

MEMBERSHIP



Survey of the Profession

Highlights

January 2024

Survey of the Profession November 2023

- Biannual: previous survey held in May/June 2023
- Provides an insight into our performance against KPIs
- Temperature gauge from our membership globally

- Wave 24 held in Oct/Nov 2023
- In the field for four weeks
- Scores presented reflect **this wave only**

Changes to weighting for wave 24

In previous waves of the research, data was weighted to be representative of members by region and member grade.

In this wave of the research the data has been weighted by region, member grade, and now, age.

The impact of the new weighting on the KPIs for this wave is small. However, this approach should provide a more accurate picture of the profession.

Age	% of respondents	% after weighting
18-34	10%	22%
35-44	18%	20%
45-54	24%	27%
55+	47%	30%

*PNTS = 'prefer not to say'

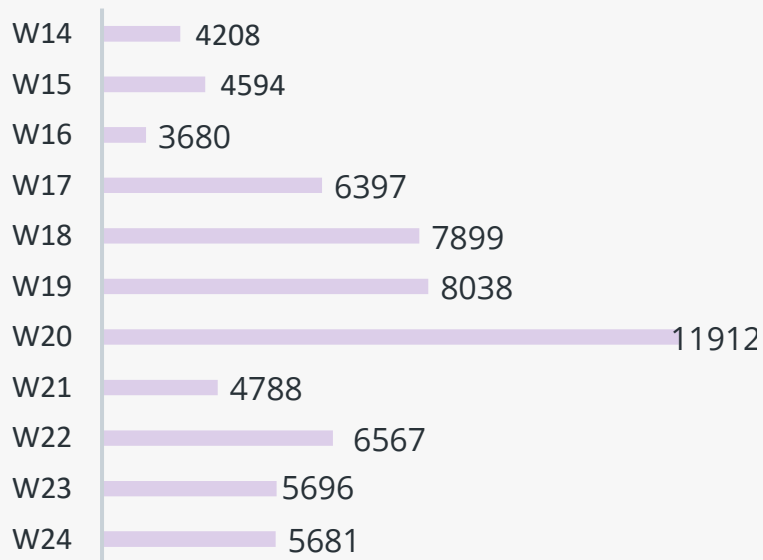
Member grade	% of respondents	% after weighting
APC Candidate	12%	18%
Associate Candidate	1%	1%
Associate Member	4%	5%
Fellow	19%	11%
Professional Member	64%	65%

Numbers do not add to 100% due to PNTS* option and some missing data

Region	% of respondents	% after weighting
Americas	3%	2%
Asia Pacific	14%	14%
Europe	10%	7%
Middle East and Africa	9%	6%
UK & Ireland	64%	71%

Response rates

Over time



October/November 2023

Region	Contacts provided	Responses received	Response rate
Americas	3,270	193	5.9%
Asia Pacific	19,787	793	4.0%
Europe	9,267	592	6.4%
Middle East and Africa	7,691	483	6.3%
UK & Ireland	97,277	3,620	3.7%
Total	137,292	5,681	4.1%*

* response rate is consistent with the previous wave

Demographics

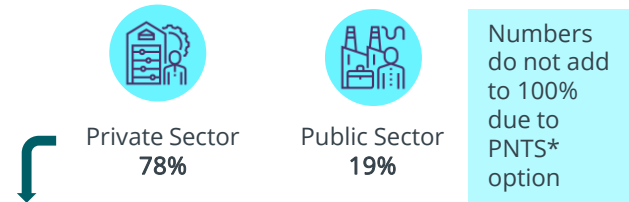
Gender	
21%	Female
76%	Male
3%	PNTS*

Age	
22%	18-34
20%	35-44
27%	45-54
30%	55+

Membership length						
Years						
<1	1-3	4-5	6-9	10-19	20+	PNTS*
10%	16%	8%	11%	18%	35%	2%

Professional sphere	
Construction and built environment	43%
Valuation and Investment Advisory	16%
Commercial Real Estate	14%
Land and Natural Resources	9%
Residential Real Estate	3%
Cross-sector	3%
Business Compliance	<0%

