

RCOT Member Survey Results

2018/19

Royal College of
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Therapists



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1. Introduction

In late 2018 and early 2019, RCOT undertook membership research among its members to investigate attitudes towards membership and perceptions of RCOT. The research which was carried out by ComRes, the leading research consultancy, on behalf of RCOT was a follow-up to the membership survey undertaken in 2015.

RCOT's 30,733 members were invited to participate in the survey. In total 4,884 members responded, giving an overall response rate of 16%.

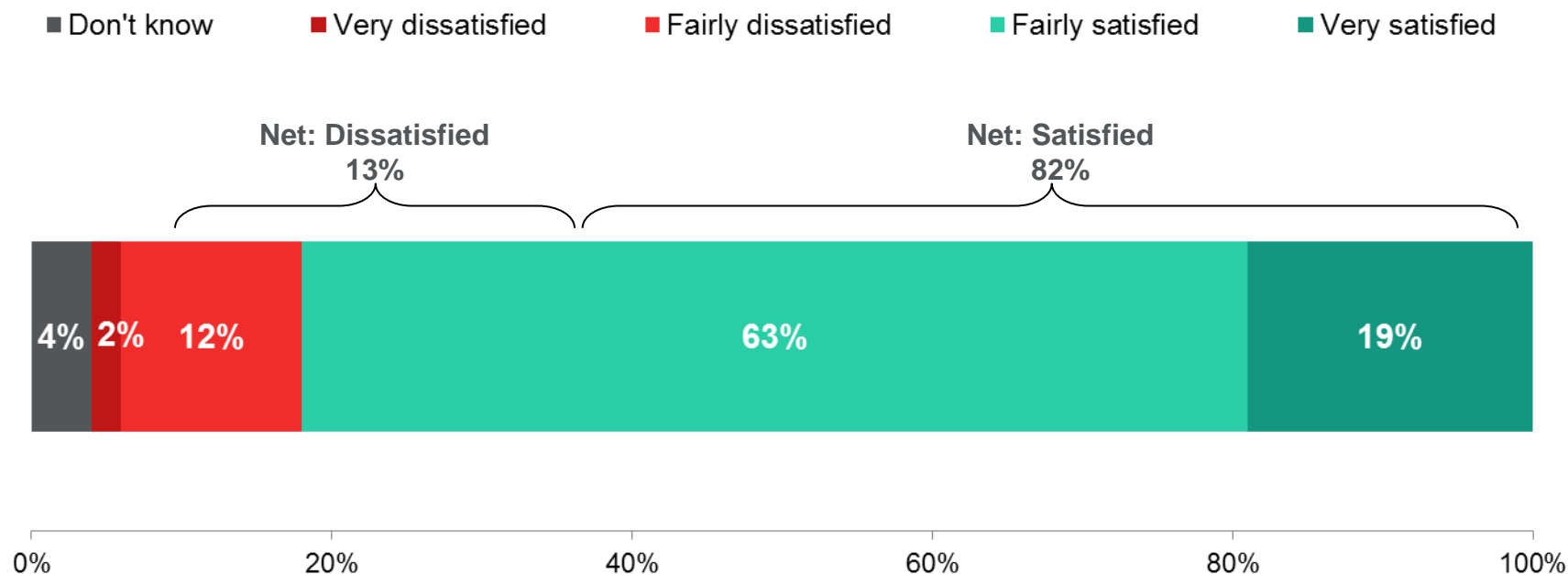
The following pages cover the headline results from the research. These are used to provide RCOT with a benchmark to understand members' views, needs and issues. This knowledge is used to guide future planning for RCOT's membership offering.*

* Some of the detailed results are commercially sensitive and are therefore not publicly available, at this time.



2. Membership experience

Member satisfaction



Question:
How **satisfied** or **dissatisfied** are you with your membership of RCOT?



2. Membership experience

Reasons for becoming a member

Access to professional
news and resources



73%

Indemnity cover and
insurance



66%

Access to
professional networks
and events



58%

I thought the membership
provided useful benefits



53%

Pride in the profession



47%

Question:

For which of the following reasons did you become a member of RCOT?

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2. Membership experience

Main advantages of membership

Indemnity cover /
indemnity insurance /
insurance cover /
professional indemnity



24%

Up-to-date information /
access to information /
professional information



20%

Access to resources /
Websites /
online resources



18%

Access to journals/
articles/
publications



15%

Access to a
professional
network / links /
connections / views / expertise



11%

UNISON
membership



9%

Peer support /
keep in touch /
solidarity / unity



8%

Belonging to a
professional
body / national
representation



7%

Research and evidence
base / materials /
papers / information



7%

Training and
professional events /
reduced price
for courses



6%

Question:

In your view what, if anything, is the main advantage of membership with RCOT?

