The Appraisal Foundation Final Results Diversity Survey

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Authorized by Congress as the Source of Appraisal Standards and Appraiser Qualifications

Note: The terms 'race' and 'ethnicity' appear in the survey and in survey results. They categorize various segments of the survey population. In general, race describes inherited physical traits, while ethnicity refers to cultural identification. However, in responses and open text comments these terms may overlap or appear less distinct than described here.

Survey Saw High Participation

Survey Performance	Count	Percent
Email Survey Invites Sent	64,000	100%
Survey link clicked	11,264	17.6%
Total who answered at least 1 question	7,005	10.9%
Total who reached survey end	4,714	7.4%
Drop outs after starting the survey	2,291	3.6%
Terminated: not practicing, possible EU resident	360	0.6%

Findings and Takeaways

Best Performing Proposal Needing Greater Attention from the Foundation

"Examining appraiser qualifications and standards to make certain there are no unnecessary impediments to becoming an appraiser."

Best Performing Foundation High Priority Proposals

"Providing incentives for supervisory appraisers to take on trainees"
and
"Addressing the barriers some face on the pathway to becoming a licensed or certified real property appraiser"

No proposal performed poorly, meaning none saw majority of 'not a priority' or 'no attention' needed.

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Part 1:
Survey Demographics

US Census Quick Facts
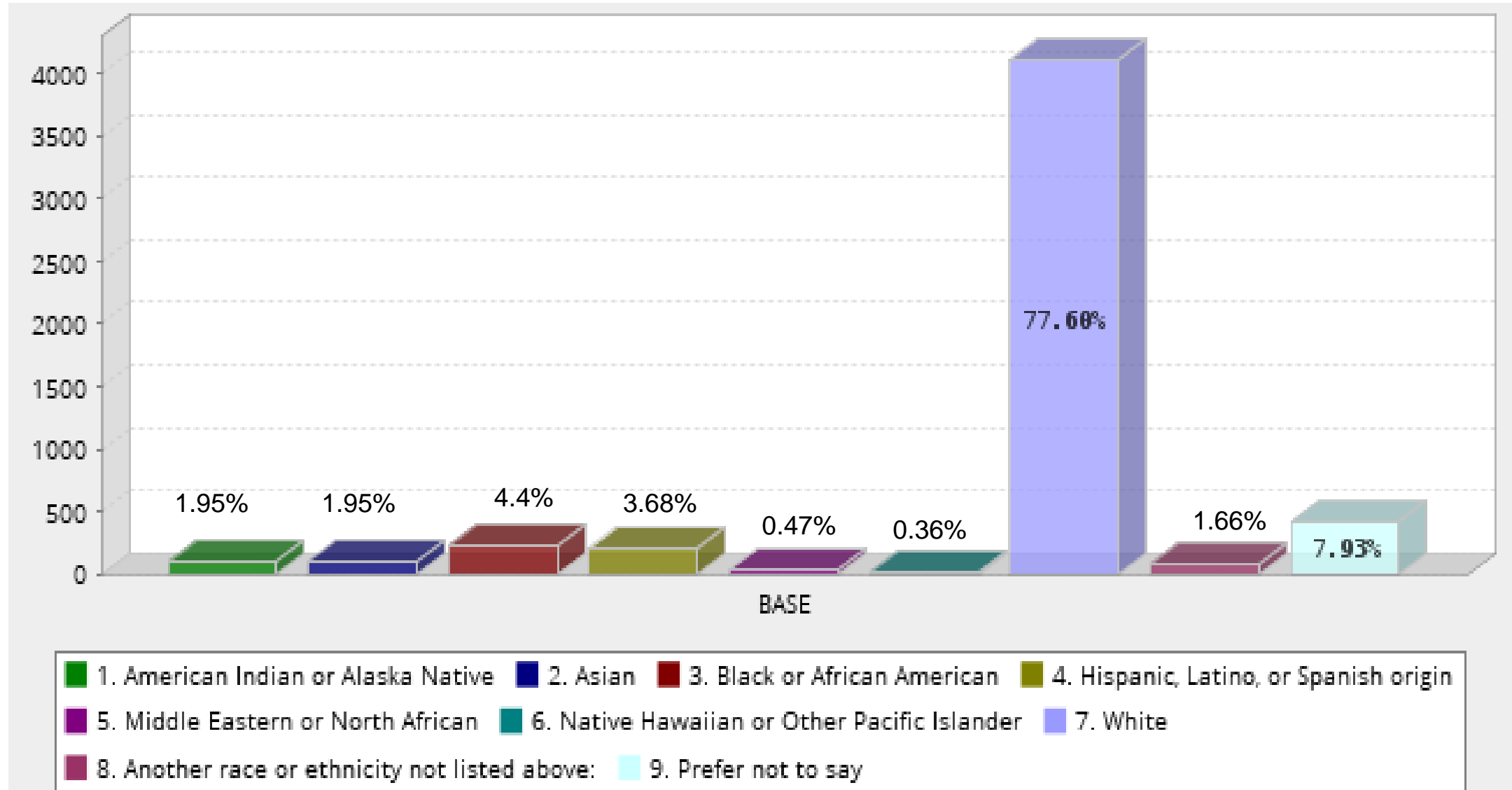
👤 PEOPLE	
Population	
ℹ Population estimates, July 1, 2019, (V2019)	328,239,523
ℹ Population estimates base, April 1, 2010, (V2019)	308,758,105
ℹ Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	6.3%
ℹ Population, Census, April 1, 2010	308,745,538
Age and Sex	
ℹ Persons under 5 years, percent	⚠ 6.0%
ℹ Persons under 18 years, percent	⚠ 22.3%
ℹ Persons 65 years and over, percent	⚠ 16.5%
ℹ Female persons, percent	⚠ 50.8%
Race and Hispanic Origin	
ℹ White alone, percent	⚠ 76.3%
ℹ Black or African American alone, percent (a)	⚠ 13.4%
ℹ American Indian and Alaska Native alone, percent (a)	⚠ 1.3%
ℹ Asian alone, percent (a)	⚠ 5.9%
ℹ Native Hawaiian and Other Pacific Islander alone, percent (a)	⚠ 0.2%
ℹ Two or More Races, percent	⚠ 2.8%
ℹ Hispanic or Latino, percent (b)	⚠ 18.5%
ℹ White alone, not Hispanic or Latino, percent	⚠ 60.1%

! = Estimates are not comparable to other geographic levels due to methodology differences that may exist between different data sources.