Public/private sector



Private sector organisation size



Executive Summary

Key KPIs remain consistent with the previous wave

The majority of **KPIs are unchanged or showing minor changes from the June wave**. This is following the significant increases to KPIs in Autumn 2022. This wave we recorded:

- NET **satisfaction** is 50%, minor increase (+1pp).
- The average **'trust'** score is 64%, slight decrease (-2pp).
- The average **'influence'** score is 52%, unchanged from the last wave.
- NET satisfaction has increased across the regions, but remains lowest in the UK & Ireland (42%) and has risen most across Europe (+3pp).
- Asia Pacific (+2pp) and The Middle East & Africa (+1pp) experienced minor increases in satisfaction.
- Satisfaction among APC candidates had a minor decrease (-1pp) after their 12pp increase in the last wave.

Advocacy remained stable

Very likely to recommend joining profession

- The proportion who are 'very likely' to recommend joining the profession has increased consistently since November 2021, and is now 36%, up +1pp this wave. 67% are 'likely' to recommend

Advocacy (speak highly – speak critically)

- The overall advocacy score remains unchanged at 32%.
- Increases in advocacy in MEA (+2pp), APAC (+5pp) and Europe (+2pp) continue to drive improvements this wave
- Advocates for the profession praise the opportunities RICS can provide and the respect gained. They also sight training provision and the benefit to their reputation from being RICS members.

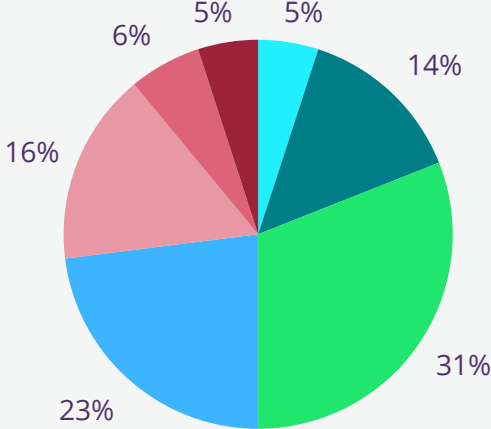
KPI growth is focused in MEA

- **As the last wave the increases are coming mainly from MEA and APAC.**
- However, due to their lower membership figures, this is not driving the overall numbers up significantly.
- MEA sees significant increases in both NET satisfaction and advocacy scores compared to last wave.
- Demonstrating the functional benefits of membership will be important to rebuilding trust alongside the implementation of our new strategy.

Satisfaction

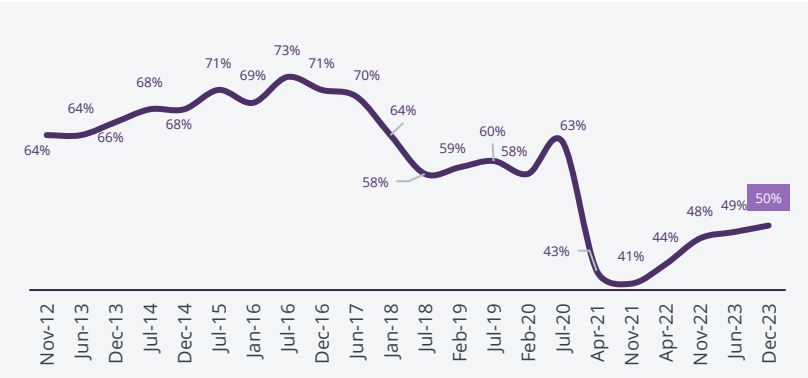
Overall satisfaction with RICS membership

- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Extremely dissatisfied



NET: Dissatisfied 27% (+1 vs. W23)	NET: Satisfied 50% (+1 vs. W23)
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NET: Satisfied with RICS – over time



