

Membership Satisfaction Survey 2012

Results

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Background & Objectives

- 2011 – new online survey
- 2012 – survey mostly asked the same questions so year on year trends can be analysed
- Objectives:
 - High level barometer of the value of IET membership
 - Satisfaction
 - Perceptions
 - *Not* detailed understanding of products / services

Methodology

- Online survey , in-house, October 2012
- 18,000 members invited - cross section of membership split by:
 - Gender
 - Geographic region
 - Category of membership
 - Age
 - Professional registration
- 926 replies → 5% response rate
- 95% confidence levels, margin for error is 3.21% (or 0.16)

Profile of the respondents

- 926 respondents

Job role

- 48% technical bias
- 26% management bias
- 16% consultancy
- 5% academia

Sector

- 25% Information & Communications
- 20% Design & Production
- 20% Energy
- 7% Built Environment
- 6% Transport
- 22% other

Geography

- 78% UK
- 9% Asia Pacific
- 8% EMEA
- 4% South Asia
- 2% Americas

Over represented

- Those over 40 yrs (72% of respondents, 34% over 55 yrs)
- Members for 10 years + (66%)
- Retired (17%)
- Fellows (11%)
- Volunteers (11%)

Under represented

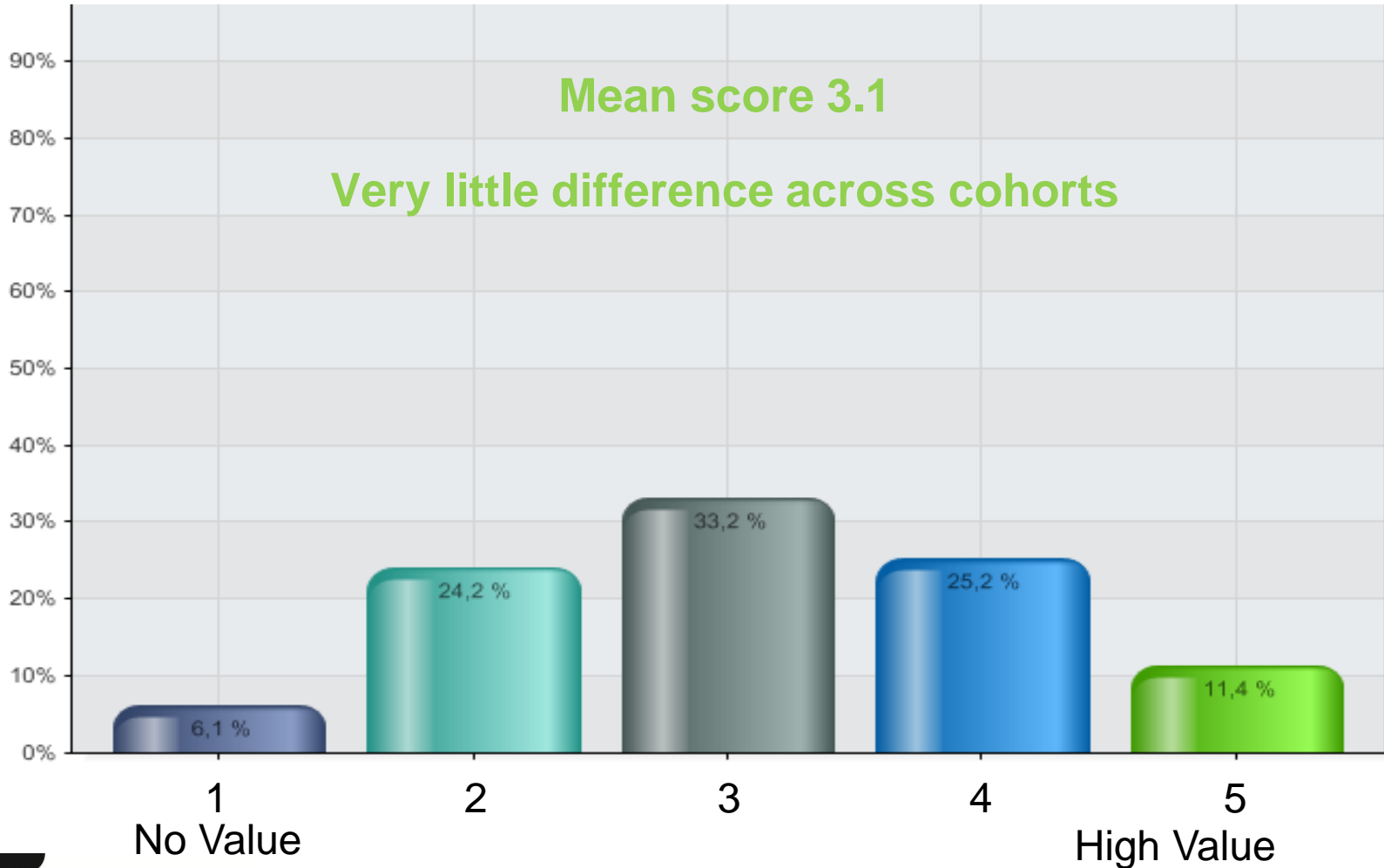
- Those under 40 years (28% of respondents), but up 4% year on year
- Students (6%)

Executive Summary

- The IET has a good reputation (professional, respected) and members provide extremely valuable PR
- The IETs core activities are very highly regarded, generally score well with students
- Challenges:
 - Promoting the profession (through PR, Government and protecting the term “engineer”)
 - Linking membership back to your job and career progression
 - Providing more technical content (publications & local events)

Value

Overall how do you rate the value you gain from your IET membership?



