

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**

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 2023 the decision was made to weight data by region and member grade, and additionally by age and gender.

The impact of the previous change in weighting on the KPIs was small. However, this approach should provide a more accurate picture of the profession going forward.

Age	% of respondents	% after weighting
18-34	10%	23%
35-44	19%	24%
45-54	26%	22%
55+	44%	30%

*PNTS = 'prefer not to say'

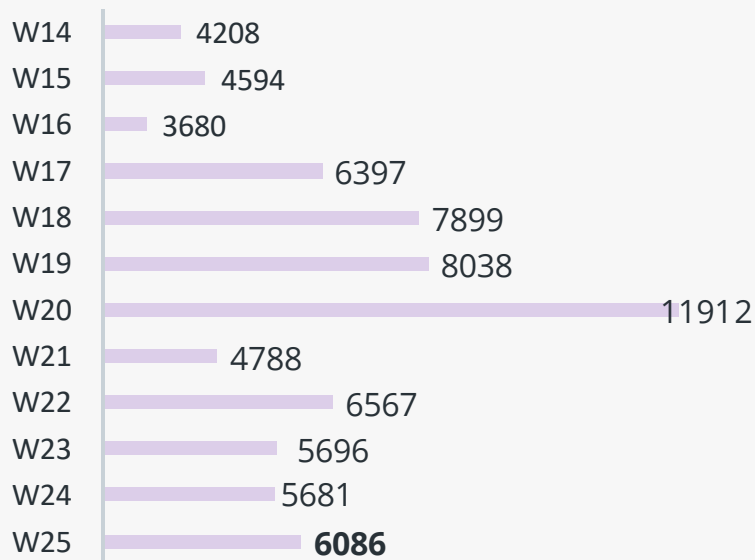
Member grade	% of respondents	% after weighting
APC Candidate	13%	19%
Associate Candidate	1%	1%
Associate Member	5%	5%
Fellow	14%	10%
Professional Member	66%	65%

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

Region	% of respondents	% after weighting
Americas	4%	2%
Asia Pacific	16%	15%
Europe	13%	7%
Middle East and Africa	10%	6%
UK & Ireland	57%	70%

Response rates

Over time



May/June 2024

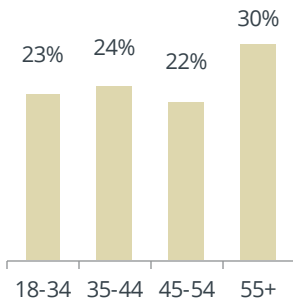
Region	Contacts provided	Responses received	Response rate
Americas	3,388	220	6.5%
Asia Pacific	20,391	971	4.8%
Europe	9,399	808	8.6%
Middle East and Africa	8,418	615	7.3%
UK & Ireland	98,253	3,472	3.5%
Total	139,849	6,086	4.4%*

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

Demographics

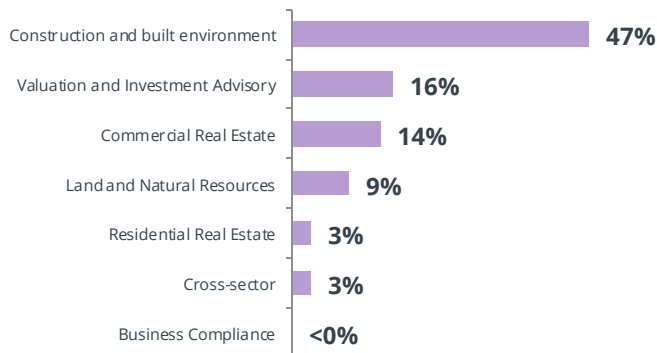
Gender	
21%	Female
76%	Male
3%	PNTS*

Age

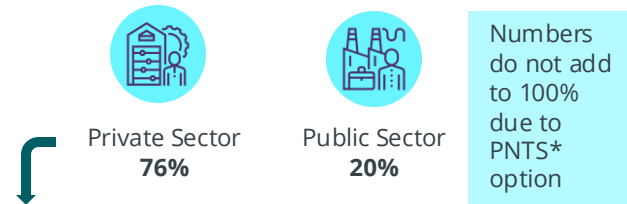


Membership length						
Years						
<1	1-3	4-5	6-9	10-19	20+	PNTS*
10%	16%	8%	12%	18%	32%	3%

Professional sphere



Public/private sector



Private sector organisation size



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).