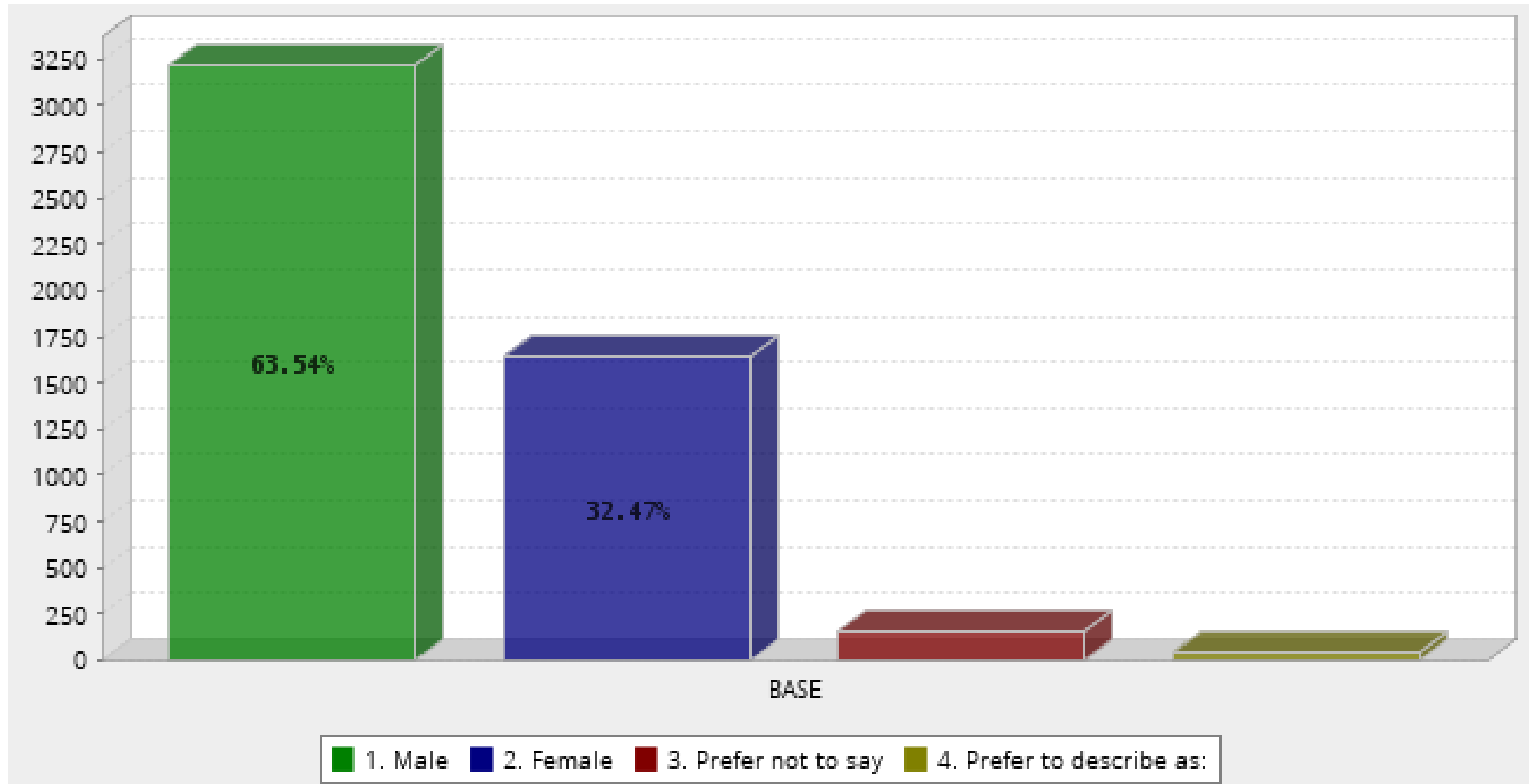(a) =Includes persons reporting only one race

(b) = Hispanics may be of any race, so also are included in applicable race categories

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With which racial and ethnic groups do you identify? (Mark all that apply)

Chart data:
- 1. American Indian or Alaska Native: 1.95%
- 2. Asian: 1.95%
- 3. Black or African American: 4.4%
- 4. Hispanic, Latino, or Spanish origin: 3.68%
- 5. Middle Eastern or North African: 0.47%
- 6. Native Hawaiian or Other Pacific Islander: 0.36%
- 7. White: 77.60%
- 8. Another race or ethnicity not listed above: 1.66%
- 9. Prefer not to say: 7.93%

BASE

Legend:
1. American Indian or Alaska Native   2. Asian   3. Black or African American   4. Hispanic, Latino, or Spanish origin
5. Middle Eastern or North African   6. Native Hawaiian or Other Pacific Islander   7. White
8. Another race or ethnicity not listed above: 9. Prefer not to say

