


### Why this report?

Architects are no longer the 'master' builders of old. Buildings and installations are becoming more complex and require a lot of in-depth knowledge. Architects use third parties more often to help them with calculations, the installations and project management. But which actors are gaining influence and to what degree do they have influence on brand and product choice? And how will this develop in the future? The Q2 2017 report, future role of the architect, answers all of these questions and more. Vital information for your marketing campaigns.


#### Research characteristics

- Construction volumes forecast until 2019
- Special theme: Sustainability
- Fieldwork conducted in Q3 2017
- About 100 pages in PDF and hardcopy

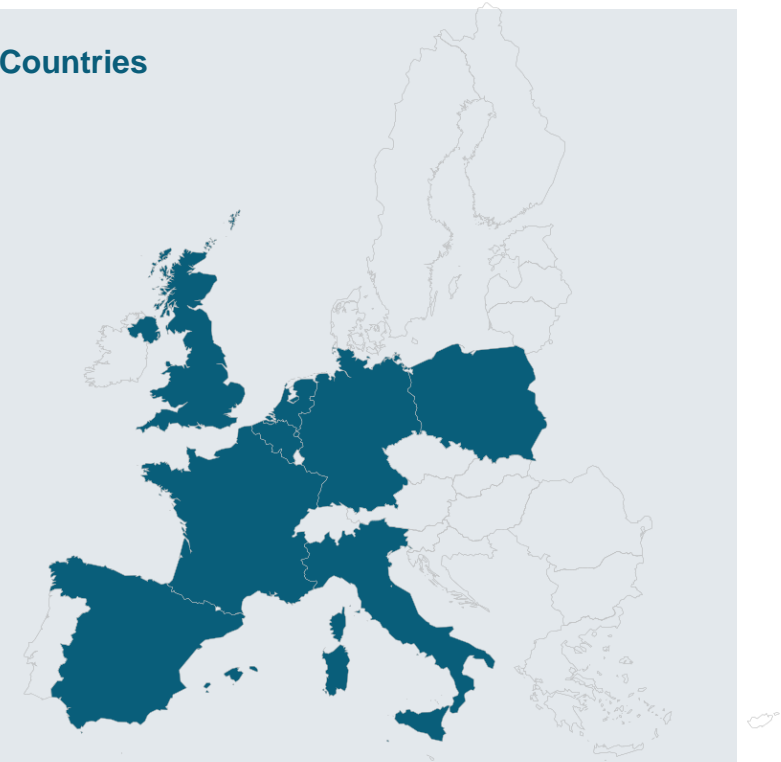
#### Methodology

-  Quantitative phone research:  
200 successful interviews per country  
1600 successful interviews with architects in total

#### Target group

-  Architects (2fte and more) active in the residential and the non-residential market

#### Countries



#### Costs

Total report: **€ 1,750**

There is also a possibility to subscribe:

- The price for subscribing to this monitor is 6,000 euro.

#### Examples of the research questions

- What exactly is the role of architects in current projects and how do they see themselves in the coming five years? Will their role increase or decrease, or change to a role where they are more limited to design and aesthetics?
- For which product groups is the decision power of architects biggest and how do they expect that this will change?
- Which other parties in the industry are key decision makers? What is their role now and how will this change according to the architects?