European Architectural Barometer Q1 2023

Media Orientation

April, 2023

A product by USP Marketing Consultancy

About European Architectural Barometer

THE GOAL

The objective of the European Architectural Barometer of Arch-Vision is to offer profound insight into the current economic situation and trends among architectural firms in the Netherlands, Germany, the UK, France, Spain, Italy, Belgium and Poland. The European Architectural Barometer provides knowledge about the future building volumes and the way in which these building volumes will be realised (trends).

THE RESEARCH TOPICS

Recurring topic: Economic developments of architectural companies in Europe (order book and turnover development)

Quarterly theme topics in 2023:
Q1: Media Orientation
Q2: Sustainability
Q3: Prefab
Q4: BIM

COUNTRY SCOPE

(number of interviews conducted)

Background characteristics of the interviewed respondents can be found in the country-specific profiling, the architect chapter, and in the appendix as a European overview.

THE TIMELINE

Report Q1	Report Q2	Report Q3	Report Q4
April	July	November	January

PROJECT TEAM


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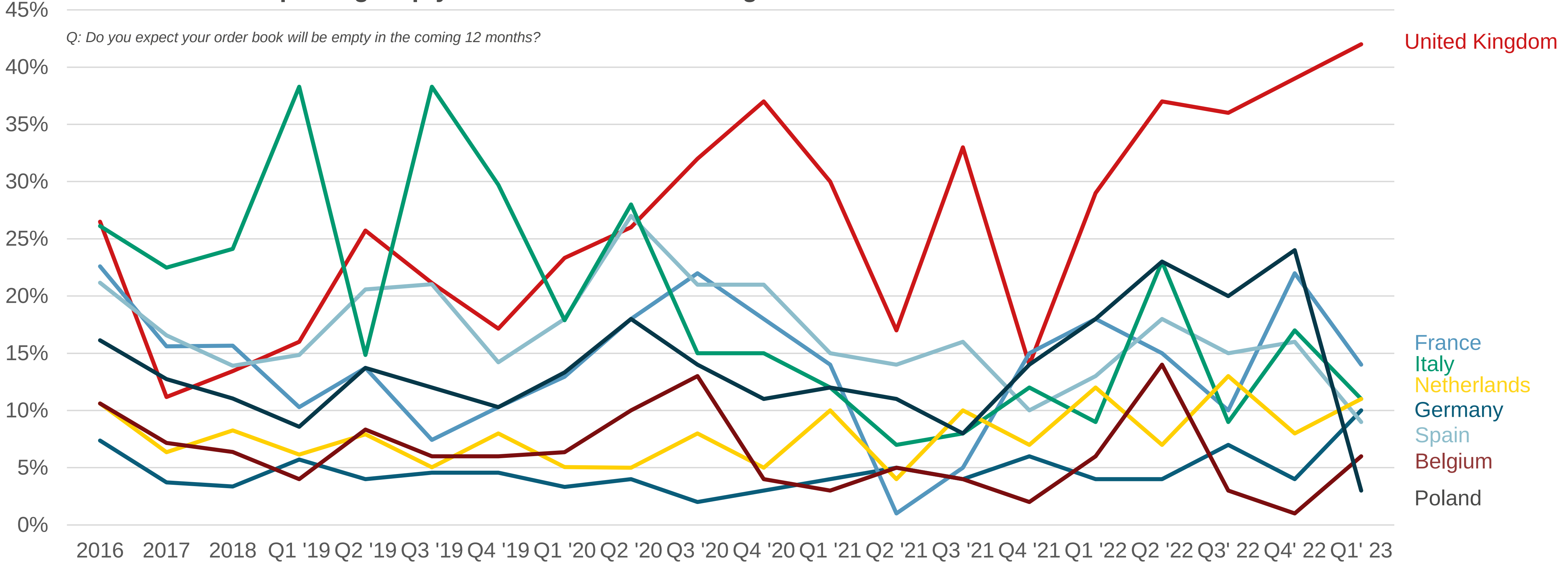
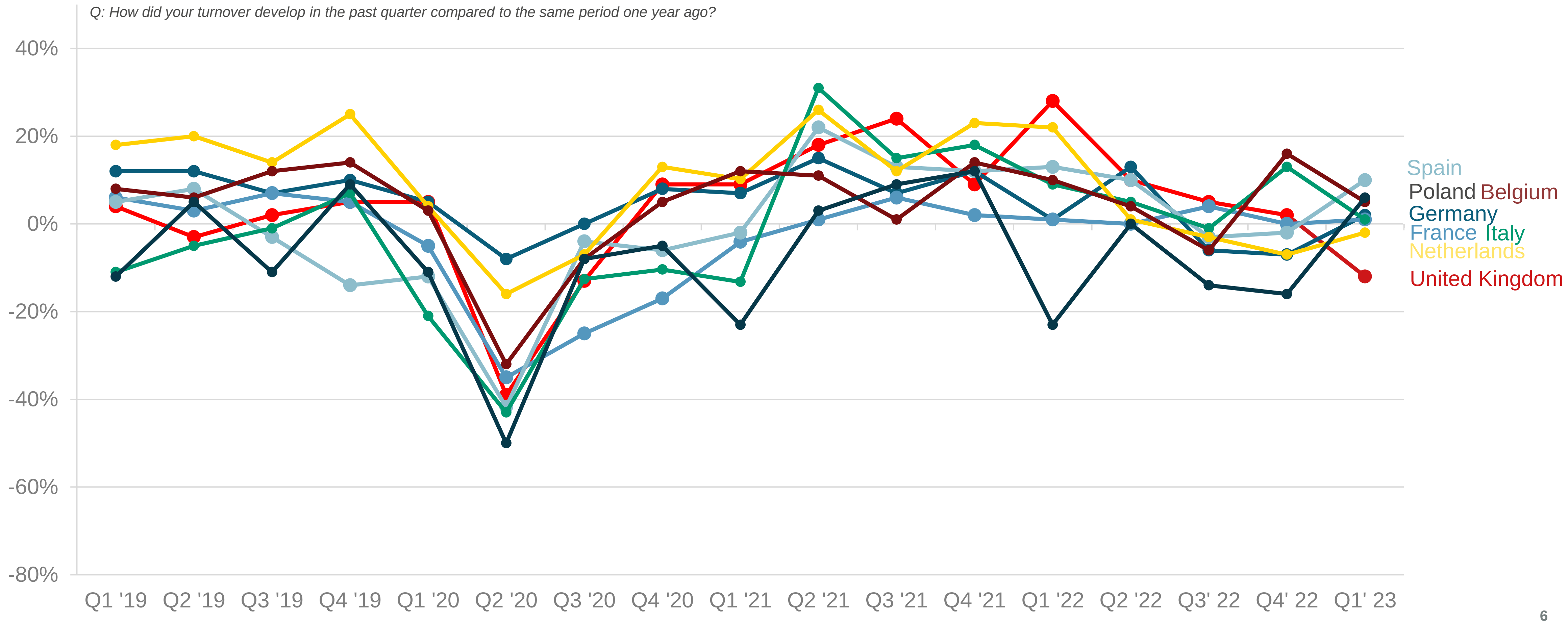
...conclusion

% of architects expecting empty order book in the coming 12 months

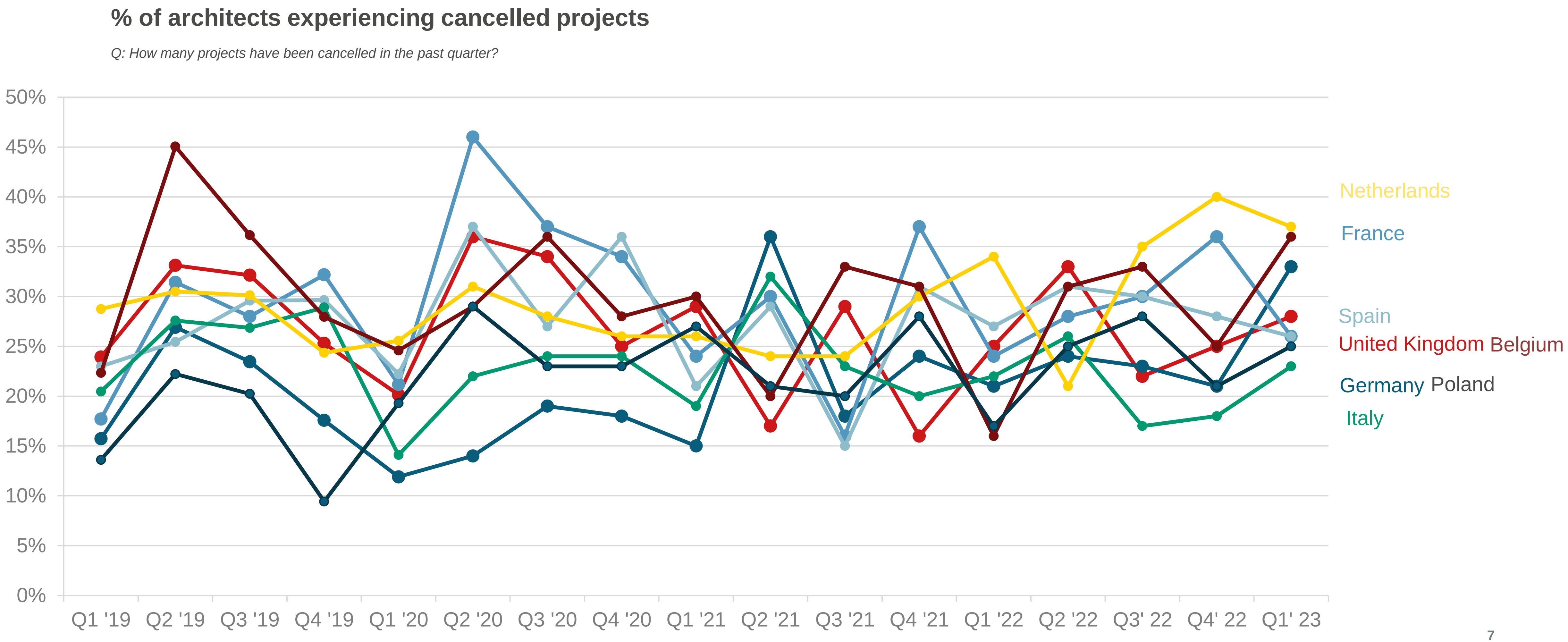


...conclusion

Architects' experience regarding their turnover
(saldo of architects reporting increase minus architects reporting a decrease)



...conclusion


% of architects experiencing cancelled projects
Q: How many projects have been cancelled in the past quarter?
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Q1 '19
Q2 '19
Q3 '19
Q4 '19
Q1 '20
Q2 '20
Q3 '20
Q4 '20
Q1 '21
Q2 '21
Q3 '21
Q4 '21
Q1 '22
Q2 '22
Q3' 22
Q4' 22
Q1' 23
Netherlands
France
Spain
United Kingdom Belgium
Germany Poland
Italy

...conclusion

•See the country slides for more detailed information on the developments per construction segment.
•Volumes are in billion euros at 2013 prices.

