

The 2001 RICS and Macdonald & Company Salary & Benefits Survey

RESEARCH FINDINGS

FOREWORD

This document contains findings of The 2001 RICS and Macdonald & Company Salary & Benefits Survey. We would like to thank all the participants who took time to complete the questionnaire.

The questionnaire was included in the January 2001 issue of CSM and readers were invited to complete and return it by post or fax, or alternatively take part online via the Macdonald & Company web-site. The results have been collated and analysed by Business Planning and Research International, an independent research company.

Continuing the success of the first survey conducted last year, almost 4,000 surveying professionals from across the UK and Worldwide took part – making this the most comprehensive survey of its kind covering the profession.

Aside from statistics on current salaries, recent salary increases, bonuses and employment package benefits - the results give an insight into wider issues that are important to professionals in their working lives.

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CONTENTS

	<i>Page</i>
1. Summary of Findings	4
2. Method & Sample Profile	10
2.1 Overview	10
2.2 Charts	11
(a) Sample Profile: Prime Professional Activity	11
(b) Sample Profile: Level of Responsibility	12
(c) Sample Profile: Sector	12
(d) Sample Profile: Region	13
(e) Sample Profile: Age	13
(f) Sample Profile: Years Experience	14
(g) Sample Profile: Qualifications Held	14
(h) Sample Profile: Size of Organisation (Num. Of Employees)	15
3. Current Salary (Excluding Bonuses)	16
3.1 Overview	16
3.2 Charts	16
(a) Current Salary (Excluding Bonuses)	16
(b) Average Salary: Prime Professional Activity	17
(c) Average Salary: Level of Responsibility	18
(d) Average Salary: Sector	18
(e) Average Salary: Region	19
(f) Average Salary: Age	19
(g) Average Salary: Years Experience	20
4. Change to Salary at Last Review	21
4.1 Overview	21
4.2 Charts	21
(a) Change to Salary at Last Review	21
(b) Average Increase: Prime Professional Activity	22
(c) Average Increase: Level of Responsibility	23
(d) Average Increase: Sector	23
(e) Average Increase: Region	24
(f) Average Increase: Age	24
(g) Average Increase: Years Experience	25
5. Bonuses Received (Over Last 12 Months)	26
5.1 Overview	26
5.2 Charts	26
(a) Bonuses Received (Over Last 12 Months)	26

(b) Average Bonus: Prime Professional Activity	27
(c) Average Bonus: Level of Responsibility	28
(d) Average Bonus: Sector	28
(e) Average Bonus: Region	29
(f) Average Bonus: Age	29
(g) Average Bonus: Years Experience	30
6. Benefits Included in Employment Package	31
7. Areas Important in Current Role	33
8. Likely Reasons for Leaving Present Employer	35

1. Summary of Findings

Current Salaries, Bonuses and Benefits

The average salary of professionals working in the property sector is £34,877, excluding bonuses and other benefits. This is up 5.4% on last year's survey when average earnings were £33,077. (This increase corresponds closely with the 5.1% average increase in salary reported by respondents taking part this year.)

Nearly 9% of survey participants are accounted for by surveying professionals who work mainly outside the UK. Their average salary is £49,492, 48% higher than those working mainly in the UK (£33,421). (This reflects higher levels of responsibility enjoyed by this sub-group, the activities in which they are involved, and the nature of the organisations for which they work.)

Within the UK: those mainly working in Greater London and the South-East earn the most, in contrast to those in the East Midlands and Wales who typically earn the least.

Those working in a Surveying Practice/PLC, Commercial/Industrial sector, and Central/Local Government account for the bulk of those who participated in the survey this year (32%, 21% and 19% respectively). However, it is those who are employed in Investment/Development and Financial Services who enjoy the highest salaries, and in contrast to those in Central / Local Government and the Non-profit Making sector who typically earn the least.

Although based upon relatively small sub-groups, those employed in Investment Brokerage, Fund Management and Commercial Development enjoy average earnings above those working in another capacity. Other high earning categories include Corporate Property Consultancy and Planning/Development. Least well paid are those employed in Rural Practice, Building Surveying, and Landlord & Tenant.

Average Annual Salary and Bonus By Prime Professional Activity

	Average Salary £ pa	Average Bonus £ pa	Total £ pa	Av. Salary Increase	Number of participants
Investment Brokerage	55,643	7,463	63,106	8.2%	23*
Fund Management	53,962	5,919	59,881	5.9%	31*
Commercial Development	50,220	4,942	55,162	4.8%	82*
Corporate Property Consultancy	46,834	4,113	50,947	6.6%	64*
Planning/Development	46,119	1,908	48,027	5.1%	97*
Residential Agent	41,303	5,460	46,763	4.6%	52*
Retail Agent	40,533	5,599	46,132	7.5%	33*
Residential Development	39,145	3,492	42,637	6.2%	62*
Project Management	39,333	2,496	41,829	5.2%	177
Property Asset Management	38,764	2,634	41,398	5.5%	309
Research	35,017	5,417	40,434	3.7%	3*
Office Agent	35,843	4,420	40,263	9.6%	27*
Contractors Quantity Surveying	35,507	2,171	37,678	5.5%	322
Industrial Agent	33,711	3,566	37,277	8.2%	19*
Minerals	35,147	1,037	36,184	4.2%	35*
Valuation	31,708	3,174	34,882	4.3%	451
Rating	33,505	1,344	34,849	4.0%	68*
Facilities Management	33,179	1,221	34,400	4.6%	80*
Professional Quantity Surveying	32,471	1,441	33,912	5.1%	479
Geomatics	31,588	1,514	33,102	3.9%	56*
Landlord & Tenant	29,641	1,976	31,617	5.8%	135
Academic	31,009	154	31,163	3.2%	31*
Building Surveying	29,082	1,342	30,424	4.8%	504
Rural Practice	29,054	1,294	30,348	5.5%	312
All participants	34,877	2,282	37,159	5.1%	3932

Base: All giving an answer (3858) (* small sub-samples)

Average Salary (excluding bonuses) By Level Of Responsibility And Sector

	All £ pa	Assistant £ pa	Surveyor £ pa	Senior Surveyor £ pa	Associate/Manager £ pa	Partner/ Executive £ pa	Principal £ pa
Base:	3858	182	701	920	992	525	211
Investment/Devt	47,337	18,591*	24,354*	34,116*	46,285*	67,717*	74,961*
Financial services	39,070	14,992*	30,405*	33,418*	42,156*	81,318*	37,000*
Commercial/Industrial	37,023	16,513*	22,985	31,424	37,428	54,527	53,888*
Surveying Practice/PLC	32,941	15,831*	23,154	28,587	33,419	50,595	44,114*
Education	32,607*	19,338*	23,839*	31,849*	33,751*	44,333*	33,034*
Non-profit making	30,406*	17,277*	20,886*	26,019*	32,730*	42,477*	42,333*
Central/Local Govt	30,270	18,582*	23,619	27,993	34,059	46,251*	37,449*
Average All	34,877	16,718	23,528	29,663	36,111	52,682	49,125

Base: All participants giving an answer (3858) (* small sub-samples)

Average Salary (excluding bonuses) By Level of Responsibility and Geographic Location

	All £ pa	Assistant £ pa	Surveyor £ pa	Senior Surveyor £ pa	Associate/Manager £ pa	Partner/ Executive £ pa	Principal £ pa
Base:	3858	182	701	920	992	525	211
London/South East	38,208	18,609*	25,220	32,385	39,155	55,254	55,183*
North West/North East	30,731	14,378*	22,242	27,520	32,299	48,302	48,607*
Midlands/East Anglia	30,529	16,032*	23,109	28,479	31,850	45,774	42,047*
South West/Wales	30,390	16,307*	21,919	27,586	32,871	40,511*	34,258*
Scotland	30,308	16,071*	21,478	28,773	32,762	46,304	36,237*
Average UK	33,421	16,604*	23,308	29,451	35,029	49,965	46,405
Average Non UK	49,492*	19,729*	27,798*	33,544*	47,372*	66,873*	62,627*
Average All	34,877	16,718*	23,528	29,663	36,111	52,682	49,125

Base: All participants giving an answer (3858) (* small sub-samples)

Among this sample, Partners and Executives earn more than Principals, on average £49,965 versus £46,405. This disparity is explained by differences in the size of the organisations within which these people work, and by regional variations within the sample. Whilst these two groups have comparable levels of experience (19 years among Principals vs 17.6 years among Partners/Executives on average), it is notable that Principals are more inclined to be in smaller firms. (54% of Principals are in firms employing up to five staff vs just 10% of Partners/Executives saying the same.) Furthermore, a higher proportion of these Partners/Executives are located in the South East/Greater London (38%, Principals 30%).

Senior Surveyors earn less than Associates/Managers: £29,452 versus £35,029, although a higher proportion of them are located in the South East/Greater London (35% vs 31%). Surveyors and Assistants earn the least: £23,308 and £16,604 on average respectively.

Differences By Gender and Age

Women represent just 9% of survey participants and, among them, the most mentioned activities in which they are employed are: Property Asset Management (12%), Valuation (12%), Rural Practice (12%), and Landlord & Tenant (8%). Among the men, the most mentioned prime professional activities in which they are employed are: Building Surveying (13%), Professional Quantity Surveying (13%), Valuation (11%), Contractors Quantity Surveying (9%), and Rural Practice (8%).

On average, women's salaries are 22% less than their male counterparts: £27,550 versus £35,542.

This is due largely to the younger profile of women participating in the survey and corresponding lower levels of experience in the sector, the average being 8 years among women versus 13.8 years among men. On the other hand, these women report a higher rate of increase in salaries at 6.2% on average and compared with men whose salaries have gone up by 5.1%.

As may be expected, there is a close relationship between salary and age. The youngest participants in the survey, those aged 18-22 years, earn the least: £15,325 on average (versus £14,293 reported a year ago), and the more senior property professionals, aged 56 years+, enjoy much higher earnings: £42,226 on average. (Variations in the composition of this group year on year are noted and largely account for the significant increase on last year where the average was £35,330.)

On the other hand, whilst salaries are lower for younger participants, this group have experienced larger salary increases over the last year (7.2% or more among those aged 18-30 years versus 3.1% among those aged 56+).

Salary Increases

Whilst 83% of participants had an increase in salary at their most recent pay review (versus 84% last year), the average overall increase is down slightly at 5.1% (versus 5.5% in 2001).

Those enjoying the greatest increases this year (more than 7%) include those employed as Agents (Office, Industrial and Retail), and those in Investment Brokerage.