How could the IET provide more value to you as a member?

- More local events & activities, events streamed via internet, encourage members to take part in local events
- Raise profile & increase activity in countries where the profile is low – Canada, US, Australia
- More technical content – reports, information, talks
- Raise profile of engineering and engineers, including professional registration
- Reduction in subscriptions, especially for retired members

If there was one new thing you would like the IET to do, what would it be?

Recurring themes emerge:

- **Revert to IEE**
- **Raise profile and status of engineering profession with government and public**
- **Protect title “engineer”**
- **More technical content**

- IEE
- Establish the term engineer
- Elevate status of professional engineers
- Lobby government
- Raise profile, more public representation
- Events & lectures starting after 7pm

If there was one existing thing you would like the IET to do better, what would it be?

- IEE
- More technical content
- Protect title ‘engineer’
- Promote itself better/ raise profile in public eye
- Give engineering the X Factor
- Work with / influence government
- Link/merge with other institutions

In general how would you rate the value you receive from IET membership compared to...

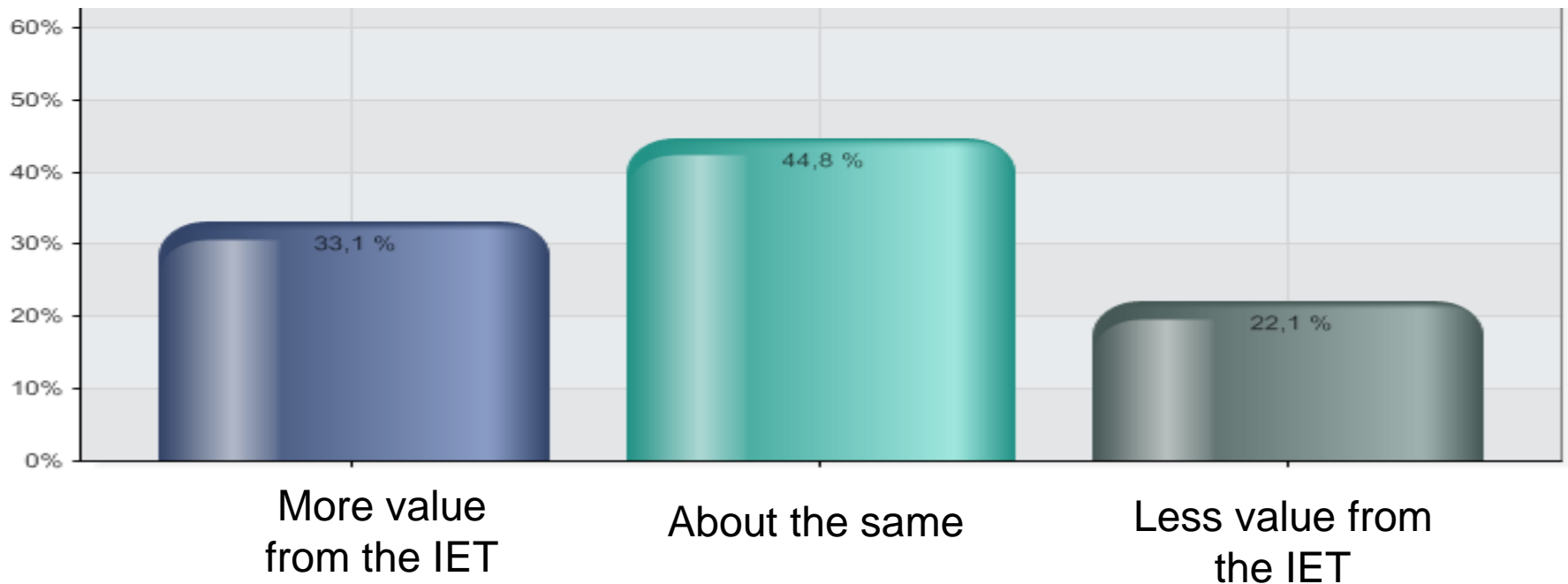
IET seen as broader technical scope

	Total Respondents	More value from the IET	About the same	Less value from the IET
IMechE	26	8 (31%)	12 (46%)	6 (23%)
ICE	4	4 (100%)	0 (0%)	0 (0%)
IOP	12	4 (33%)	5 (42%)	3 (25%)
BCS	37	16 (43%)	17 (46%)	4 (11%)
Others	163	65 (40%)	59 (36%)	39 (24%)
CIBSE	17	3 (18%)	8 (47%)	6 (35%)
IRSE	12	3 (25%)	5 (42%)	4 (33%)
IEEE	83	15 (18%)	33 (40%)	35 (42%)
Royal Academy	3	1 (33%)	0 (0%)	2 (67%)

= < 25% saying less value from the IET 26%-39% saying less value from the IET => 40% saying less value from the IET

In general how would you rate the value you receive from the IET compared to the primary non-SET professional organisation you are a member of?

