INTRODUCING THE IIDA INDEX

The IIDA Index, a one-of-a-kind indicator of economic health, is equipped with data your firm needs to analyze and interpret trends specific to the commercial interior design industry. Featuring a user-friendly online interface and accompanying report, participating firms will be able to assess their position compared to the overall industry, recognize new business strategies, and identify market opportunities.

IIDA INDEX

HOW DOES IT WORK?

IIDA has collected project data* from design firms across the U.S. that are diverse in size and commercial interior specialties to evaluate and summarize metrics based on project scale, geography, and market segment. From analyzing participation in niche markets to recognizing underserved sectors, this diffusion index serves your company in making smart business decisions.

THE INDICATOR FOR ALL SEGMENTS/REGIONS

59

FASTEST GROWING

82

EDUCATION
IN THE WEST

SLOWEST GROWING

25

EDUCATION
IN THE EAST

WHAT DO THE NUMBERS MEAN?

With 50 as a neutral indicator, a value above 50 indicates growth and a value below 50 indicates contraction. The Index allows you to compare your firm's data to that of the industry as a whole as well as by region and segment.

HOW CAN MY FIRM PARTICIPATE?

IIDA is currently welcoming additional firms to participate in the IIDA Index for the second release. Interested firms will need to provide 2018 data. Once confirmed, participants will be given credentials to access the web tool. For more information, please contact iidahq@iida.org.

WHY SHOULD MY FIRM PARTICIPATE?

The Index is the first of its kind. Access to the interface is exclusive to participating firms. Your firm will have an advantageous look at the first-ever analysis of national project data specifically related to the commercial interior design industry.

DATA PROTECTION

IIDA utilizes several online and offline security technologies, procedures, and measures to safeguard your data. We employ Secure Socket Layer (SSL) data encryption, password authentication and monitoring features, and world-class infrastructure for data systems in a secure environment with physical and network security measures.

IIDA | THE COMMERCIAL INTERIOR DESIGN ASSOCIATION

*The data collected compares numbers for 2017, the most recent complete calendar year, to 2016.