

# The 2022-2027 Outlook for Computer Terminals for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for computer terminals excluding point-of-sale terminals, funds-transfer devices, parts, attachments, and accessories 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 computer terminals excluding point-of-sale terminals, funds-transfer devices, parts, attachments, and accessories. 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 computer terminals excluding point-of-sale terminals, funds-transfer devices, parts, attachments, and accessories as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for computer terminals excluding point-of-sale terminals, funds-transfer devices, parts, attachments, and accessories is 3341131. It is for this definition that aggregate latent demand estimates are derived. Computer terminals excluding point-of-sale terminals, funds-transfer devices, parts, attachments, and accessories is specifically defined as follows:

3341131 COMPUTER TERMINALS (EXCEPT POINT OF SALE AND FUNDS TRANSFER DEVICES, PARTS, ATTACHMENTS, AND ACCESSORIES)

33411310 Computer terminals (excluding point-of-sale and funds-transfer devices and parts, attachments, and accessories)

33411311 Computer terminals (except point of sale and funds transfer devices, parts, attachments, and accessories)

3341131000 Computer terminals (excluding point-of-sale and funds-transfer devices and parts, and attachments, and accessories)

3341131001 Remote batch computer terminals

3341131003 Teleprinters

3341131005 Display X-terminals

3341131007 Display terminals, other than X-terminals (13 inch or less)

3341131009 Display terminals, other than X-terminals (more than 13 inch but less than 19 inch)

3341131011 Display terminals, other than X-terminals (more than 19 inch)

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