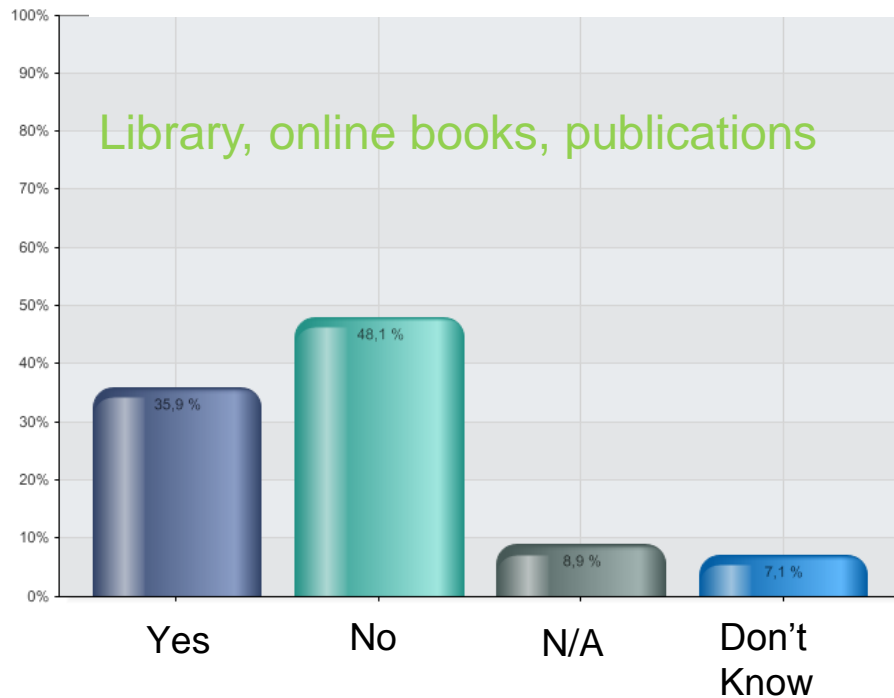
More than three quarters of respondents think we offer the same or more value



Has membership of the IET improved your ability to do your job?

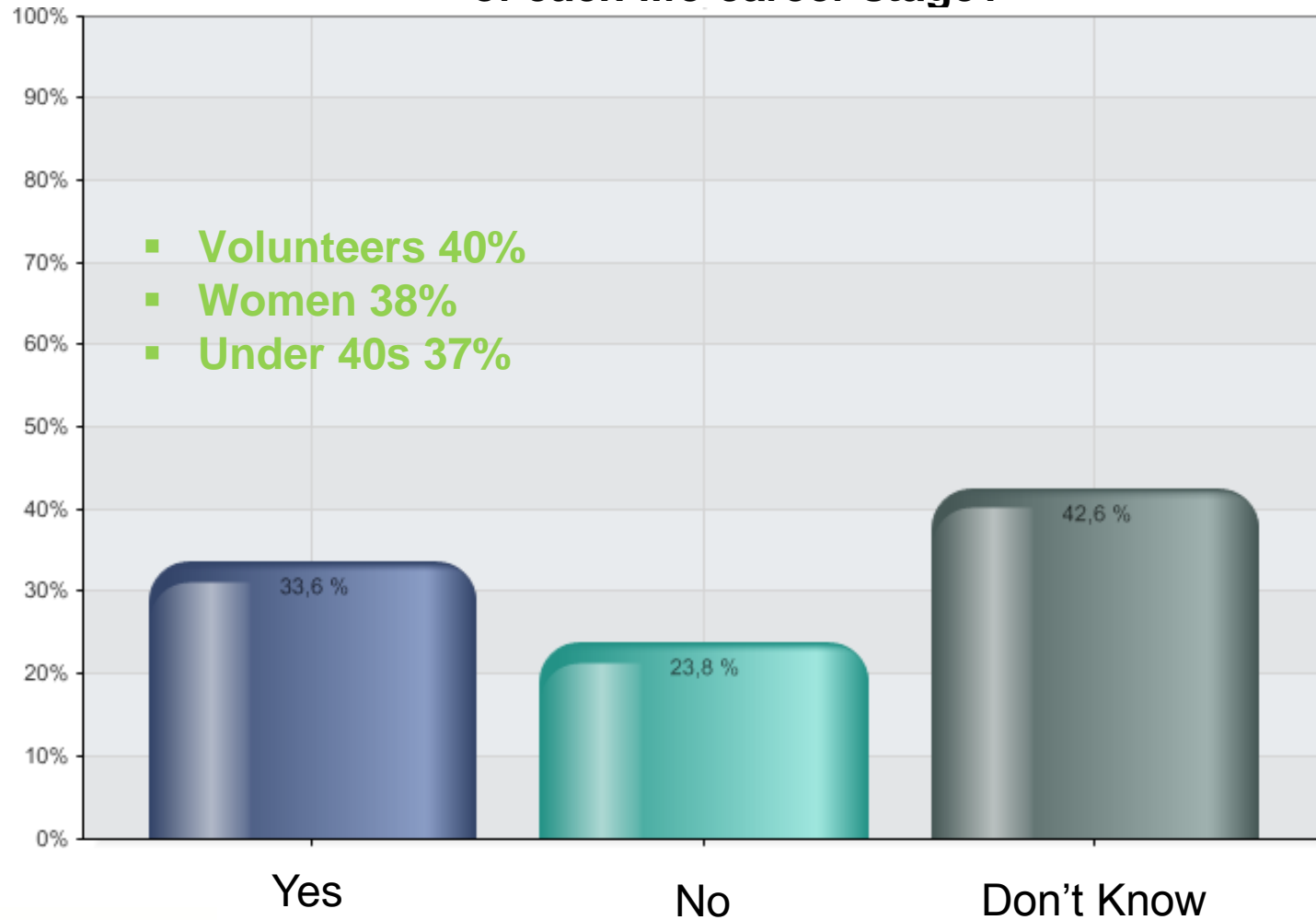
Has membership of the IET helped you with your career progression?

