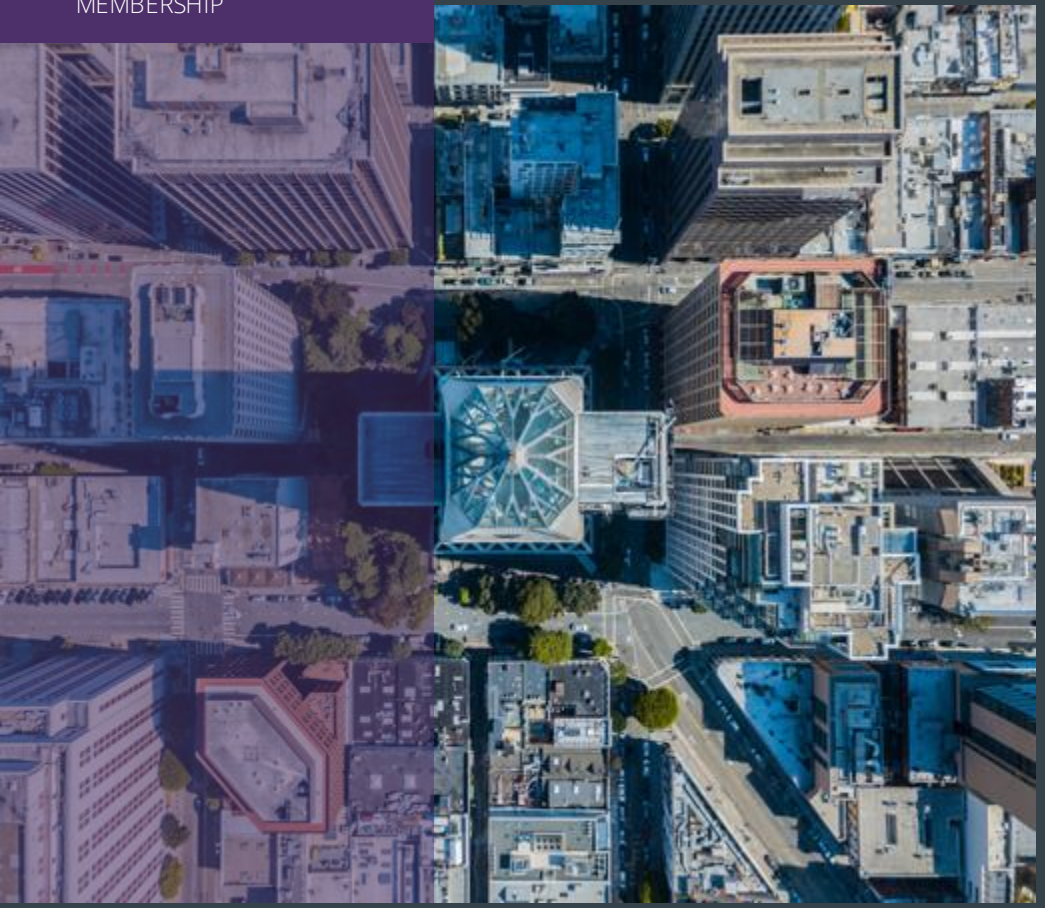
MEMBERSHIP



Survey of the Profession

Highlights

July 2024

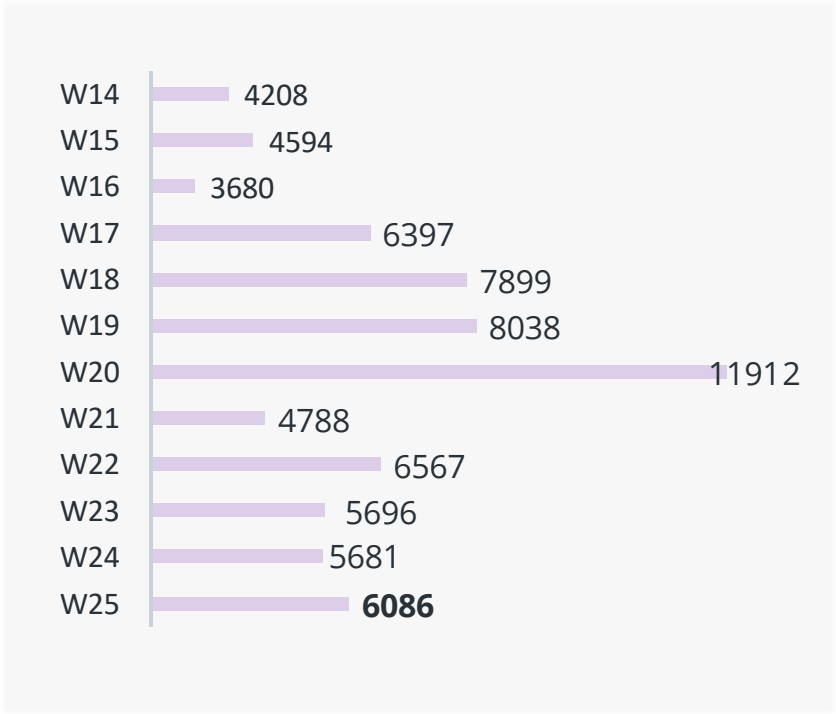
Survey of the Profession results 2024

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

- Wave 25 held in May/June 2024
- In the field for five weeks
- Scores presented reflect **this wave only**

Response rates

Over time



May/June 2024

Region	Contacts provided	Responses received	Response rate
Americas	3,388	220	6.5%
Asia Pacific	20,391	971	4.8%
Europe	9,399	808	8.6%
Middle East and Africa	8,418	615	7.3%
UK & Ireland	98,253	3,472	3.5%
Total	**139,849**	**6,086**	**4.4%***

*response rate is slightly higher than the previous wave (4.1%)

Demographics

Gender

21%	Female
76%	Male
3%	PNTS*

Membership length

Years

<1	1-3	4-5	6-9	10-19	20+	PNTS*
10%	**16%**	**8%**	**12%**	**18%**	**32%**	**3%**

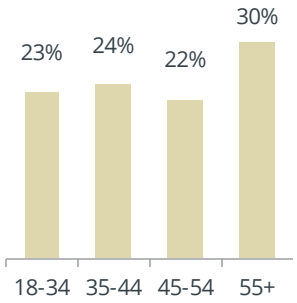
Public/private sector

Private Sector **76%**

