

# RCI brand assessment

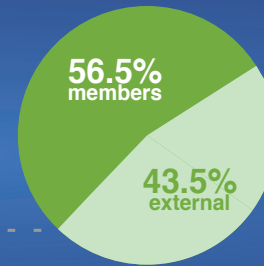
march 2018  
internal & external study

In early 2018 an international brand assessment was conducted to determine how the RCI, Inc. brand is perceived by industry professionals within the USA and Canada.

This multi-channel assessment included conversations with internal and external stakeholders, an industry review, a brand audit, and three separate surveys sent to 1) RCI, Inc.'s entire membership, 2) both ASTM and NRCA's memberships, and 3) external professionals via social media, the media, and a mailing list comprised of anyone who has attended an RCI, Inc. event.

*The following are some of the surveys' findings.*

**1,033**  
respondents  
combined surveys



## location

combined surveys

16.9%  
canada

83.1%  
usa



## gender

combined surveys

88.6% male  
11.4% female



1.5% < 25  
9.5% 26-35  
19.7% 36-45  
25.2% 46-55  
44.1% 56+

## age range

combined surveys

## membership by the numbers

- 73.9% over the age of 46  
(45.38% 56+ Years)
- 79.9% in the USA
- 50.2% have been members for 10+ years
- 53.9% cited registrations / accreditations as their primary reason for joining
- 94.5% are male  
(38% of all RCI, Inc. students on scholarship have been female)



**91.7%** feel membership is beneficial to their business or career

what is your **primary** line of business?

- building envelope consultant 30.4%
- roof consultant 23.7%
- manufacturer 10.0%

**93.2%** agreed that RCI, Inc.'s mission statement of "to advance the profession of building envelope consultants" reflects their interests.

82.0% feel that RCI, Inc. is a **leader** in the building envelope industry

## industry by the numbers

do you feel the building envelope industry has changed dramatically in the last 10 years?

### respondents agreed



## are you familiar with the building envelope industry?

**82% yes**  
combined external surveys

do you work with an entity that **requires** roof, exterior wall, waterproofing, or building envelope registrations / accreditations from its consultants or contractors?

**44.7% yes**  
combined external surveys



what has been the industry's biggest growth area?

### membership survey

1. 34.3% building envelope services
2. 15.2% energy conservation
3. 11.6% exterior wall construction  
6.45% chose roof consulting

### external association survey

1. 28.5% building envelope services
2. 24.9% energy conservation
3. 11.4% sustainability

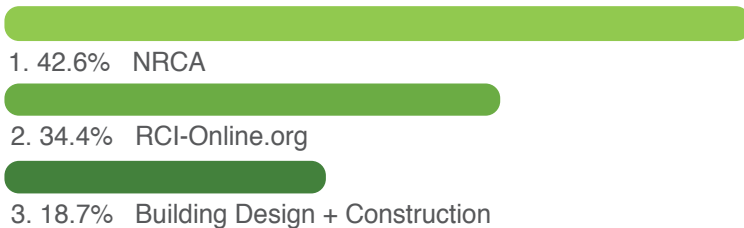
### external survey

1. 20.0% energy conservation
2. 17.6% building envelope services
3. 13.9% sustainability

## external image by the numbers

are you familiar with RCI, Inc.? **83.9% yes**  
combined external surveys

where do you go for building envelope news and information?  
combined external surveys



## what do you think RCI, Inc. does?

### member survey (asked as "what does RCI, Inc. represent to you?")

1. 86.4% continuing education
2. 78.9% registration / accreditation
3. 64.6% industry resource

### external association survey

1. 68.7% continuing education
2. 60.5% advocacy work within the building envelope industry
3. 60.5% credentialing and registration / accreditation

### external survey

1. 72.2% continuing education
2. 64.5% advocacy work within the building envelope industry
3. 61.3% credentialing and registration / accreditation

Combined external responses included sets industry standards and protocols (48.1%), maintains a professional rating system for companies within the building envelope industry (29.0%), and lobbying on Capital Hill (20.3%).