Very mixed results, opportunity to engage employers



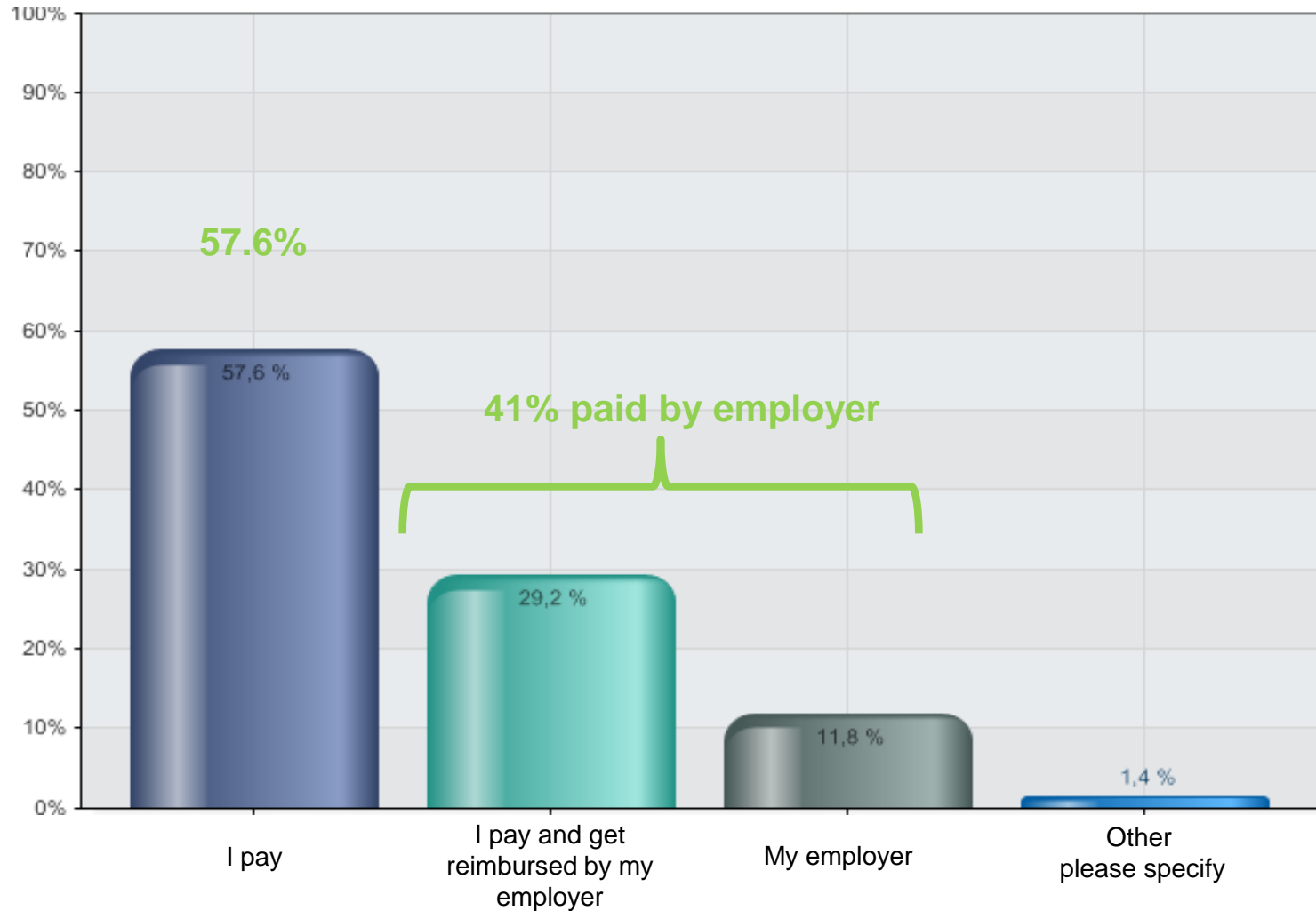
Professional Home for Life

Do you feel that the IET's products and services serve the needs of each life-career stage?