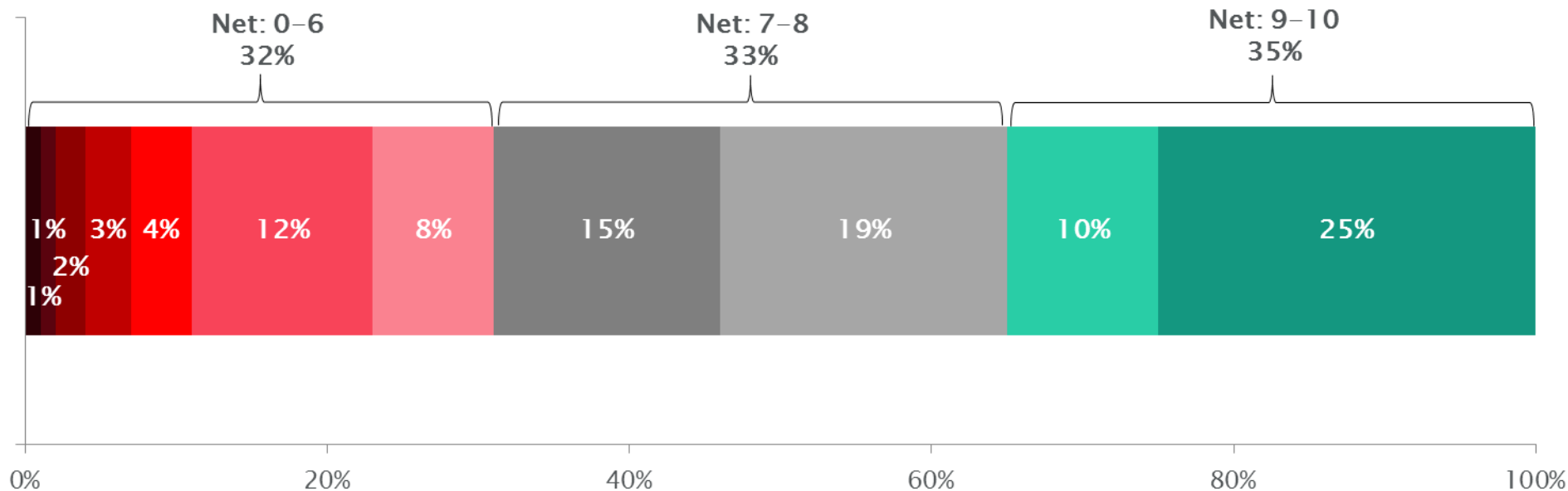
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2. Membership experience

Likelihood to recommend membership

0 – Not at all likely 1 2 3 4 5 6 7 8 9 10 – extremely likely



Question:

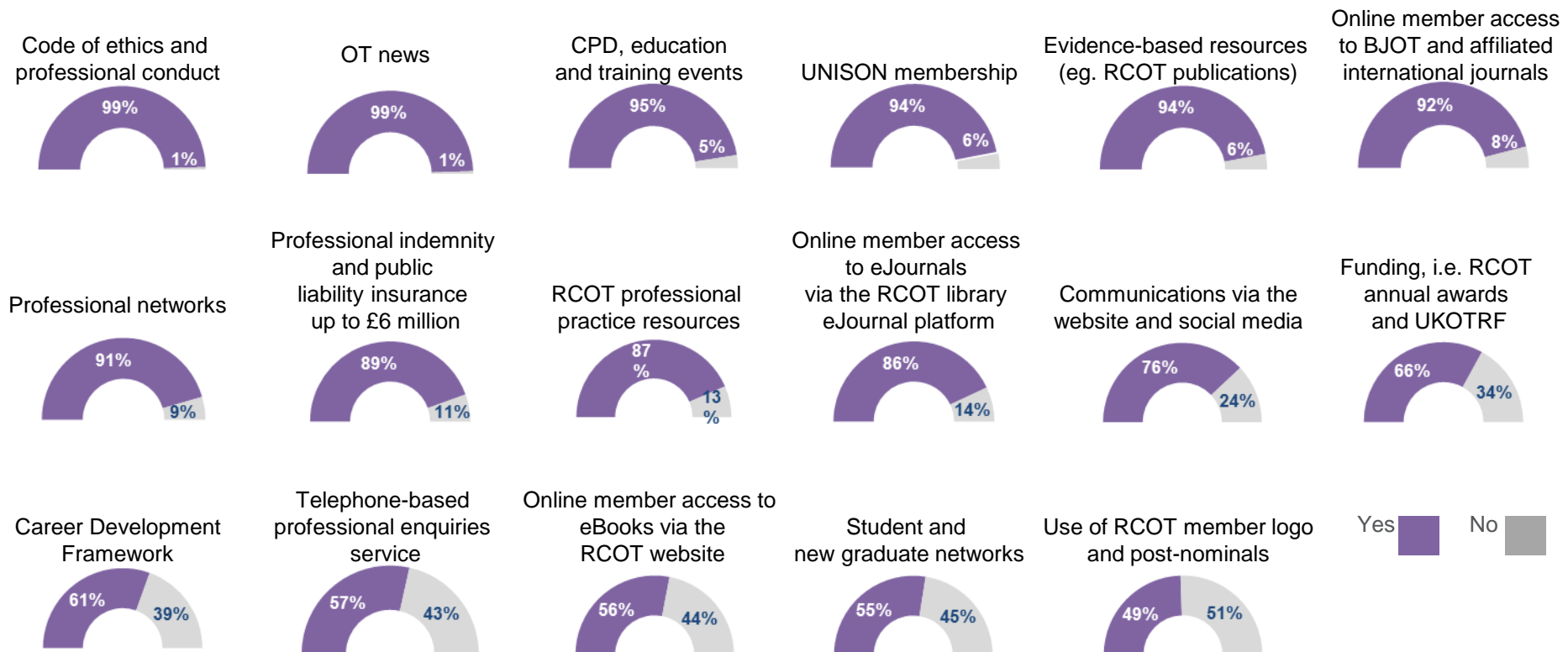
How likely is it that you would recommend membership of RCOT to a friend or colleague?

