



## ArchEx & Visions by the Numbers — Preliminary/Unaudited

2024 in blue; 2023 in orange

### ATTENDEE SURVEY KEY HIGHLIGHTS

90% of respondents rated their overall experience at ArchEx '24 as Good or Excellent

89% of respondents rated the quality of educational programming as Good or Excellent

75% of respondents reported that they believed ArchEx '24 was good value for the expense

### EVENT SUMMARY

383 Attendees – ArchEx + Visions (419) (403)

46 Speakers (60) (93)

56 Programs + Events (38) (57)

\$106,354.75 in Ticket Revenue for ArchEx (\$78,928.00) (\$90,650.50) [2024 Goal: \$76,164 — 140% of goal]

\$27,750 in Ticket Revenue for Visions for Architecture (this assumes \$150/per for 185 people)

### EXPENSES

\$161,711 ArchEx (\$96,328.66) (\$103,292.35) [2024 Goal: \$121,500 — 33% over goal]

\$26,748 Visions (\$24,318.98) (\$23,920.56)

### SPONSORSHIP SUMMARY

\$112,600 ArchEx (\$90,725) (\$72,100) [2024 Goal: \$90,191 — 125% of goal]

\$7,750 Visions (\$7,250) (\$15,750) [2024 Goal: \$7,500 — 103% of goal]

### REGISTRATION TYPE BREAKDOWN

AIA Member: 160 (164) (196)

Non-Member: 23 (26) (67)

Associate AIA: 54 (43) (37)

Student: 41 (6) (50)

Speakers: 46 (Speaker numbers were a part of Other/Guest numbers in the past)

Sponsors: 49 (Sponsor numbers were a part of Other/Guest numbers in the past)

Other/Guest: 10 (168) (53) (this number dipped down because the Other/Guest category was comprised of - Sponsors, Speakers, and Guests in past years)

### ATTENDEE DEMOGRAPHICS

#### Age Range (2022-2023)

20-29 (7.97%) (13.3%)

30-39 (11.95%) (19.9%)

40-49 (15.54%) (22.3%)

50-59 (13.94%) (18.5%)

|                      |                |
|----------------------|----------------|
| 60-69                | (13.55%) (19%) |
| 70-79                | (3.98%) (5.2%) |
| 80+                  | (0.4%) (0.5%)  |
| Prefer not to answer | (0.4%) (1.4%)  |
| Did not answer       | (32.27%)       |

#### Age Range (2024)

|                |    |
|----------------|----|
| 18-24          | 24 |
| 25-34          | 54 |
| 35-44          | 88 |
| 45-54          | 69 |
| 55-64          | 70 |
| 65 and over    | 34 |
| Did not answer | 29 |

#### Gender

|                      |     |       |          |         |
|----------------------|-----|-------|----------|---------|
| Male                 | 190 | 51.6% | (42.23%) | (55%)   |
| Female               | 130 | 35.3% | (24.3%)  | (43.1%) |
| Non-binary           | 4   | 1%    | (0.8%)   | (0%)    |
| Prefer not to answer | 15  | 4%    | (0.8%)   | (1.9%)  |
| Did not answer       | 29  | 7.8%  | (31.87%) |         |

#### Sexual Orientation

|                      |     |       |          |         |
|----------------------|-----|-------|----------|---------|
| Heterosexual         | 257 | 69.8% | (50.2%)  | (86%)   |
| Prefer not to answer | 61  | 16.5% | (5.58%)  | (11.2%) |
| Gay/Lesbian          | 10  | 2.7%  | (1.2%)   | (1.7%)  |
| Bisexual/pan sexual  | 7   | 1.9%  | (1.5%)   | (0.6%)  |
| Did not answer       | 33  | 8.9%  | (41.43%) |         |

#### Ethnicity

|                               |     |         |                  |
|-------------------------------|-----|---------|------------------|
| American Indian/Alaska Native | NA  | (0%)    | (0%)             |
| Asian                         | 17  | 4.7%    | (2.39%) (3.1%)   |
| Black/African American        | 34  | 9.2%    | (7.17%) (13.3%)  |
| Caucasian                     | 238 | 64.6%   | (49.80%) (74.4%) |
| Hispanic/Latinx               | 10  | 2.8%    | (1.59%) (2.1%)   |
| Other                         | 10  | 2.8%    | (0.8%) (1%)      |
| Multiethnic/Multiracial       | NA  | (2.39%) | (1%)             |
| Prefer not to answer          | 30  | 8.1%    | (0.8%) (3.6%)    |
| Did not answer                | 29  | 7.8%    | (35.06%)         |

#### Attendee Breakdown by Chapter (2022-2023) NA for 2024 as we did not ask for this information during registration, unfortunately.

|                        |                 |
|------------------------|-----------------|
| AIA Blue Ridge:        | (12%) (7.8%)    |
| AIA Central Virginia:  | (20.2%) (12.8%) |
| AIA Hampton Roads:     | (22.4%) (18.3%) |
| AIA Northern Virginia: | (14.8%) (19.7%) |

AIA Richmond: (26.2%) (33.3%)