

Project Background

Founded in 1839, the Royal Institute of the Architects of Ireland supports and regulates the architectural profession and promotes the value that architecture brings to society for everyone's benefit. The RIAI Promotes, Supports and Regulates the Profession and asked iReach to obtain a true and detailed 360-degree view of all Stakeholders (Members, Householders and Industry) on attitudes and perceptions of the Profession.

Research Methodology

Royal Institute Architects Ireland - The RIAI wished to commission research to understand the perception of architects and their role in the construction industry, actual and perceived, with a view to ensuring that architects are properly placed (in terms of skills, service offering, business orientation/structure and public perception) to optimise their role in the construction process.

To obtain a 360 degree of perceptions and attitudes of Architects in Ireland, the RIAI sponsored a research program of 3 important cohorts;

- Public perception of architects
- Stakeholders perception of architects
- Architects perception of architects.

iReach designed a flexible and robust Stakeholder research methodology combining In-depth Interviews (Senior Executives in Engineering, Construction and Public Bodies), Focus Groups and Quantitative surveys for Members and the General Public.

Outputs were 'workshopped' with RIAI Project Stakeholders at the end of each Wave to shape inputs into future Waves. This ongoing dialogue ensured that Research Surveys, Discussion Topics as well as internal planning could evolve as new insights were uncovered in each Wave.



iReach Insights

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With offices in Dublin and London, iReach support Qualitative, Quantitative, and Digital research methodologies across all industries in Ireland and overseas.

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