

# The 2022-2027 Outlook for Television Receivers for US Zip Codes

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## Abstracts

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

The NAICS code for television receivers is 3343102. It is for this definition that aggregate latent demand estimates are derived. Television receivers is specifically defined as follows:

3343102 Television receivers, including combination models

33431020 Television receivers, including combination models

33431021 Television receivers, including combination models

3343102000 Television receivers, including combination models

3343102001 Projection television

3343102004 CRT~based color televisions, 50 cm (19.7 inch) and under

3343102007 CRT~based color televisions, over 50 cm (19.7 inch)

3343102011 All other household television

3343102100 Television receivers, including combination models

3343102101 Household television receivers (including combinations), projection television

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