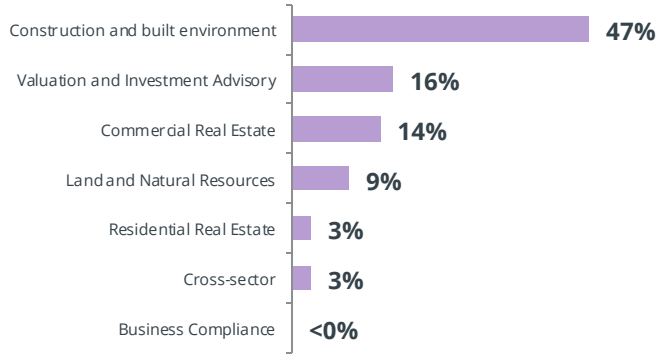
Public Sector **20%**

Numbers do not add to 100% due to PNTS* option

Age



Professional sphere



Private sector organisation size

32%	**Very large organisation** (more than 1000 employees)
12%	**Large organisation** (250-999 employees)
16%	**Medium organisation** (50-249 employees)
15%	**Small organisation** (10-49 employees)
16%	**Very small organisation** (2-9 employees)
8%	**Sole trader**

Executive Summary

KPI scores show positive signs for 2024

All KPI scores have increased since the previous wave, following a levelling off in 2023. This wave we recorded:

- NET satisfaction is 52% (up 2pp).
- The average 'trust' score is 66% (up 2pp)
- The average 'influence' score is 58% (up 6pp).

These scores show positive signs of moving towards scores seen prior to 2019.

NET satisfaction is up in most regions, remaining lowest in the UK & Ireland (45%), the same as the last wave and highest in the MEA (78%).