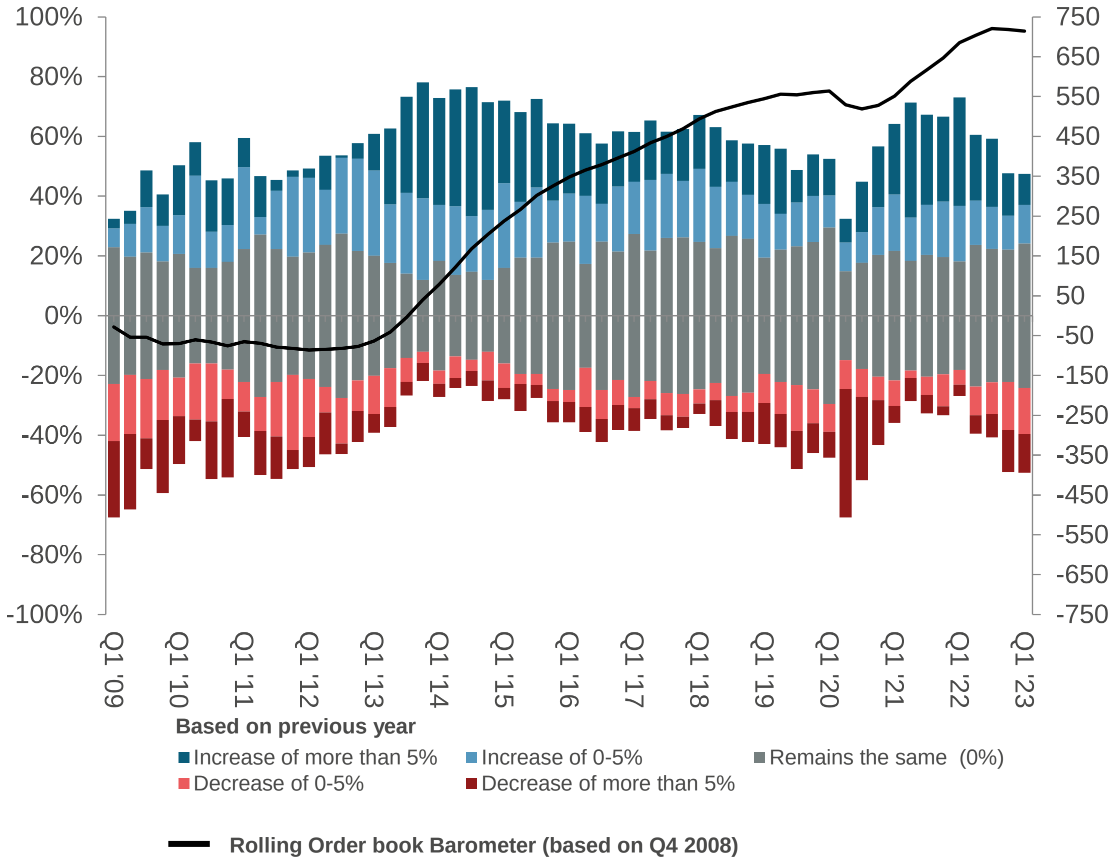
...conclusion

•See the country slides for more detailed information on the developments per construction segment.
•Volumes are in billion euros at 2013 prices.

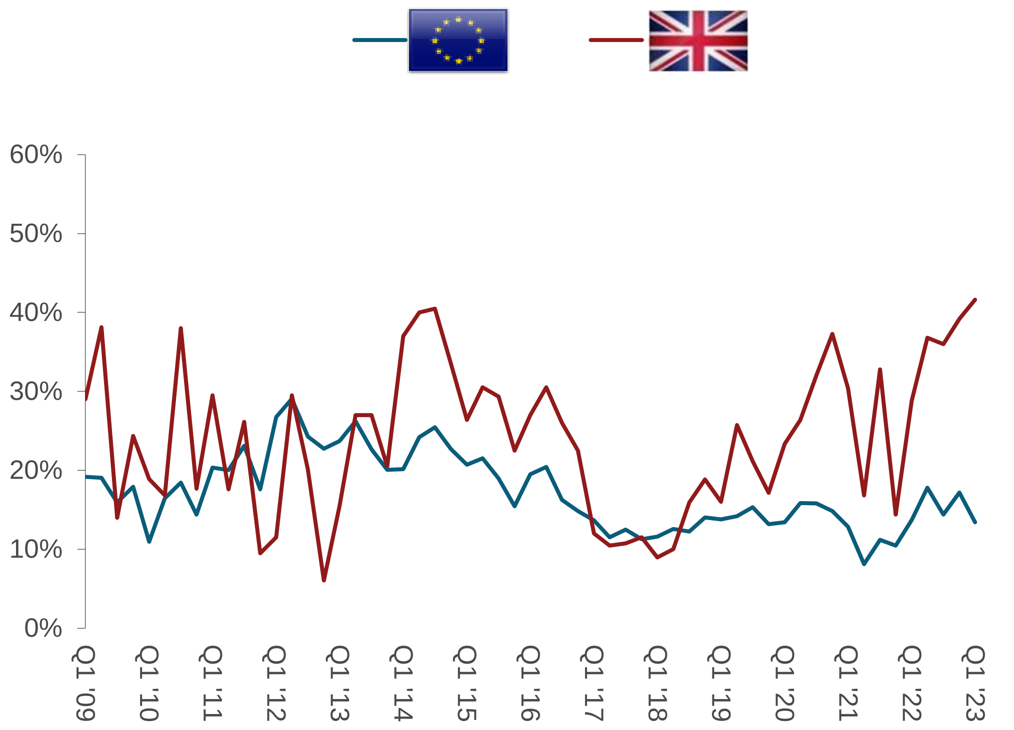
Index

...conclusion

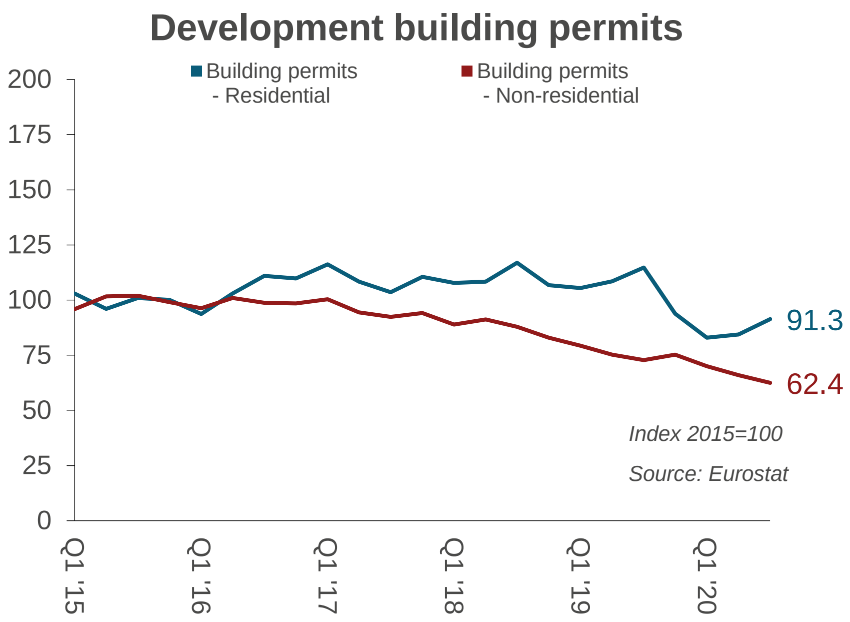
Development of order book



Expecting empty order book in 12 months



...conclusion



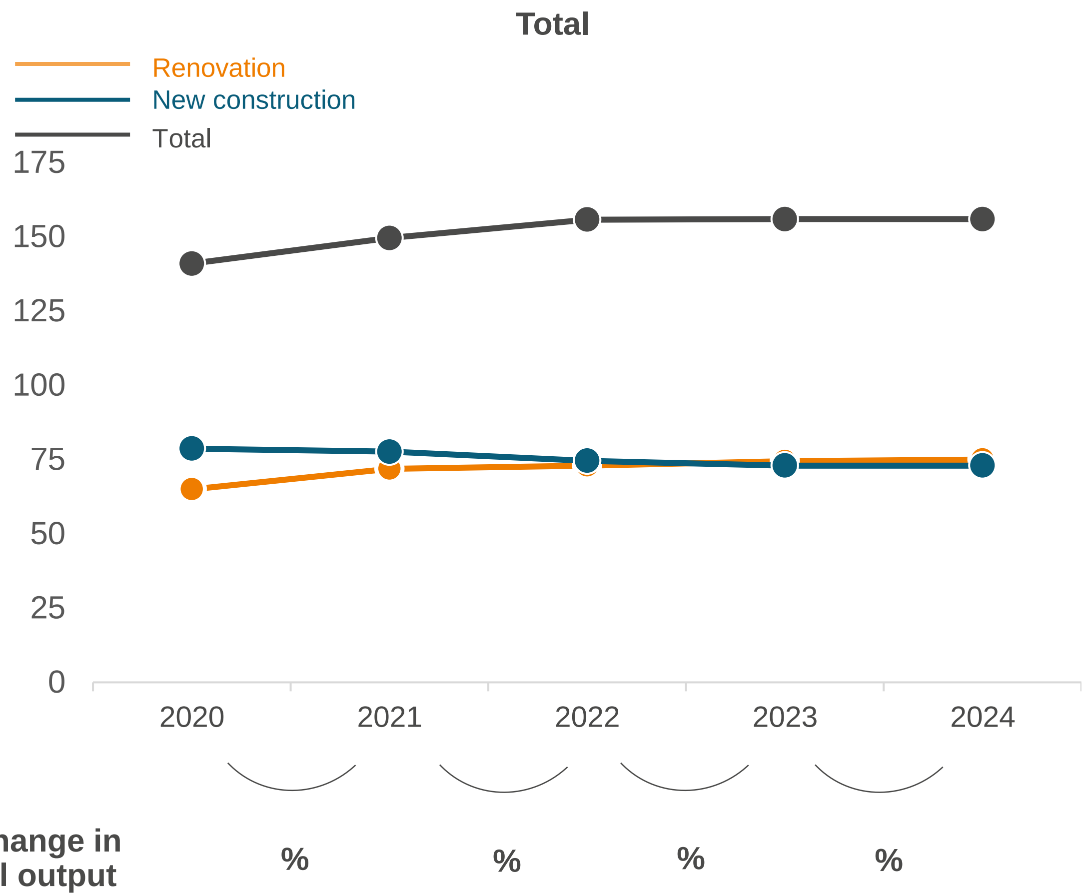
Economic and construction related indicators	Value Q1 2022	Value Q4 2022	Value Q1 2023	Q-2-Q development
GDP (quarterly growth rate) (%)*	0.8	0.1	n/a	Positive
Consumer confidence indicator**	n/a	n/a	n/a	
Industrial confidence indicator**	n/a	n/a	n/a	
Construction confidence indicator**	n/a	n/a	n/a	
Production value buildings (index 2015=100)**	n/a	n/a	n/a	
Architects with postponed projects (%)***	38	52	50	Positive
Architects with cancelled projects (%)***	25	25	28	Negative
Building permits residential (index 2015=100)**	n/a	n/a	n/a	
Building permits non-residential (index 2015=100)**	n/a	n/a	n/a	

*Source: * Country statistical office; ** Eurostat, *** Arch-Vision*

*Since the end of 2020 UK data has not been published anymore. The data previously provided to Eurostat was an amalgamation of several administrative data sources used as a proxy. The series was discontinued in 2020 when most of the data sources used to produce the estimate were discontinued due to the COVID-19 pandemic and resources were diverted elsewhere.

...conclusion

(% change year over year)



% change in total output

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Sample and methodology of the research

Most architectural firms have less than two FTE. Nevertheless, the focus of the European Architectural Barometer is on the larger firms. Therefore, the research is only conducted among architectural firms with two FTE and more. As the study is focused on architects active in construction, architects that are solely active in interior or landscaping are excluded from the research.

The table below shows the number of successful interviews in each country. The difference between the gross sample of respondents that were reached (all reached numbers) and the net sample of respondents that were reached, was caused by those architects who could not be contacted or had an incorrect phone number, and those who did not meet the selection criteria (mostly due to the fact that the architectural firms had less than two FTE). The difference between the net sample of respondents reached and the response are the number of architects who refused to participate.