Who pays for your IET membership fees?

Those who are working

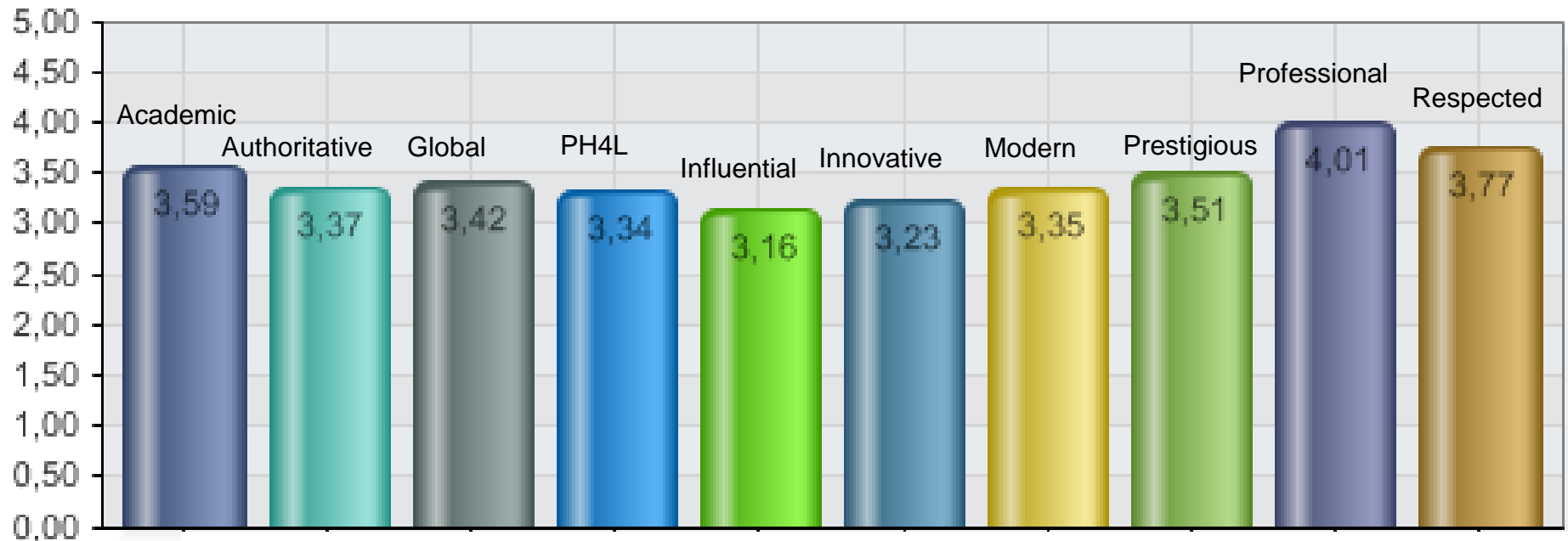


Positive perceptions of the IET

Do you agree that the following words describe your perception of the IET?

Please rank on a scale of 1-5 where 1 is Strongly disagree and 5 is Strongly agree.

Students rate IET higher than the mean score across all perceptions



Members provide extremely valuable PR

- 90% of people say positive things about the IET Base 898
- 72% of members recommend membership to others Base 912
- Just under two thirds of members recommend other involvements to others, a 10% increase year on year Base 925
- After membership, most recommended IET activities are: events, professional registration & professional development (as in 2011)

What type of other involvement do you recommend?