Advocacy remained stable

Very likely to recommend joining profession

- The proportion who are likely or 'very likely to recommend' joining the profession has continued to increase consistently since November 2021 (69%) with 37% very likely to recommend (up 1pp)

Advocacy (speak highly – speak critically)

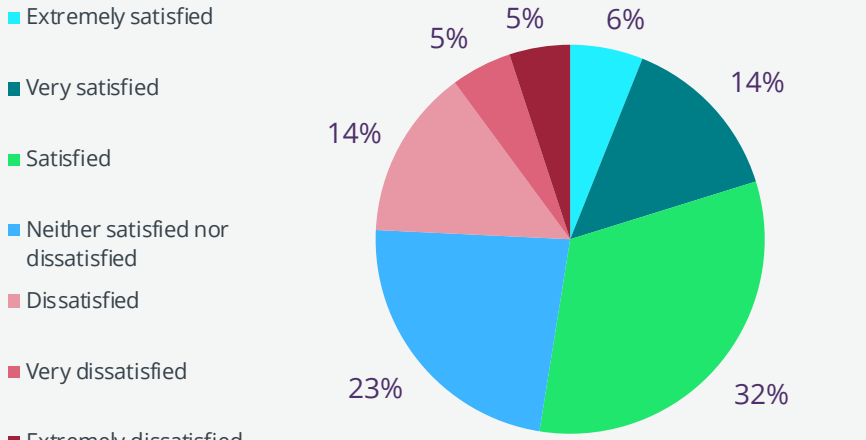
- The overall advocacy score is +36 this wave, up 4 pp on the previous wave.
- Increases in advocacy in MEA (+2pp), APAC (+5pp) and Europe (+2pp) are offsetting reductions in the Americas (-3pp).

Brand image amongst members is similar to a year ago

- Half of members associate RICS with **leading professional progression** 53% (up 2 pp from spring 2023)
- Members in the UK & Ireland continue to have the lowest positive associations with the RICS brand.
- When opened out for members to use their own words they were split between positive and negative sentiments.
- The positive perceptions of RICS are driven by its upholding of professional standards and international reputation.
- However negative sentiments are driven by the cost of membership, RICS comparison to other organisations and the relevance of RICS (and the services it provides) to its members.
- SMEs and sole traders continue to feel that RICS does not engage or represent them

Satisfaction

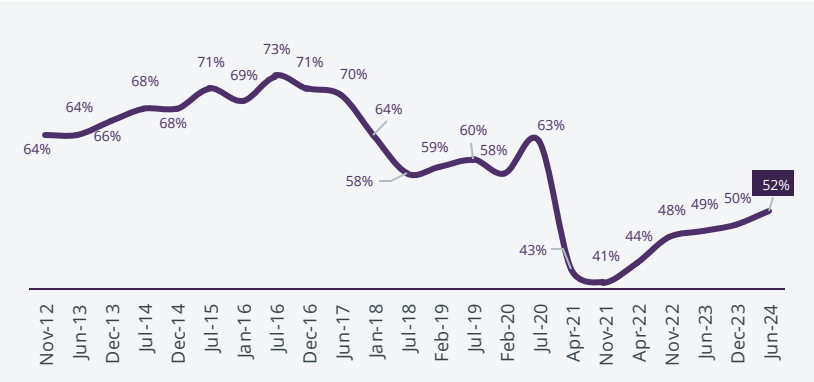
Overall satisfaction with RICS membership



NET: Dissatisfied **27%** (-2 vs. W24)

NET: Satisfied **52%** (+2 vs. W24)

