PUBLIC INTEREST. WE IDENTIFY AND SOLVE PRACTICAL PROBLEMS OF HUMAN INTERACTION IN THE BUILT ENVIRONMENT AND ACT AS A CATALYST FOR PUBLIC DISCOURSE THROUGH EDUCATION ADVOCACY AND THE DESIGN OF PUBLIC SPACES AND AMENITIES 1211 FOLSOM STREET, 4TH FLOOR, SAN FRANCISCO, CA 94103-3816 T415.861.8200 F415.431.9695 WWW.PUBLICARCHITECTURE.ORG

THE 1% FOURTH FIRM SURVEY

CONDUCTED BY PUBLIC ARCHITECTURE IN ASSOCIATION WITH HARVARD BUSINESS SCHOOL

FIRMS SURVEYED: 969 **RESPONSE RATE:** 35%

SURVEY OPEN: FEB 2011-JAN 2012

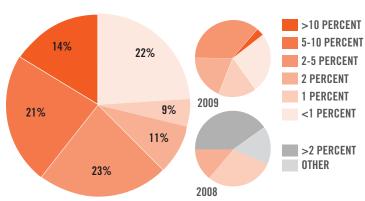
2011 THE FOLLOWING GRAPHICS ARE REPRESENTATIVE OF KEY DATA COLLECTED FROM THE 2011 SURVEY, DATA 2009 FROM THE 2008 AND 2009 SURVEYS ARE REPRESENTED

RESPECTIVELY IN LIGHT AND DARK GREY WHEN <u> 2008</u> AVAILABLE.

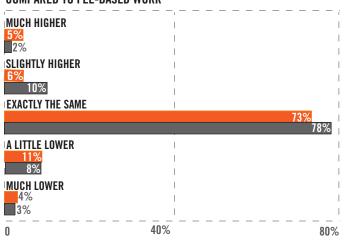
IMPORTANCE OF VARIABLES IN SELECTING A PRO BONO PROJECT SOCIAL RELEVANCE DESIGN OPPORTUNITY CAPACITY TO FURTHER THE CLIENT'S NEEDS PROJECT TYPE PERSONAL CONNECTION **EMPLOYEE INTEREST PUBLIC RELATIONS VALUE** LIKELIHOOD OF CONSTRUCTION OF IMPLEMENTATION **NOT IMPORTANT EXTREMELY IMPORTANT**

Firms set higher expectations for pro bono projects

IN RELATION TO FEE GENERATING WORK, PERCENTAGE OF PRO BONO **WORK DONE IN THE LAST 12 MONTHS**



QUALITY OF PRO BONO WORK UNDERTAKEN IN THE LAST 12 MONTHS **COMPARED TO FEE-BASED WORK**

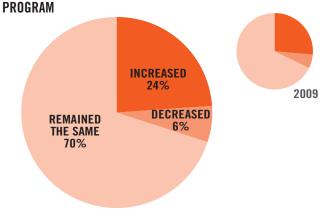


THE WAY FIRMS FOUND THE MAJORITY OF THEIR PRO BONO WORK IN THE LAST 12 MONTHS

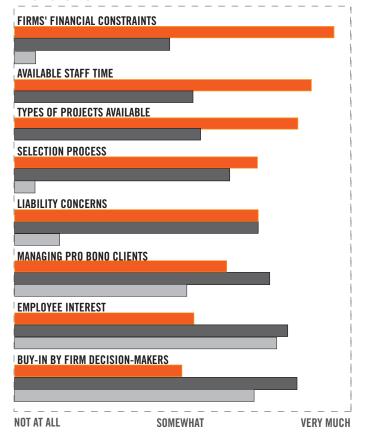
| EXISTING CLIENT | |
|---|-----|
| 30% | I |
| NONPROFIT SOLICTED OUTSIDE THE 1% | I |
| 27% | I |
| OTHER | I |
| 17% | |
| THE 1% WEBSITE AND MATCHING PROCESS 15% | |
| EMPLOYEE SUGGESTION 8% | |
| NONPROFIT APPROACHED THE FIRM 3% | |
| 0 25% | 50% |