Receiving the smallest salary increases (less than 4% on average) are those working in an Academic field, Research and Geomatics, and those employed in the Central/Local Government and Education sectors. (Again these findings should be treated with some caution, being based on fairly small sample sizes.)

Bonuses

Whilst half of the survey participants did not receive any bonuses during the last 12 months (48%), the average value of bonuses was £2,282 overall (£2,136 among those who mainly work in the UK, and £3,738 among those who mainly work outside the UK).

As is the case for salaries, bonuses are significantly highest among those involved in Investment Brokerage and Fund Management. Similarly, those working mainly outside the UK and in Greater London and the South-East also enjoy higher bonuses than those in other UK regions.

In comparison with the 2000 Survey results, the proportion receiving any bonus (or bonuses) is very slightly up on last year (52% versus 51%); and the average value of these bonuses has increased at a slightly higher rate (7.6%) than the reported average increased in salaries (5.1%).

Benefits

More or less unchanged on last year's results, the majority receive some form of additional benefits as part of their package (91%); the most frequently mentioned of these being: a contributory pension (54%), company car (48%), health insurance (43%), and a performance related bonus (35%).

These four are also the most frequently mentioned as being 'new' among those having received a 'new benefit' as part of their employment package during the last year.

Issues Important in Role and Attitudes toward Employment

Regarding attitudes to their job and current employer, by far the most important issues are *having a range of interesting work* and *salary*. More than half describe these as very important (58% and 56% respectively).

Job security (44%), *location* (42%), *management style* (41%), *responsibility* (40%), *career progression* (39%) and *working environment* (37%) are also important although to a lesser extent.

Attitudes toward Technology and Use of the Internet

Whilst 70% of property professionals feel that having the *latest technology* is important to them in their role, just 15% describe this as *very important*. On the other hand, there has been a significant increase in the proportion who have Internet access either at work or at home (94% in 2001 versus 84% in 2000).

Relevant to their role and day-to-day methods of working: the proportion of property professionals who have direct access to the Internet via their own PC at work is considerably higher than this time last year: up from 45% to 63%. And, of interest, a comparable increase is seen among those who have access at home: from 48% to 63%.

Reasons for Changing Job

When asked 'If you were to leave your present employer, what would your reasons be?', the most frequently mentioned reasons were *better salary* (65%), *better career prospects* (51%) and *better benefits package* (38%).

Slightly fewer than one in three mentioned *management style* (31%) or *change of career* (28%), and one in five thought *retirement* (20%) would be an option for them.

2. Method & Sample Profile

2.1 Overview

A self-completion questionnaire was included in the January 2001 issue of CSM and readers were invited to complete and return it by post or fax, or else take part on-line via the Macdonald & Company web-site. The results have been collated and analysed by Business Planning and Research International.

3,932 UK and non-UK surveying professionals participated, making this the most comprehensive annual survey undertaken for the sector. On this basis, respondents are broadly representative of the profession with regard to the business sectors and geo-demographic spread. 95% of participants are employed on a permanent basis, compared with 3% who are freelance and 2% who describe their current role as temporary.

Two-thirds (66%) are accounted for among those that describe their prime professional activity as: Building Surveying, Professional Quantity Surveying, Valuation, Contractors Quantity Surveying, Rural Practice, Property Asset Management, Project Management and Landlord & Tenant.

Three-quarters are at Senior Surveyor level or higher (75%); Surveyors (20%) and Assistants (5%) account for the remainder. At the highest level, one in five describe themselves as Principals, Partners or Executives (21%).

As regards the nature of the organisations for which they work, the most mentioned are: Surveying Practice/PLC (38%), Commercial/Industrial (25%), and Central/Local Government (22%) (among those giving an answer). The remainder (15%) include those working in Investment/Development, Financial Services, Non-profit Making Organisations, and Education.

Whilst a third of participants mainly work in London and the South-East (34%), the largest proportion overall are accounted for by those working elsewhere in the UK (57%). Nearly 9% work outside the UK and a small proportion (2%) were unable to specify one specific region.

The majority of participants are men (91%). Among them, their average age is 41.4 years, with 13.8 years experience in the sector. The profile of the women taking part is younger (their average age being 33.7 years with 8 years experience).

Nearly two-fifths of all participants are employed within organisations with 500+ employees (38%) versus just one-fifth who are within smaller firms with 20 or fewer people (20%). A high proportion of Principals work within these smaller firms by comparison with the remainder of the sample (70% and

17% respectively.)

The majority of these survey participants have a relevant or related qualification; the most of these being ARICS (MRICS) (58%) and a degree (46%).

2.2 Charts

(a) Sample Profile: Prime Professional Activity

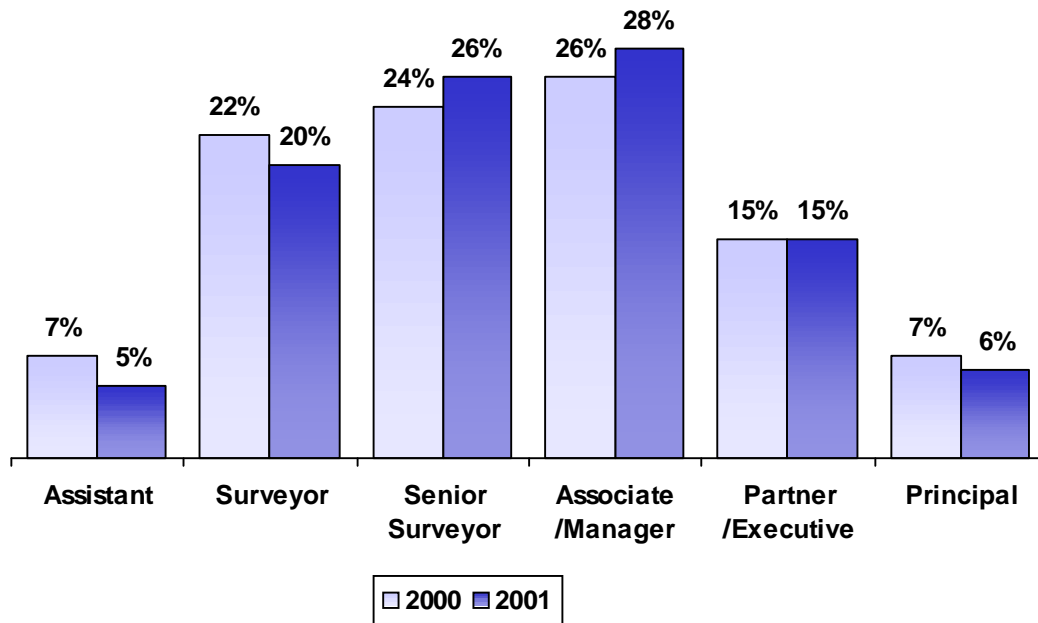
	2000	2001
	No. of Participants	No. of Participants
Building Surveying	474	504
Professional Quantity Surveying	510	479
Valuation	471	451
Contractors Quantity Surveying	325	322
Rural Practice	322	312
Property Asset Management	341	309
Project Management	157	177
Landlord & Tenant	124	135
Planning/Development	100	97
Commercial Development	69	82
Facilities Management	81	80
Rating	97	68
Corporate Property Consultancy	69	64
Residential Development	59	62
Geomatics	64	56
Residential Agent	74	52
Minerals	31	35
Retail Agent	35	33
Academic	54	31
Fund Management	28	31
Office Agent	43	27
Investment Brokerage	27	23
Industrial Agent	33	19
Research	11	3

Numbers shown include those giving an answer

-

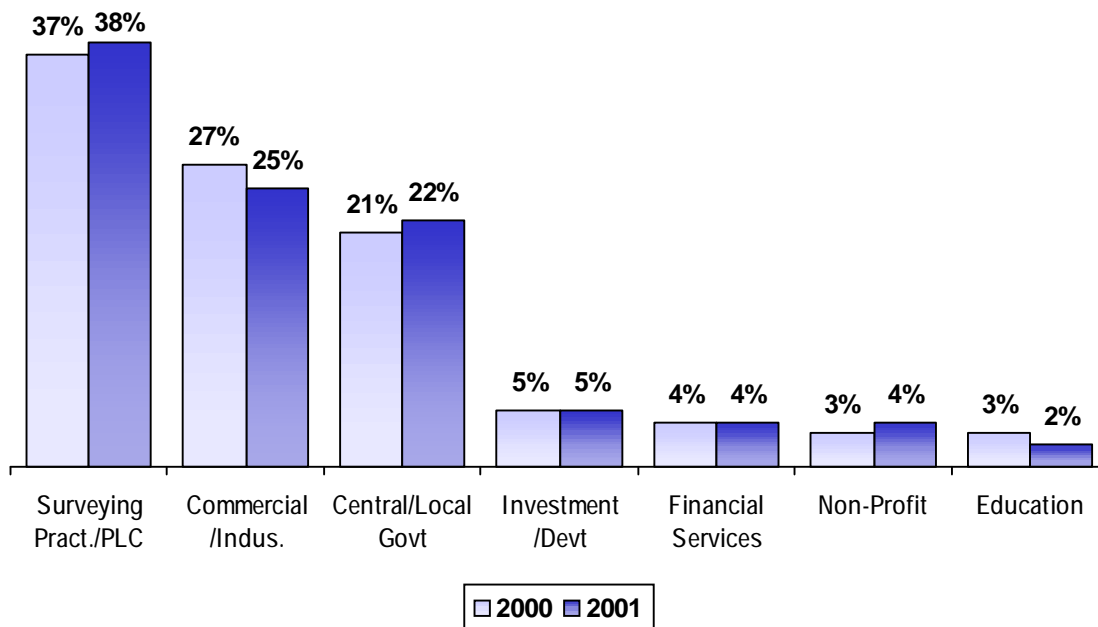
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(b) Sample Profile: Level of Responsibility



Base: All giving an answer (2000:3623, 2001:3579)