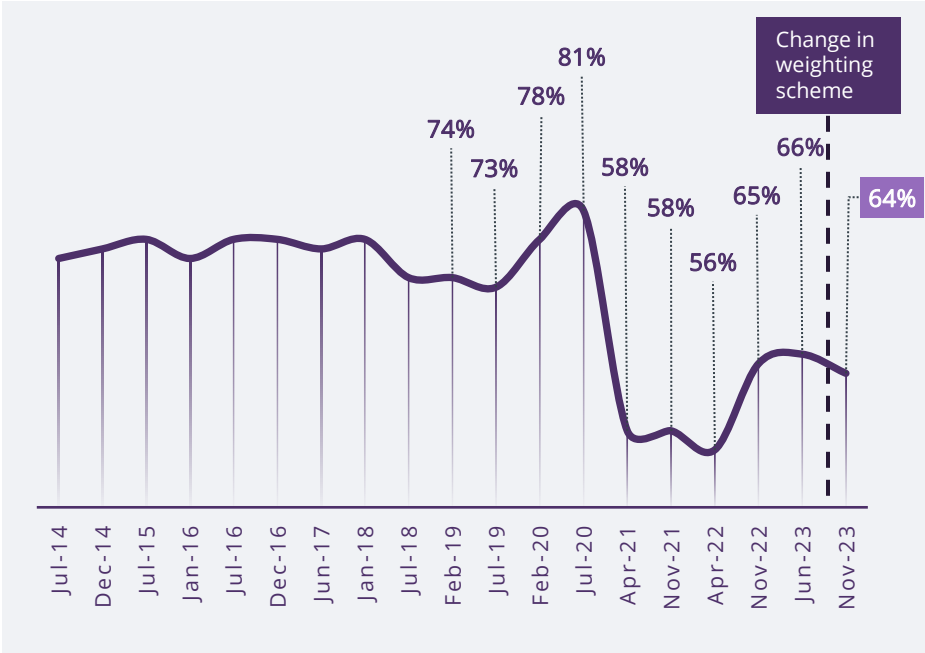
Increase in all Markets

UK&I	42%	(=)
Americas	64%	(+1)
Asia Pacific	74%	(+2)

MEA	75%	(+1)
Europe	55%	(+3)

Trusted by our stakeholders and society

Average trust score - overtime



Measured against six statements

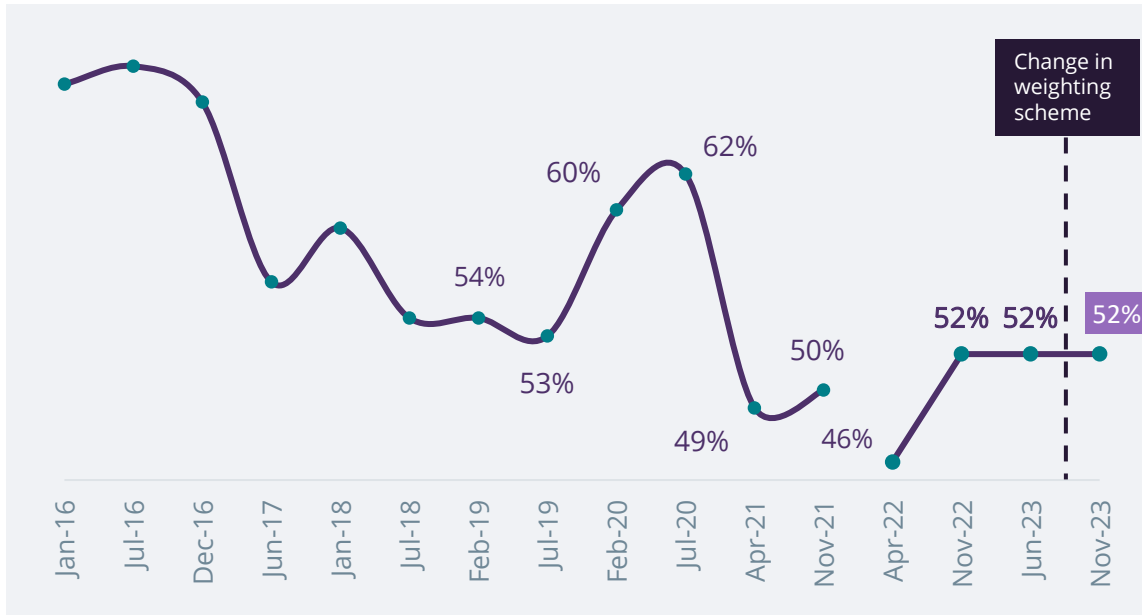
1	RICS effectively regulates the profession to maintain and improve professionalism	73% (-3)
2	RICS effectively regulates the profession to maintain public trust	68% (-3)
3	RICS increases the status and recognition of the profession and its standards by governments and markets	66% =
4	Maintaining professional qualifications and standards in the surveying profession	66% (-1)
5	Providing assurance that standards are being met	56% (-1)
6	Supporting professional development by providing guidance and support	55% (-1)