Response								
Gross sample (all attempts to approach respondents)	1000	1000	1000	1000	1000	1000	1000	1000
Net sample (all approached respondents)	1000	1000	1000	1000	1000	1000	1000	1000
Completed interviews	1000	1000	1000	1000	1000	1000	1000	1000
Response percentage (interviews/ net sample)	100%	100%	100%	100%	100%	100%	100%	100%

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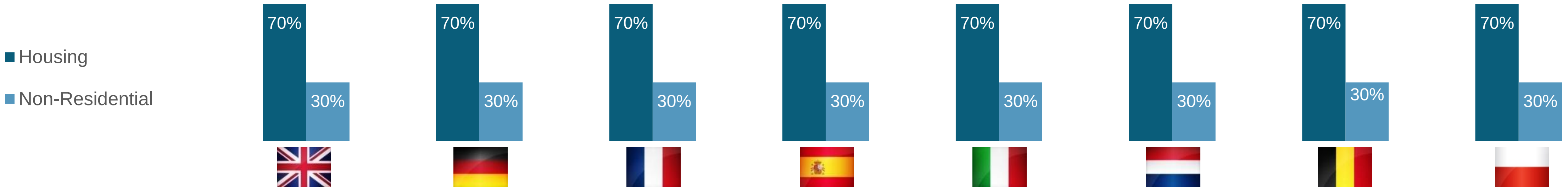
Background of the architects

The table below shows the average number of employees of the architectural firms within the current quarter of this research, divided by country. The architectural firms with one employee were excluded from this research. The second table shows the segments in which architects within this research are mostly active.

Number of FTE

Average	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**
2 – 4 FTE	60%	60%	60%	60%	60%	60%	60%	60%
5 – 9 FTE	40%	40%	40%	40%	40%	40%	40%	40%
10 – 19 FTE	20%	20%	20%	20%	20%	20%	20%	20%
20 – 39 FTE	10	10	10	10	10	10	10	10
> 40 FTE	5%	5%	5%	5%	5%	5%	5%	5%

Segment mostly active



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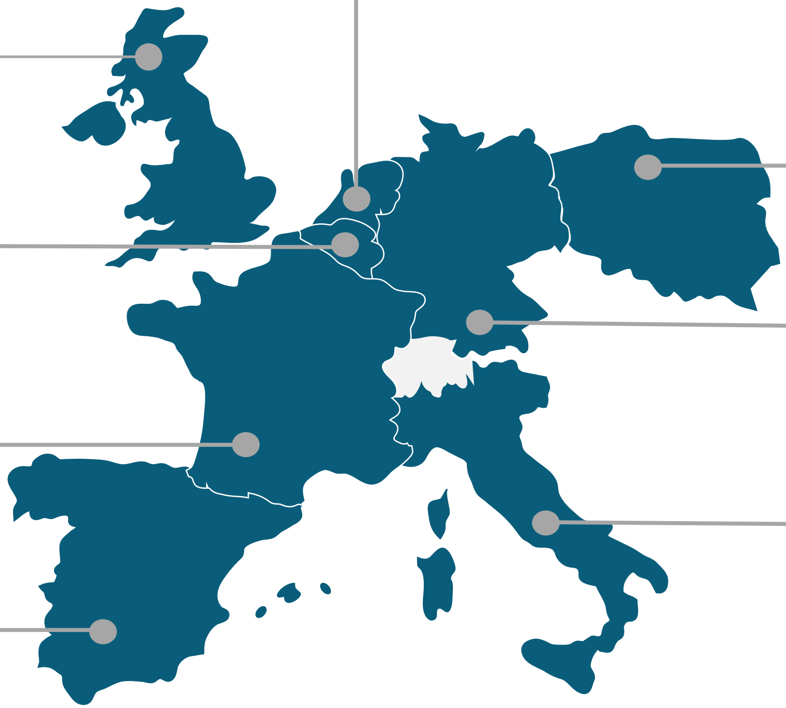
Professionally-related information

What kind of **professionally related information do you usually search** for as an architect?

If you search for information, what are your **two main sources**?



The United Kingdom
Information serached the most
1. main source
2. main source

Belgium
Information serached the most
1. main source
2. main source

France
Information serached the most
1. main source
2. main source

Spain
Information serached the most
1. main source
2. main source

The Netherlands
Information serached the most
1. main source
2. main source

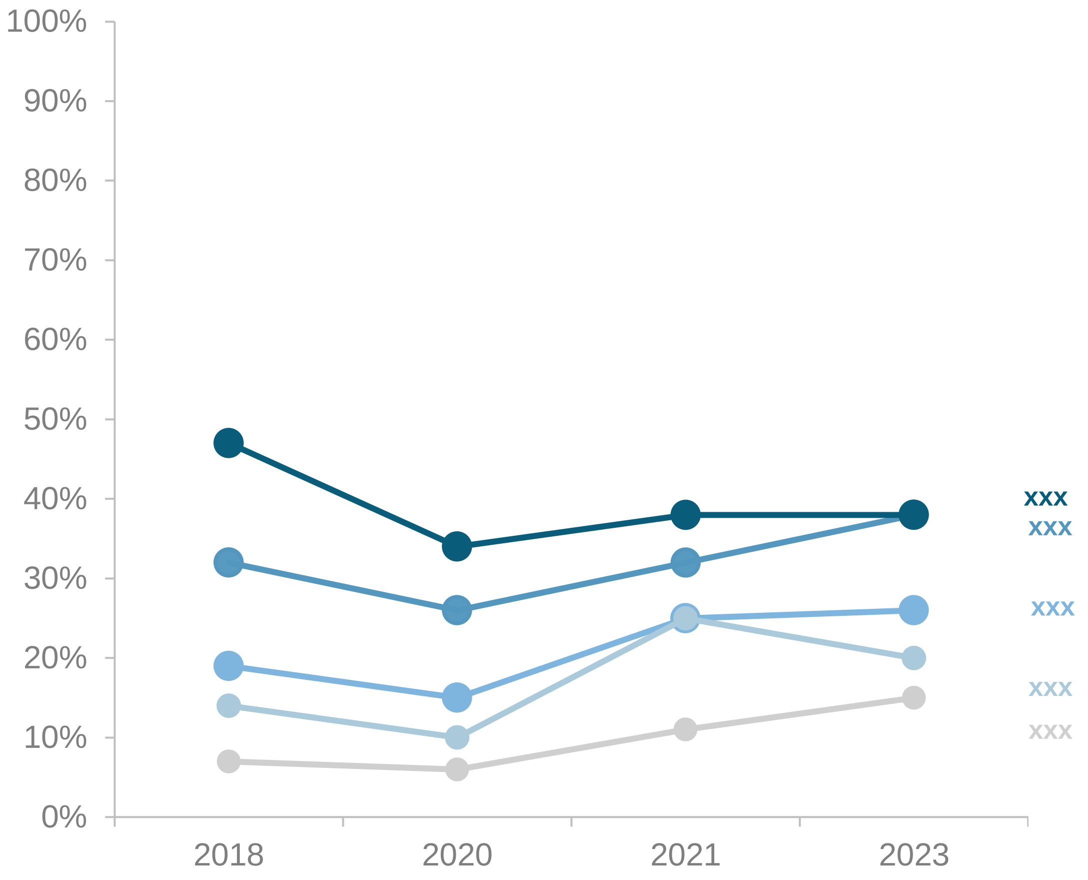
Poland
Information serached the most
1. main source
2. main source

Germany
Information serached the most
1. main source
2. main source

Italy
Information serached the most
1. main source
2. main source

...conclusion

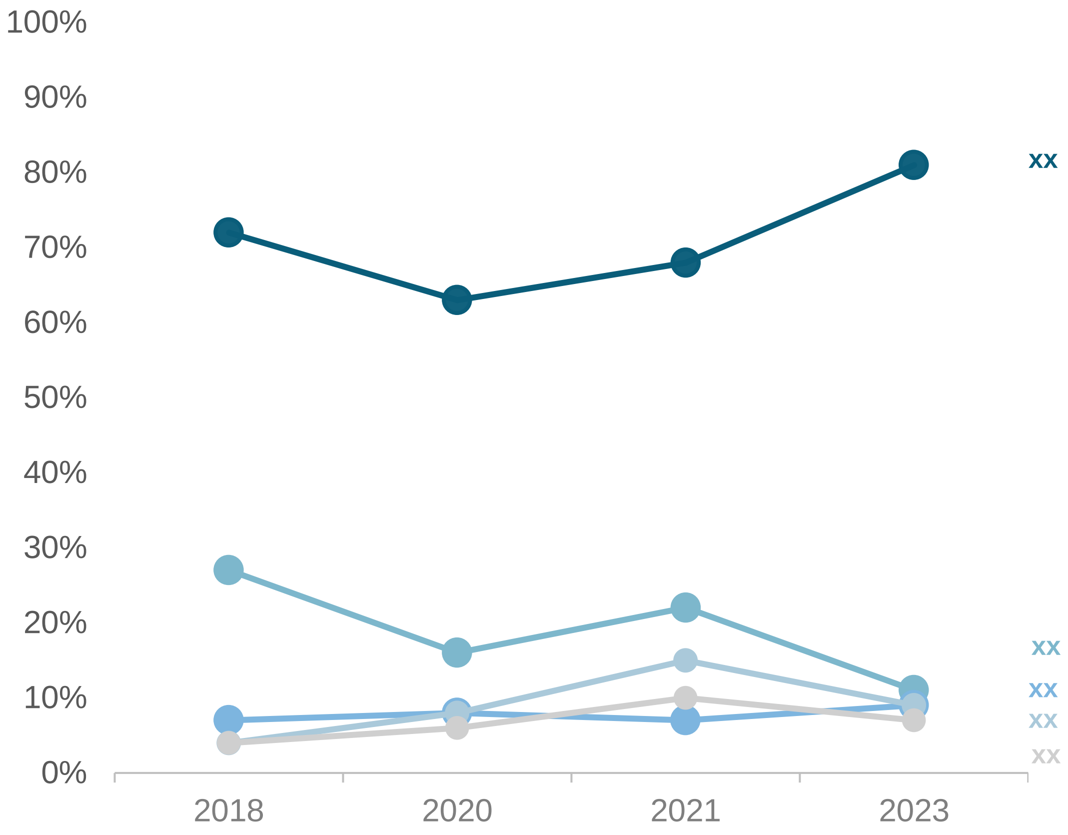
Professionally-related information
What kind of **professionally related information do you usually search** for as an architect?*



*Note: Only top 5 answers shown

...conclusion

Professionally-related information
If you search for information, what are your **two main sources**?