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3. Current membership offering

Awareness of RCOT membership offer



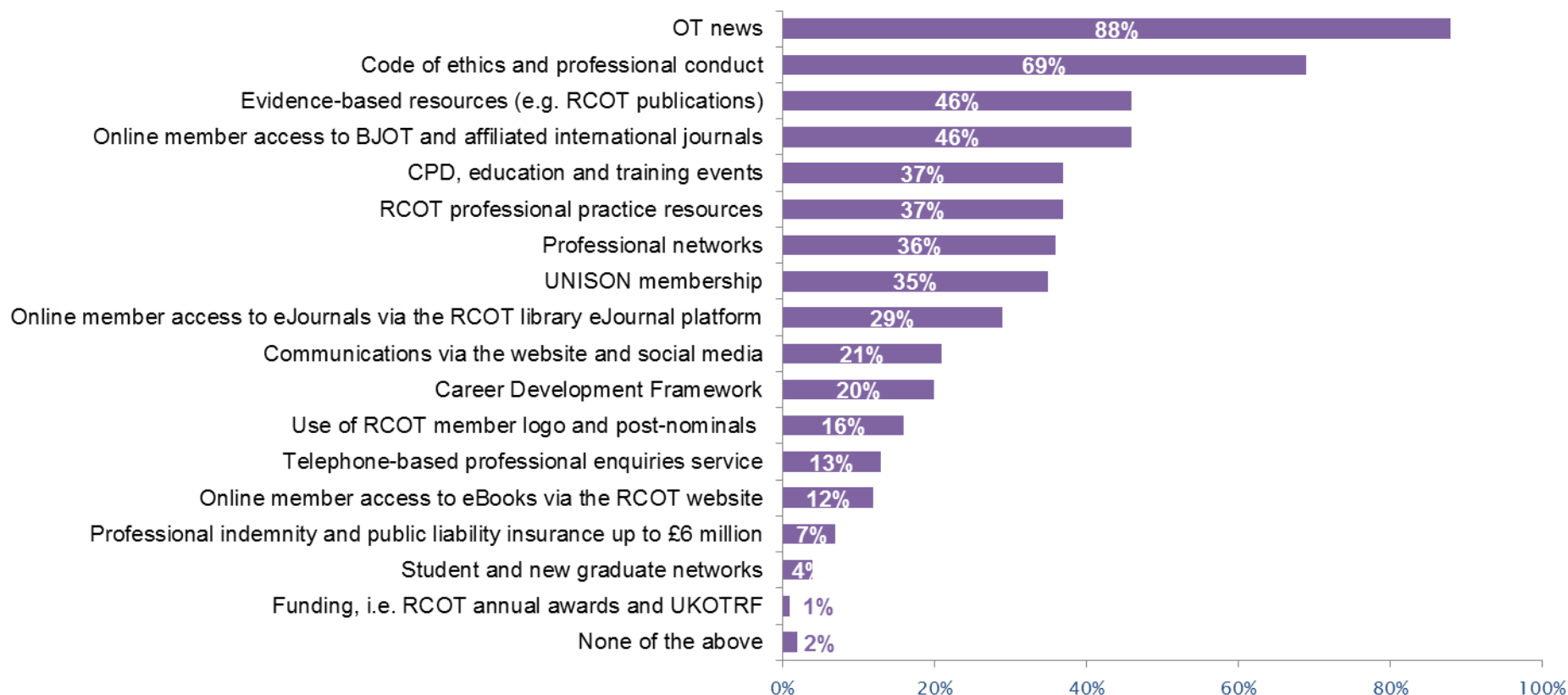
Question:

Which of the following membership services and benefits we offer are you aware of?