Overall Trust score for this wave is 64% down 2pp from last wave

Influential thought leader

Average Influence Score - overtime

Average score is calculated as an average of the proportion who rates RICS 7-10 out of 10 or agrees with the statement across the 8 metrics. Please see the appendix for a breakdown of how the metrics have changed since July 2020.



Measured against 8 statements:

RICS shows leading thinking through:		
1	Economics and market analysis	66% = *
2	Research and insights	63% =
A thought leader on:		
3	Issues of sustainability	59% (+1)
4	D & I	48% (+2)
5	Data and Technology	44% (+1)
6	Giving expert advice for Governments, NGOs and other decision makers	45% (-1)
7	Ensuring the profession is recognized and standards adopted	55% (-1)
8	Influencing public policy	40% (-1)

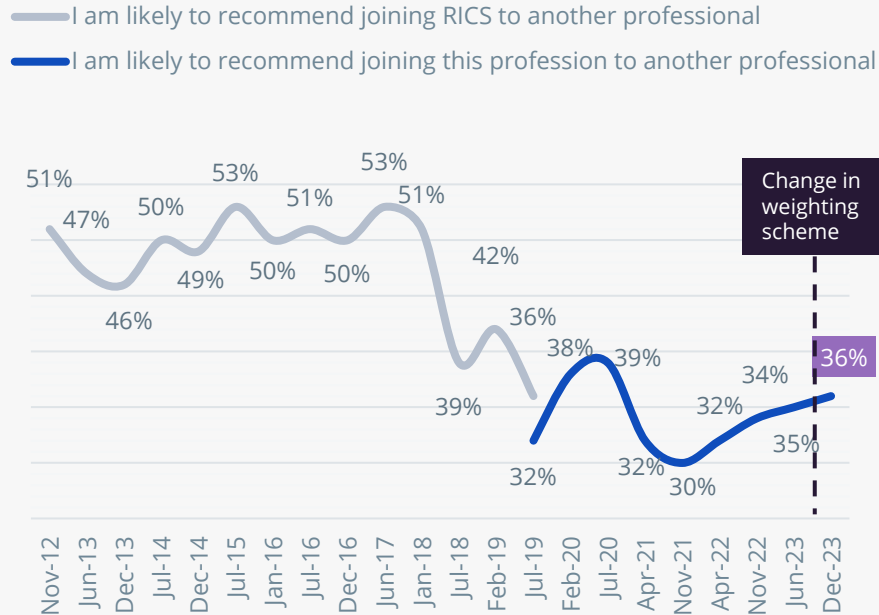
Overall influence this wave 52% (* =)