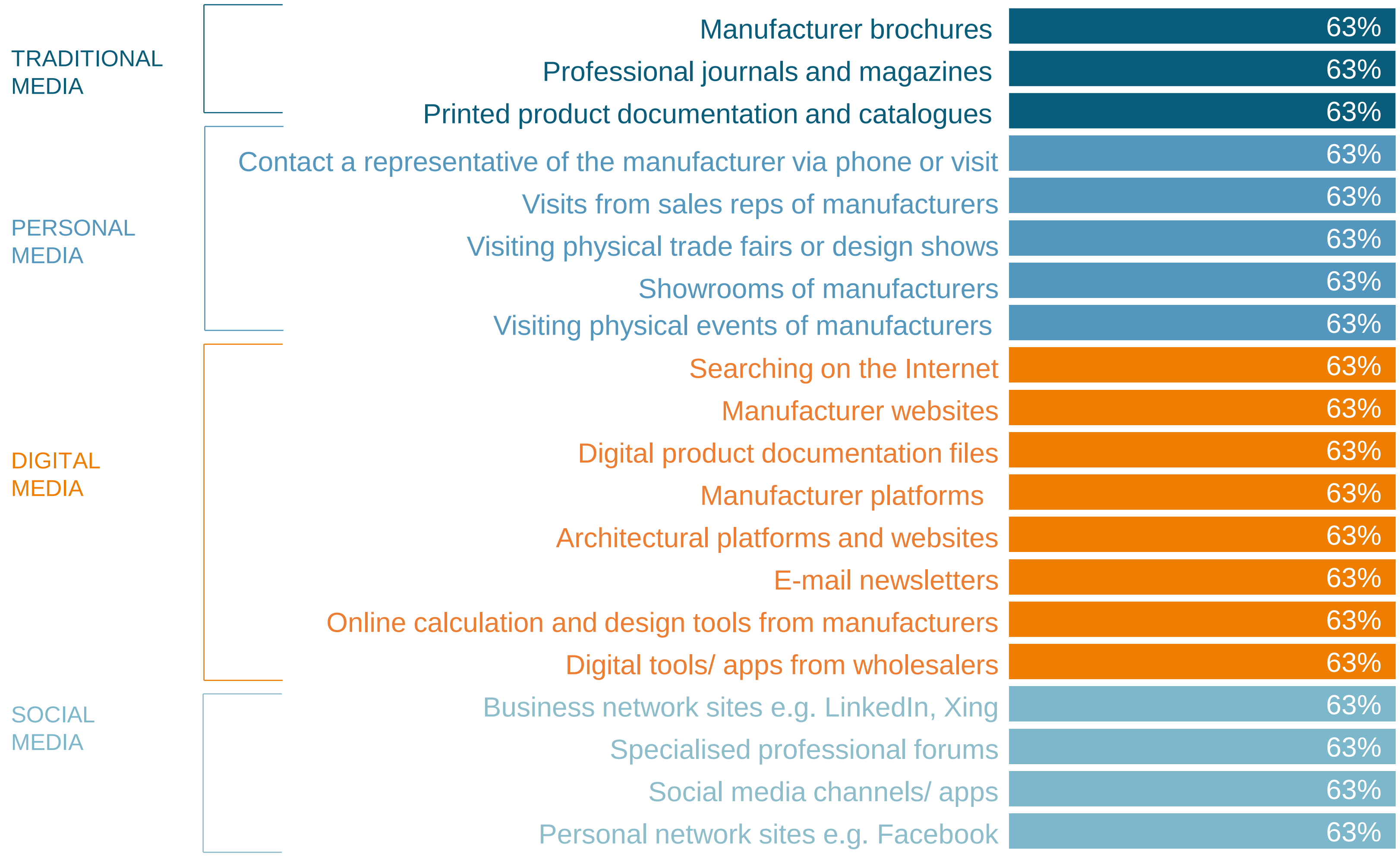


...observation

*Note: Only top 5 answers shown

...conclusion

Usage of media for professional purposes
To what degree do you use the following media for professional purposes? (Often + Sometimes)



...observation

...conclusion

The most useful media source used – top 3
Of all the information sources you use, which is the most useful one?

The United Kingdom 1
1. xx
2. xx
3. xx

Belgium 2
1. xx
2. xx
3. xx

France 3
1. xx
2. xx
3. xx

Spain 4
1. xx
2. xx
3. xx

The Netherlands 5
1. xx
2. xx
3. xx

Poland 6
1. xx
2. xx
3. xx

Germany 7
1. xx
2. xx
3. xx

Italy 8
1. xx
2. xx
3. xx

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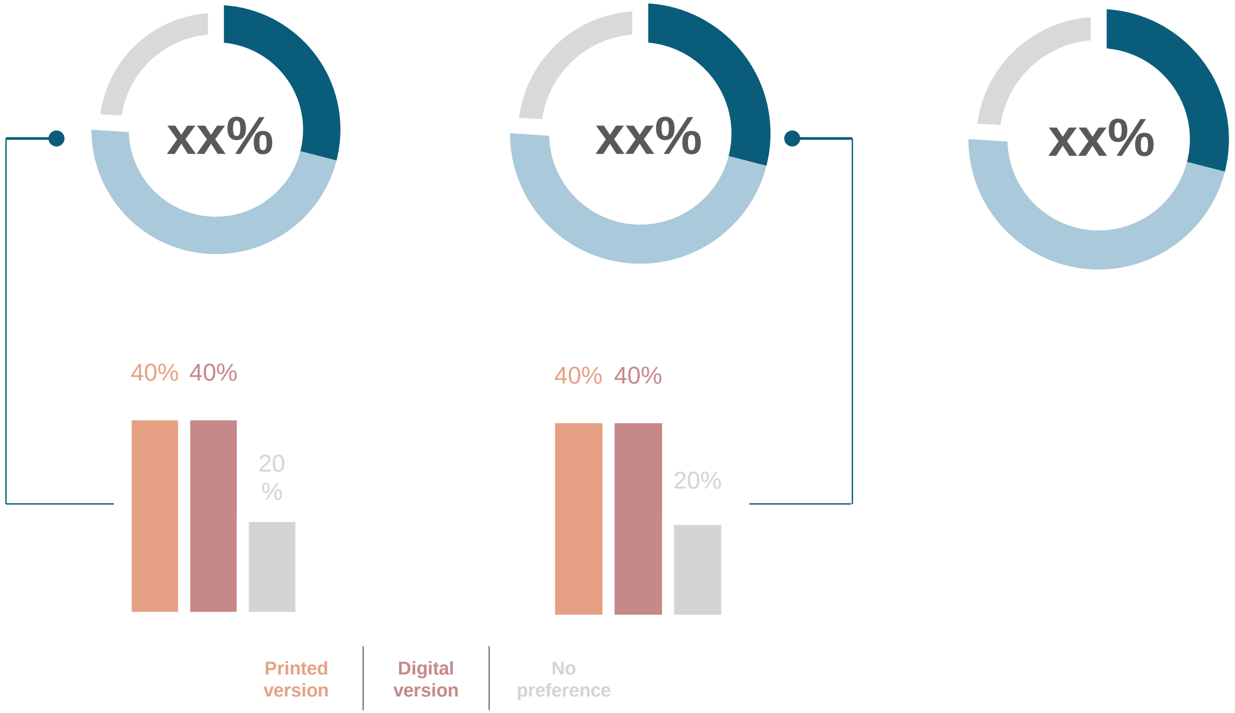
...conclusion

Usage of different traditional media sources - Total

To what degree do you use the following traditional media sources for professional purposes? (**Often**, **Sometimes**, Never, **Total Usage**)*

Professional journals and magazines | **Manufacturer brochures** | **Usage of printed product documentation and catalogues**



...observation

*Note: Question on printed/digital preference asked only to those using the media source.

...conclusion

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Usage of different digital media sources – cross-country comparison

To what degree do you use the following digital media sources for professional purposes?

	Often	Sometimes	Total Usage	United Kingdom	Germany	France	Spain	Italy	Netherlands	Belgium	Poland
Manufacturer brochures	25%	25%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Professional journals and magazines	25%	25%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Usage of printed product documentation and catalogues	25%	25%	50%	50%	50%	50%	50%	50%	50%	50%	50%

*Note: the percentages for each country are calculated in the following way: 'Often' + 'Sometimes"

...conclusion

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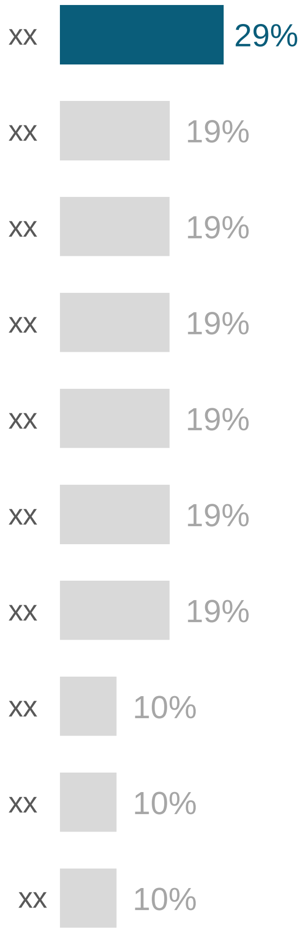
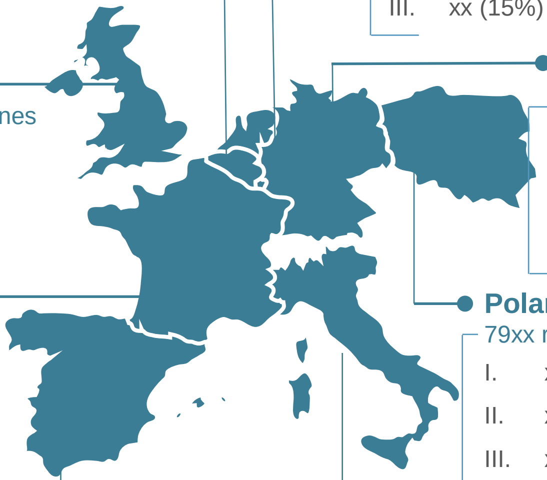
Professional magazines and journals

What information did you look for in professional magazines? – Top 10



To what degree do you use professional journals and magazines for professionl purposes? (often+sometimes)

Which professional magazines do you read? – Top 3 per country



Belgium

xx% reads professional journals/magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

The Netherlands

xx% reads professional journals/magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

United Kingdom

xx% reads professional journals/magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

Germany

xx% reads professional journals /magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

France

xx% reads professional journals/magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

Poland

79xx reads professional journals /magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

Spain

xx% reads professional journals/magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

Italy

xx% reads professional journals /magazines

I. xx (40%)
II. xx (20%)
III. xx (15%)

*Note: Only top 10 / top 3 answers shown.

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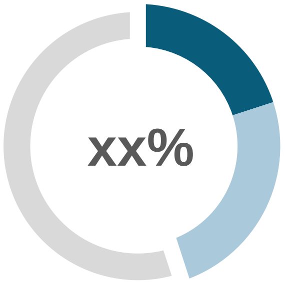
...conclusion

Usage of different personal contacts - Total

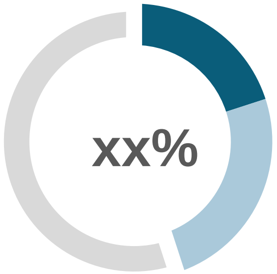
To what degree do you use the pesonal contacts for professional purposes? (**Often**, **Sometimes**, Never, **Total Usage**)

Contact a representative of the manufacturer via phone or visit

Visits from sales reps of manufacturers



Visiting physical trade fairs or design shows



Showrooms of manufacturers

Visiting physical events of manufacturers

...observations

...conclusion

Usage of different personal contacts – cross-country comparison
To what degree do you use the following personal contacts
for professional purposes?

	Often	Sometimes	Total Usage	United Kingdom	Germany	France	Spain	Italy	Netherlands	Belgium	Poland
Contact a representative of the manufacturer via phone or visit	30%	25%	55%	50%	50%	50%	50%	50%	50%	50%	50%
Visits from sales reps of manufacturers	30%	25%	55%	50%	50%	50%	50%	50%	50%	50%	50%
Visiting physical trade fairs or design shows	30%	25%	55%	50%	50%	50%	50%	50%	50%	50%	50%
Showrooms of manufacturers	30%	25%	55%	50%	50%	50%	50%	50%	50%	50%	50%
Visiting physical events of manufacturers	30%	25%	55%	50%	50%	50%	50%	50%	50%	50%	50%

*Note: the percentages for each country are calculated in the following way: ‘Often’ + ‘Sometimes”

...conclusion

...