NET: Satisfied with RICS – over time

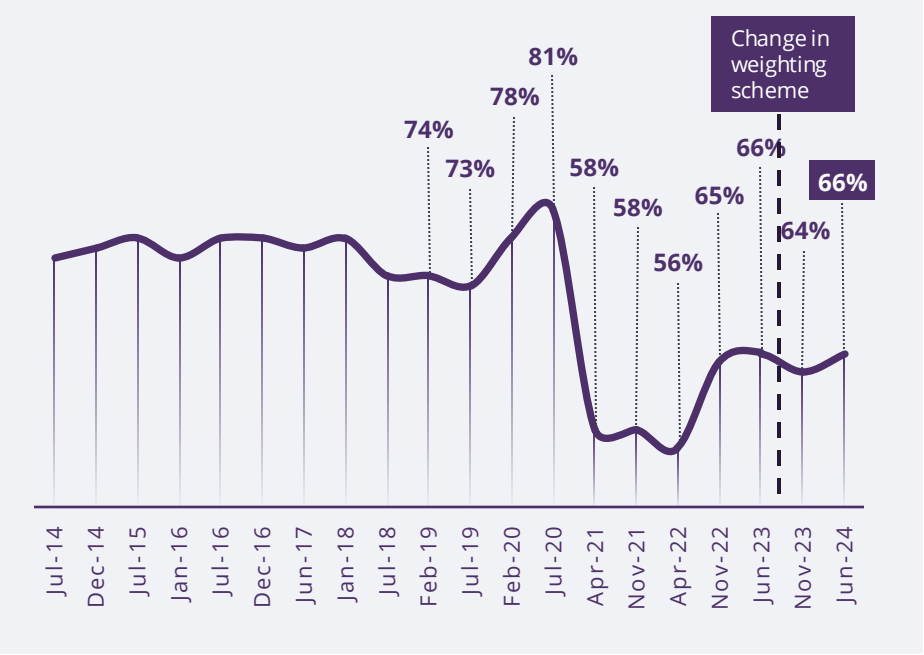


Increase in all Markets

UK&I	45%	(+3)
Americas	72%	(+8)
Asia Pacific	74%	(=)
MEA	78%	(+3)
Europe	55%	(=)

Trusted by our stakeholders and society

Average trust score - overtime



Measured against six statements

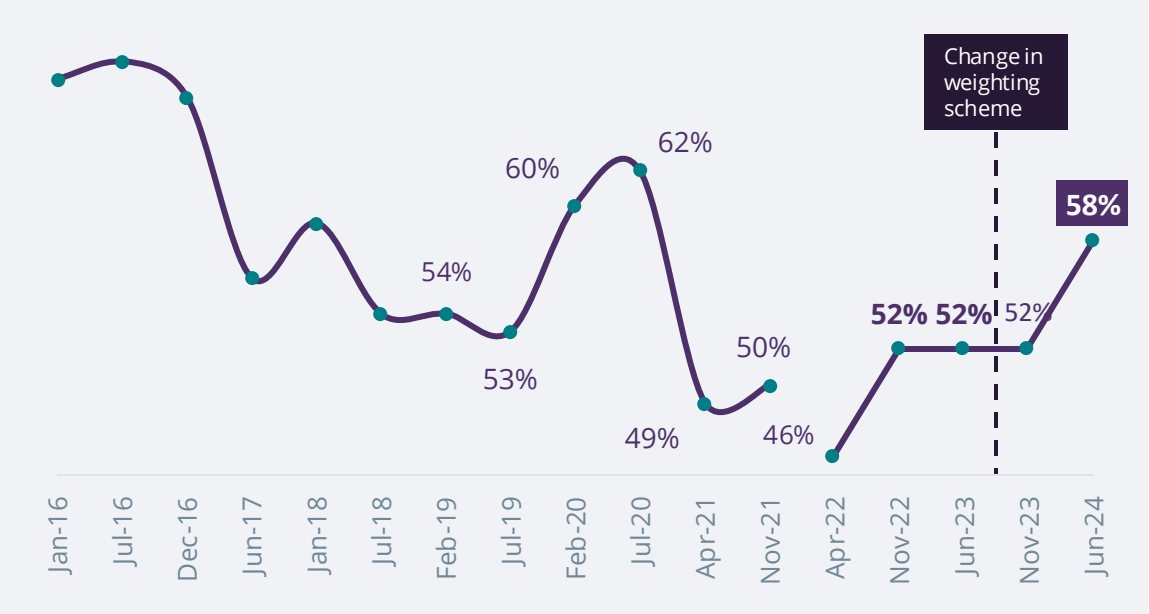
1	RICS effectively regulates the profession to maintain and improve professionalism	75% **(+2)**
2	RICS effectively regulates the profession to maintain public trust	70% **(+2)**
3	RICS increases the status and recognition of the profession and its standards by governments and markets	67% **(+1)**
4	Maintaining professional qualifications and standards in the surveying profession	68% **(+2)**
5	Providing assurance that standards are being met	58% **(+2)**
6	Supporting professional development by providing guidance and support	59% **(+4)**

