

The 1% Second Annual Firm Survey

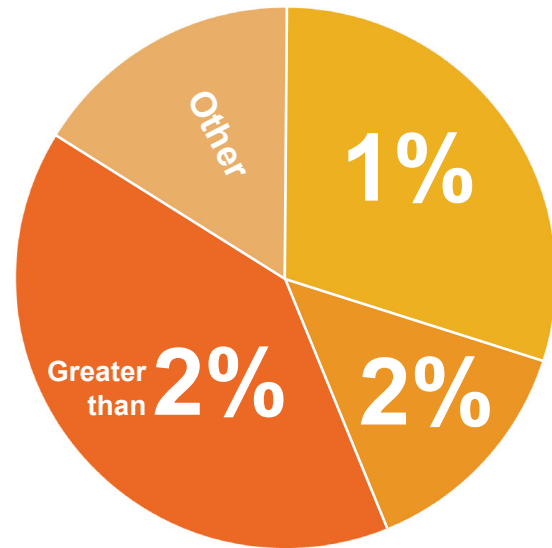
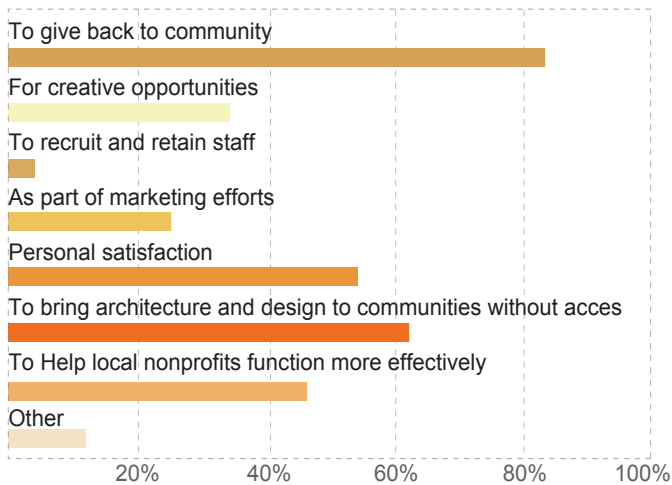
Survey conducted by Public Architecture

Firms surveyed: 345
Response rate: 29%
Survey open date: 7/7/2008
Survey close date: 8/6/2008

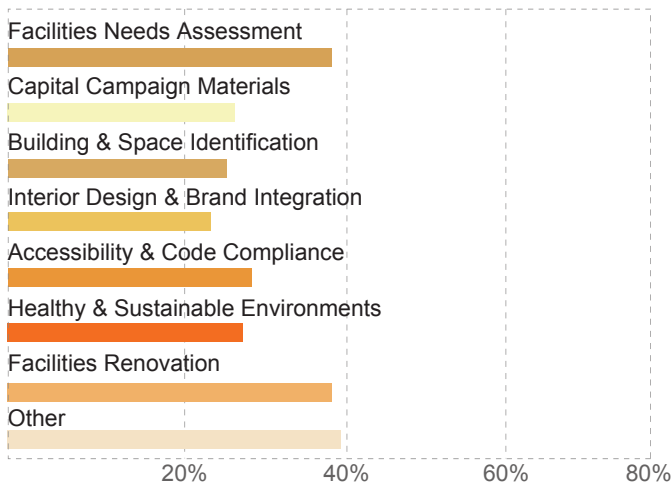
The following graphics are representative of key data collected from the survey.