Personal contact with the representatives of the manufacturer
In what cases do you appreciate it if a representative of the manufacturer contacts you? – Top 10

	Total	United Kingdom	Germany	France	Spain	Italy	Netherlands	Belgium	Poland
xx	39%	50%	50%	50%	50%	50%	50%	50%	50%
xx	17%	50%	50%	50%	50%	50%	50%	50%	50%
xx	17%	50%	50%	50%	50%	50%	50%	50%	50%
xx	12%	50%	50%	50%	50%	50%	50%	50%	50%
xx	10%	50%	50%	50%	50%	50%	50%	50%	50%
xx	8%	50%	50%	50%	50%	50%	50%	50%	50%
xx	6%	50%	50%	50%	50%	50%	50%	50%	50%
xx	5%	50%	50%	50%	50%	50%	50%	50%	50%
xx	5%	50%	50%	50%	50%	50%	50%	50%	50%
xx	3%	50%	50%	50%	50%	50%	50%	50%	50%

*Note: Only top 10 answers shown

...conclusion

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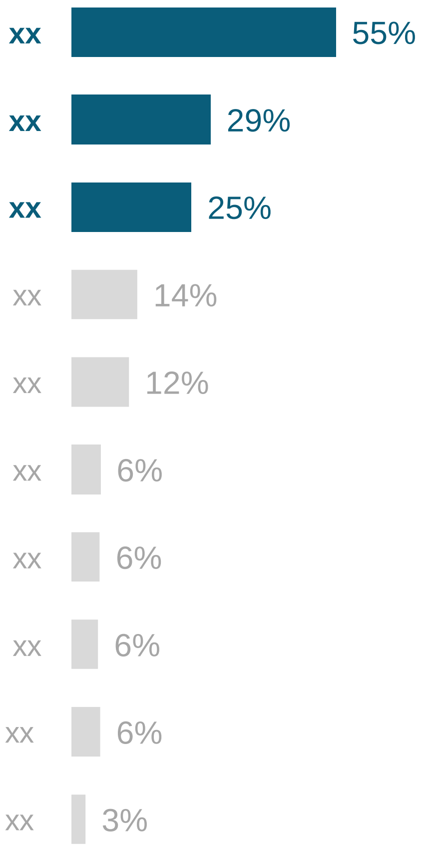
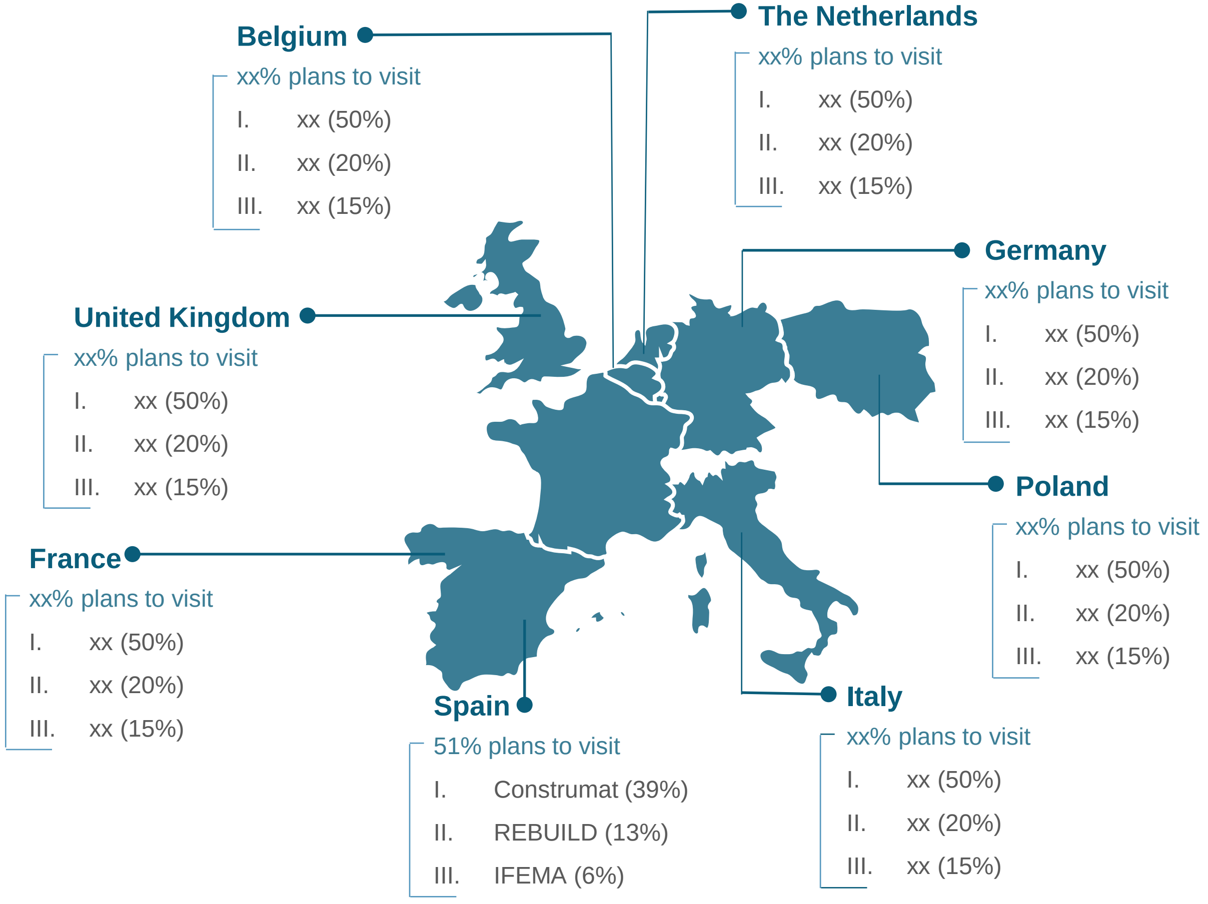
Trade shows

What is your goal when visiting trade shows? – Top 10



Do you expect to visit trade shows in the coming years?

Which trade shows or design shows do you plan to visit in the coming two years? – Top 3*



*Note:...

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...conclusion

Usage of different digital media sources - Total

To what degree do you use the following digital media sources for professional purposes? (**Often**, **Sometimes**, **Never/Don’t know,** **Total Usage**)

Searching on the Internet

Manufacturer websites

Digital product documentation files

Manufacturers’ platforms*

Architectural platforms and websites

E-mail newsletters

Manufacturer online calculation and design tools

Digital tools/ apps from wholesalers

*Dedicated part of the website for architects.

USP

...conclusion

Usage of different digital media sources – cross-country comparison

To what degree do you use the following digital media sources for professional purposes?

	Often	Sometimes	Total Usage	United Kingdom	Germany	France	Spain	Italy	Netherlands	Belgium	Poland
Searching on the internet	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Manufacturers' websites	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Digital product documentation files	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Manufacturers' platforms	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Architectural platforms and websites	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
E-mail newsletters	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Manufacturers' online calculation and design tools	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Wholesalers' digital tools/apps	25%	20%	45%	50%	50%	50%	50%	50%	50%	50%	50%

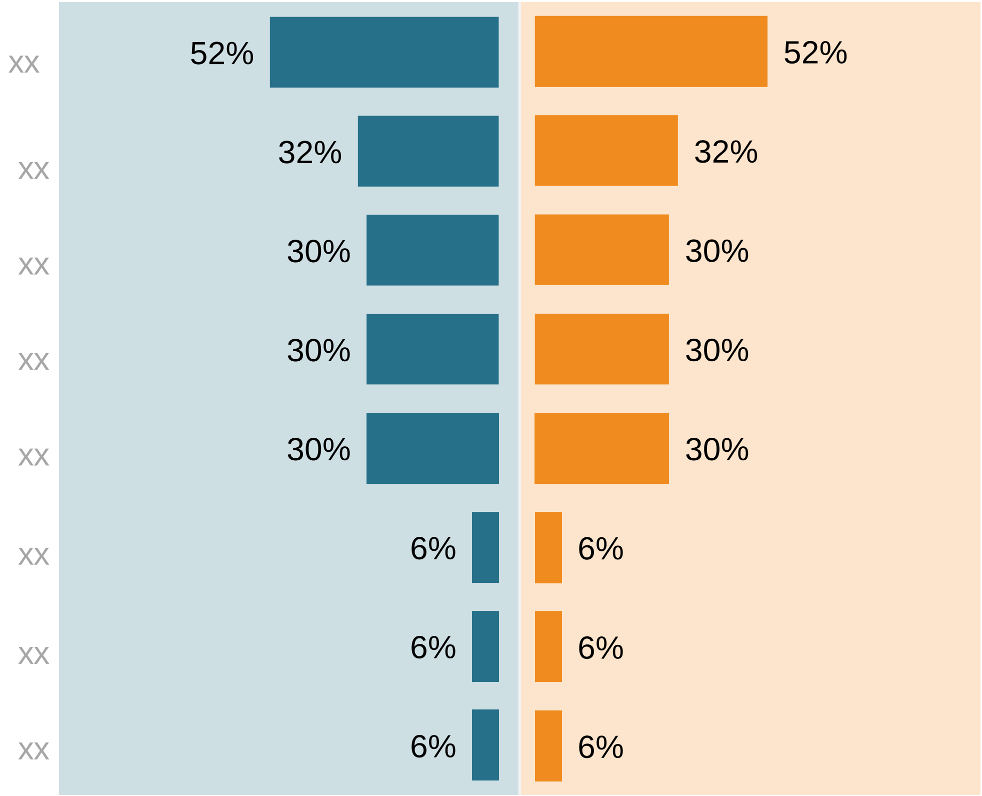
*Note: the percentages for each country are calculated in the following way: 'Often' + 'Sometimes"

...conclusion

Exploring manufacturer's website - Total

What information do you **expect** from manufacturers of building materials?

What information did you **look for** on a manufacturer's website the last time you visited one?



*Note: Only answers on expected information above 2% are shown.

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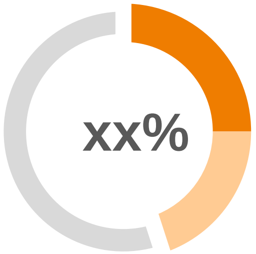
...conclusion

Usage of different social media sources - Total
To what degree do you use the following social media for professional purposes? (**Often**, **Sometimes**, **Total Usage**)

Business network sites



Ex.

Specialized professional forums

Social media channels

Ex.

Instagram

YouTube

Personal network sites

Ex.

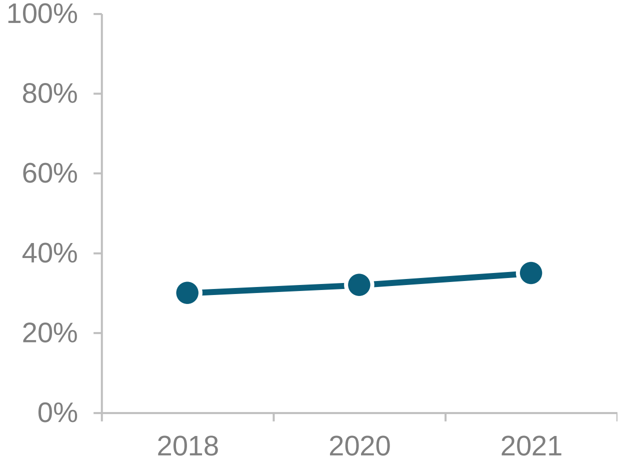
...observations

...conclusion

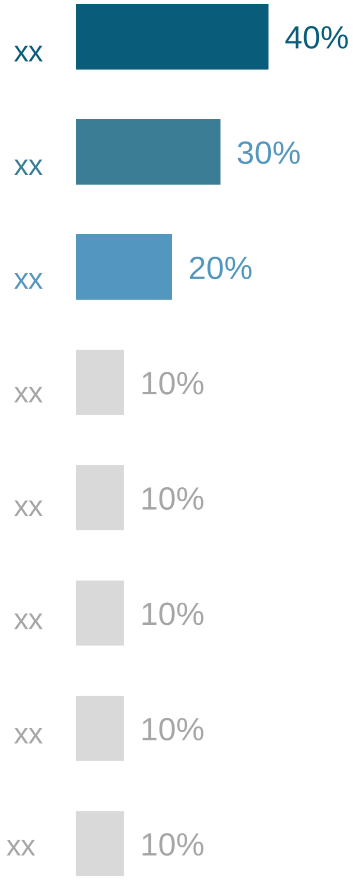
Usage of social media - Total
To what degree do you use the following social media for professional purposes?

using at least one of mentioned social media
and spending on it an average of xx h / per week

Usage of social media in previous research
How often do you use the following information sources to stay up to date?
(Personal and business social networks)



Reasons to use social media – **Only respondents using social media**
In what situation do you use social media for professional purposes?*



...conclusion

Usage of different social media – cross-country comparison

To what degree do you use the following social media for professional purposes? (Total usage per country)

	Often	Sometimes	Total Usage	United Kingdom	Germany	France	Spain	Italy	Netherlands	Belgium	Poland
Business network sites e.g. LinkedIn, Xing	20%	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Specialised professional forums	20%	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Social media channels like TikTok, Pinterest, WhatsApp, Viber, Snapchat, Telegram etc.	20%	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Instagram	20%	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%
YouTube	2	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%
Personal network sites e.g. Facebook	10%	25%	45%	50%	50%	50%	50%	50%	50%	50%	50%

*Note: the percentages for each country are calculated in the following way: ‘Often’ + ‘Sometimes”

...conclusion

Social media usage – top 3
Which social media do you use for professional purposes?