minor changes to scores in individual statements from last wave

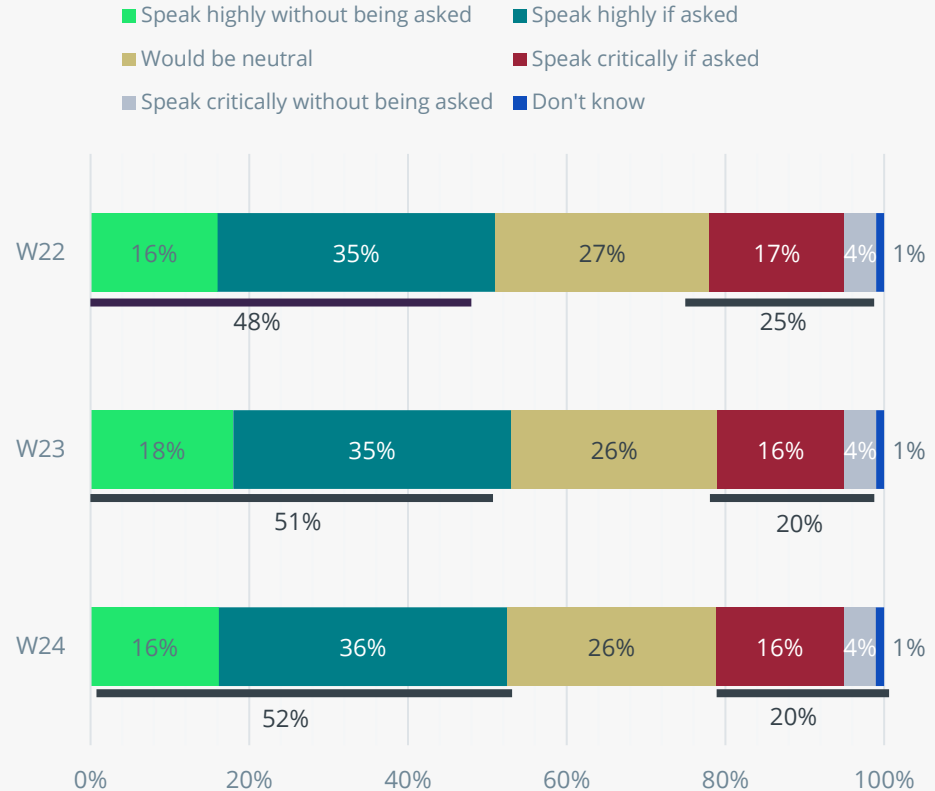
Advocacy

Advocacy is measured by two elements:

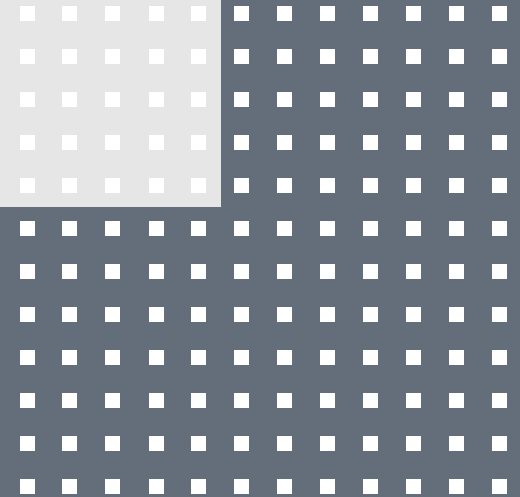
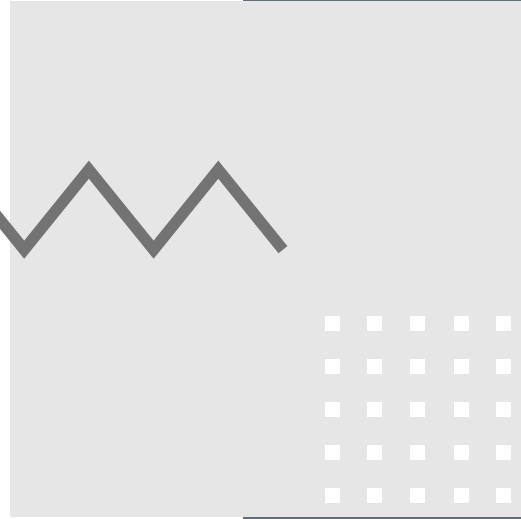
1 Recommendation to join the profession has increased by 1pp to 36% ('very likely')



2 How would they speak about RICS has increased by 1pp to 32%



Regional summaries



Regional summary:

Americas

69% Average trust score

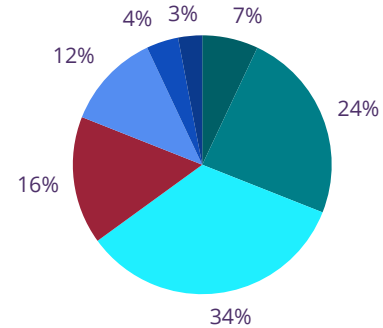
57% Average influence score

74% Likely to recommend joining the profession

+55 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 193

Overall satisfaction with RICS membership



NET:
Satisfied
64%
(+1 vs. W23)

NET:
Dissatisfied
19%
(-1 vs. W23)

Transparency of RICS in each of the following



Regional summary:

UK & Ireland

59% Average trust score

47% Average influence score

63% Likely to recommend joining the profession

+17 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 3620

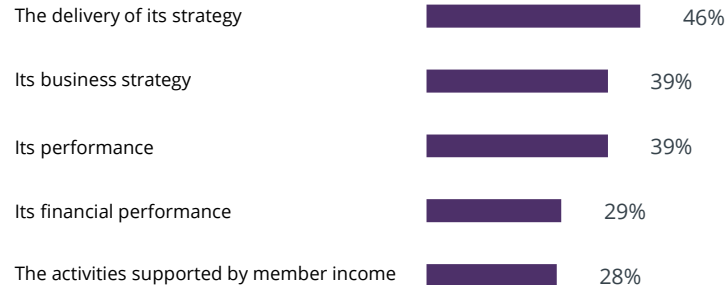
Overall satisfaction with RICS membership



NET:
Satisfied
42%
(= vs. W23)


NET:
Dissatisfied
32%
(+1 vs. W23)

Transparency of RICS in each of the following



KPI summary: UK & Ireland sub-regions

	% NET: Satisfied	Average Trust score	Average Influence score	Advocacy score (Speak highly – speak critically)
Ireland	67%	82%	65%	+73
East Midlands	43%	53%	47%	0
South East	37%	57%	45%	+11
South West	39%	55%	44%	+6
Wales	43%	62%	53%	+21
London	38%	55%	43%	+13
East	46%	59%	47%	+26
Yorkshire & Humber	67%	83%	78%	+67
Scotland	36%	60%	47%	+14
West Midlands	52%	66%	52%	+24
North West	45%	59%	46%	+27
Northern Ireland	48%	63%	51%	+39
North East	38%	54%	40%	+12



 Green and red shading indicates the regions which scored the top 3 and bottom 3 in each KPI

Sample size: 4199; Ireland (123), East Midlands (240), South East (712), South West (388), Wales (116), London (745), East (316), Yorkshire & Humber (20), Scotland (291), West Midlands (166), North West (320), Northern Ireland (66), North East (91)

Regional summary:

Europe

67% Average trust score

49% Average influence score

69% Likely to recommend joining the profession

+57 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 592

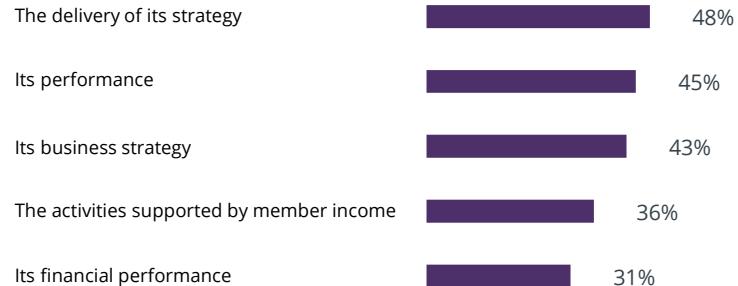
Overall satisfaction with RICS membership



NET:
Satisfied
55%
(+3 vs. W23)

NET:
Dissatisfied
23%
(= vs. W23)

Transparency of RICS in each of the following



Regional summary:

Middle East & Africa

86% Average trust score

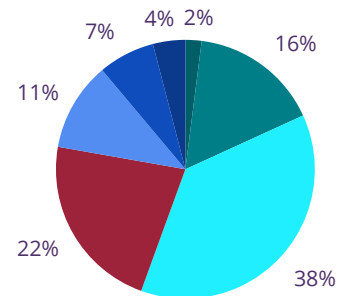
75% Average influence score

86% Likely to recommend joining the profession

+76 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 483

Overall satisfaction with RICS membership



NET:
Satisfied
75%
(+1 vs. W23)

NET:
Dissatisfied
13%
(-1 vs. W23)

Transparency of RICS in each of the following



Regional summary:

Asia Pacific

80% Average trust score

72% Average influence score

78% Likely to recommend joining the profession

+69 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 793

Overall satisfaction with RICS membership



NET:
Satisfied
74%
(+2 vs. W23)

NET:
Dissatisfied
10%
(+1 vs. W23)

Transparency of RICS in each of the following





Thank you.