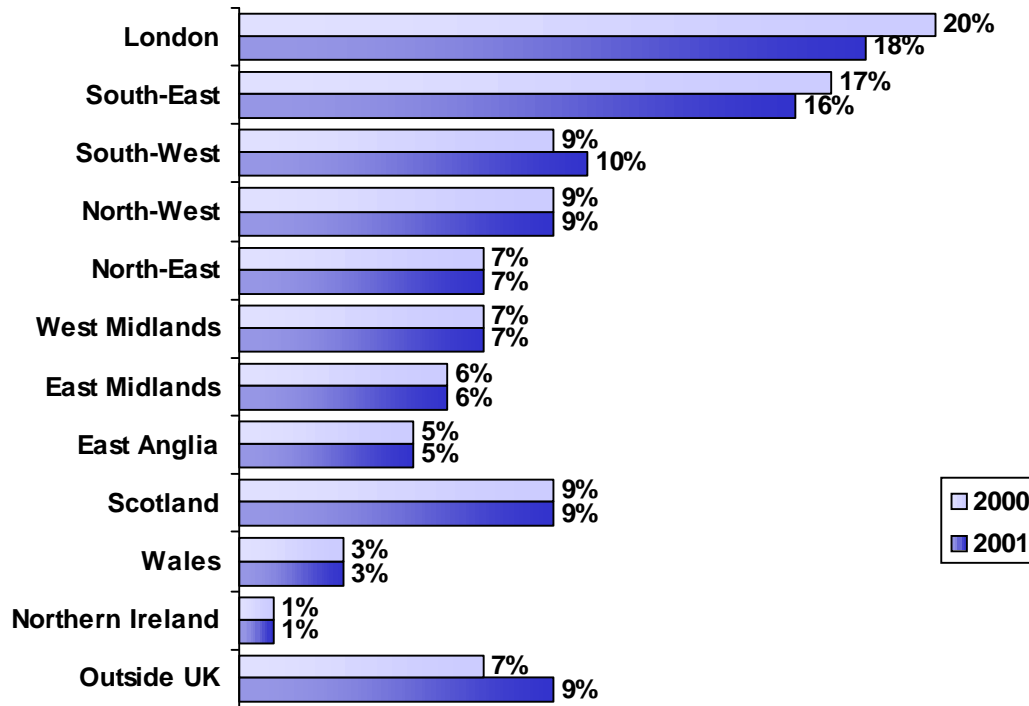
(c) Sample Profile: Sector



Base: All giving an answer

(d) Sample Profile: Region

Base: All giving an answer (2000:3898, 2001:3851)

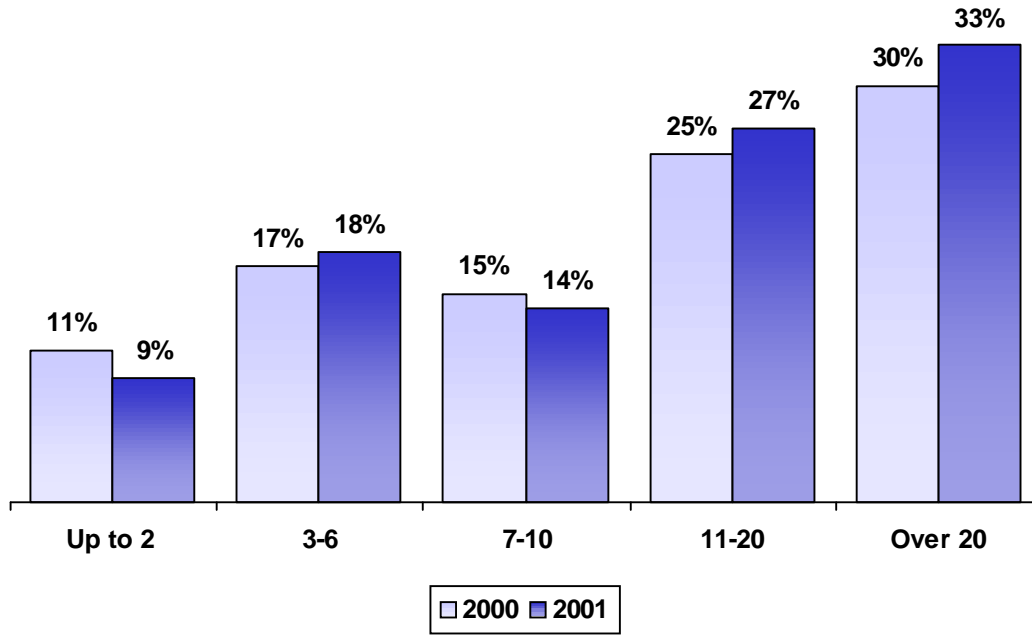


(e) Sample Profile: Age

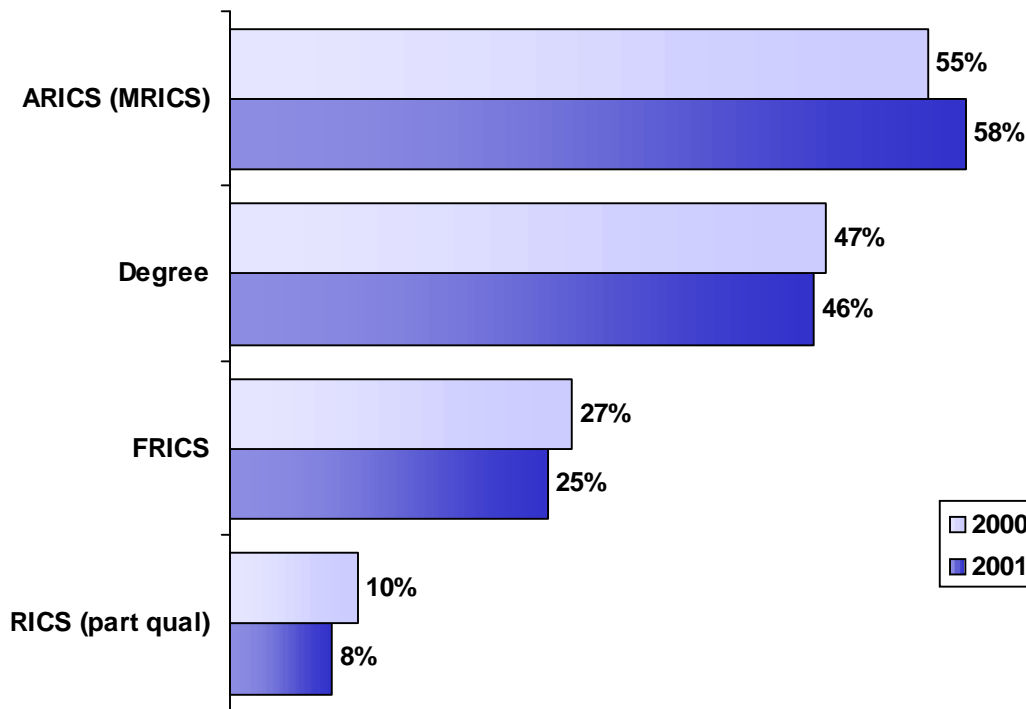
Base: All giving an answer (2000:3991, 2001:3850)

(f) Sample Profile: Years Experience

Base: All giving an answer (2000:3981, 2001:3914)



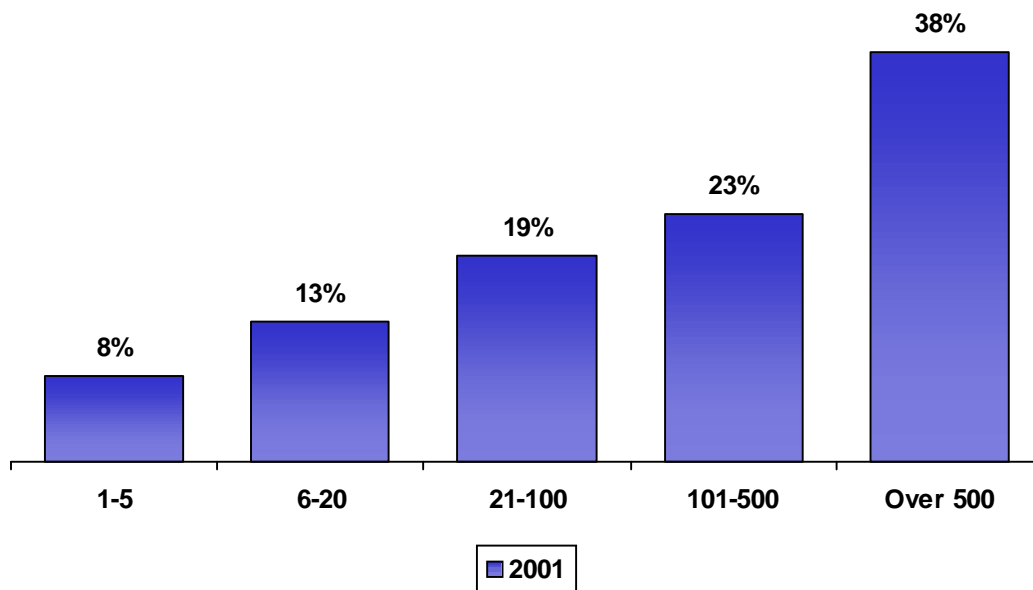
(g) Sample Profile: Qualifications Held (Most Mentioned)



Base: All participants (2000:4025, 2001:3932)

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(h) Sample Profile: Size of Organisation (Num. Of Employees)



Base: All giving an answer (2001:3894)

3. Current Salary (Excluding Bonuses)

3.1 Overview

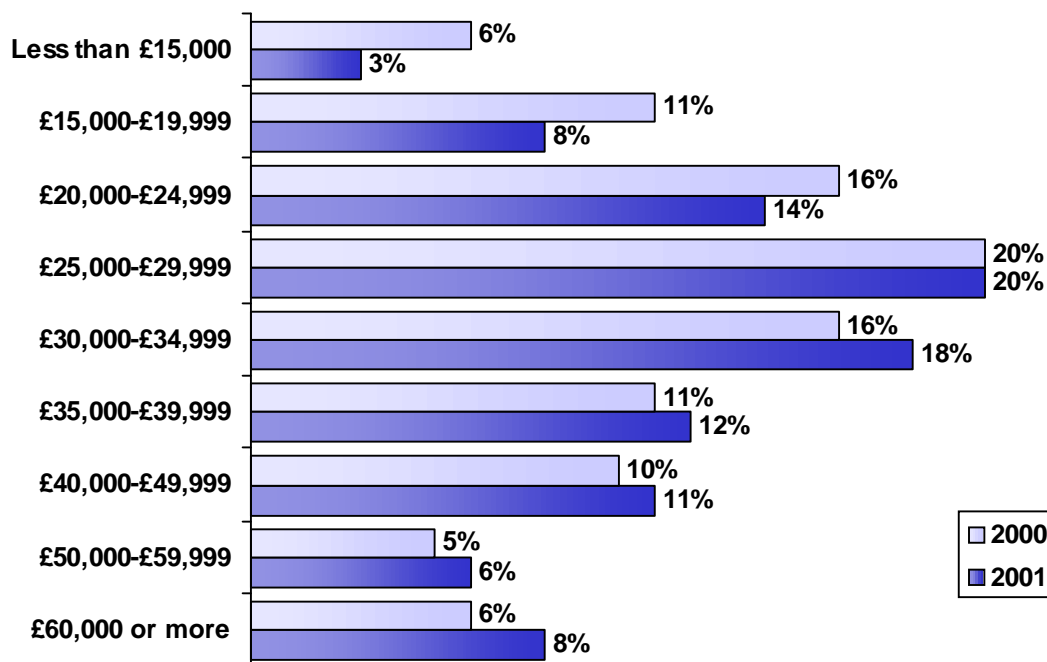
The average salary of professionals working in the property sector is £34,877, excluding bonuses and other benefits. This is up 5.4% on last year's survey when average earnings were £33,077. (This increase corresponds closely with the 5.1% average increase in salary reported by respondents taking part this year.)