Belgium
1. 2. 3.

The Netherlands
1. 2. 3.

Germany
1. 2. 3.

The United Kingdom
1. 2. 3.

Poland
1. 2. 3.

France
1. 2. 3.

Italy
1. 2. 3.

Spain
1. 2. 3.

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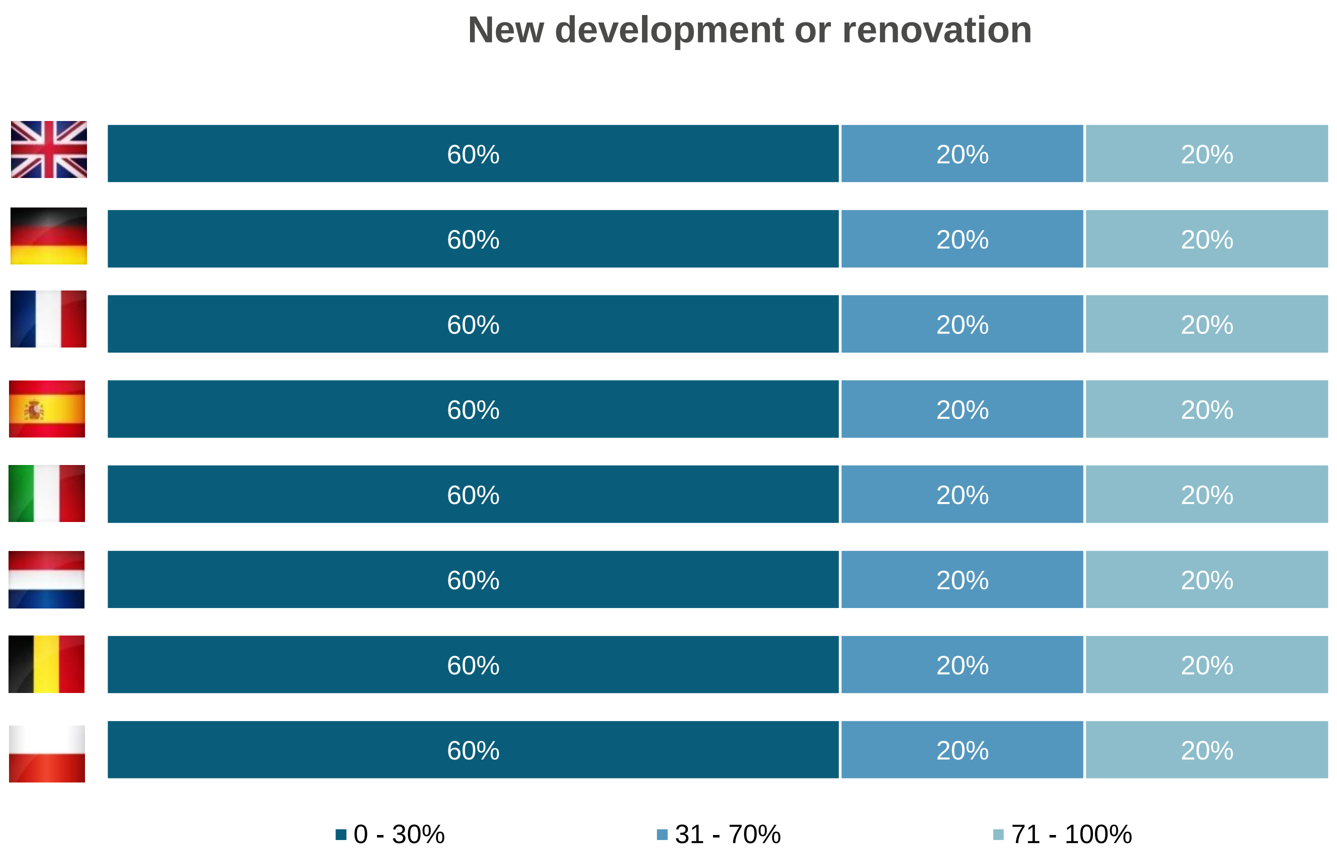
Background of the architects

...conclusion



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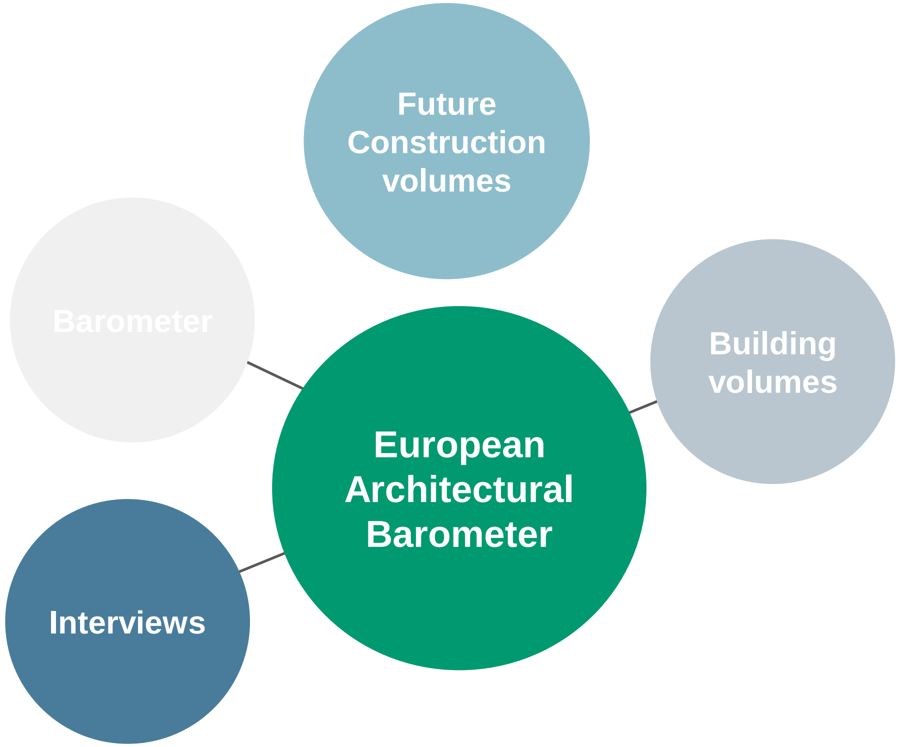
About European Architectural Barometer

European Architectural Barometer

Architects have already been monitored by several institutes in quite diverging ways in the different countries. USP launched this European Architectural Barometer for a more cohesive view. The European Architectural Barometer is extremely useful for organisations with a focus on Europe that also want to compare the activities of architects in different countries.

Interviews

All interviews are conducted by native speakers. From the third measurement onwards, two hundred interviews per country have been completed per measurement. The first two measurements were based on one hundred interviews per country. Later, for the Netherlands and Belgium, the measurements returned to one hundred interviews.



Future construction volumes

For decision makers charged with considerations of company resources, staffing and marketing strategy, a clear insight into future construction volumes is essential. However, economic indicators seldom provide an adequate picture of these volumes.

Building volumes

The construction industry operates in a delayed cyclical market, which means that buildings designed today will not be ready until at least two years from now. The economic activities of architectural firms provide a strong indication of the direction in which the construction sector will develop in terms of both building volumes and the way in which building volumes will be realised.

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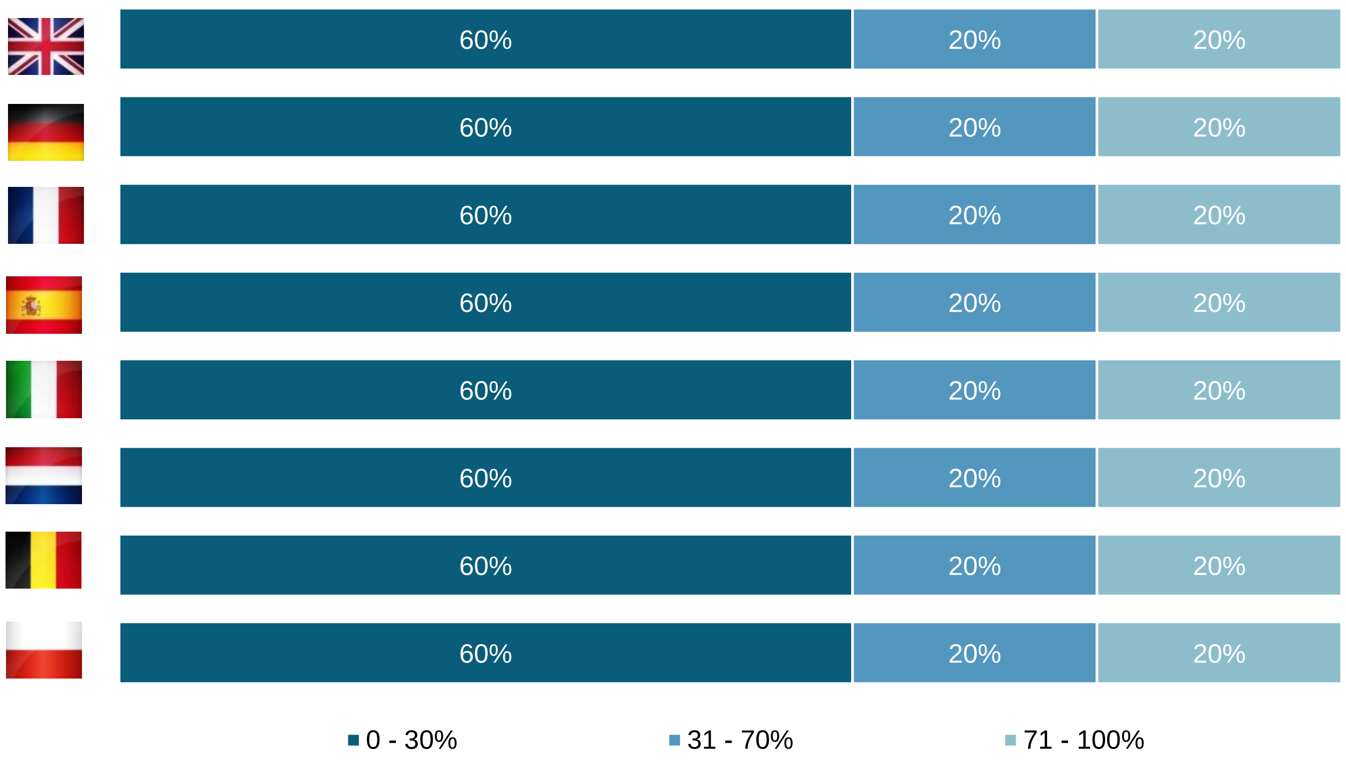
Results per segment

For three key questions from the current measurement of the European Architectural Barometer, the results are divided by architects that realise most of their sales in the residential segment (0% – 30% non-residential), by architects that realise sales in both segments (31% - 70% non-residential), and by architects that realise most of their sales in the non-residential segment (71% - 100% non-residential).

