

# The 2022-2027 Outlook for Electric Signs for US Zip Codes

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## Abstracts

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

The NAICS code for electric signs is 3399501. It is for this definition that aggregate latent demand estimates are derived. Electric signs is specifically defined as follows:

3399501 Electric signs

33995011 Luminous tubing electric signs, including argon, hydrogen, and neon electric signs (excluding fluorescent lamp and incandescent bulb electric signs)

33995012 Fluorescent lamp electric signs

33995013 Incandescent bulb electric signs

339950101 Luminous tubing signs

339950102 Fluorescent signs

339950105 Incandescent bulb electric signs and other electric signs

3399501101 Luminous tubing electric signs, including argon, hydrogen, and neon electric signs (excluding fluorescent lamp and incandescent bulb electric signs)

3399501206 Fluorescent lamp electric signs

3399501311 Incandescent bulb electric signs with variable message display

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