Nearly 9% of survey participants are accounted for by surveying professionals who work mainly outside the UK. Among them, their average salary is £49,492, 48% higher compared to those working mainly in the UK (£33,421).

Overall, salaries are higher than for The 2000 Survey, and figures provided reflect the breadth of the professionals taking part. A quarter report earnings (excluding bonuses) of 'Less than £25K', half do so in the band '£25-40K' and the remainder earn '40K+'.

3.2 Charts

(a) Current Salary (Excluding Bonuses)



Base: All giving an answer (2000:3866, 2001:3858)

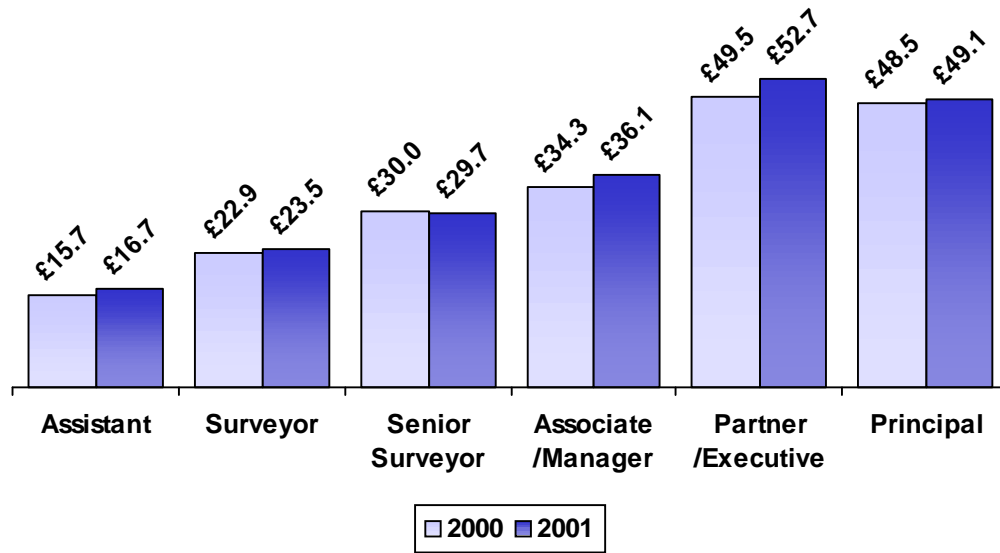
(b) Average Salary: Prime Professional Activity

	2000	2001	
	Average	Average	No. of
	Salary	Salary	Participants
	£ pa	£ pa	(2001)
Investment Brokerage	41,880	55,643	23*
Fund Management	53,814	53,962	31*
Commercial Development	42,775	50,220	82
Corporate Property Consultancy	41,636	46,834	64*
Planning/Development	44,019	46,119	97
Residential Agent	31,389	41,303	52*
Retail Agent	33,152	40,533	33*
Project Management	38,573	39,333	177
Residential Development	45,228	39,145	62*
Property Asset Management	41,505	38,764	309
Office Agent	28,018	35,843	27*
Contractors Quantity Surveying	30,101	35,507	322
Minerals	28,986	35,147	35*
Research	31,108	35,017	3*
Industrial Agent	26,981	33,711	19*
Rating	30,160	33,505	68*
Facilities Management	33,660	33,179	80*
Professional Quantity Surveying	31,811	32,471	479
Valuation	32,547	31,708	451
Geomatics	30,828	31,588	56*
Academic	33,246	31,009	31*
Landlord & Tenant	30,247	29,641	135
Building Surveying	26,386	29,082	504
Rural Practice	26,310	29,054	312
All participants	33,077	34,877	3932

Base: All giving an answer (2000:3866, 2001:3858) (small sub-samples)*

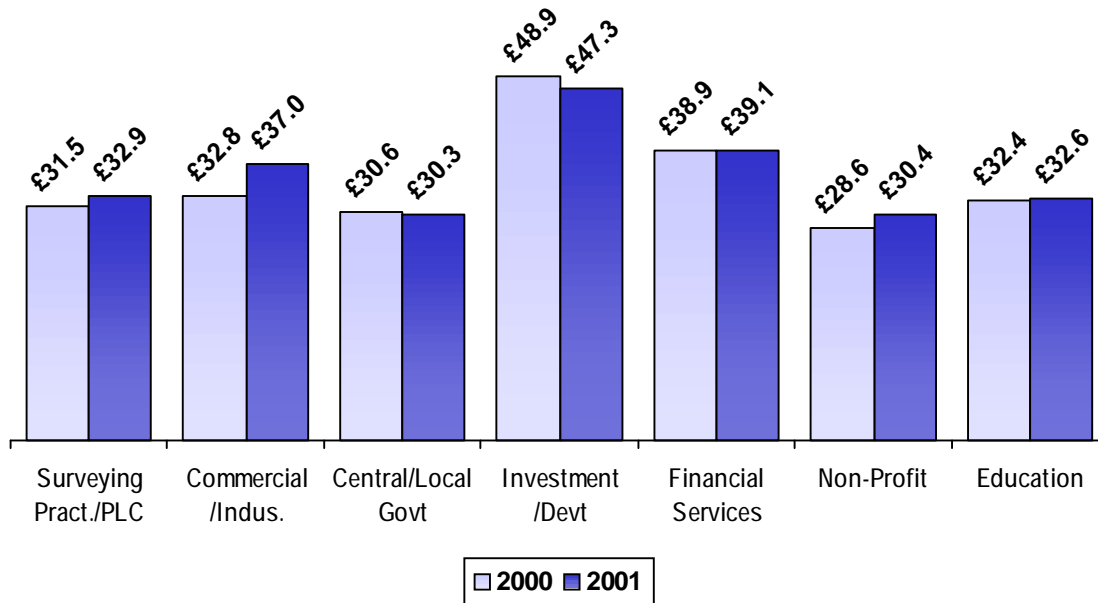
(c) Average Salary (£Kpa): Level of Responsibility