Segment most active



The tables on the following pages show the abovementioned split with regard to the following questions:

- **How did the turnover develop in this quarter compared to the previous quarter?**
- **How did your order book develop in this quarter compared to the same quarter last year?**
- **Do you expect that your order book might be empty these coming 12 months?**

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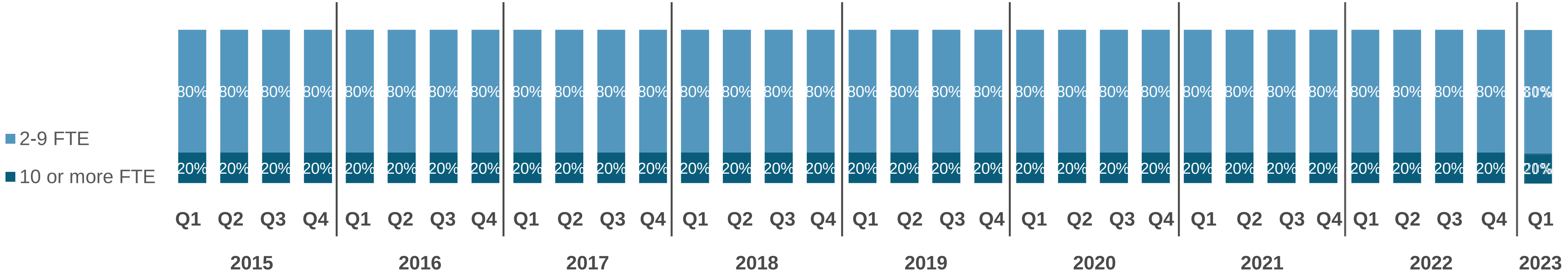
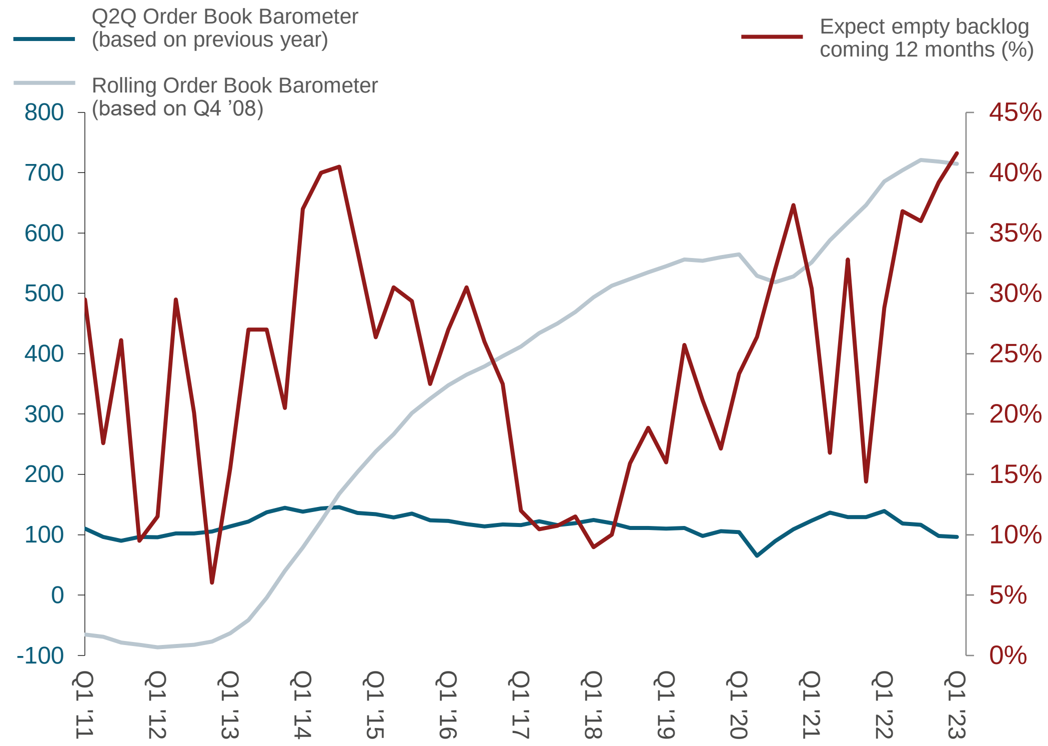
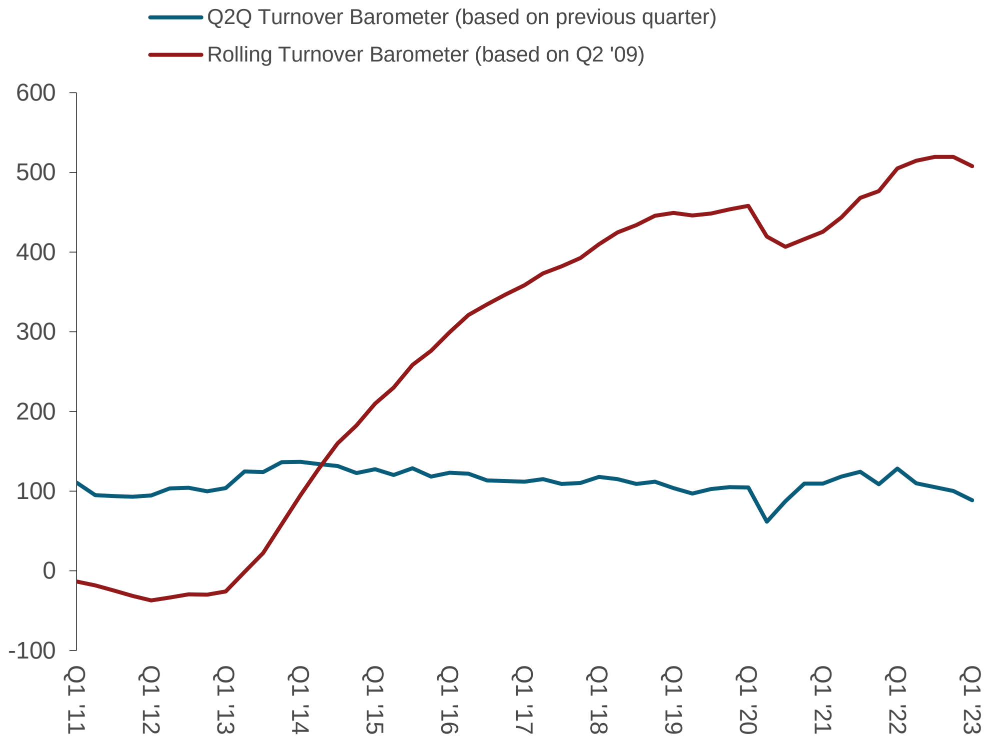
Short-term outlook among British architects







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Development turnover and order book

Development turnover

(based on previous quarter)

% sales in non-residential	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**
Strongly increased (>5%)	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Slightly increased (0-5%)	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Stayed the same (0%)	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%
Slightly decreased (0-5%)	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Strongly decreased (>5%)	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Barometer turnover	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**

Development order book

(based on previous year)

% sales in non-residential	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**
Strongly increased (>5%)	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Slightly increased (0-5%)	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Stayed the same (0%)	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%	52%
Slightly decreased (0-5%)	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Strongly decreased (>5%)	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Barometer order book	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**	**98**

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Expectation empty order book in the next 12 months

Expectation empty order book in the next 12 months

																								
% sales in non-residential	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**	**0 - 30**	**31 - 70**	**71 - 100**
Yes	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
No	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%
Do not know	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%

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Methodology calculation of the Q2Q Saldo and Barometer

The European Architectural Barometer for the order book development and turnover development is calculated in the following way:

1. Respondents with a strong increase (>5%) are multiplied by 100
2. Respondents with a slight increase are multiplied by 50
3. Respondents that remained the same are multiplied by 0
4. Respondents with a slight decrease are multiplied by –50
5. Respondents with a strong decrease (>5%) are multiplied by –100
6. The sum of these values divided by 100, results in the Q2Q saldo.
7. Adding 100 to this saldo results in the Barometer figures, where 0 is the strongest possible decrease, 100 is stabilisation and 200 is the strongest possible increase.

The Barometer values calculated this way are presented in the report as Quarter to Quarter Turnover and Order book Barometer.

Example of calculation Q2Q Barometer value:

Development Turnover Spain	Q2 '15		Calculated Values
Increased by more than 5%	25%	x 100	2500
Slightly increased (0-5%)	28%	x 50	1400
Stayed the same (0%)	36%	x 0	0
Slightly decreased (0-5%)	3%	x -50	-150
Decreased by more than 5%	8%	x -100	-800

Q2Q Saldo = (2500 + 1400 – 150 – 800) / 100 = 30

Q2Q Barometer value = 100 + 30 = **130**

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Methodology calculation of the Q2Q Saldo and Barometer

To calculate the developments in the turnover and the order book with regard to the first measurement in 2009, Arch-Vision has developed the so-called Rolling Barometer. The Rolling Barometer is calculated as the cumulative sum of the Q2Q saldos of every quarter. The Rolling Barometer can drop or rise by 100 points per quarter at maximum.

Example: The Rolling Order Book Barometer is -66 after twelve quarters. In the worst case (all architects reporting a decrease of over 5% every quarter) the Rolling Barometer would be -1200. In the best case it would be 1200. Therefore, a score of -66 in Q4 2011 means a slightly worse situation than in Q4 2008.

	Barometer order book											
	Q1’09	**Q2’09**	**Q3’09**	**Q4’09**	**Q1’10**	**Q2’10**	**Q3’10**	**Q4 ‘10**	**Q1 ‘11**	**Q2 ‘11**	**Q3 ’11**	**Q4 ‘11**
Q2Q Barometer values	71	75	100	85	100	110	94	94	111	102	94	99
Saldo Q2Q Values	-29	-25	0	-15	0	10	-6	-6	11	2	-6	-1
		+ (-25)	+ (0)	+ (-15)	+ etc.							
Rolling Barometer Values	-29	-54	-54	-69	-69	-59	-65	-71	-60	-59	-65	**-66**

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Future building volumes: building a model for prediction

Building volumes

Architects are at the front of the construction sector. They are the first to perceive positive and negative changes. The current developments of architectural firms have a strong predictive impact on the total market. Arch-Vision publishes its predictions for the building volumes based on the developments experienced by architects.

The model

Arch-Vision uses a model based on eleven market indicators and Arch-Vision's own results. The model combines information about the economy, like construction requests and confidence figures, with data about the developments within architects' experience, such as changes in the turnover and the number of active architects. Only information that proved to have a strong correlative value on the building volume is used. Subsequently, every kind of data is weighed based on the predictive value.

High predictive value

To ensure the correctness of the predictive value, the model has been – with retroactive effects – compared to the actual growth and shrinkage of the construction volume since 2003 for the Dutch* market and since Q3 2009 for the remaining countries. The model turns out to possess a very high predictive value. Nevertheless, the forecast has to be interpreted with caution, as it remains a calculation. As with all predictions, the margin of error can be larger, comparable to the weather forecast: sometimes the Arch-Vision model can be inaccurate.

Calculation predictive value

The predictive value is calculated based on the consistency of the market indicators with construction volumes, for the renovation, maintenance and the new build markets. The correlation is determined by a regression analysis, i.e. a statistical technique for analysing data in which there is a (possible) specific connection, known as regression.

** Since 2003, the developments of architects in the Netherlands have been monitored by USP' sister organisation BouwKennis. Therefore, it is possible for the Netherlands to calculate the connection between the architects and the building volume based on 10 years of data.*

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Future building volumes: Calculation

The Dutch market has been taken as a basis. The correlation between market volume regarding new build, maintenance and renovation on the one hand, and possible explanatory factors on the other hand, serves as a starting point.

The correlation with building volumes is tested for a total of eleven market indicators together with two outcomes of the European Architectural Barometer. The correlation of the following four indicators appeared to be strongest:

- Building permits – m² of useful floor area in non-residential buildings
- Building permits, number of dwellings
- Development of Turnover Barometer (European Architectural Barometer figures)
- Number of FTE working at architectural companies (European Architectural Barometer figures)

The predicting value of these indicators is between 54% and 91%. Because a longer history of data was not available for most countries, the development of these four indicators in the last four quarters and the four quarters before served as a guidance for this measurement. The used range of five indicators is not static and can be adjusted for future calculations. With the database becoming more complete, more reliable correlations can adjust the mix of indicators. A longer range of regression measurements shall replace the comparison of the last four quarters with the four quarters before.

