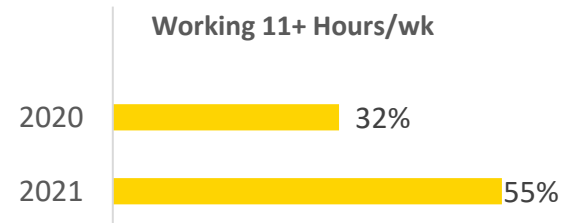


Just **one in eleven** from a different ethnicity/background.

**One in twelve** could work in another language...principally



Median hours worked have grown from **less than 7** (pandemic) to **more than 12 now**



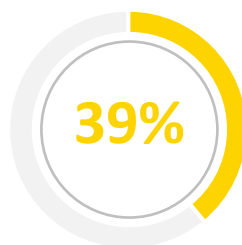
Many still worry (**62%**) about marketing although client sourcing is improving and **less word-of-mouth dependent**

**25%** now from own practice website  
**9%** from social media ads  
**5%** from online ads (Google etc)

**46%** still want more marketing training



## Most seem more work-focused than before



Work outside C&P (-20% since 2015)

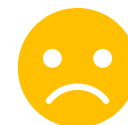
Most have reduced non C&P workload too

And 19 out of 20 find their work rewarding. Totally rewarding 45% → 60% in 3 years



**81%** back to face-to-face now

**40%** now mostly face-to-face (+42% mixed)



But most committed to offer both

**15%** spontaneously say that 'online can be effective' a key pandemic lesson



# Key Findings



**85%** taking online courses via portal

**83%** say online CPD good/very good

**80%** 'most value' free seminars (of all benefits)

**66%** see online CPD as key aspect of members areas

**62%** keen to return to face-to-face CPD



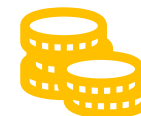
**59%** satisfied with IACP member support in the pandemic (**only 11%** not)

**51%** aware of IACP  
lobbying for talk therapy  
(+25%)

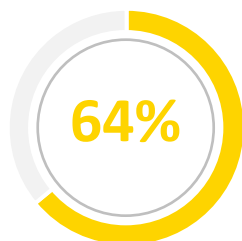


**54%** happy with IACP  
National Profile (+24%)

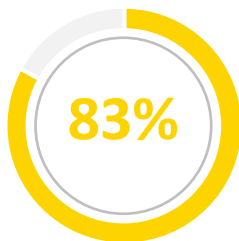
**41%** will pay both  
IACP/State fees (+7) and  
**34%** may pay both



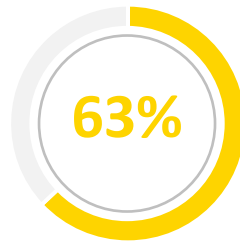
## The pandemic has been good and bad



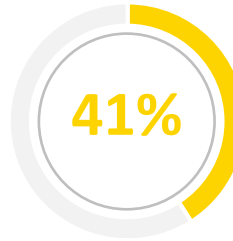
Feel pandemic **raised**  
profile of C&P



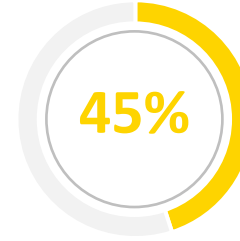
Work **impacted** by  
pandemic  
(-12%)



**Negative** impact on  
peer connection/  
support  
(+9%)



**Negative** impact  
on ability to offer  
C&P  
(-22%)



**Negative** impact on  
own wellbeing  
(+6%)

# Thank you.



RESEARCH  
& INSIGHT

*Milltown House  
Mount Saint Annes  
Milltown, Dublin 6 - D06 Y822  
+353 1 205 7500 | [www.banda.ie](http://www.banda.ie)*

## Delve Deeper

## Summary & Conclusions

- Counselling and psychotherapy appears to be returning to normal after the pandemic, with a five-hour average increase in hours worked and most back offering face-to-face counselling. 36% are working more and just 17% less.
- Longer-term most look like they will continue to also offer remote counselling, and it seems likely that the vast majority will revert to face-to-face.
- While Covid had an impact and left numbers in the profession isolated and unsupported, it shone greater light on the importance of the profession (and also illustrated that the organisation has been very supportive). Most are seeing more new clients and indeed also former clients returning. Vast majority find their work totally rewarding (+15% to 60%)
- An upsurge in presentation of patients with relationship difficulties, depression etc. and many are fearful of rising numbers.
- Supervision has become much more important to members.
- The pandemic has helped to prove that “online counselling is effective”, but also boosted the valuing of counselling and psychotherapy and the sense that it is an essential service.
- CPD perspectives are very positive and perspectives of the portal good.

## Summary & Conclusions

- Many would like workshops with guest speakers at regional AGMs and most are complimentary about the IACP's provision of members meetings online, and indeed their support of members throughout the pandemic.
- Reactions to the website broadly positive and playback and member benefits good too.
- Good growth in awareness of IACP lobbying and indeed escalating satisfaction with the organisations national profile.
- While broad attitudes to counselling and psychotherapy have not substantially altered, there is an easing of doubt about the validity of counselling and psychotherapy as a treatment, although younger members may need some reassurance in this regard.
- Still continuing support for the idea of State regulation and encouragingly a growing number prepared to pay both fees, suggesting that there is a broad role for the IACP still. Indeed many of the organisations activities have become more important to members.