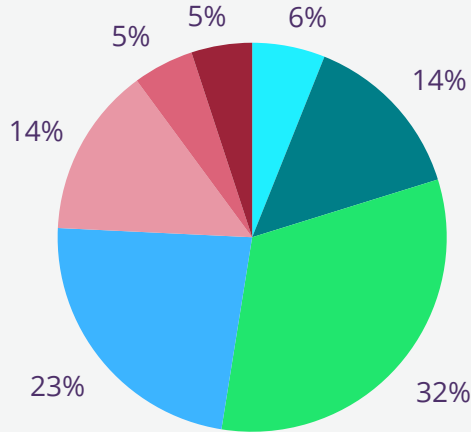
Brand image amongst members is similar to a year ago

- 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

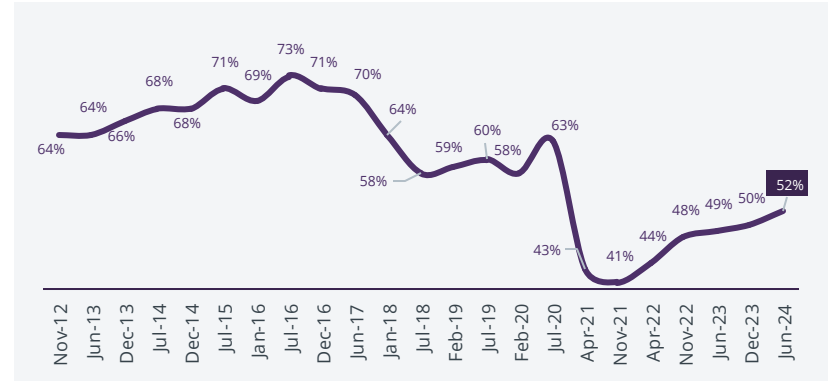
- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Extremely dissatisfied