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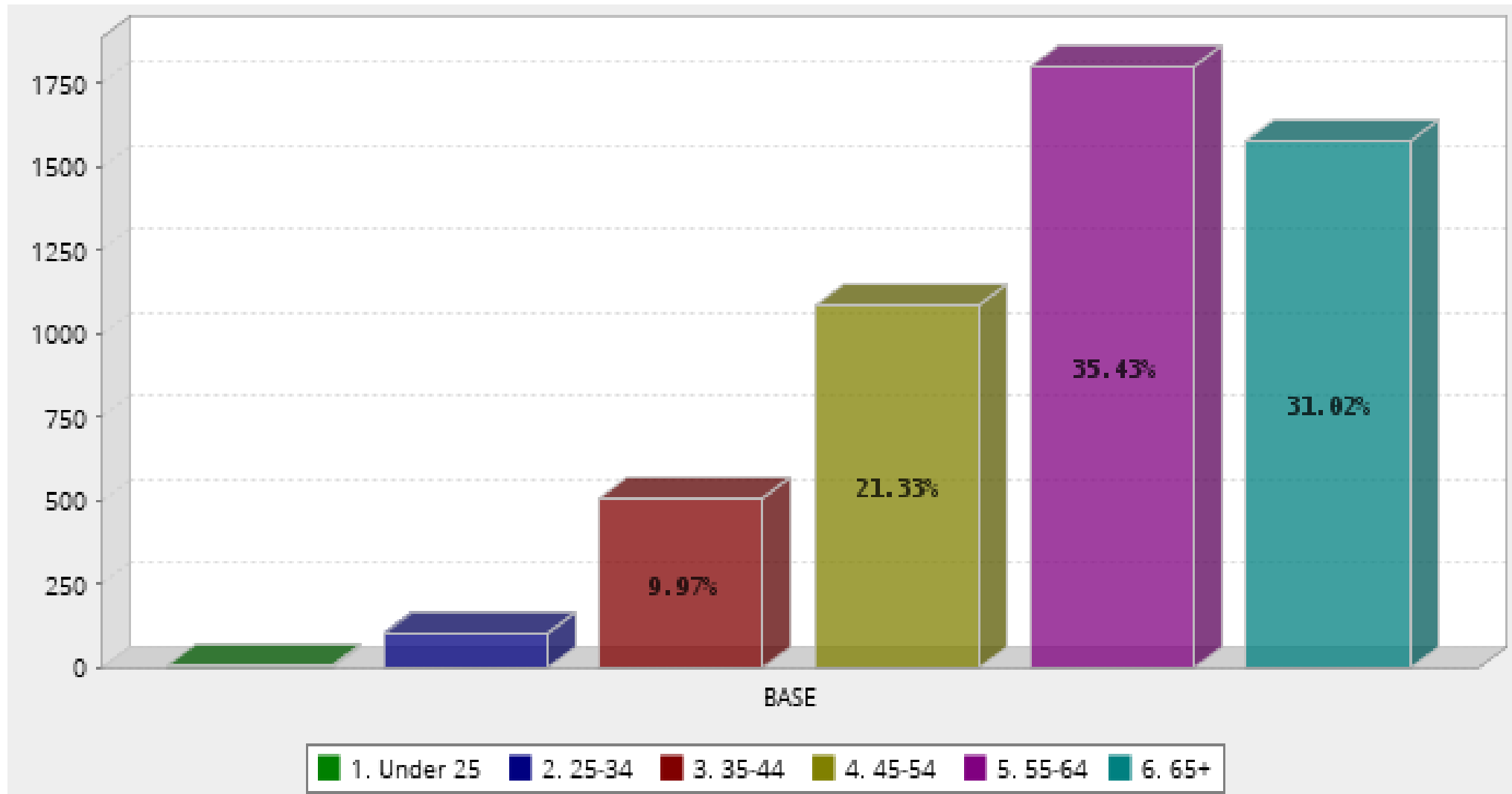and Appraiser Qualifications
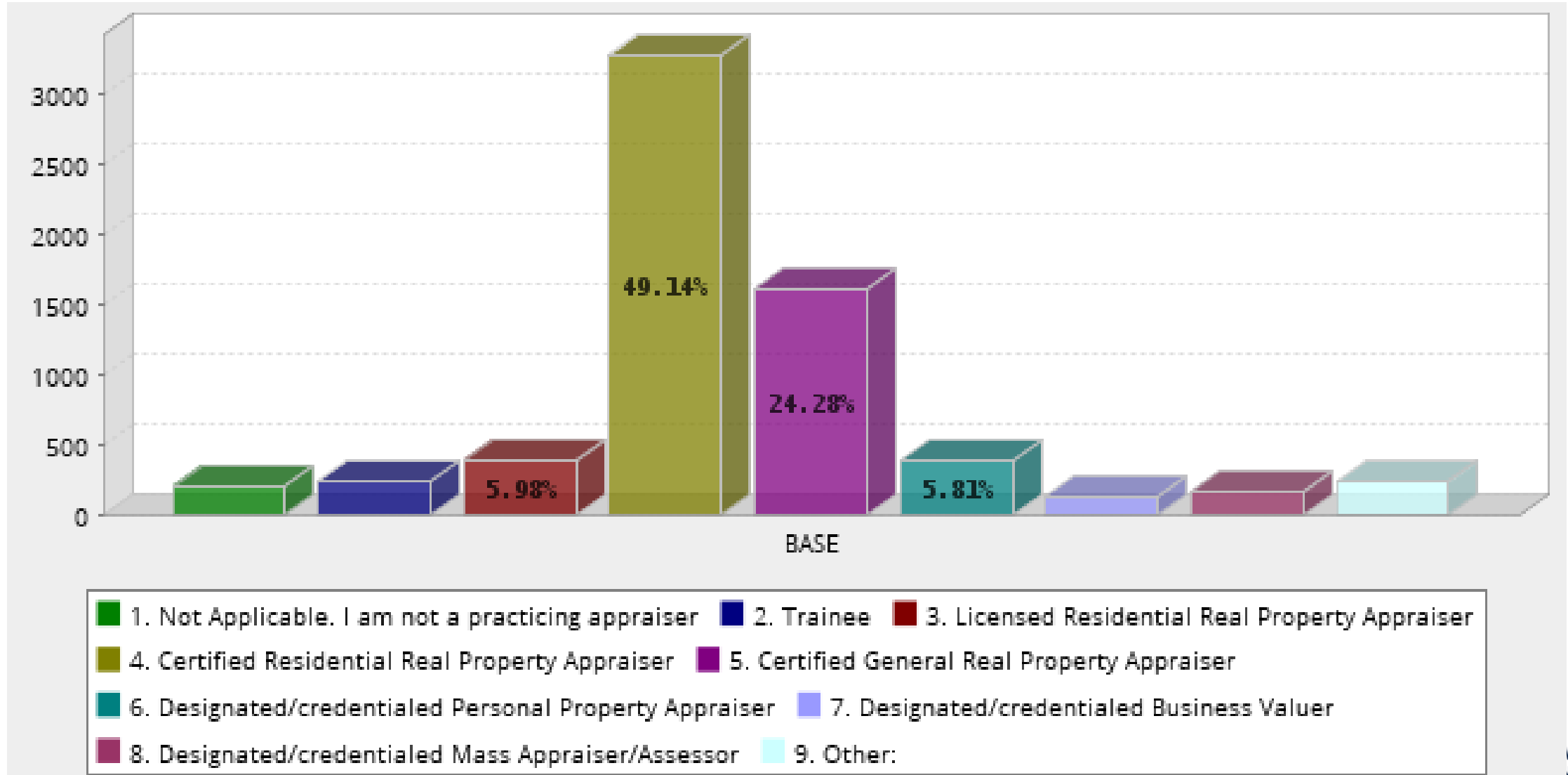
With which gender do you identify?