3. Current membership offering

Usage of RCOT membership offer



Question:

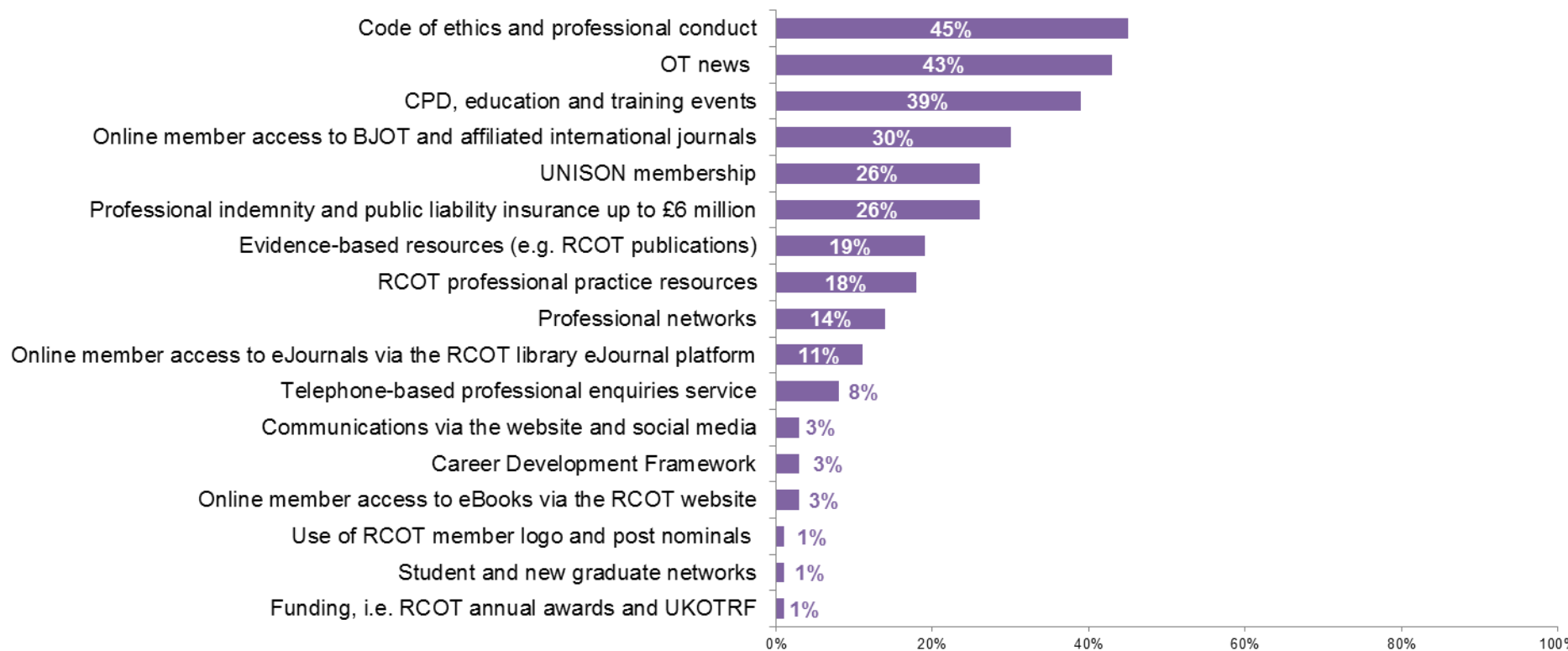
Which of the following, if any, have you used in the last two years?

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3. Current membership offering

Most useful membership offers



Question:

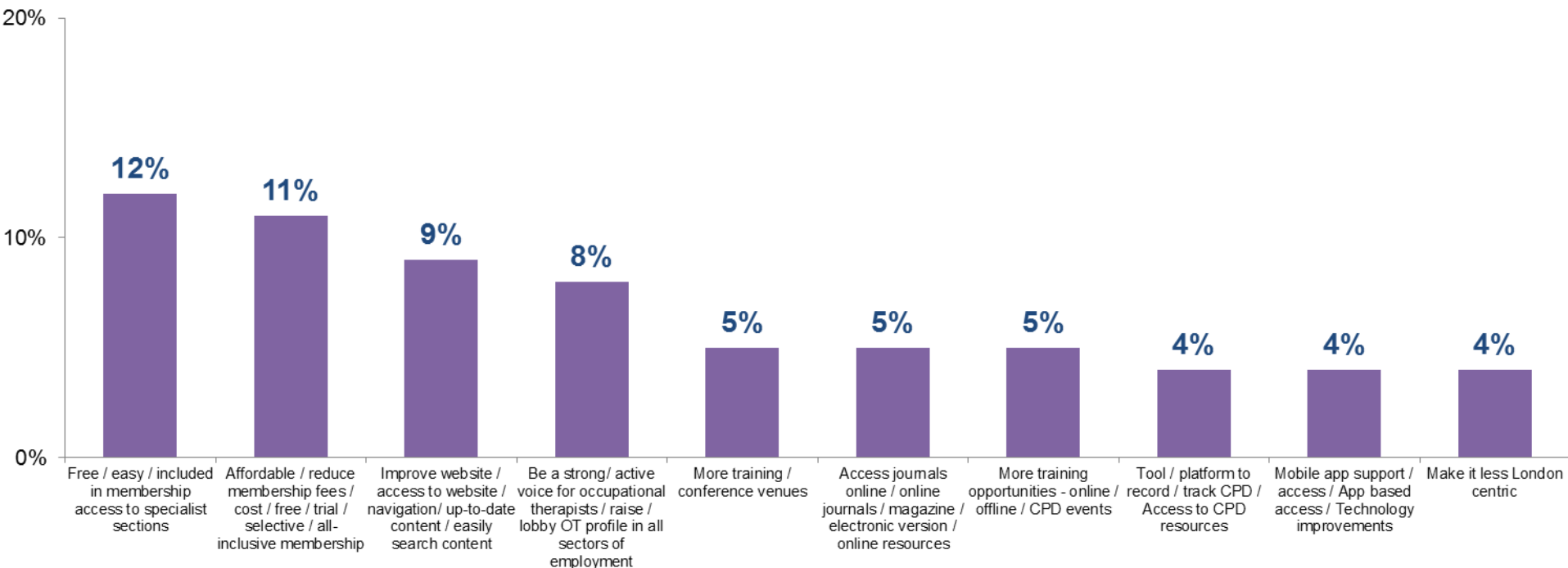
Thinking about all the membership offers below that you are aware of, which are the most useful to you?

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4. Improving membership

Recommendation for improving membership



Question:

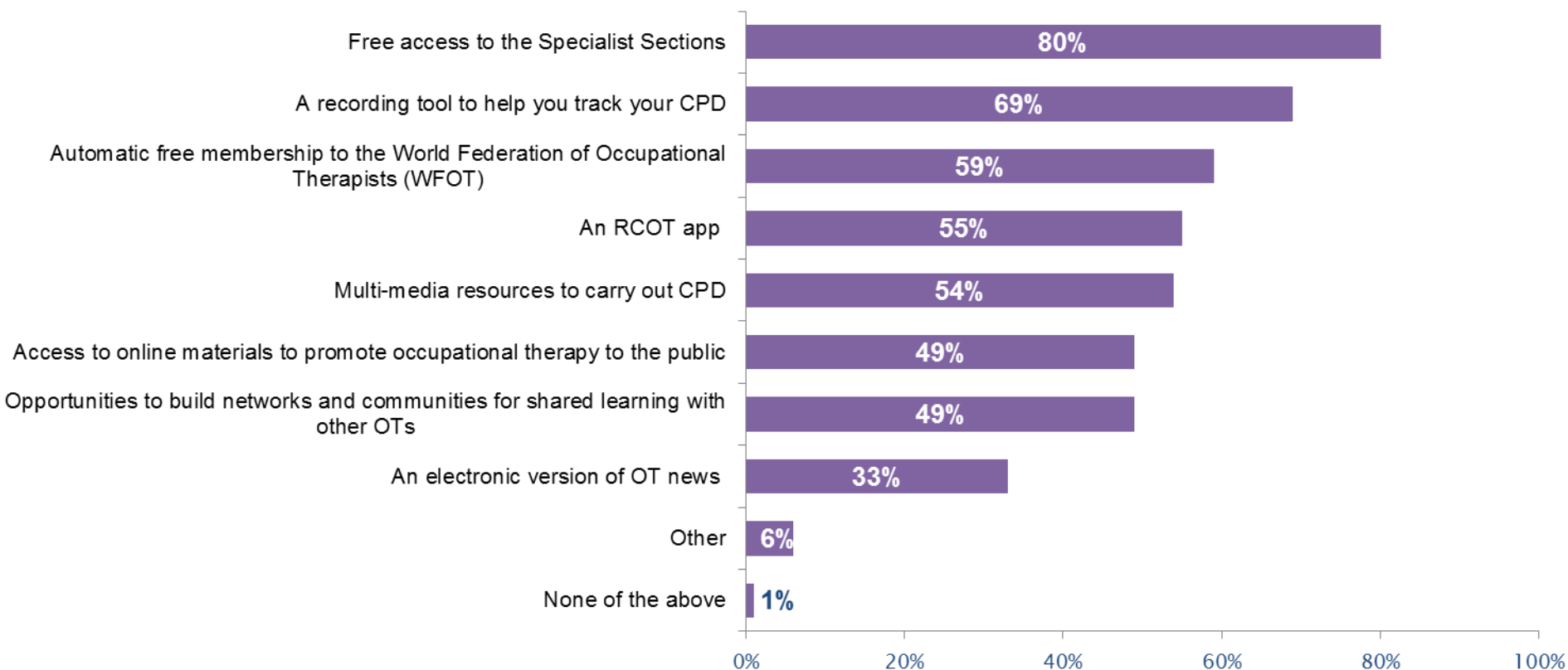
If you could make one recommendation to RCOT for how they could improve membership for you, what would that be?

