

## Reports

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The IIDA Index Report is a one-of-a kind indicator of economic health for the commercial design industry. The Indexes purpose is to allow firms to assess their position compared to the overall industry.

The Index also allows firms to identify market trends and analyze new business opportunities based on project scale, geography, and market sector. This will ultimately assist in expansion, participation in target markets, identification of under-served sectors, and other strategic planning opportunities.

To accomplish this it is critical that each subscribing firm accurately reports data against the correct top level project segments and further provides the project parameters detailed in this Manual. Reporting consistency is of prime importance.