Please select your age
Appraiser age demographics in the survey tended to reflect Baby Boomers and X Generation

# What type of appraisal credential do you hold? (Mark all that apply.)

To improve appraiser diversity how much attention should the Foundation give to each of the following areas? For _This_ Slide _Lowest Value Corresponds to Proposal in First Place For Needing Attention_

"Exploring ways to better encourage people of all backgrounds to consider a career in appraising."
"Creating customer and public awareness that appraisers come in all genders, races, and ages."
"Sensing and responding to current and emerging diversity concerns among the public at large."
"Examining appraiser qualifications and standards to make certain there are no unnecessary impediments to becoming an appraiser."

BASE

Legend:
- 1. Exploring ways to better encourage people of all b
- 2. Creating customer and public awareness that apprai
- 3. Sensing and responding to current and emerging div
- 4. Examining appraiser qualifications and standards t

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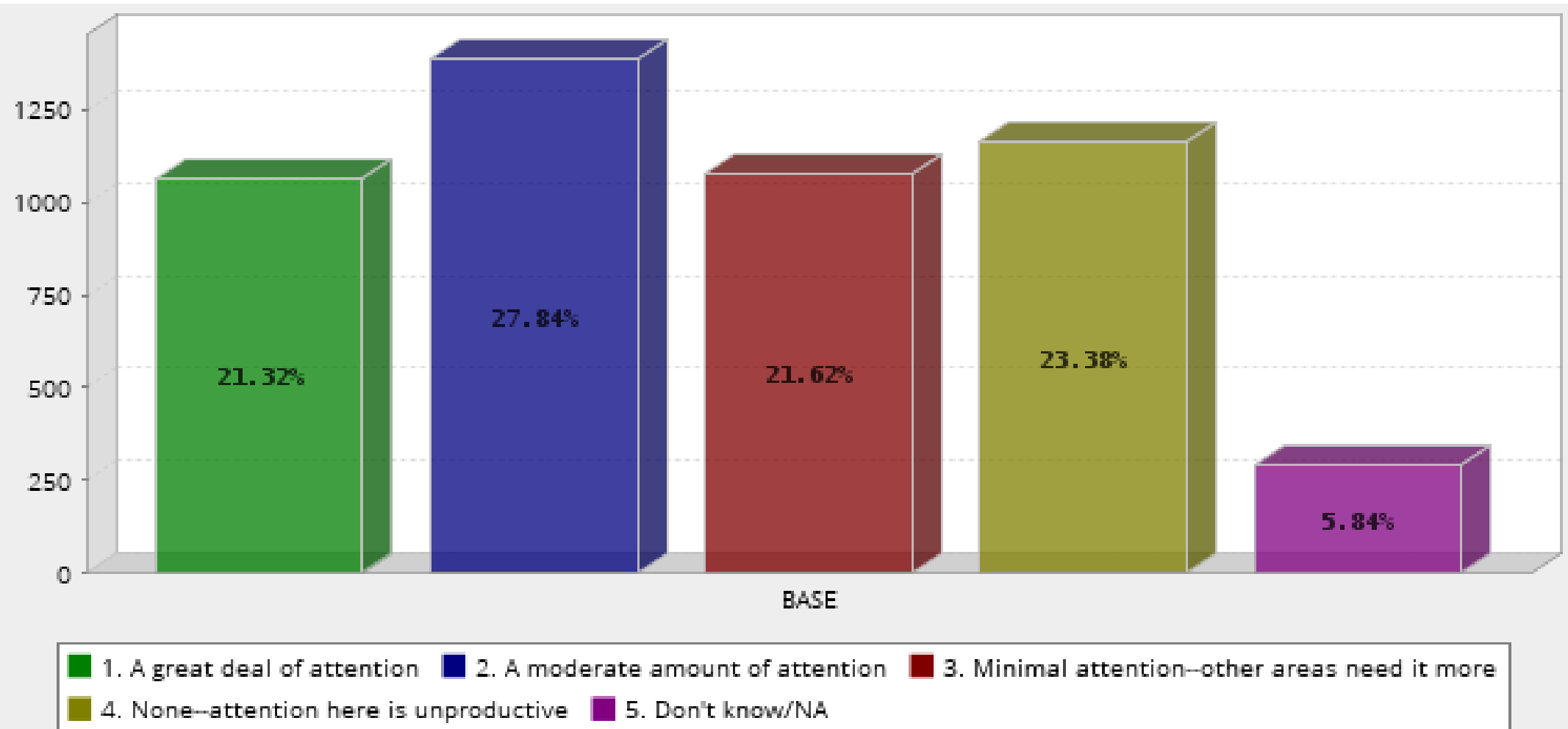Standards and Appraiser Qualifications
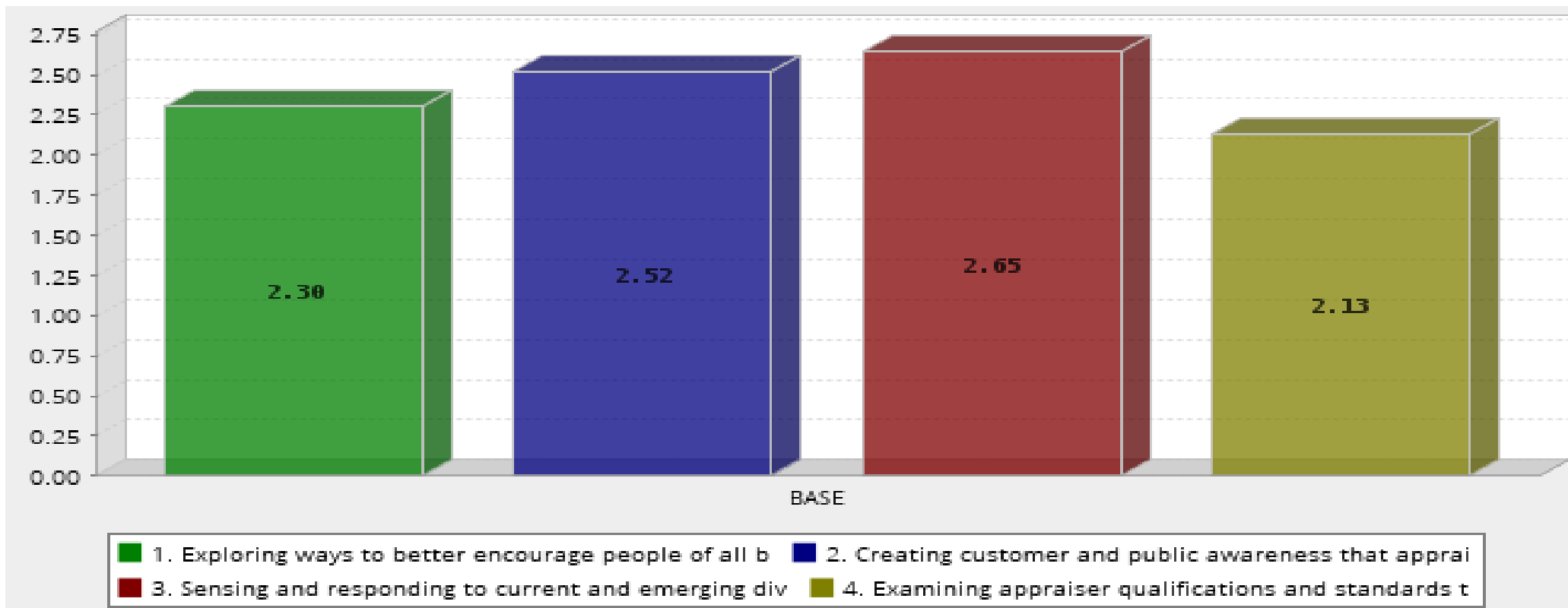
Best Performing: Examining appraiser qualifications and standards to make certain there are no unnecessary impediments to becoming an appraiser.
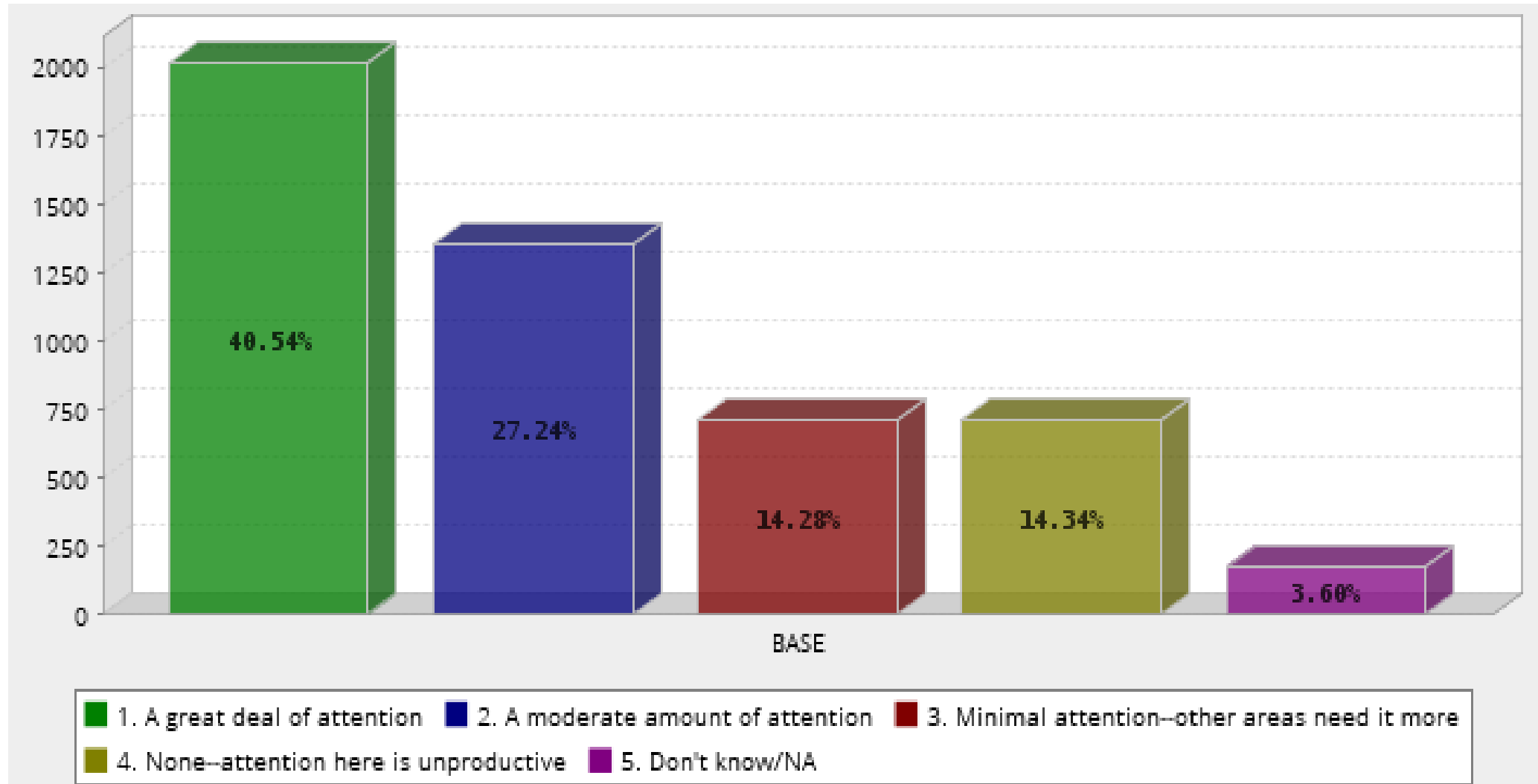
Worst Performing: Sensing and responding to current and emerging diversity concerns among the public at large.