Base: All giving an answer



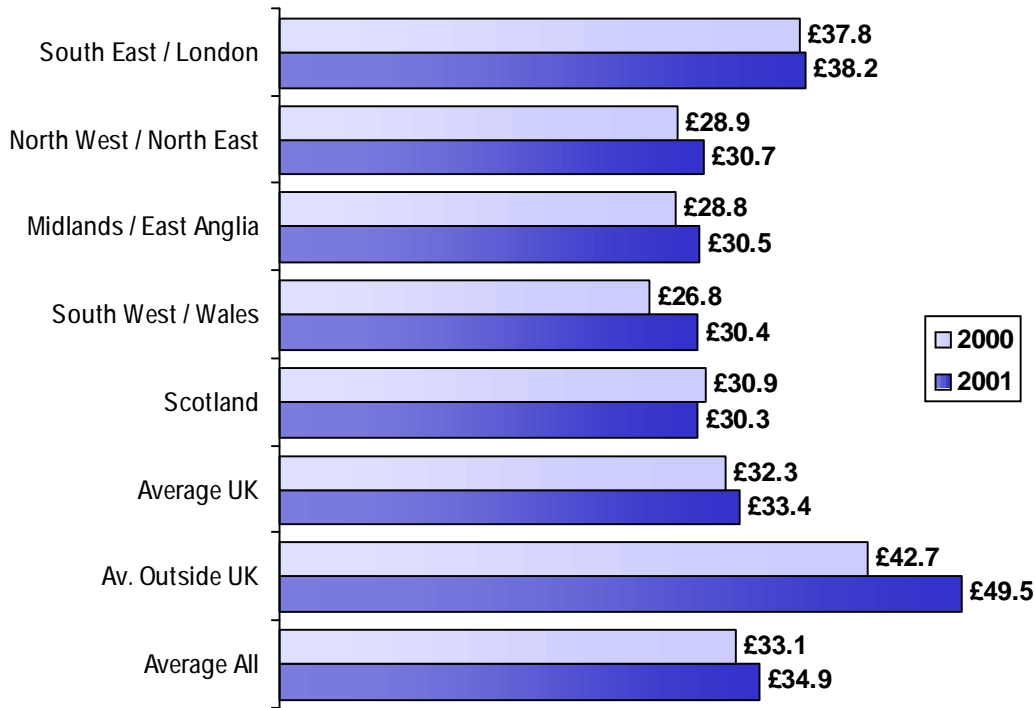
(d) Average Salary (£Kpa): Sector

Base: All giving an answer



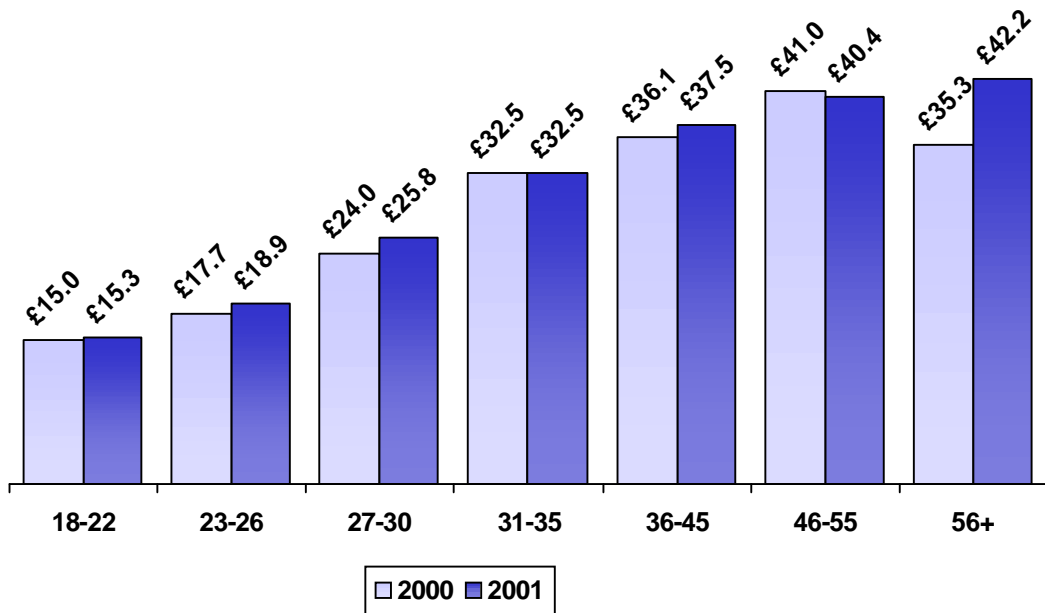
(e) Average Salary (£Kpa): Region

Base: All giving an answer

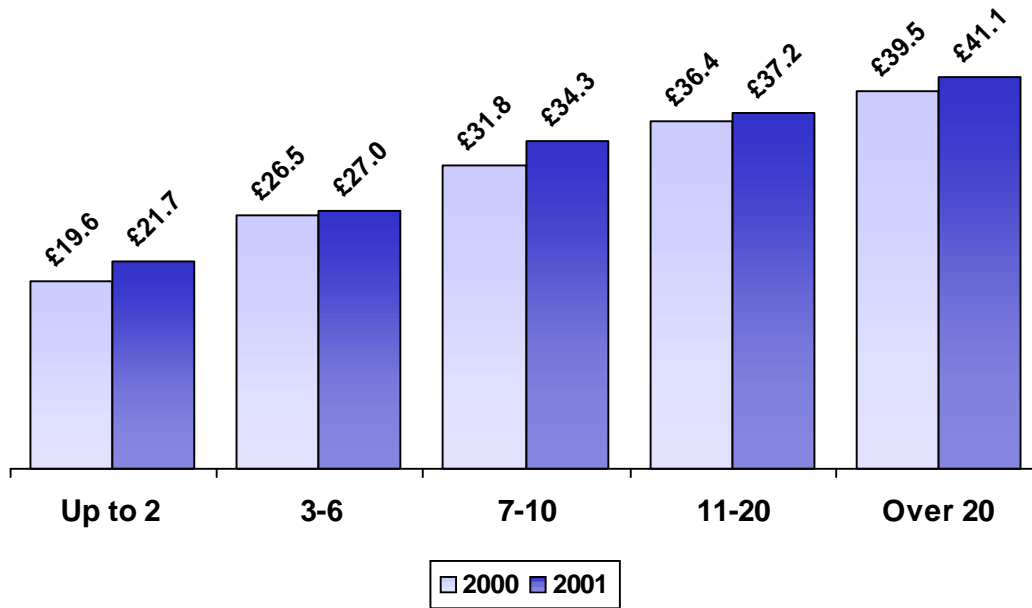


(f) Average Salary (£Kpa): Age

Base: All giving an answer



(g) Average Salary (£Kpa): Years Experience



Base: All giving an answer

4. Change to Salary at Last Review

4.1 Overview

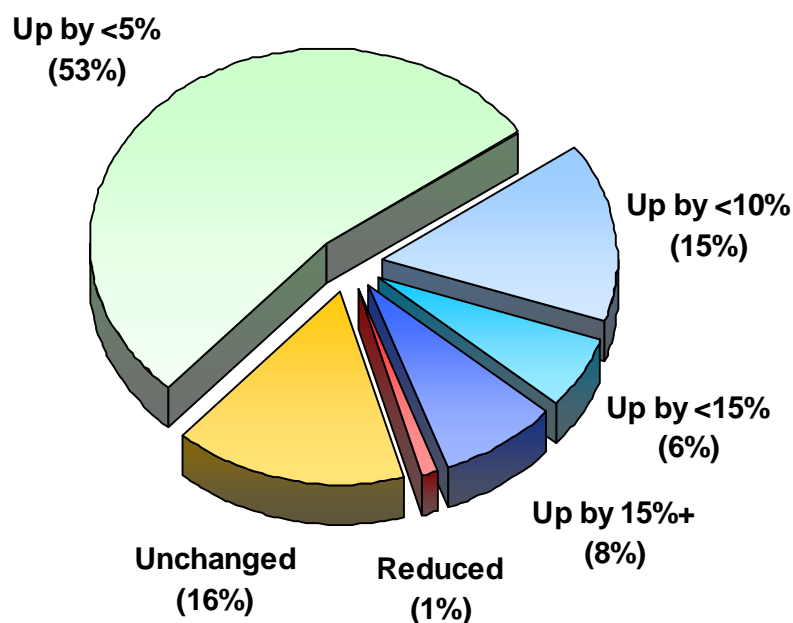
83% of participants had an increase in salary at their most recent pay review; the average overall increase being 5.1%, and down slightly on the average increase among last year's participants (5.5%).

Those enjoying the greatest increase this year (more than 7%) include those employed as Agents (Office, Industrial and Retail), and those in Investment Brokerage.

Receiving the smallest average salary increases (less than 4% on average) are those working in an Academic field, Research and Geomatics, and those employed in the Central/Local Government and Education sectors. (These findings should be treated with some caution, being based on fairly small sample sizes.)

4.2 Charts

(a) Change to Salary at Last Review



Base: All giving an answer (2001:3782)

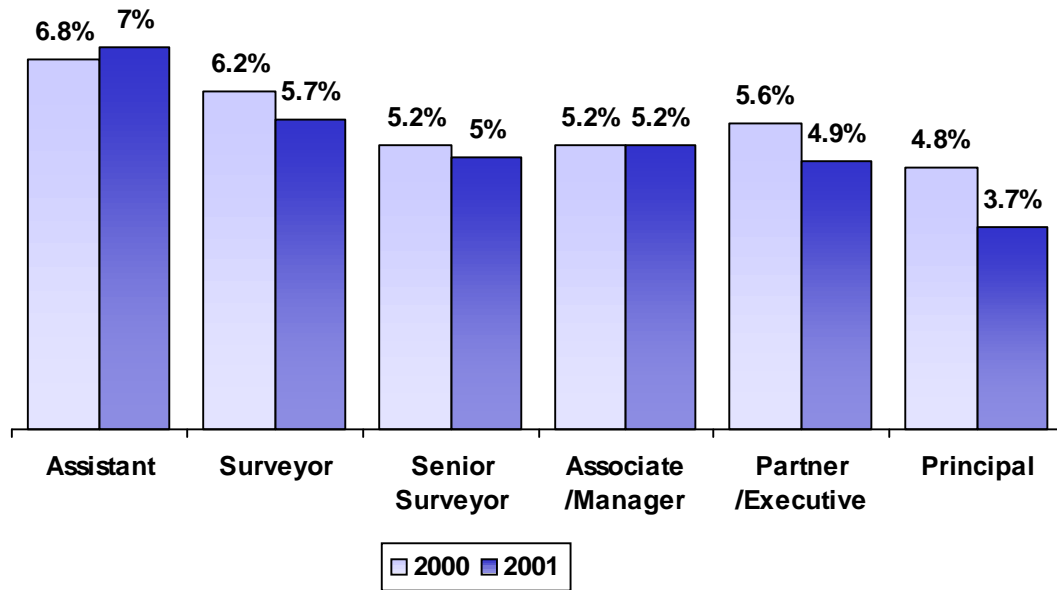
(b) Average Increase: Prime Professional Activity

	2000	2001
Average Increase	5.5%	5.1%

	Average Increase P.a.	Average Increase P.a.	No. of Participants (2001)
Office Agent	6.8%	9.6%	27*
Investment Brokerage	8.3%	8.2%	23*
Industrial Agent	6.3%	8.2%	19*
Retail Agent	8.8%	7.5%	33*
Residential Agent	4.8%	7.5%	33*
Corporate Property Consultancy	5.5%	6.6%	64*
Residential Development	6.9%	6.2%	62*
Fund Management	8.0%	5.9%	31*
Landlord & Tenant	5.8%	5.8%	135
Rural Practice	6.2%	5.5%	312
Contractors Quantity Surveying	5.6%	5.5%	322
Property Asset Management	5.6%	5.5%	309
Project Management	5.7%	5.2%	177
Professional Quantity Surveying	5.5%	5.1%	479
Planning/Development	5.1%	5.1%	97
Commercial Development	5.8%	4.8%	82*
Building Surveying	5.4%	4.8%	504
Facilities Management	4.9%	4.6%	80*
Valuation	5.2%	4.3%	451
Minerals	4.3%	4.2%	35*
Rating	4.3%	4.0%	68*
Geomatics	3.5%	3.9%	56*
Research	5.0%	3.7%	3*
Academic	5.5%	3.2%	31*
All participants	5.5%	5.1%	3932

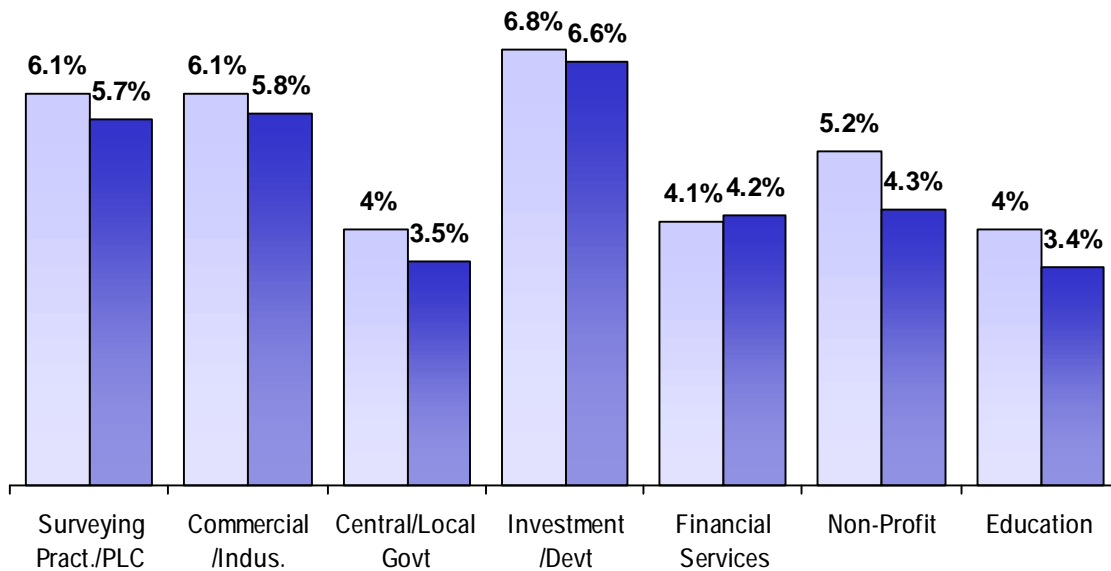
Base: All giving an answer (small sub-samples)*