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

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

NET: Satisfied with RICS – over time



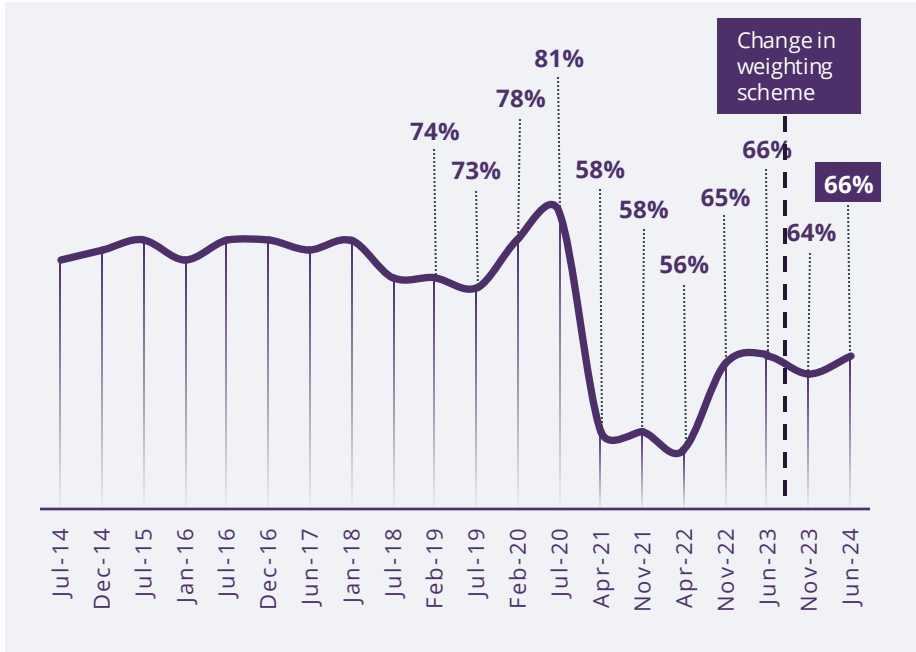
Increase in all Markets

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

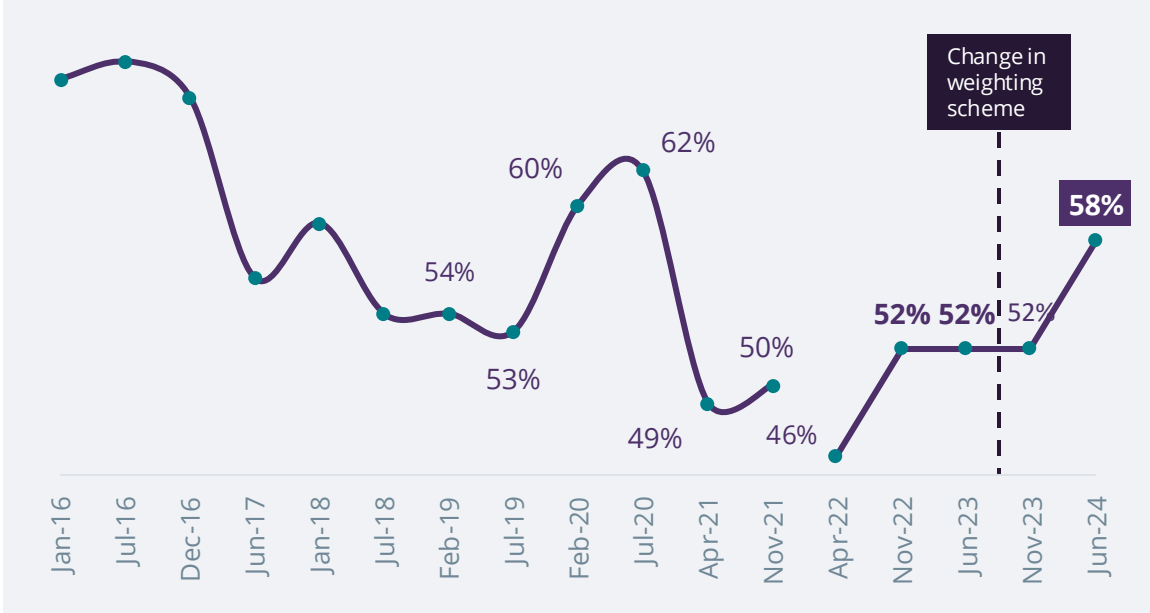
1	RICS effectively regulates the profession to maintain and improve professionalism	75% (+2)
2	RICS effectively regulates the profession to maintain public trust	70% (+2)
3	RICS increases the status and recognition of the profession and its standards by governments and markets	67% (+1)
4	Maintaining 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)

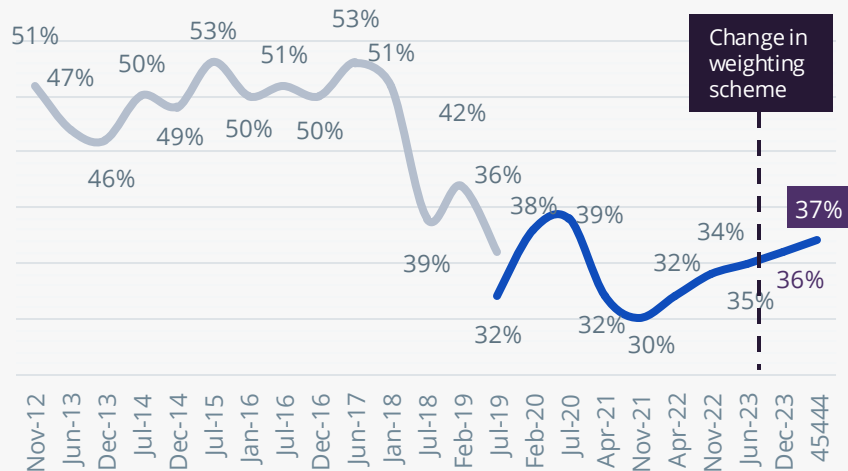
Overall influence this wave 58% (+6)

Advocacy

Advocacy is measured by two elements:

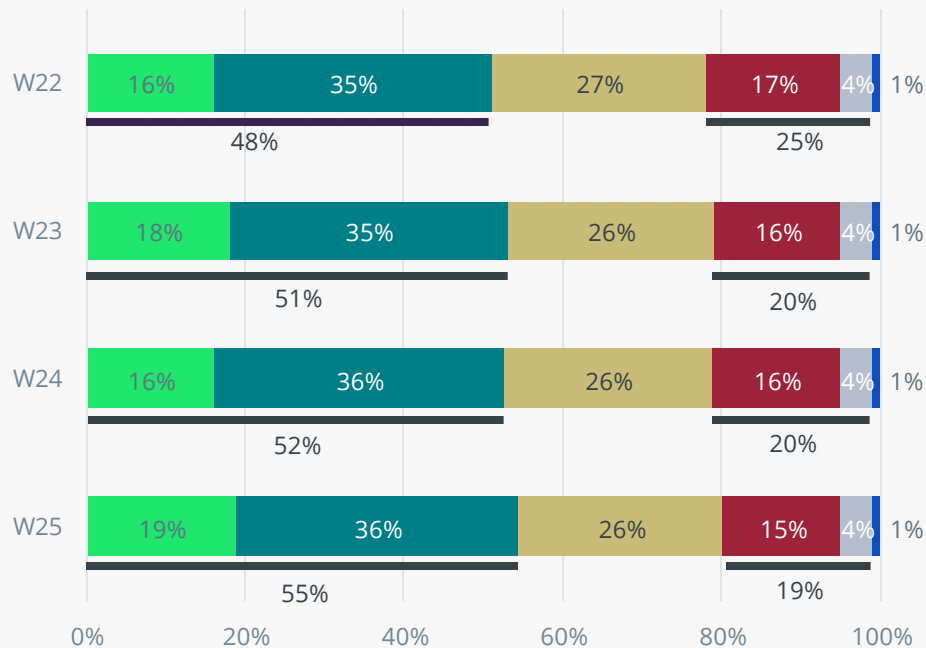
1 Recommendation to join the profession has increased by 1 pp to 37% ('very likely')

— I am likely to recommend joining RICS to another professional
 — I am likely to recommend joining this profession to another professional

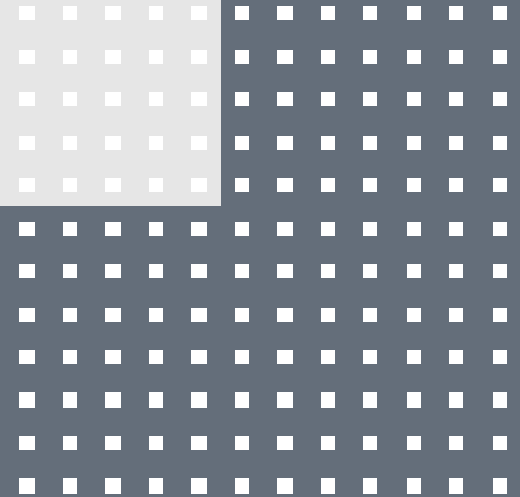
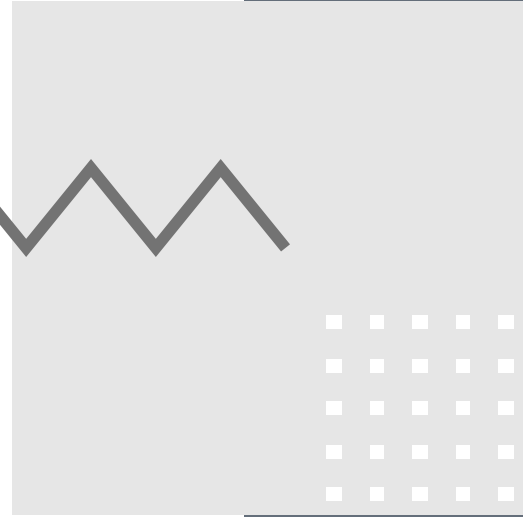


2 How would they speak about RICS has increased by 4pp to 36%

■ Speak highly without being asked ■ Speak highly if asked
 ■ Would be neutral ■ Speak critically if asked
 ■ Speak critically without being asked ■ Don't know



Regional summaries



Regional summary:

