

Survey Results Summary from AIA Convention November 2011

Summary: Those polled say that Budget is the primary concern versus Function that was primary 5 years ago. Respondents expect the next two years to be better (54%) or the same (46%) as the previous two years. And Value engineering is top business driver followed by Green Building design, Changing Regulations/Standards, Changing Technology, and Revit-BIM (which are examples of changing technology & standards).

1. Five years ago, what was the ranking of priorities for architecture clients regarding:

Aesthetics	2.5	Average Ranking
Function	1.5	Average Ranking
Budget	2.0	Average Ranking

What are the industry priorities today [1, 2, and 3]?

Aesthetics	2.8	Average Ranking
Function	2.1	Average Ranking
Budget	1.2	Average Ranking

2. How do you see the economic outlook for architecture firms in the next 2 years compared to the last two years? [Choose one]

Better than last two years	54%	Percentage Chosen
About the same as last two years	46%	Percentage Chosen
Worse than last two years	0%	Percentage Chosen

3. What are the key business drivers for architecture firms now?

Green Building Design	54%	Percentage Chosen
Value Engineering (cost-effective design)	69%	Percentage Chosen
Firm mergers and acquisitions	8%	Percentage Chosen
Changing regulations/standards	15%	Percentage Chosen
Changing Technology	15%	Percentage Chosen
Other: Delayed Investment, BIM-Revit CAD (twice selected), Healthcare Regulations	31%	Percentage Chosen