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4. Improving membership

Appeal of possible improvements



Question:

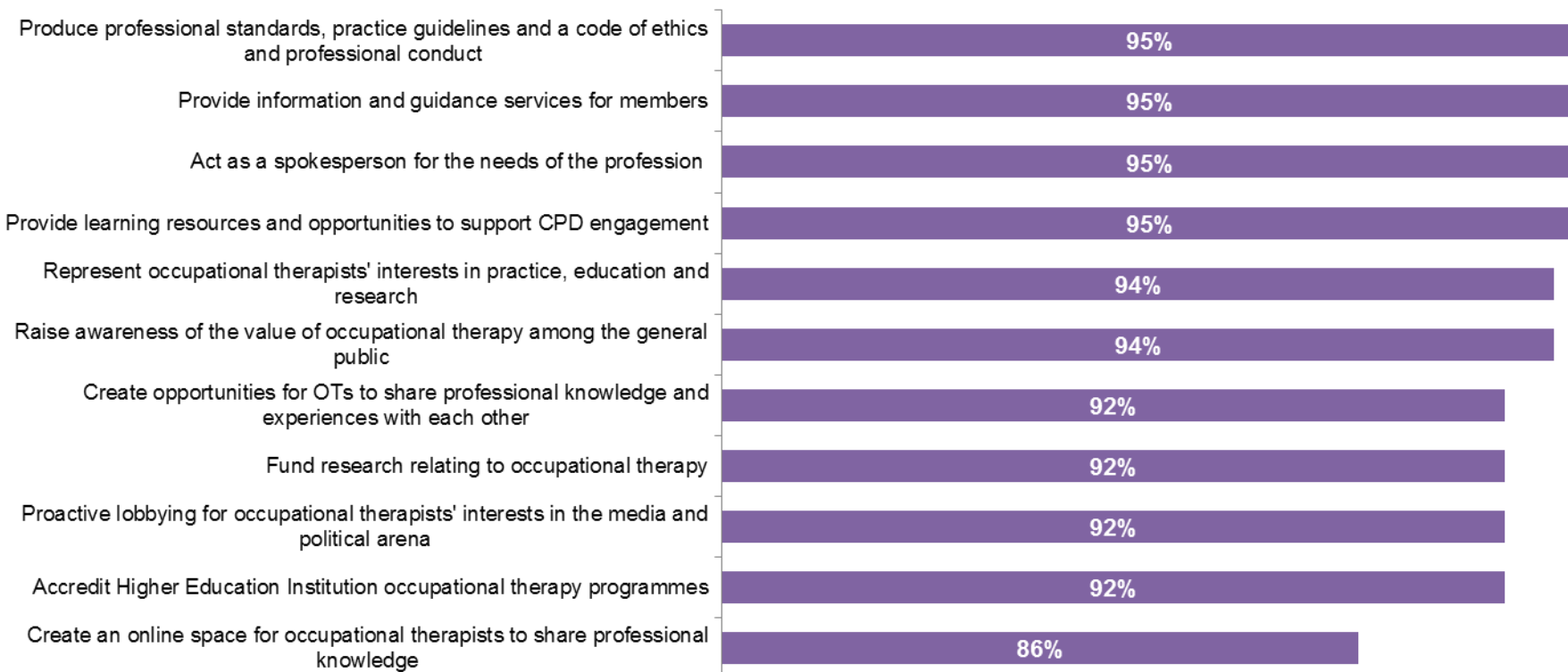
We are looking at new ways to enhance our membership offer. Which of these potential new membership offerings or benefits are the most appealing to you?

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5. Members' perceptions of RCOT

Importance of RCOT's role



Question:

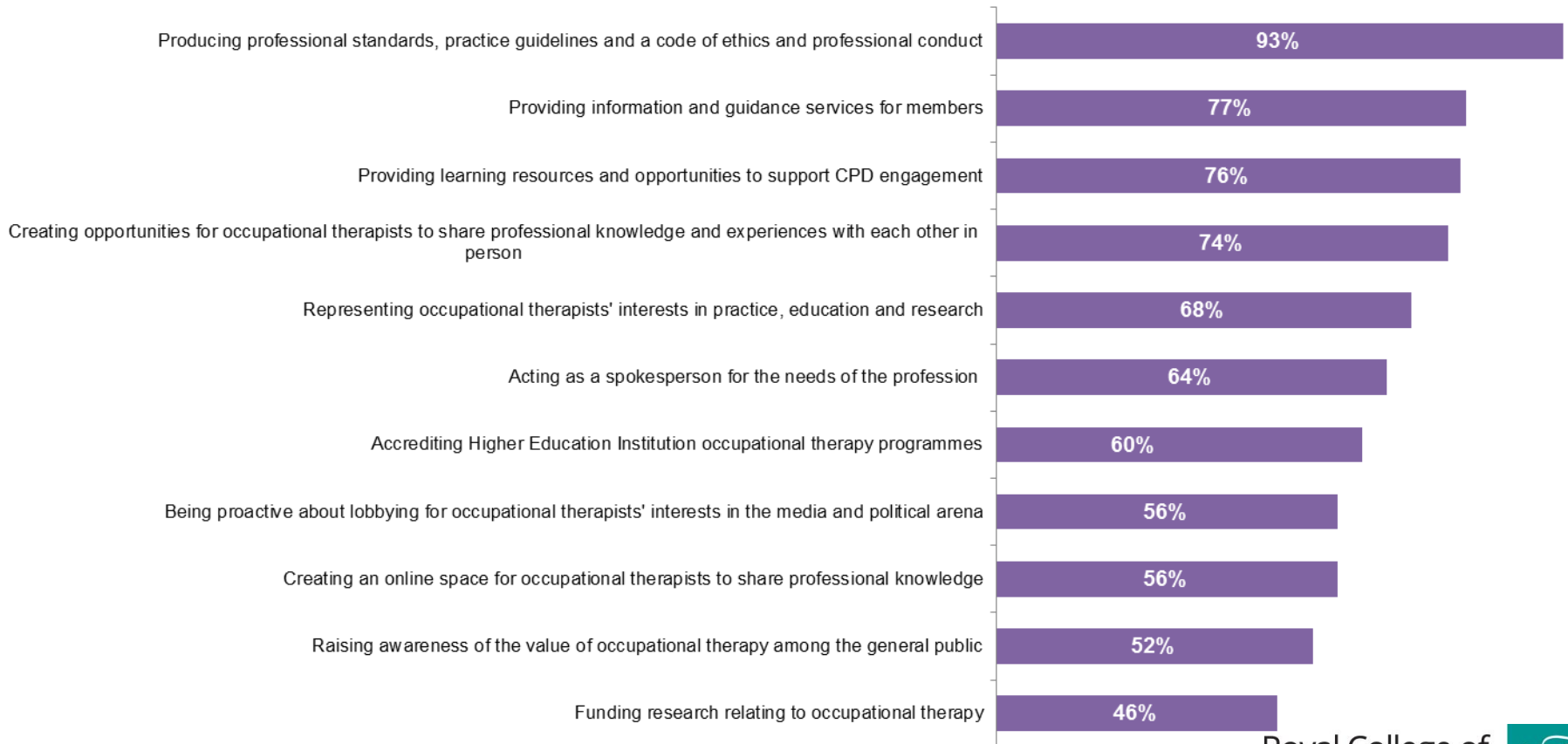
How important, or otherwise, is it to you that we do each of the following?

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5. Members' perceptions of RCOT

Effectiveness of RCOT



Question:

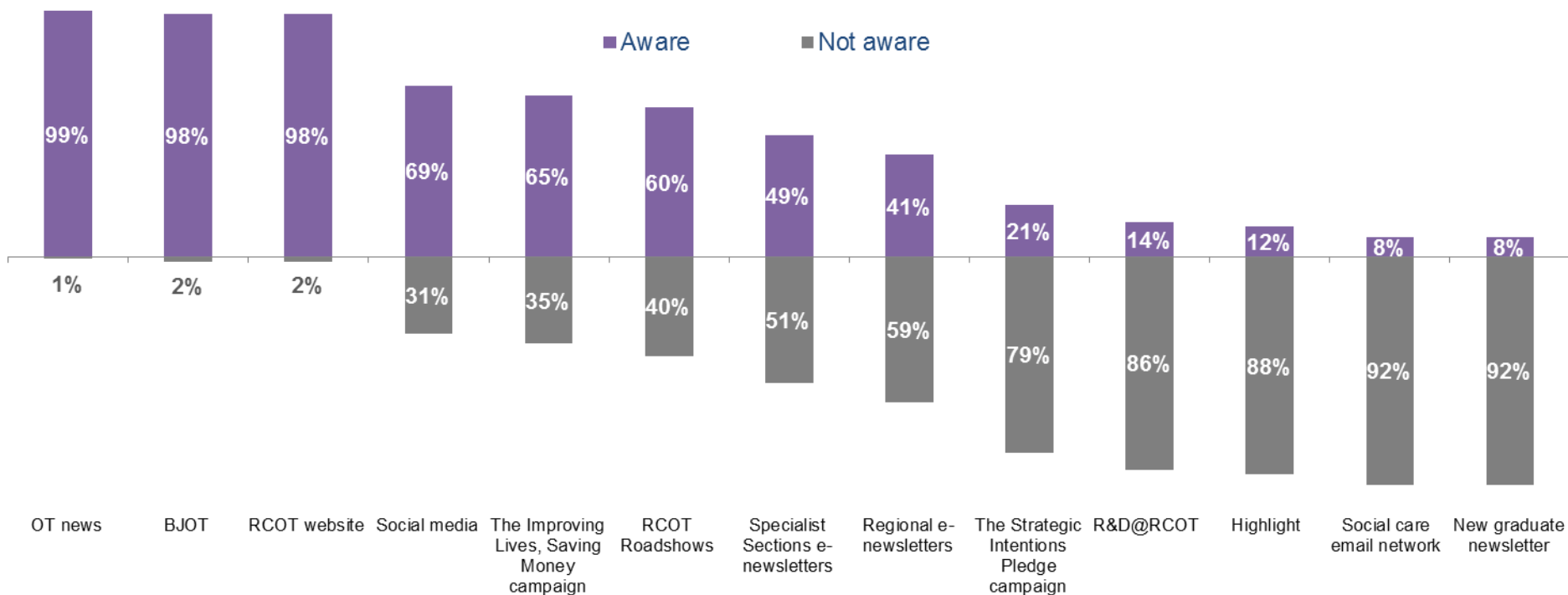
How would you rate RCOT's performance in each of the following areas?