Americas

75% Average trust score

69% Average influence score

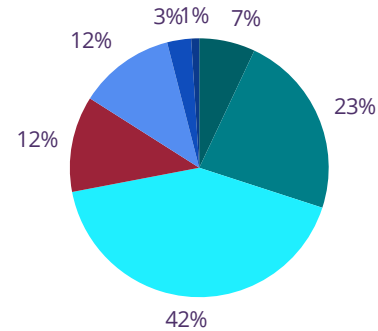
76% Likely to recommend joining the profession

+72 Advocacy score
(% who would speak highly less % who would speak critically)

Sample size: 220

Overall satisfaction with RICS membership

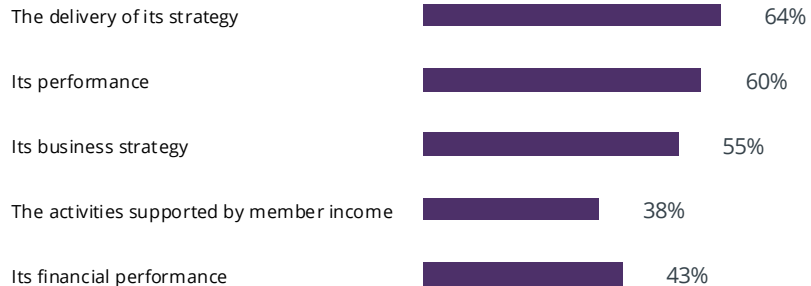
- Extremely satisfied
- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Extremely dissatisfied



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
0%

Average trust score

52
0%

Average influence score

65
%

Likely to recommend joining the profession

+22

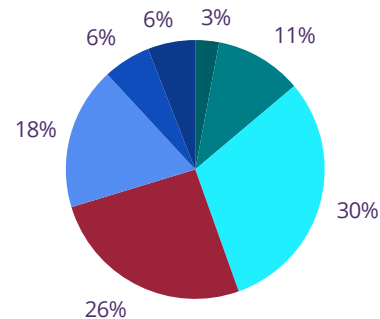
Advocacy score

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

Sample size: 3472

Overall satisfaction with RICS membership

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



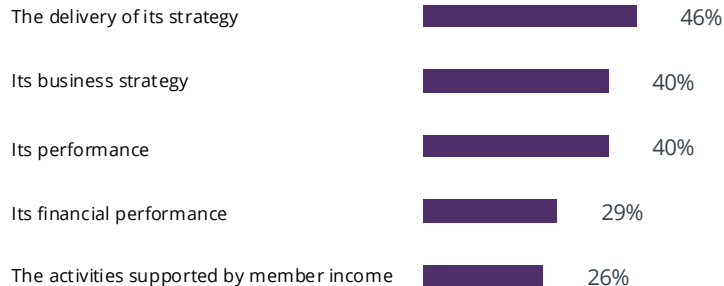
NET:
Satisfied

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
0%

Average trust score

54
0%

Average influence score

71
%

Likely to recommend joining the profession

+56

Advocacy score

(% 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
0% Average trust score

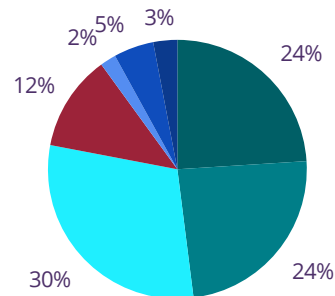
81
0% Average influence score

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
0%

Average trust score

74
0%

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

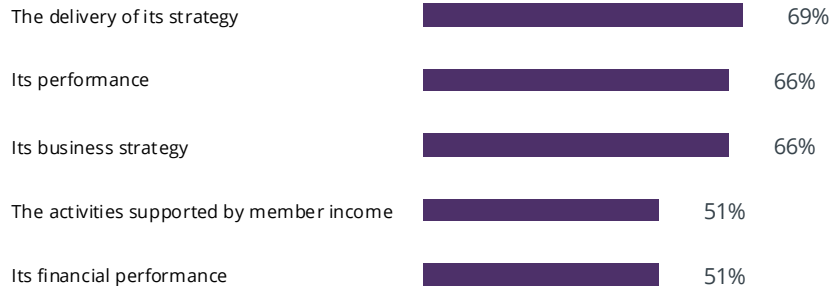
Overall satisfaction with RICS membership



NET:
Satisfied
74%
(= vs. W24)

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

Transparency of RICS in each of the following





Thank you.