FIGURE 1  Community Design Trends Continue to Focus on Reinvesting in and Enhancing Developed Areas

% of firms reporting popularity “increasing” minus % reporting “decreasing”; Q3 2015

Even With Contemporary Look for Home Styles, Many Traditional Features Remain Popular

% of firms reporting popularity of trend “increasing” minus % reporting “decreasing”; Q3 2015

FIGURE 3  Though More Upscale Home Exterior Features Reemerging, Low Maintenance Continues to Be Priority

% of firms reporting popularity of trend “increasing” minus % reporting “decreasing”; Q3 2015

**Project Billings and Inquiries at Residential Firms Strong Even With Traditional Seasonal Slowdown in the Third Quarter**

Diffusion index: 50 = no change from previous quarter; data are not seasonally adjusted

Source: The American Institute of Architects Home Design Trends Survey Q1-2010 to Q3-2015
FIGURE 5  Approaching Five Months in the Third Quarter, Project Backlogs at Firms Moving Up at a Healthy Pace

Number of months of project backlogs, averages across all firms; data are not seasonally adjusted

Regional Business Conditions at Firms Diverge in Third Quarter, Easing in Northeast and Midwest While Strengthening in West

Diffusion index for billings: 50 = no change from previous quarter; data are not seasonally adjusted

FIGURE 7  Housing Market Recovery Continues to Be Uneven by Sector

% of respondents reporting sector “improving” minus % reporting “weakening”; Q3 2015

- remodeling: additions/alterations
  - 2015: 65.5
  - 2014: 61.9

- remodeling:kitchen/bath
  - 2015: 53.8
  - 2014: 59.5

- first-time buyer/affordable homes
  - 2015: 9.5
  - 2014: 1.8

- move-up homes
  - 2015: 33.9
  - 2014: 30.4

- custom/luxury homes
  - 2015: 41.7
  - 2014: 35.3

- townhouse/condo
  - 2015: 18.6
  - 2014: 18.6

- second/vacation homes
  - 2015: -2.2
  - 2014: -5.2