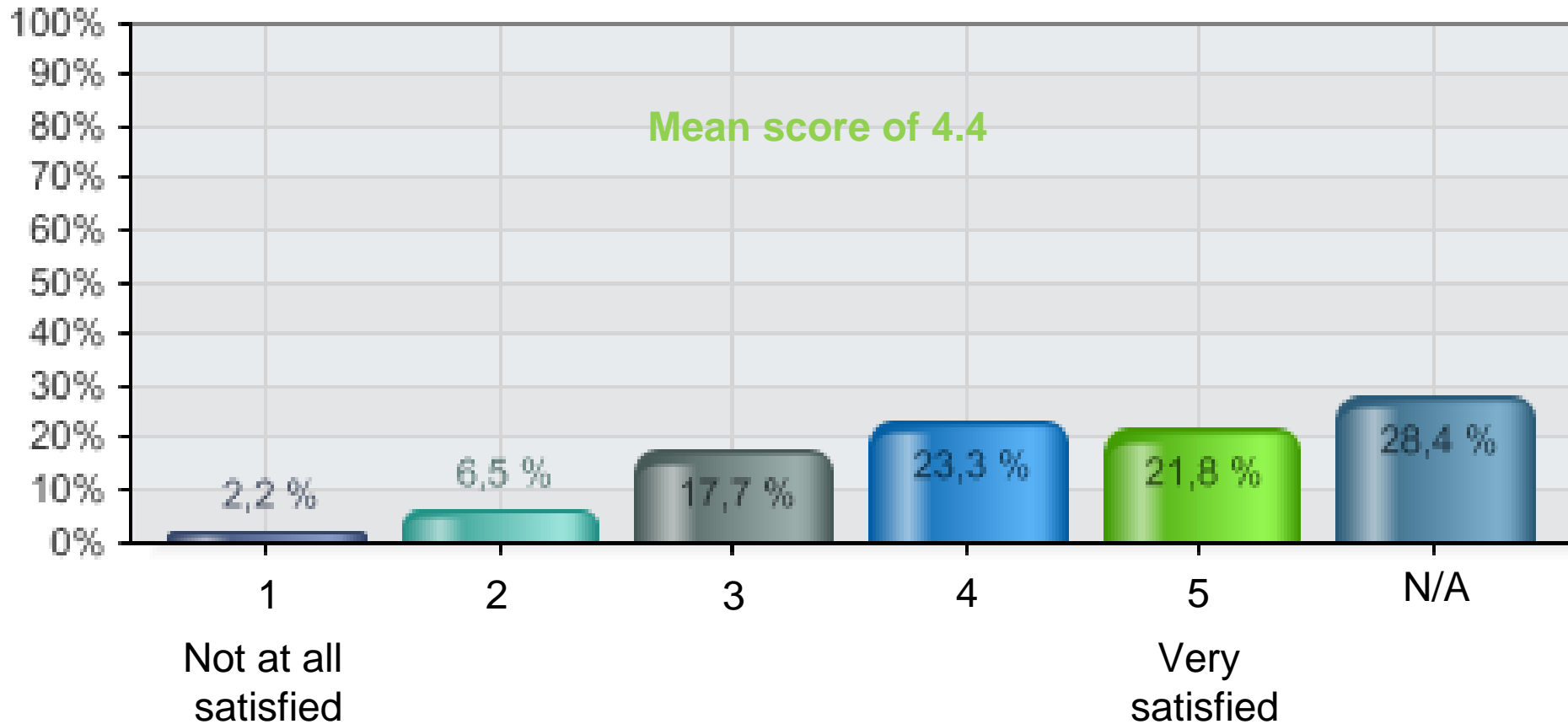
(Please select all that apply)