Overall Trust score for this wave is 66% up 2pp from last wave

Influential thought leader

Average Influence Score - overtime

Average score is calculated as an average of the proportion who rate 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:

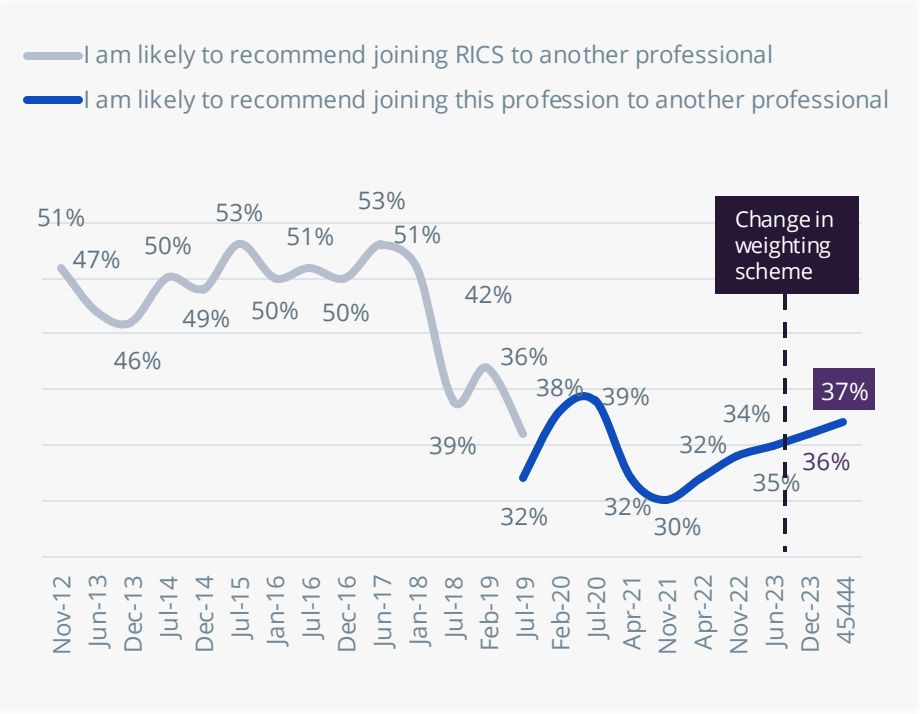
RICS shows leading thinking through:		
1	Economics and market analysis	68% (+2)
2	Research and insights	66% (+3)
A thought leader on:		
3	Issues of sustainability	68% (+9)
4	D & I	58% (+10)
5	Data and Technology	53% (+9)
6	Giving expert advice for Governments, NGOs and other decision makers	47% (+2)
7	Ensuring the profession is recognized and standards adopted	59% (+4)
8	Influencing public policy	42% (+2)

Overall influence this wave 58% (+6)