Financial constraints increasingly limit firms' ability to do pro bono work, while leadership buy-in increases

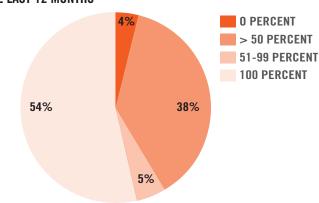
QUANTITY OF FIRMS' PRO BONO WORK SINCE JOINING THE 1%



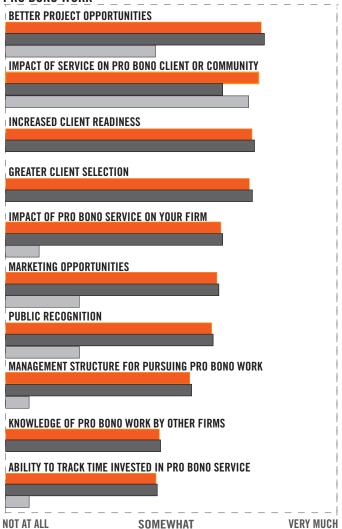
THE EXTENT TO WHICH THE FOLLOWING ISSUES LIMIT FIRMS' PRO BONO WORK



PERCENT OF STAFF THAT WORKED ON A PRO BONO PROJECT IN THE LAST 12 MONTHS

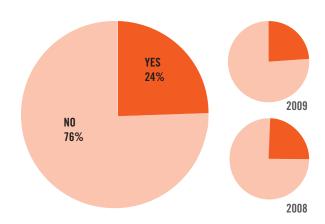


THE EXTENT TO WHICH THE FOLLOWING CONTRIBUTE TO FIRMS' PRO BONO WORK



TO SUPPORT THE CORE MISSION OF THE 1% TO BE ASSOCIATED WITH THE PRO BONO DESIGN MOVEMENT 52% TO BELONG TO A NETWORK OF LIKE-MINDED PROFESSIONALS 44% TO MATCH WITH NONPROFITS IN NEED OF PRO BONO SERVICES 43% TO INCREASE MY FIRM'S PRO BONO PROJECT OPPORTUNITIES





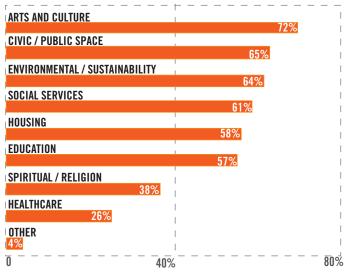


30%

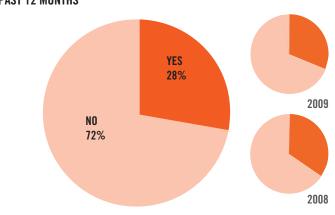
60%

TO ENGAGE STAFF WITH AN INTEREST IN SOCIAL-INTEREST DESIGN

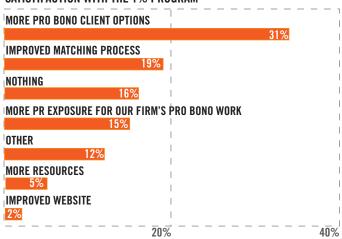
OTHER



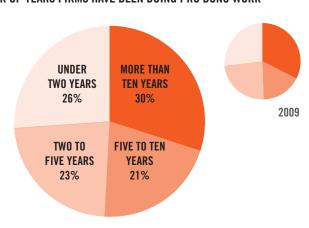
FIRMS' PARTICIPATION IN THE 1% MATCHING PROCESS WITHIN THE PAST 12 MONTHS



THE EXTENT TO WHICH THE FOLLOWING WOULD MOST IMPROVE FIRMS' SATISTIFACTION WITH THE 1% PROGRAM



NUMBER OF YEARS FIRMS HAVE BEEN DOING PRO BONO WORK



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