For list of "others" see slide 43

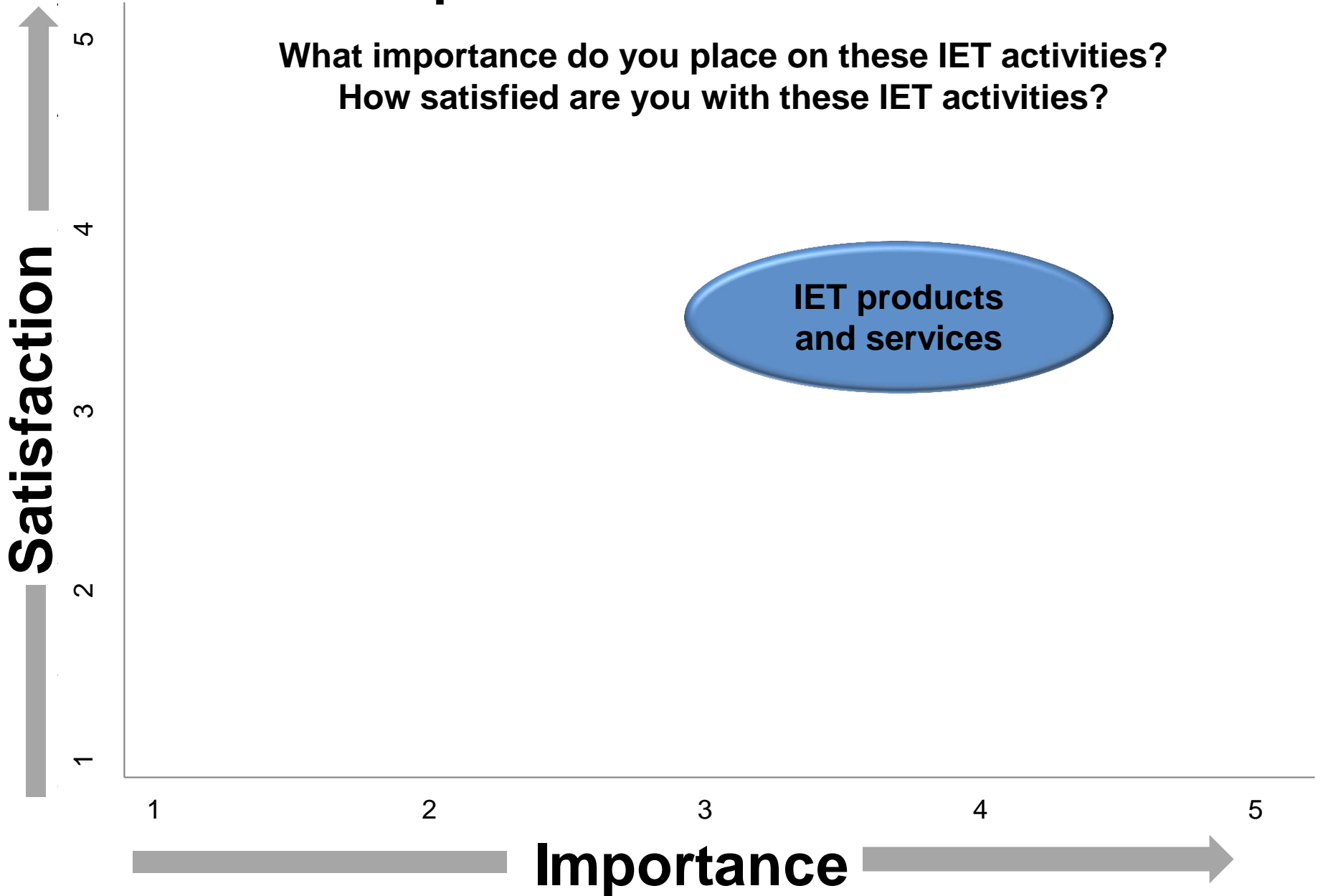
Satisfaction

How satisfied are you with your interactions with IET staff?

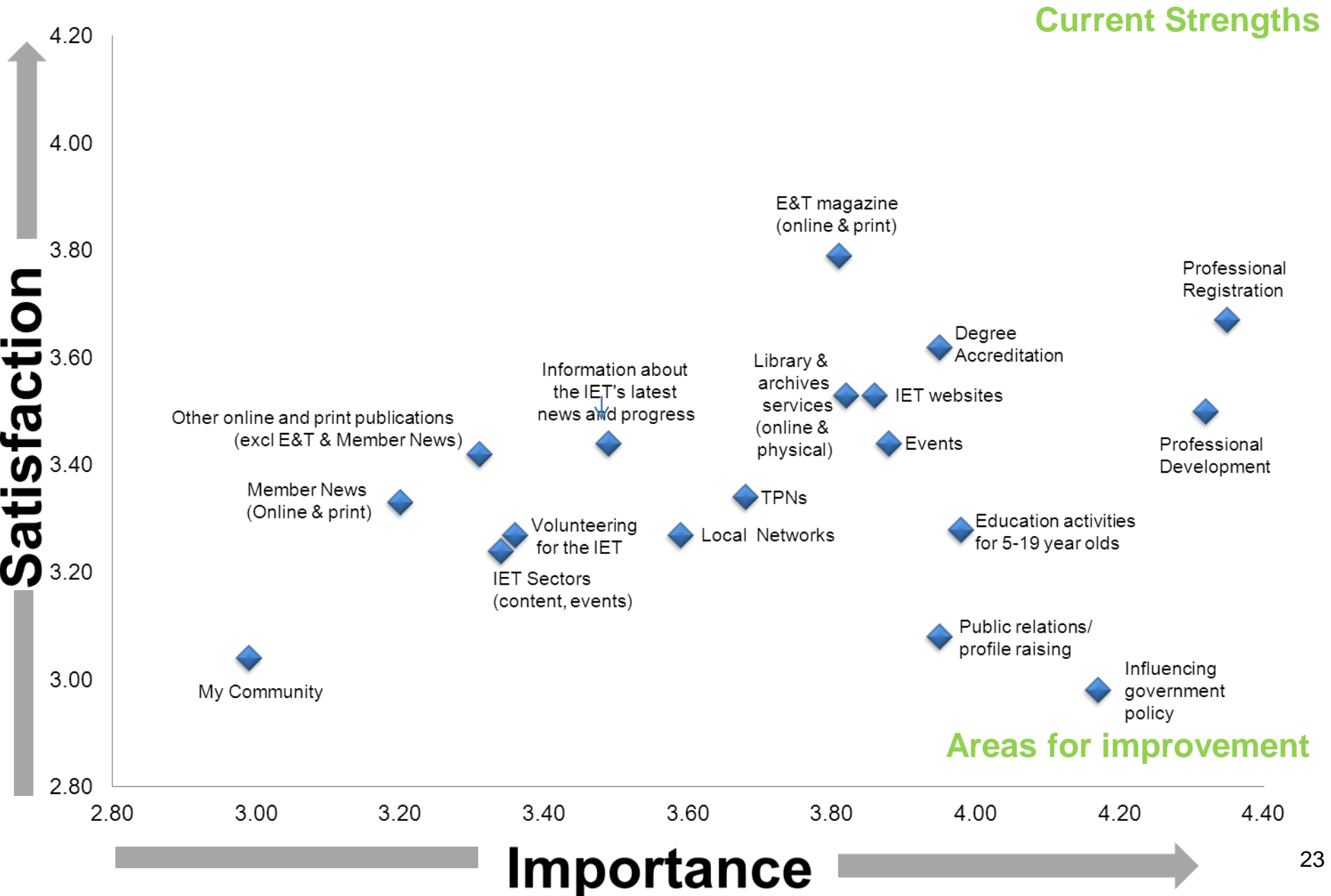


Importance v Satisfaction

What importance do you place on these IET activities?
How satisfied are you with these IET activities?