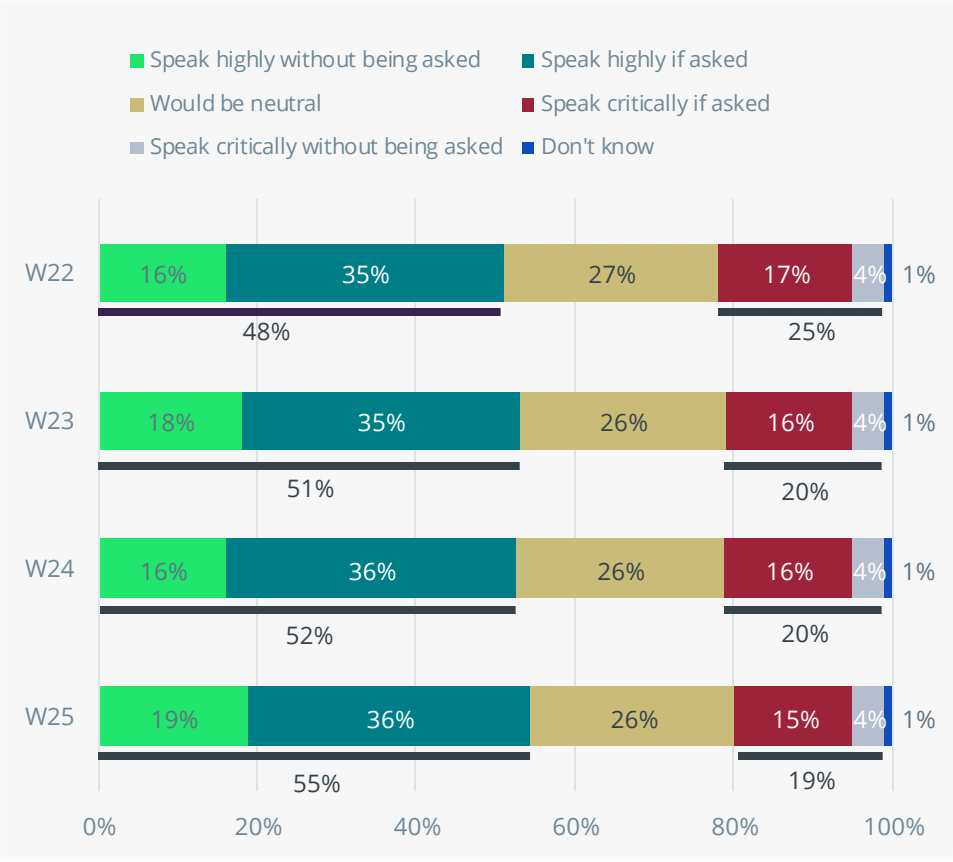
Advocacy

Advocacy is measured by two elements:

1 Recommendation to join the profession has increased by 1pp to 37% ('very likely')



2 How would they speak about RICS has increased by 4pp to 36%



Regional summaries

Regional summary:

Americas

75% Average trust score

69% Average influence score

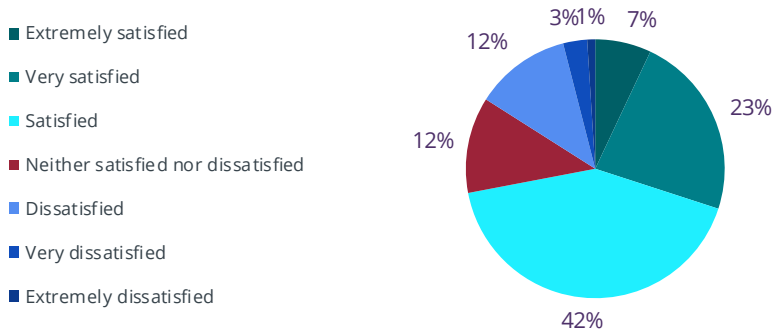
76% Likely to recommend joining the profession

+72 Advocacy score

(% who would speak highly less % who would speak critically)

Sample size: 220

Overall satisfaction with RICS membership



NET: Satisfied **72%** (+8 vs. W24)

NET: Dissatisfied **17%** (-2 vs. W24)

Transparency of RICS in each of the following

Regional summary:

UK & Ireland

61% Average trust score

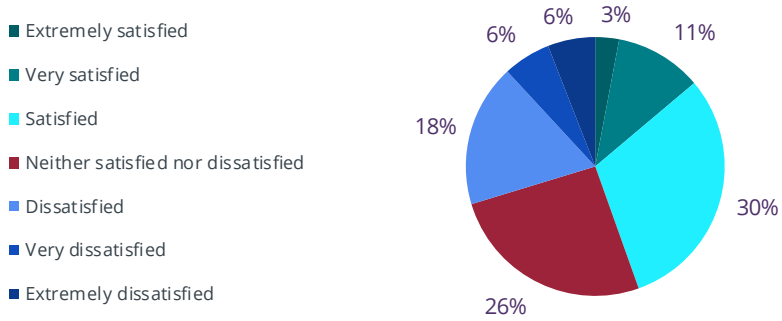
52% Average influence score

65% Likely to recommend joining the profession

+22 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 3472

Overall satisfaction with RICS membership



NET: Satisfied **45%** (+3 vs. W24)

NET: Dissatisfied **29%** (-3 vs. W24)

