

The 2022-2027 Outlook for Consumer External Modems for US Zip Codes

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Abstracts

This study covers the latent demand outlook for consumer external modems 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 consumer external modems. 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 consumer external modems as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for consumer external modems is 3344184. It is for this definition that aggregate latent demand estimates are derived. Consumer external modems is specifically defined as follows:

3344184 Consumer external modems

33441840 Printed circuit~electronic assembly manufacturing

33441841 External modems, consumer

3344184000 External consumer modems

3344184001 External consumer modems, up through 10,000 bps

3344184003 External consumer modems, over 10,000 bps

3344184100 External modems, consumer

3344184105 External modems for individual PCs

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