27.84%		
21.32%	21.62%	23.38%
		5.84%

BASE

■ 1. A great deal of attention ■ 2. A moderate amount of attention ■ 3. Minimal attention--other areas need it more
■ 4. None--attention here is unproductive ■ 5. Don't know/NA

Part 2:
Audience Segments Compared:
Gender, Ethnicity, and Age

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TAF Professionals and Gender Compared

Ratios of Male to Female Changes by Age
Engage and retain more high experienced female appraisers

Gender and Count by Age

□ Female □ Male

Age	Female	Male
65+	343	1159
55-64	636	1075
45-54	428	611
35-44	180	304
25-34	47	51
Under 25	3	4

Distribution of Age and Gender

— Male — Female

Age	Male	Female
Under 25	0%	0%
25-34	2%	3%
35-44	9%	11%
45-54	19%	26%
55-64	34%	39%
65+	36%	21%

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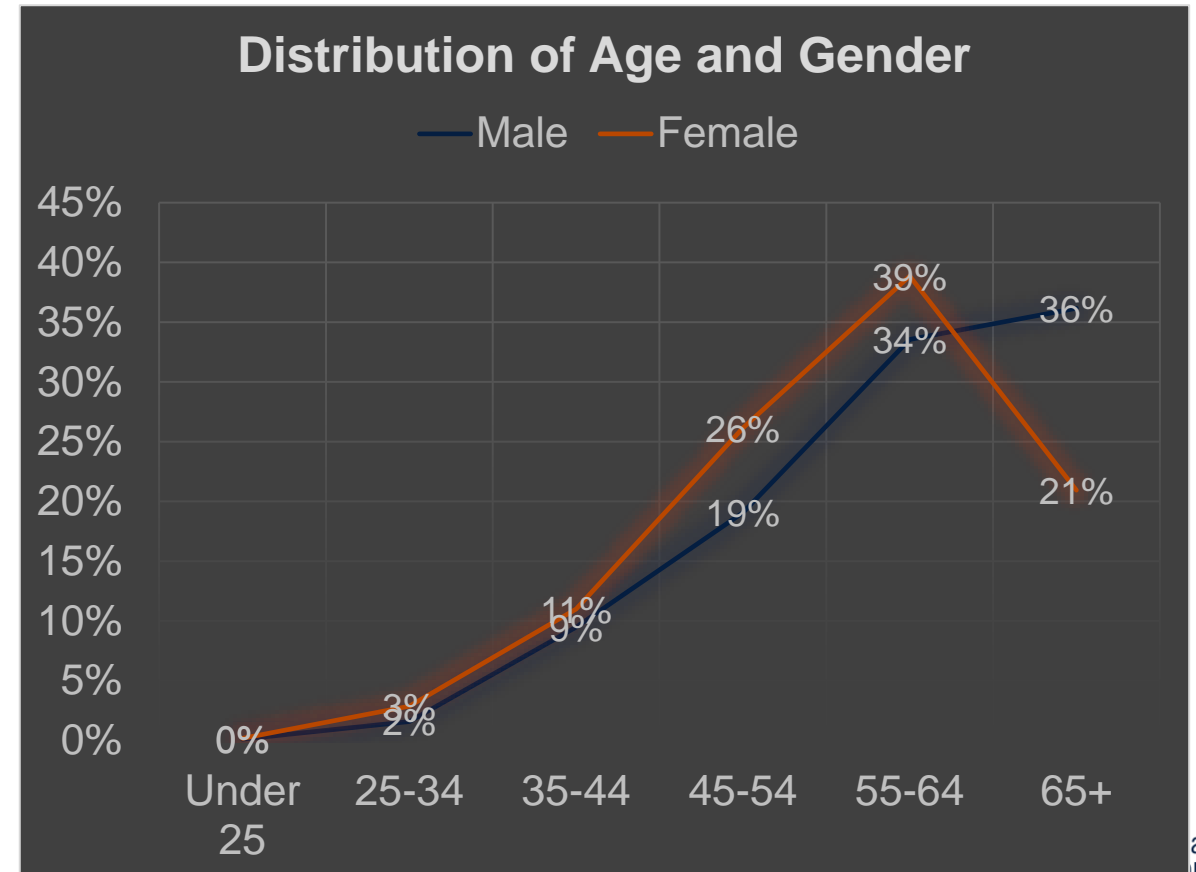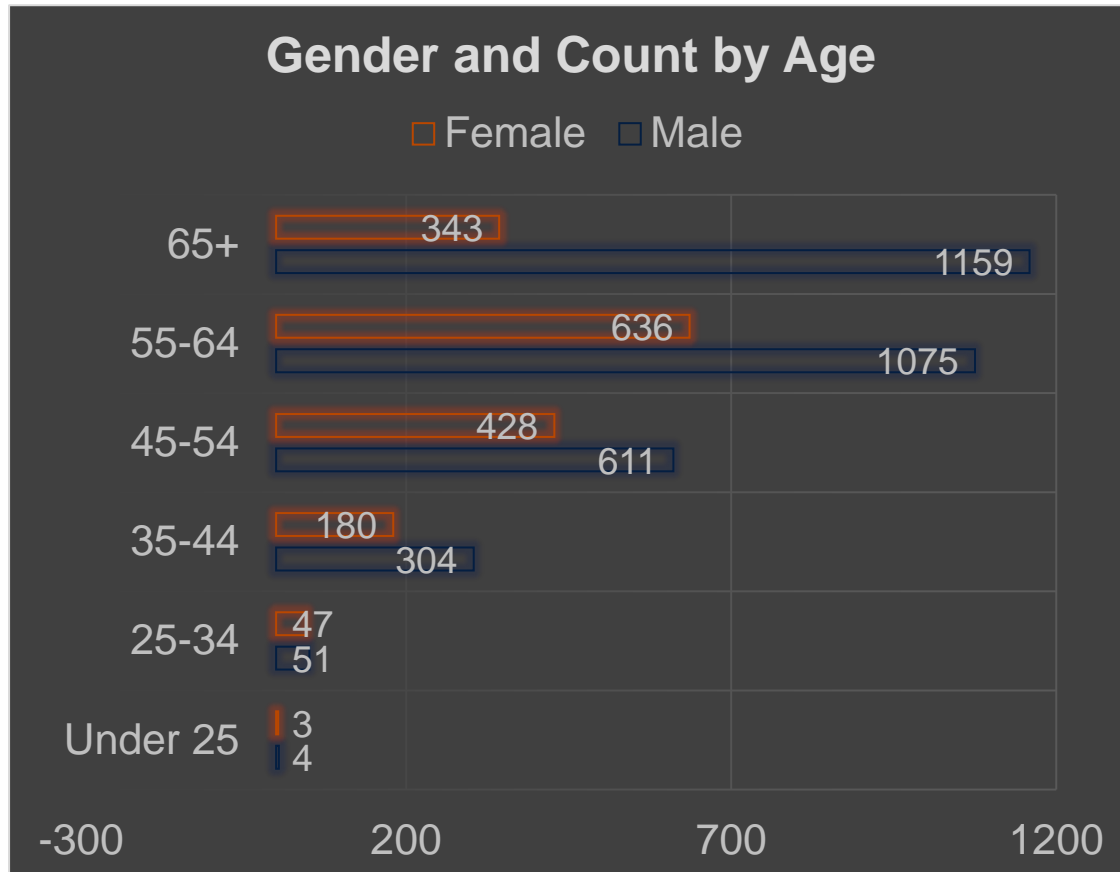
TAF Age and Ethnicity Compared
Attract and Keep Non-White Ethnicities

Age and Ethnic Groups Compared

☐ Hispanic ☐ Black or African American ☐ White

Age	Hispanic	Black or African American	White
65+	25	59	1414
55-64	63	76	1558
45-54	61	64	929
35-44	36	29	442
25-34	8	3	85
Under 25	0	0	7

(x-axis: 0, 500, 1000, 1500)

Distribution of Age by Ethnicity Younger and Older

Age	White	Black or African American	Hispanic
Under 25	0.0%	0.0%	0.0%
25-34	1.9%	1.3%	4.2%
35-44	10.0%	12.6%	18.7%
45-54	21.0%	27.7%	31.6%
55-64	35.1%	32.0%	32.0%
65+	31.9%	25.5%	13.0%

— White — Black or African American — Hispanic

5/18/2021

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Opinions by Ethnicity

What priority should the Foundation have in addressing "Diversity in the Appraisal Profession?"