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	72%	85%	73%	+72
East Midlands	48%	60%	52%	+25
South East	44%	61%	51%	+23
South West	42%	58%	50%	+20
Wales	49%	65%	54%	+28
London	44%	61%	52%	+19
East	42%	60%	51%	+16
Yorkshire & Humber	44%	62%	53%	+7
Scotland	41%	57%	46%	+12
West Midlands	43%	58%	51%	+27
North West	45%	61%	54%	+26
Northern Ireland	58%	72%	62%	+48
North East	39%	50%	52%	+11

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

Sample size: 3472; Ireland (117), East Midlands (207), South East (585), South West (325), Wales (103), London (762), East (286), Yorkshire & Humber (221), Scotland (220), West Midlands (240), North West (249), Northern Ireland (56), North East (96)

Regional summary:

Europe

71% Average trust score

54% Average influence score

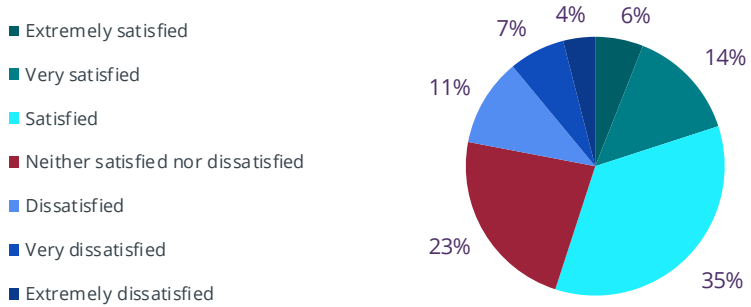
71% Likely to recommend joining the profession

Advocacy score

+56 (% who would speak highly less % who would speak critically)

Sample size: 808

Overall satisfaction with RICS membership



NET: Satisfied **55%** (= vs. W24)

NET: Dissatisfied **22%** (-1 vs. W24)

Transparency of RICS in each of the following

Regional summary:

Middle East & Africa

87% Average trust score

81% Average influence score

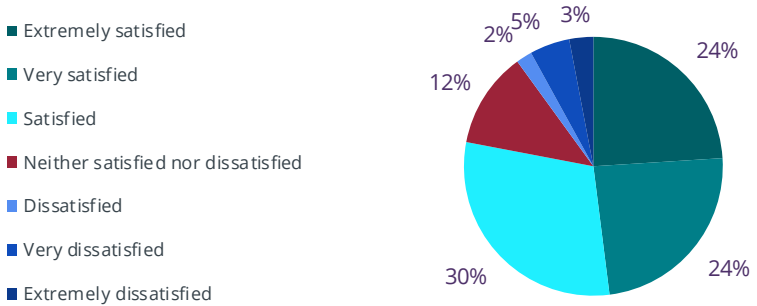
90% Likely to recommend joining the profession

+77 Advocacy score

(% who would speak highly less % who would speak critically)

Sample size: 615

Overall satisfaction with RICS membership



NET: Satisfied **78%** (+3 vs. W24)

NET: Dissatisfied **10%** (-3 vs. W24)

Transparency of RICS in each of the following

Regional summary:

Asia Pacific

80% Average trust score

74% Average influence score

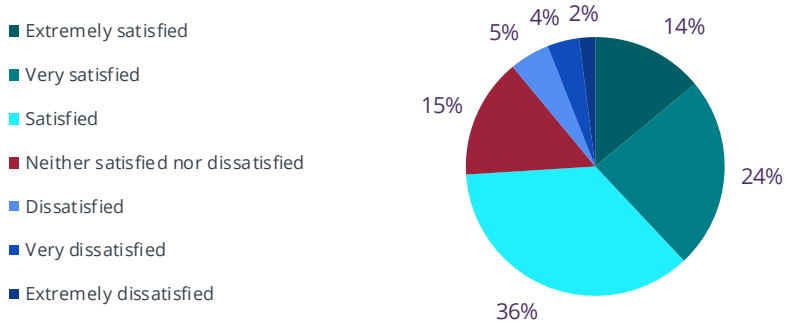
75% Likely to recommend joining the profession

+69 Advocacy score

(% who would speak highly less % who would speak critically)

Sample size: 971

Overall satisfaction with RICS membership



NET: Satisfied **74%** (= vs. W24)

NET: Dissatisfied **11%** (+1 vs. W24)

Transparency of RICS in each of the following

Thank you.