(c) Average Increase: Level of Responsibility



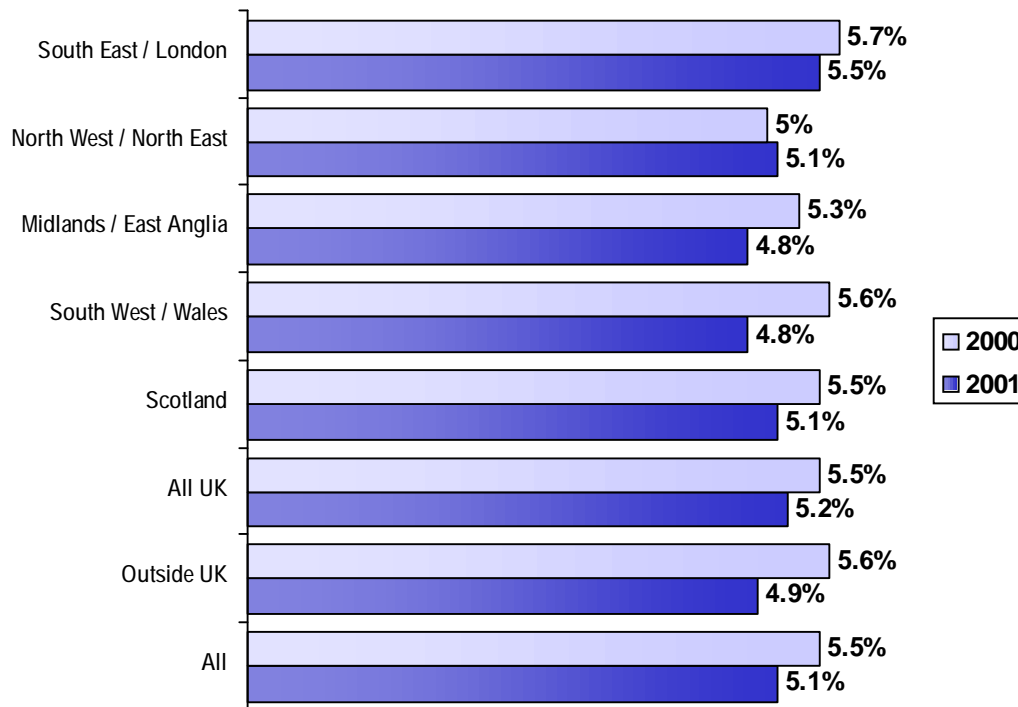
Base: All giving an answer

(d) Average Increase: Sector



Base: All giving an answer

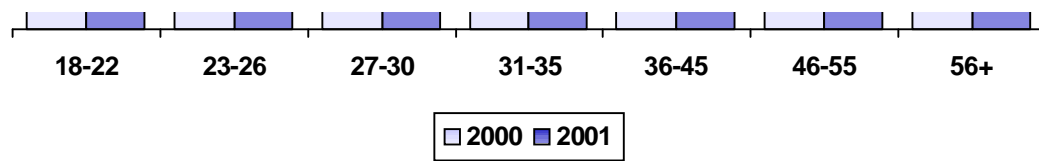
(e) Average Increase: Region



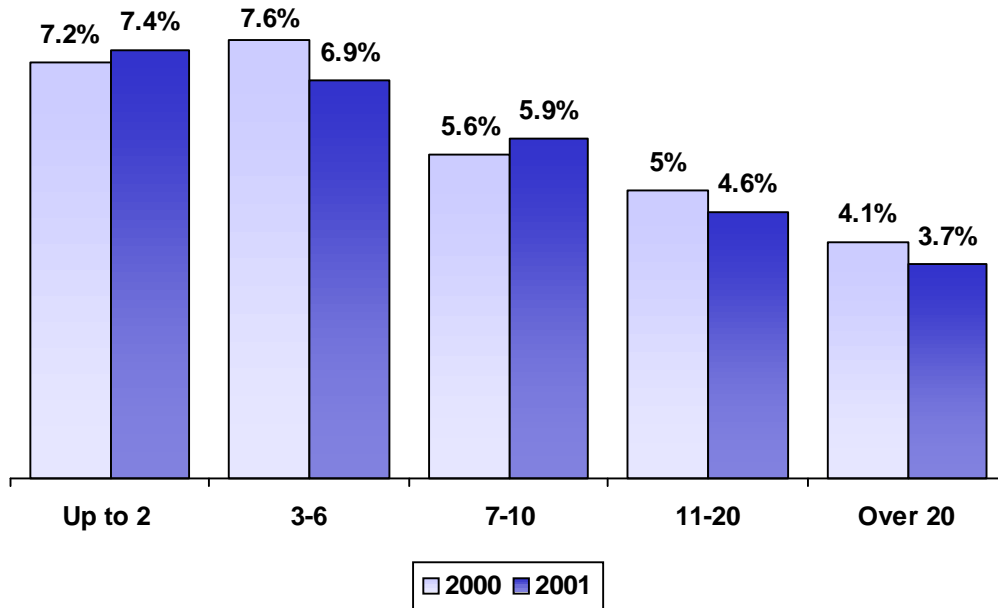
Base: All giving an answer

(f) Average Increase: Age

Base: All giving an answer



(g) Average Increase: Years Experience



Base: All giving an answer

5. Bonuses Received (Over Last 12 Months)

5.1 Overview

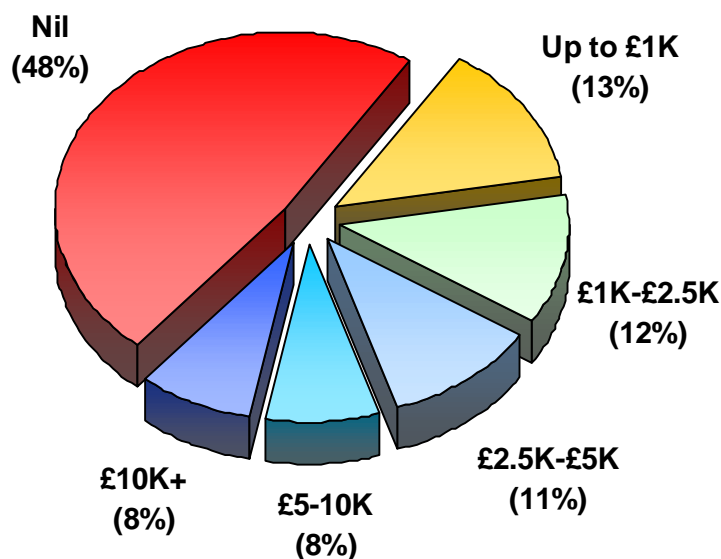
Whilst half of all participants did not receive any bonuses during the preceding 12 months (48%), the average value of bonuses was £2,282 overall, (£2,136 among those who mainly work in the UK and £3,738 who mainly work outside the UK).

As is the case for salaries, bonuses are significantly highest among those involved in Investment Brokerage and Fund Management. Similarly again, those working mainly outside the UK and in Greater London and the South-East also enjoy higher bonuses compared to those in other UK regions.

In comparison with the 2000 Survey results, the proportion receiving any bonus (or bonuses) is very slightly up on last year (52% versus 51%); and the average value of these bonuses has increased at a slightly higher rate (7.6%) than the reported average increased in salaries (5.1%).

5.1 Charts

(a) Bonuses Received (Over Last 12 Months)



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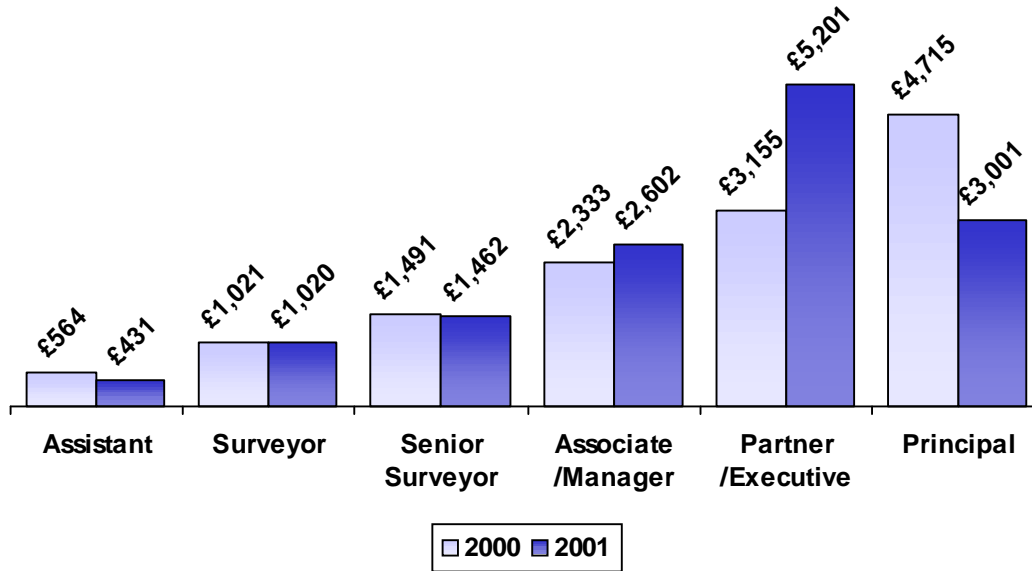
Base: All giving an answer

(b) Average Bonus: Prime Professional Activity

	2000	2001	
	Average	Average	No. of
	Bonus	Bonus	Participants
	£ pa	£ pa	(2001)
Investment Brokerage	7,837	7,463	23*
Fund Management	6,786	5,919	31*
Retail Agent	3,857	5,599	33*
Residential Agent	5,114	5,460	52*
Research	2,500	5,417	3*
Commercial Development	4,384	4,942	82*
Office Agent	4,583	4,420	27*
Corporate Property Consultancy	3,144	4,113	64*
Industrial Agent	2,734	3,566	19*
Residential Development	3,125	3,492	62*
Valuation	3,047	3,174	451
Property Asset Management	2,595	2,634	309
Project Management	1,850	2,496	177
Contractors Quantity Surveying	1,670	2,171	322
Landlord & Tenant	1,950	1,976	135
Planning/Development	2,500	1,908	97
Geomatics	1,619	1,514	56*
Professional Quantity Surveying	1,130	1,441	479
Rating	1,332	1,344	68*
Building Surveying	1,145	1,342	504
Rural Practice	1,242	1,294	312
Facilities Management	1,123	1,221	80*
Minerals	1,652	1,037	35*
Academic	255	154	31*
All participants			