Foundation Priority for Diversity in the Appraisal Profession

□ White   □ Black or African American   □ Hispanic
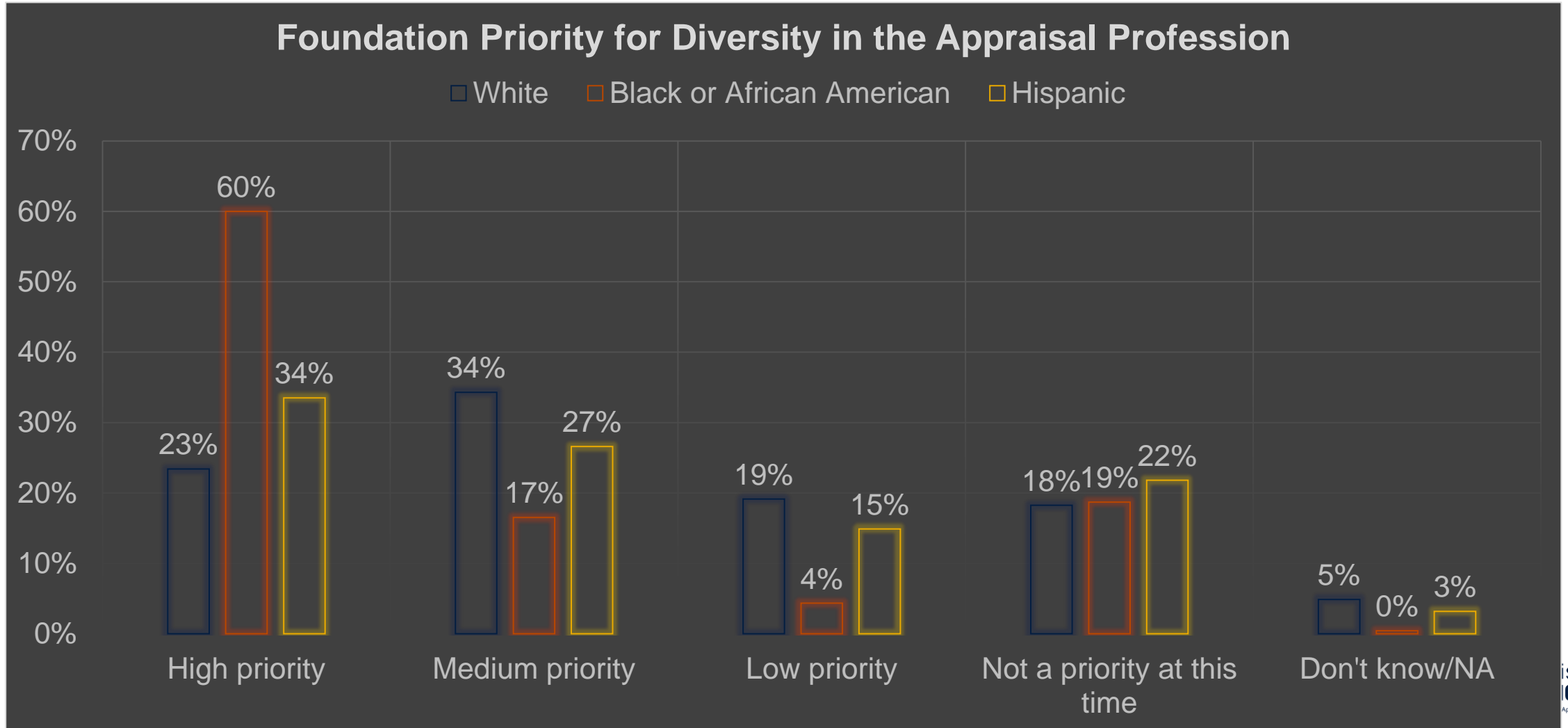
Part 3:
Qualitative Findings: Open Text Comments

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Qualitative Finding: Split Opinion with Passion and Conviction
Sentiment words, detail, + completion rates, and average time in survey

What priority should the Foundation have in addressing the following concern?

"The barriers some face on the pathway to becoming a licensed or certified real property appraiser"

Participation	"High Priority"	"Not a Priority"
Survey Completion Rate	94%	91%
Any Survey Participation: Total Count	1,852	699
Completed Survey Count	1,743	636
Dropout Count	109	63
Average Time In Survey	7 minutes	8 minutes

Open Text: "Please add any additional feedback you would like to include here. "

'People' focused more than 'process' focused
Total Words = 24,293 across 51 pages in Word

Top 5 Words	Count
appraisers	1018
appraiser	838
Appraisal	815
profession	710
people	455

Key Word Count: "Please add any additional feedback you would like to include here."

Yellow = Greater than 10% of comments include this word

"Good"	= 166 (9.5%)		"High"	= 122 (7%)
"Bad"	= 38 (2.2%)		**"Low"**	**= 263 (15%)**
"Past"	= 52 (3%)			
"Future"	= 45 (2.6%)		*"Discriminate"*	*= 13 (.7%)*
"Lost"	= 4 (.2%)		*"Become"*	*= 214 (12.2%)*
"Find"	= 115 (6.6%)		*"Hope"*	*= 37 (2.1%)*
"Problem"	= 125 (7.1%)		*"Bias"*	*= 244 (13.9%)*
"Solution"	= 4 (.2%)		*"Fair"*	*= 48 (2.7%)*
"Fail"	= 19 (1.1%)		*"Overdue"*	*= 0 (0%)*
"Succeed"	= 10 (.6%)		*"Direction"*	*= 15 (.9%)*
"Fast"	= 14 (.8%)		*"Recognize"*	*= 11 (.6%)*
"Slow"	= 10 (.6%)		*"Gender"*	*= 126 (7.2%)*
"Stop"	= 85 (4.8%)			
"Start"	= 108 (6.2%)			