The forecast is based on the market knowledge of USP Marketing Consultancy together with the market figures available, such as building permits and the developments among architects who are mainly active in renovation or new build as well as mainly active in residential or non-residential. Due to the limited number of quarters, a forecast based on a statistical model is not possible for now. The model that was used has a lower prediction value for this period. However, USP Marketing Consultancy aims at clarifying the general direction of the construction market development by publishing these data and the predictions will be updated in the coming reports.

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Questionnaire – Standard

These questions are asked every measurement

1. How many employees (in FTE) does your company currently have, including yourself? [if less than 2 FTE, end of research]
2. As an architectural firm, are you mostly active in the segment housing, non-residential building, interior, or landscaping? [If interior or landscaping, end of research]
3. What is your position?
4. How many employees in FTE did your company have at the end of 2021?
5. How many employees in FTE did your company have at the end of 2020?
6. How many employees in FTE did your company have at the end of 2019?
7. If your turnover should relate to housing and non-housing, what percentage of your revenue do you get from housing-related jobs?
8. Are you mostly active in new build or renovation?
9. How did the turnover develop this quarter compared to the previous quarter? Decreased by more than 5%; slightly decreased (0-5%); stayed the same (0%); slightly increased (0-5%); strongly increased (more than 5%)
10. What are your expectations for the development of your turnover in the fourth quarter of 2022 in comparison to the turnover in the fourth quarter of 2021? Decreased by more than 5%; slightly decreased (0-5%); stayed the same (0%); slightly increased (0-5%); strongly increased (more than 5%)
11. How did your order book develop in this quarter compared to the same quarter previous year? Decreased by more than 5%; slightly decreased (0-5%); stayed the same (0%); slightly increased (0-5%); strongly increased (more than 5%)
12. How many new projects has your company scored/been commissioned in the past two months?
13. How many projects have been postponed in this quarter?
14. How many projects were not started and cancelled in this quarter?
15. Do you expect that your order book might be empty these coming 12 months?

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Questionnaire – Theme questions

1. What kind of professionally related information do you usually search for as an architect?
2. If you search for information, what are your two main sources?
3. To what degree do you use the following information sources for professional purposes? Starting with traditional information sources.
   - Professional journals and magazines
   - Manufacturer brochures
   - Usage of printed product documentation and catalogues
4. When you use manufacturer brochures do you prefer printed versions or digital versions?
5. When you use #Professional journals and magazines do you prefer printed versions or digital versions?
6. To what degree do you use the following personal contacts for professional purposes?
   - Contact a representative of the manufacturer via phone or visit
   - Visiting physical events of manufacturers
   - Visiting physical trade fairs or design shows
   - Visits from sales reps of manufacturers
   - Showrooms of manufacturers
7. To what degree do you use the following digital media sources for professional purposes?
   - Manufacturer websites
   - Architectural platforms and websites
   - E-mail newsletters
   - Searching on the Internet
   - Digital product documentation files
   - Digital tools/ apps from wholesalers
   - Online calculation and design tools from manufacturers
   - Manufacturer platforms (dedicated part of the website for architects)
8. What are the main platforms and websites you use?
9. What information did you look for on a manufacturer’s website the last time you visited one?
10. What information do you expect from manufacturers of building materials?

Questionnaire – Theme questions

11. To what degree do you use the following social media for professional purposes?
    - YouTube
    - Instagram
    - Business network sites e.g. LinkedIn, Xing
    - Personal network sites e.g. Facebook
    - Social media channels like TikTok, Pinterest, WhatsApp, Viber, Snapchat, Telegram etc.
    - Specialised professional forums
12. Of all the information sources you use, which is the most useful one?
13. Which professional magazines do you read?
14. What information did you look for in professional magazines?
15. In what cases do you appreciate it if a representative of the manufacturer contacts you?
16. Do you expect to visit trade shows in the coming years?
17. Which trade shows or design shows do you plan to visit the coming two years?
18. What is your goal when visiting trade shows?
19. Via what type of websites do you search for information on the Internet about products and brands?
20. When using Google, do you mainly look for product-specific keywords, brand-specific keywords or something else?
21. What type of information would you like to find on the website of a manufacturer?
22. Which social media do you use for professional purposes?
23. In what situation do you use social media for professional purposes?
24. On average per week, how much time do you spend on social media for professional purposes?

About USP

USP Marketing Consultancy

Head office — **Rotterdam**

Subsidiaries — **Düsseldorf**, **Zagreb**

Total
70

Research Analysts
Project managers
Consultants

Market specialist
installation, construction, home improvement and real estate

Dedicated and multi-client research

Active in the market for 29 years

250+ dedicated market research projects annually

Revenue distribution

80%
turnover coming from **international projects**

85%
turnover coming from **dedicated market research**, 15% from multi client

70%
turnover coming from **B2B**, 30% B2C

Research in
31
countries in 2021

43
focus groups

1,778
in-depth interviews

63,758
B2B CATI interviews

54,850
B2C online interviews

What we do

Examples

Segmentation | **Customer journey** | **Branding** | **Concept/ product research** | **Customer satisfaction**

Trends | **Distribution research** | **Market exploration** | **Pricing** | **Market size**

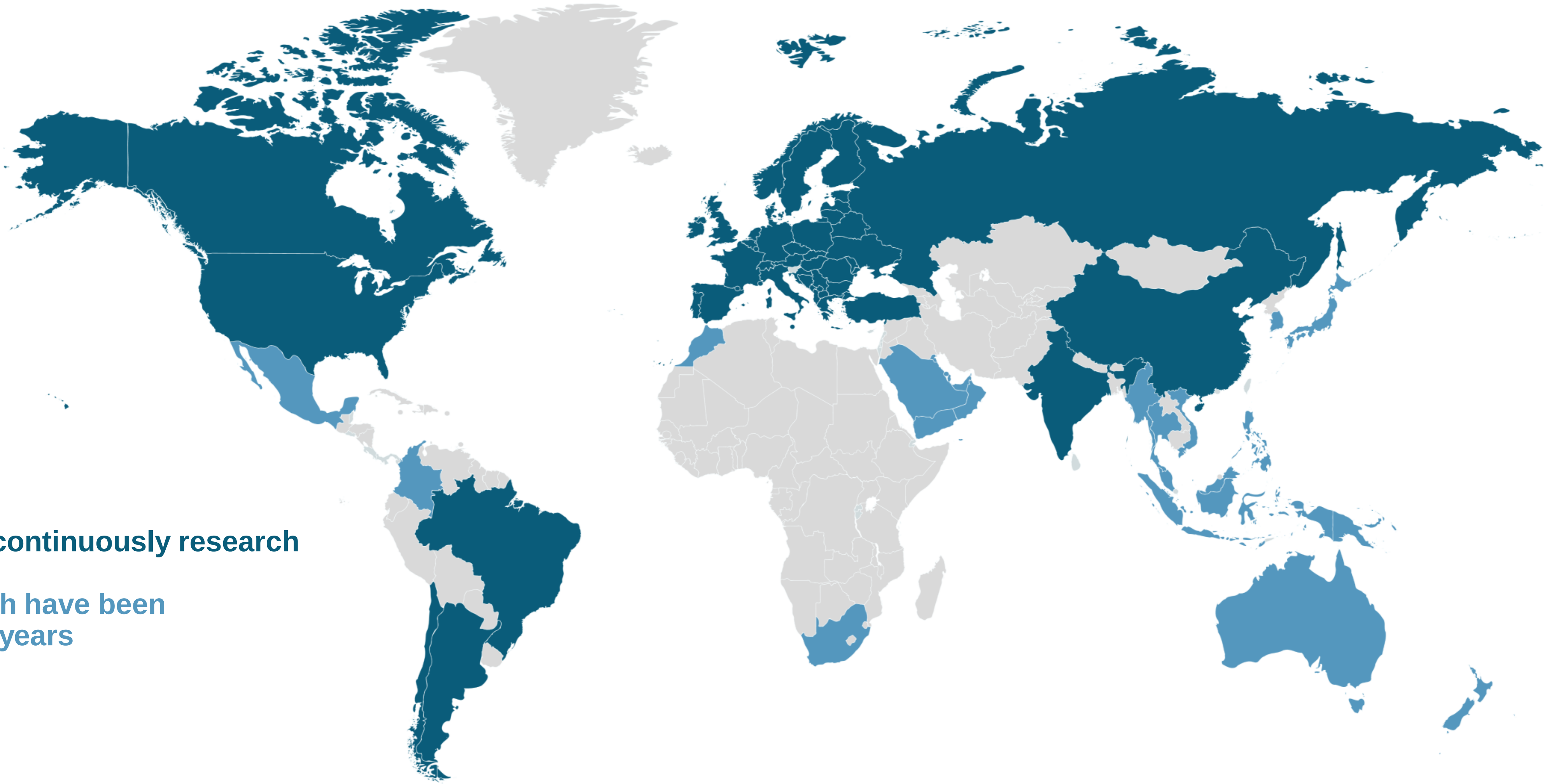
Dedicated market research

- Tailor made
- Driven by your information needs
- Advice & consultancy based on facts and over 25 years of experience in the industry
- Worldwide coverage
- B2B, B2C, qualitative and quantitive research or a combination of both
- Within our market specialism, all types of researches can be conducted
- Targeting the right audience, with the right questions at the right time.

Our multi-client research monitors

	European **Architectural** Barometer	European **Contractor** Monitor	European **Mechanical Installation** Monitor	European **Electrical Installation** Monitor	European **Painter Insight** Monitor	European **Home Improvement** Monitor
Target group	Architects	Building contractors	HVAC installers	Electrical installers	Professional painters	Consumers
Methodology						
Annual sample size	3,400 interviews	2,050 interviews	2,600 interviews	3,000 interviews	2,300 interviews	26,400 interviews
Country scope	• Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy	• Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy	• Germany • United Kingdom • France • Netherlands • Belgium • Poland	• Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain	• Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy • Denmark • Sweden	• Germany • United Kingdom • France • Netherlands • Belgium • Poland • Spain • Italy • Denmark • Sweden • Austria
Way of reporting	Quarterly	Bi-annually	Quarterly	Quarterly	Annually	Quarterly
2022 Theme topics	• Q1: Sustainability • Q2: Trends in material usage • Q3: Decision making • Q4: Brand health scan	• H1: Prefabrication • H2: Digitalisation and BIM	• Q1: Digitalisation and BIM • Q2: Prefabrication • Q3: Smart buildings and products • Q4: Media orientation	• Q1: Sustainability • Q2: Smart buildings and products • Q3: Services in the installation market • Q4: Brand health scan	• Trend tracking • Sustainability • Labour shortage • Online buying • Media orientation	• Q1: Orientation; rise of digital natives • Q2: Purchase Channels; online leaders • Q3: Brand health check • Q4: DIY vs DIFM; outsourcing jobs

We are active globally



Countries which we continuously research

Other countries which have been researched in past 2 years

Principals of USP

Construction

- ASSA ABLOY
- AkzoNobel
- Wienerberger
- HILTI
- ArcelorMittal
- DAW
- 3M
- SAINT-GOBAIN
- etex inspiring ways of living
- FESTOOL
- Villeroy & Boch 1748
- DSM
- icopal
- Interface
- WD-40
- fischer innovative solutions
- KNAUF
- Owens Corning
- UNILIN for smart living
- PPG
- ROCKWOOL
- sto Building with conscience.
- VELUX
- stiho
- Tarkett
- TRESPA
- tesa
- DÖRKEN

DIY

- OBI
- adeo
- ALLEGION
- maxeda DIY Group
- V33
- Ideal Standard
- BRIGGS & STRATTON
- KOHLER
- Dulux
- KÄRCHER
- WAGNER
- GROHE
- Intergamma
- Yale

Installation

- ABB
- BOSCH
- GRUNDFOS
- hager
- Schneider Electric
- LG Life's Good
- MITSUBISHI ELECTRIC
- Panasonic
- VIESSMANN
- Vaillant
- Signify
- ShurTech Brands
- sonepar
- TTI

USP Marketing Consultancy