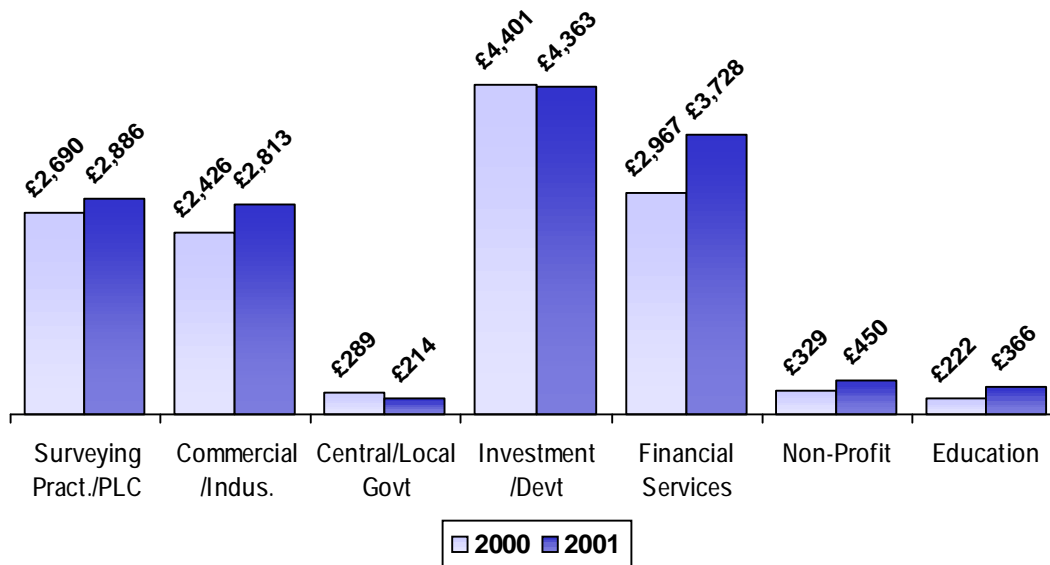
Base: All giving an answer (small sub-samples)*

(c) Average Bonus: Level of Responsibility



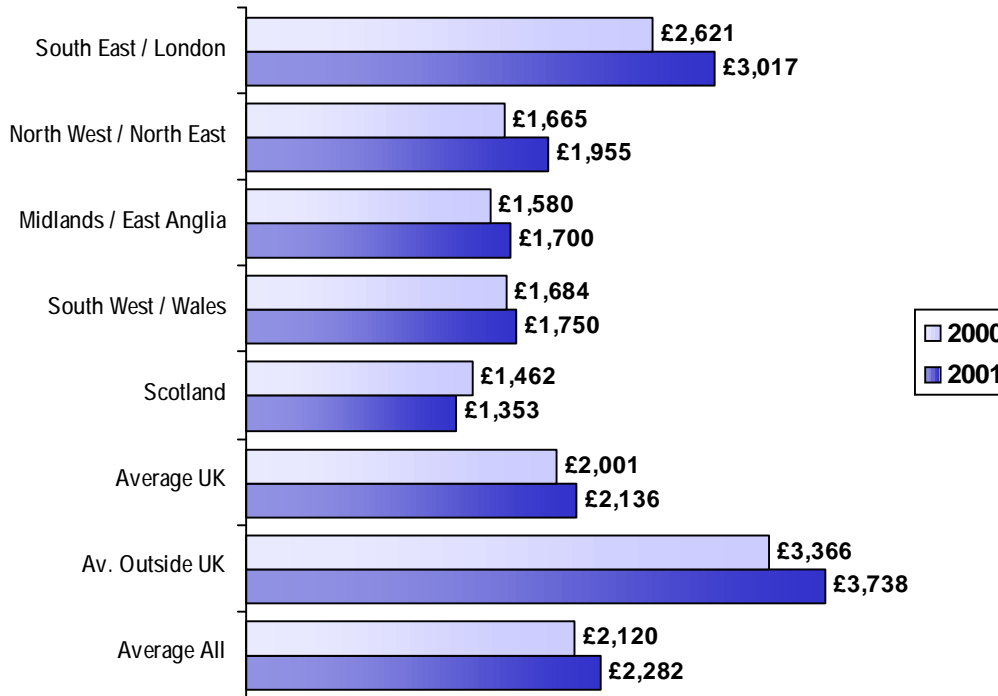
Base: All giving an answer

(d) Average Bonus: Sector



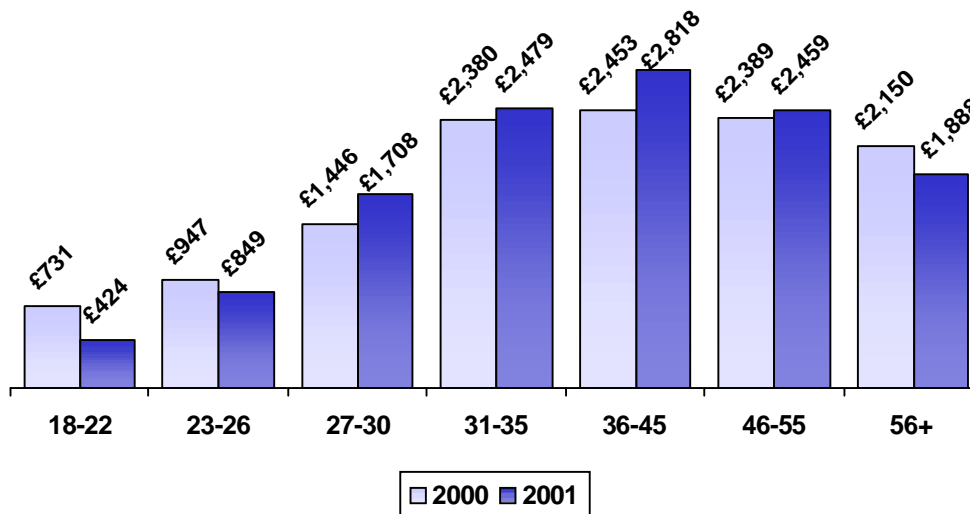
Base: All giving an answer

(e) Average Bonus: Region



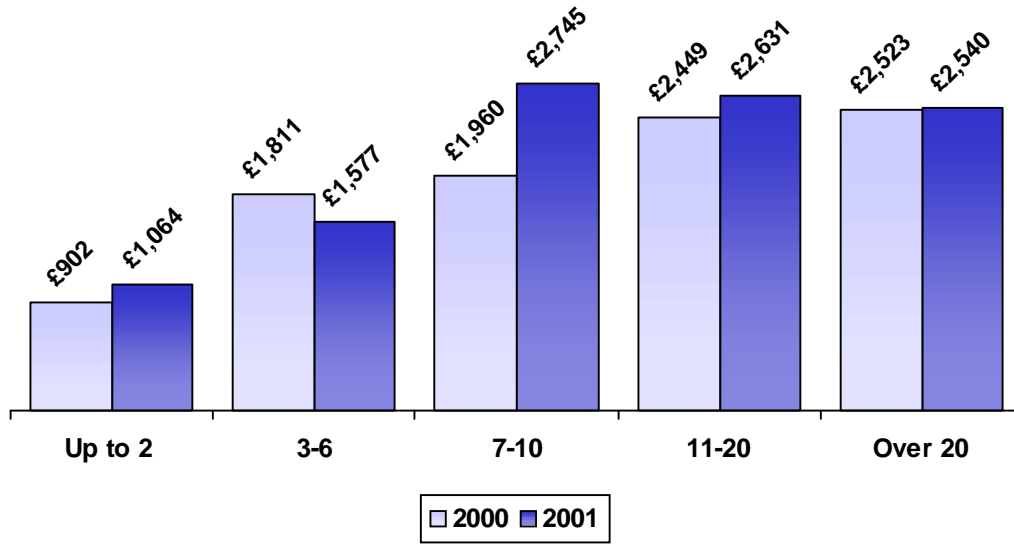
Base: All giving an answer

(f) Average Bonus: Age



Base: All giving an answer

(g) Average Bonus: Years Experience



6. Benefits Included in Employment Package

6.1 Overview

More or less unchanged on last year's results, the majority (91%) receive some form of additional benefit as part of their package; the most frequently mentioned of these being: a contributory pension (54%), company car (48%), health insurance (43%), and a performance related bonus (35%).

These four are also the most frequently mentioned as being 'new' among those having received a 'new benefit' as part of their employment package during the last year.

In comparison with the 2000 Survey, whilst a company car is the second most frequently mentioned benefit, this has fallen back slightly (from 50% to 48%) in favour of a company car allowance (up from 16% to 18%).

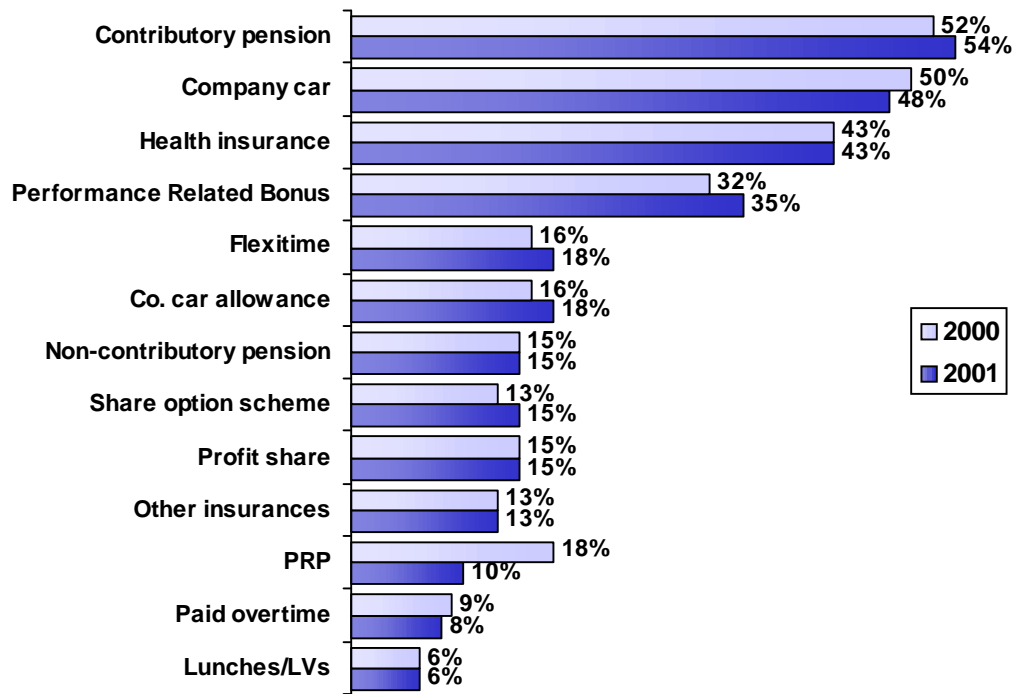
A similarly small rise is seen in the proportion receiving a contributory pension (52% to 54%), performance related bonus (32% to 35%), and flexitime (16% to 18%).