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6. RCOT communications

Awareness of RCOT communications



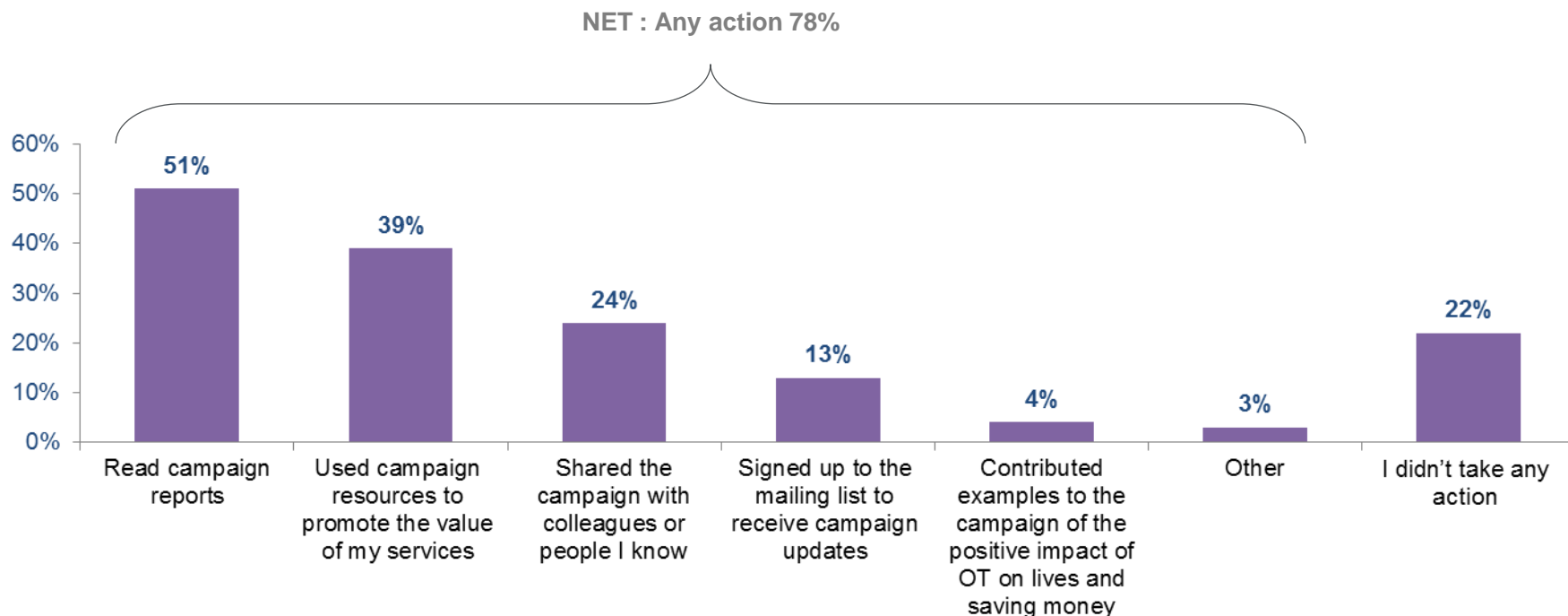
Question:

Which of the following RCOT communications are you aware of, if any?



6 - RCOT communications

Action taken as a result of the 'Improving Lives, Saving Money' campaign



Question:

**You mentioned you were aware of the 'Improving Lives, Saving Money' campaign.
Which, if any, of the following actions did you take as a result of seeing it?**

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Thank you

Thank you to all members who participated in the 2018/19 research. The insight provided is invaluable in guiding RCOT's planning to ensure that our future offering continues to meet members' evolving needs.

If members have any questions about these results, please contact the Communications and Marketing team via marketing@rcot.co.uk.



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