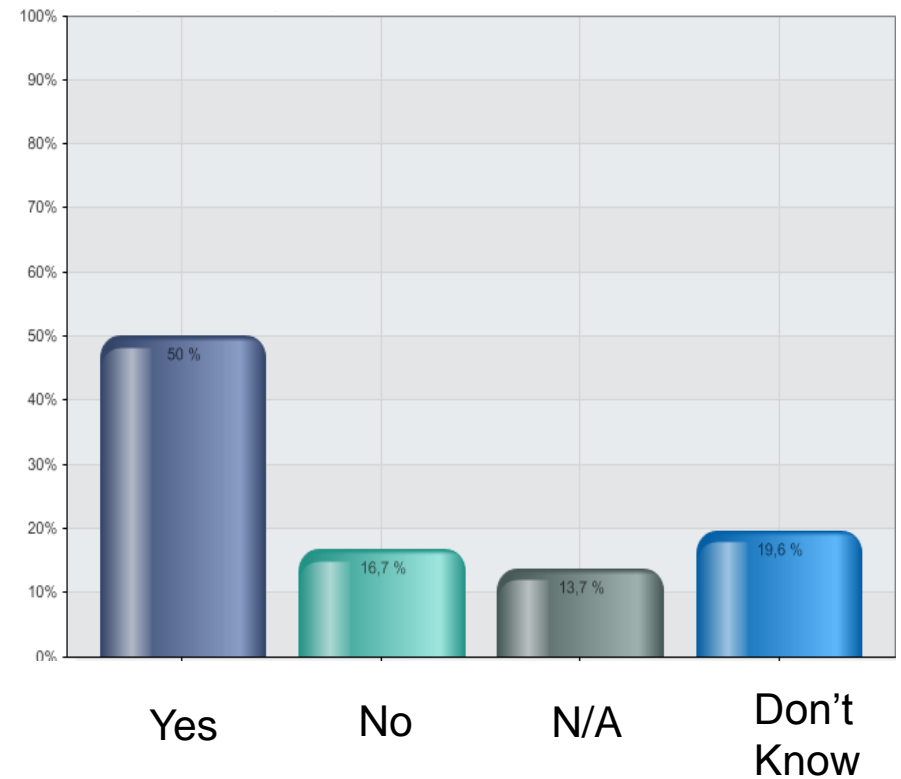
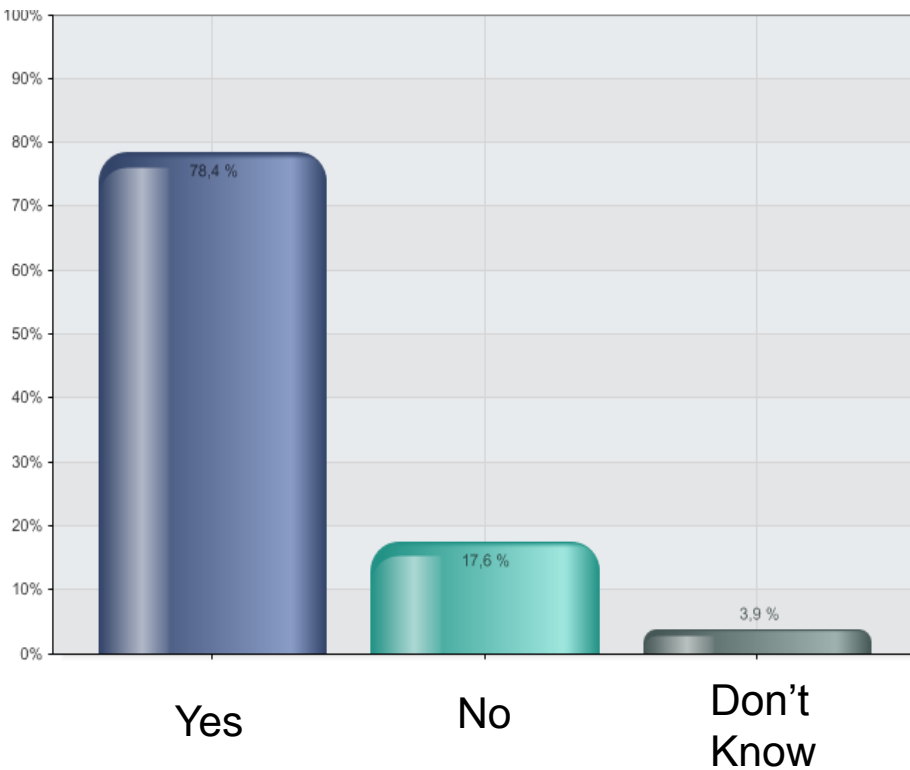
Importance v Satisfaction



Are you satisfied with your IET volunteer experiences?

Are you satisfied with your experience of IET Boards and Committees?

Volunteers generally satisfied, opportunity to improve effectiveness of governance




Base 102

Base 102

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 - Providing more technical content (publications & local events)

Actions

- Promote the profession 
 - Raise the profile of our PR, policy and education 5-19 activities
- Show how the IET helps you do your job and progress your career 
 - Technical content (eg knowledge packages)
 - Practitioner products, workflow tools
 - Work with employers to link membership with career & professional development
 - Marketing messages
- Add more value for members & potential members 
 - More technical content
 - Build technical depth via sectors and communities
 - More local activity