In contrast, the number stating they have PRP as part of their package is significantly down on last year (from 18% to 10%).

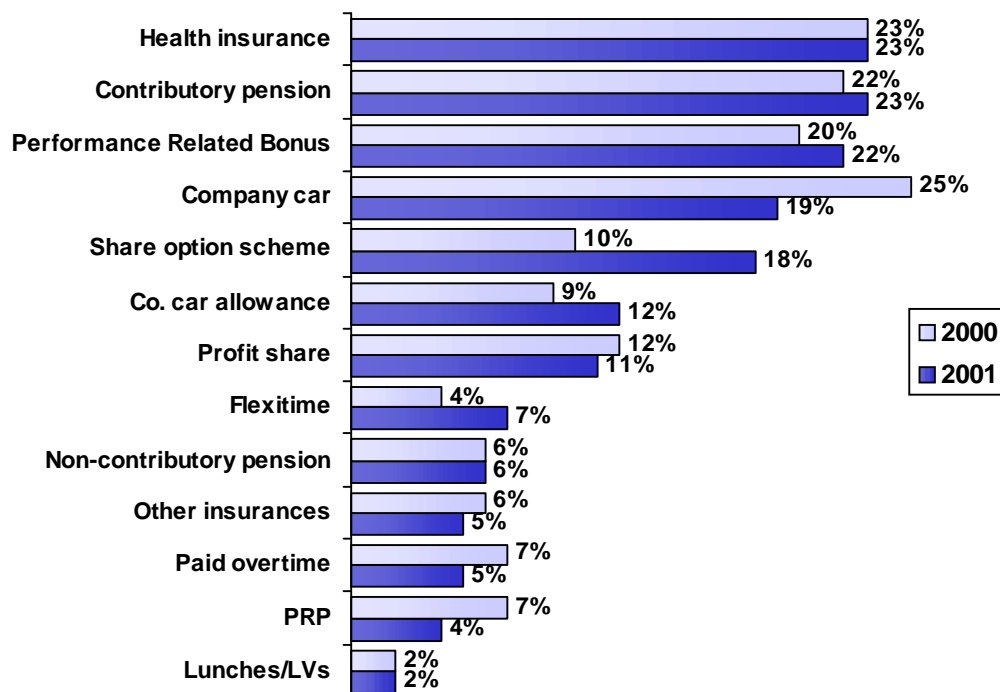
6.2 Charts

(a) Benefits Included in Employment Package

Base: All participants (2000:4025,2001:3932)



(b) New Benefits Received (Over Last 12 Months)



Base: All saying have received a new benefit within the last year (2000:611, 2001:736)

7. Areas Important in Current Roles

7.1 Overview

Regarding attitudes to their job and current employer, by far the most important issues are *having a range of interesting work* and *salary*. More than half describe these as very important (58% and 56% respectively).

Job security (44%), *location* (42%), *management style* (41%), *responsibility* (40%), *career progression* (39%) and *working environment* (37%) are also important although to a lesser extent.

The least important aspect is *opportunities for travel*, 70% saying describing it as *not very* or *not at all important*.

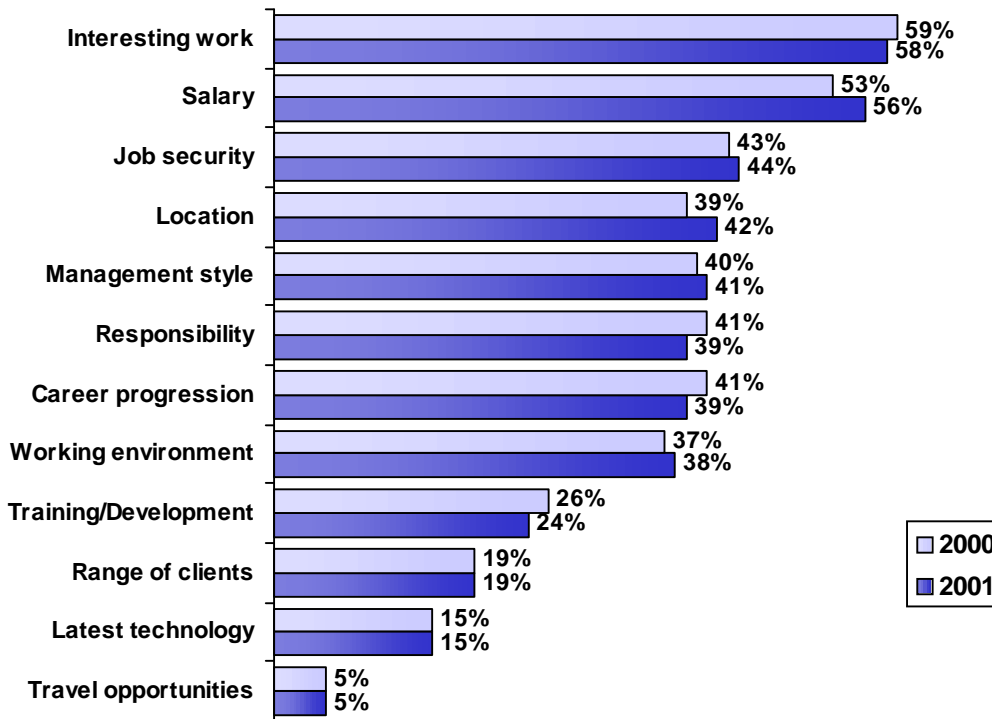
Of interest, the issues important to the women who participated in the survey are quite different than is the case for the men. Whilst *salary* and *having a range of interesting work* are the prime considerations for men (57% describing each of these as very important), for women: *a range of interesting work* (73%), and *management style* (53%) were felt by them to be more important than *salary* (49%), which is on a par with *working environment* (49%). To an extent this gap in attitudes reflects the younger profile of these women (their average age being 33.7 years versus 41.4 years for men.)

Whilst 70% of property professionals feel that having the *latest technology* is important to them in their role, just 15% describe this as *very important*. On the other hand, there has been a significant increase in the proportion who have Internet access either at work or at home (94% in 2001 versus 84% in 2000).

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% Saying Very Important To Their Job

Base: All



participants (2000:4025, 2001:3932)

8. Likely Reasons for Leaving Present Employer

8.1 Overview

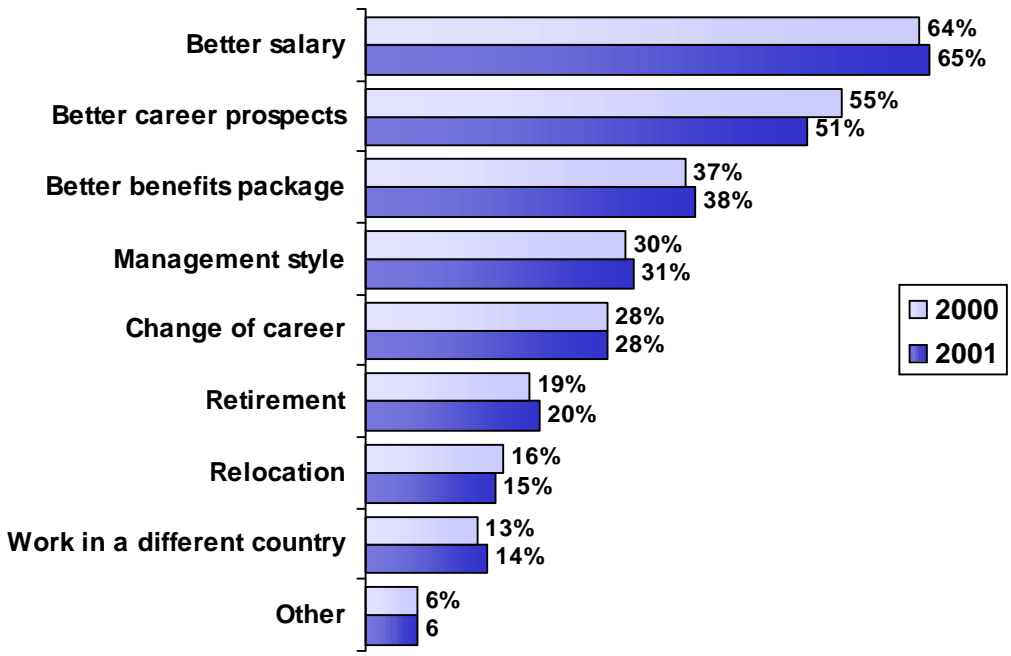
When asked 'If you were to leave your present employer, what would your reasons be?', the most frequently mentioned reasons were *better salary* (65%), *better career prospects* (51%) and *better benefits package* (38%). Slightly fewer than one in three mentioned *management style* (31%) or *change of career* (28%), and one in five thought *retirement* (20%) would be an option for them. *Relocation* and *to work in a different country* were felt to be the least likely influencing factors (given by 15% and 14% respectively).

Younger audiences (and in particular those aged 23-30) are more attracted by issues around remuneration - *better salary, career prospects and benefits package* - than their older counterparts. Whilst remuneration issues continue to be the most important among middle aged audiences (aged 36-55), other issues, such as *management style, change of career* and, to a lesser extent, *retirement* grow in relative importance. Among those aged 56+ *retirement* emerges as by far the most likely reason for leaving one's present employer (among 73%).

In comparison with last year's results: *a better benefits package* has risen slightly as an influencing factor among younger audiences (18-26), up from 45% to 50% stating this as a reason for considering leaving an employer.

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Reasons For Leaving Present Employer - % Saying...



Base: All giving an answer (2000:3920, 2001:3869)