In relation to regular fee-based work, the amount of pro bono done by our firm in the last 12 months is:

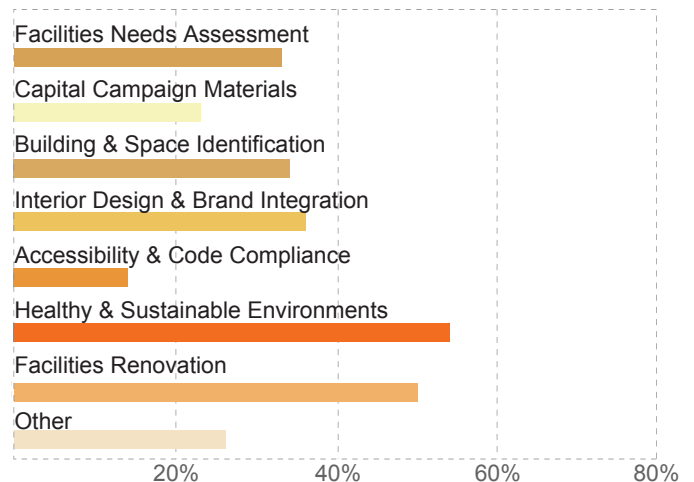
What inspired you to join The 1% program?



Which of the following types of pro bono work has your firm done in the last 12 months?



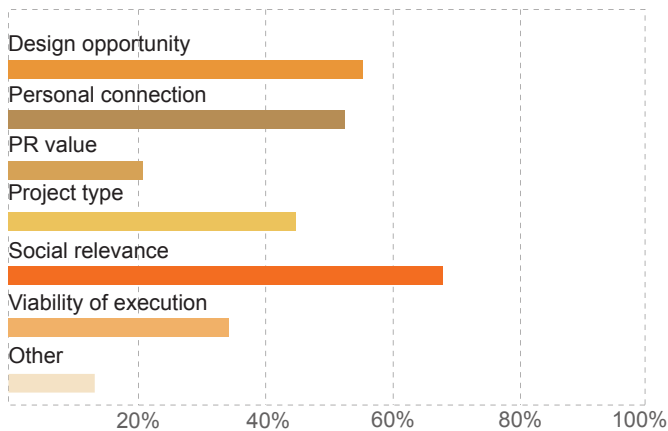
What types of projects would your firm most like to do more of?



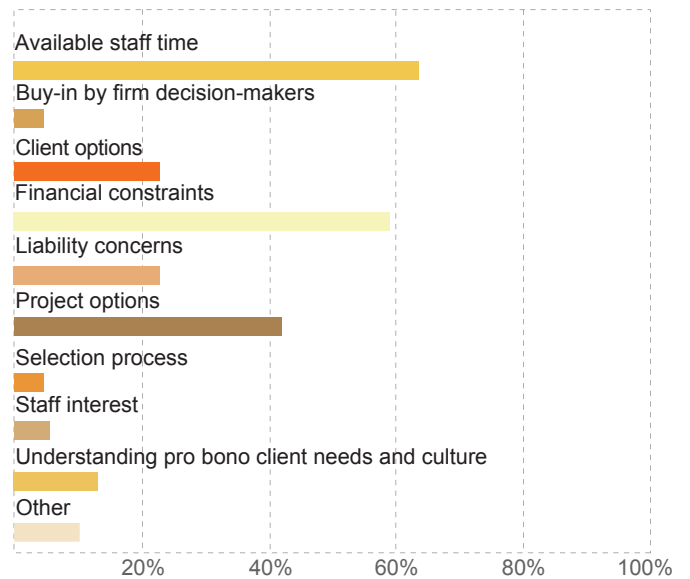
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What are the most important variables in selecting pro bono projects?



What are the top three issues limiting the quality or quantity of your firm's pro bono work?



Rank the following according to their impact on increasing the quality or quantity of your firm's pro bono pursuits.

	(Greatest impact) 1	2	3	(Least impact) 4
Better project opportunities	45%	38%	4%	11%
Ability to track pro bono service within firm	7%	18%	20%	39%
Measurable impact of pro bono service on our firm	10%	31%	30%	21%
Public recognition & marketing opportunities	22%	43%	21%	11%
Knowledge of pro bono work by other firms	6%	14%	27%	41%
Community benefit	73%	17%	6%	1%

For more information, contact:

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