

# The 2023-2028 Outlook for Architectural Services for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for architectural services across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for architectural services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers architectural services as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for architectural services is 54131. It is for this definition that aggregate latent demand estimates are derived. Architectural services is specifically defined as follows:

54131 See industry description for 541310.

541310 This industry comprises establishments primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning

regulations, building codes, and building materials.

5413101 Residential dwelling architecture

5413102 Commercial and industrial architecture

5413103 Public and institutional facility architecture

5413105 Architectural advisory and predesign services

5413106 Other architectural services

541310P Primary services

541310SM Other receipts

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