

The 2022-2027 Outlook for Communications Systems and Equipment Excluding Broadcast Types for US Zip Codes

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Abstracts

This study covers the latent demand outlook for communications systems and equipment excluding broadcast types 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 communications systems and equipment excluding broadcast types. 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 communications systems and equipment excluding broadcast types as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for communications systems and equipment excluding broadcast types is 3342201. It is for this definition that aggregate latent demand estimates are derived. Communications systems and equipment excluding broadcast types is specifically defined as follows:

3342201 Communications systems and equipment except broadcast

33422010 Communication systems and equipment, except broadcast, but including microwave equipment, and space satellites

33422011 Radio station type, other than cellular

33422012 Cellular system equipment

33422013 Other communications systems and equipment

33422014 All other communications systems and equipment

3342201000 Communication systems and equipment, except broadcast, but including microwave equipment, and space satellites

3342201100 Communication systems and equipment, including microwave equipment, and space satellites (except broadcast)

3342201101 Radio station communications systems and equipment, fixed

3342201201 Analog cellular communications systems and equipment

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