

The 2023-2028 Outlook for Heavy Duty Trucks for US Zip Codes

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Abstracts

This study covers the latent demand outlook for heavy duty trucks 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 heavy duty trucks. 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 heavy duty trucks as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for heavy duty trucks is 336120. It is for this definition that aggregate latent demand estimates are derived. Heavy duty trucks is specifically defined as follows:

336120 This industry comprises establishments primarily engaged in (1) manufacturing heavy duty truck chassis and assembling complete heavy duty trucks, buses, heavy duty motor homes, and other special purpose heavy duty motor vehicles for highway use or (2) manufacturing heavy duty truck chassis only.

3361201 Trucks, tractors, and bus chassis, 14,001 to 33,000 lbs

3361202 Trucks, truck tractors, and bus chassis,

3361203 Firefighting vehicles, military vehicles and buses

336120M Miscellaneous receipts

336120P Primary products

336120S Secondary products

33612011 Trucks, truck tractors, and bus chassis (chassis of own manufacture) 14,001 to 33,000 lb

33612021 Trucks, truck tractors, and bus chassis (chassis of own manufacture) 33,001 lb or more

33612031 Buses and military vehicles, except trolley buses

Contents

1 INTRODUCTION

1.1 OVERVIEW

1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

1.3 THE METHODOLOGY

1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

1.3.2 STEP 2. FILTERING AND SMOOTHING

1.3.3 STEP 3. FILLING IN MISSING VALUES

1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

1.3.6 STEP 6. AGGREGATION AND BENCHMARKING

1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

1.4.1 CATEGORY DEFINITION

1.4.2 UNITS

1.4.3 METHODOLOGY

2 SUMMARY OF FINDINGS

2.1 LATENT DEMAND IN THE UNITED STATES

2.2 LATENT DEMAND BY YEAR IN THE UNITED STATES

2.3 TOP 100 CITIES IN THE UNITED STATES

3 FAR WEST

3.1 EXECUTIVE SUMMARY

3.2 LATENT DEMAND BY YEAR - ALASKA

3.3 CITIES SORTED BY ZIPCODE - ALASKA

3.4 LATENT DEMAND BY YEAR - CALIFORNIA

3.5 CITIES SORTED BY ZIPCODE - CALIFORNIA

3.6 LATENT DEMAND BY YEAR - HAWAII

3.7 CITIES SORTED BY ZIPCODE - HAWAII

3.8 LATENT DEMAND BY YEAR - NEVADA

3.9 CITIES SORTED BY ZIPCODE - NEVADA

3.10 LATENT DEMAND BY YEAR - OREGON

3.11 CITIES SORTED BY ZIPCODE - OREGON

3.12 LATENT DEMAND BY YEAR - WASHINGTON

3.13 CITIES SORTED BY ZIPCODE - WASHINGTON

4 GREAT LAKES

- 4.1 EXECUTIVE SUMMARY
- 4.2 LATENT DEMAND BY YEAR - ILLINOIS
- 4.3 CITIES SORTED BY ZIPCODE - ILLINOIS
- 4.4 LATENT DEMAND BY YEAR - INDIANA
- 4.5 CITIES SORTED BY ZIPCODE - INDIANA
- 4.6 LATENT DEMAND BY YEAR - MICHIGAN
- 4.7 CITIES SORTED BY ZIPCODE - MICHIGAN
- 4.8 LATENT DEMAND BY YEAR - OHIO
- 4.9 CITIES SORTED BY ZIPCODE - OHIO
- 4.10 LATENT DEMAND BY YEAR - WISCONSIN
- 4.11 CITIES SORTED BY ZIPCODE - WISCONSIN

5 MID-ATLANTIC

- 5.1 EXECUTIVE SUMMARY
- 5.2 LATENT DEMAND BY YEAR - DELAWARE
- 5.3 CITIES SORTED BY ZIPCODE - DELAWARE
- 5.4 LATENT DEMAND BY YEAR - DISTRICT OF COLUMBIA
- 5.5 CITIES SORTED BY ZIPCODE - DISTRICT OF COLUMBIA
- 5.6 LATENT DEMAND BY YEAR - MARYLAND
- 5.7 CITIES SORTED BY ZIPCODE - MARYLAND
- 5.8 LATENT DEMAND BY YEAR - NEW JERSEY
- 5.9 CITIES SORTED BY ZIPCODE - NEW JERSEY
- 5.10 LATENT DEMAND BY YEAR - NEW YORK
- 5.11 CITIES SORTED BY ZIPCODE - NEW YORK
- 5.12 LATENT DEMAND BY YEAR - PENNSYLVANIA
- 5.13 CITIES SORTED BY ZIPCODE - PENNSYLVANIA

6 NEW ENGLAND

- 6.1 EXECUTIVE SUMMARY
- 6.2 LATENT DEMAND BY YEAR - CONNECTICUT
- 6.3 CITIES SORTED BY ZIPCODE - CONNECTICUT
- 6.4 LATENT DEMAND BY YEAR - MAINE
- 6.5 CITIES SORTED BY ZIPCODE - MAINE
- 6.6 LATENT DEMAND BY YEAR - MASSACHUSETTS

- 6.7 CITIES SORTED BY ZIPCODE - MASSACHUSETTS
- 6.8 LATENT DEMAND BY YEAR - NEW HAMPSHIRE
- 6.9 CITIES SORTED BY ZIPCODE - NEW HAMPSHIRE
- 6.10 LATENT DEMAND BY YEAR - RHODE ISLAND
- 6.11 CITIES SORTED BY ZIPCODE - RHODE ISLAND
- 6.12 LATENT DEMAND BY YEAR - VERMONT
- 6.13 CITIES SORTED BY ZIPCODE - VERMONT

7 PLAINS

- 7.1 EXECUTIVE SUMMARY
- 7.2 LATENT DEMAND BY YEAR - IOWA
- 7.3 CITIES SORTED BY ZIPCODE - IOWA
- 7.4 LATENT DEMAND BY YEAR - KANSAS
- 7.5 CITIES SORTED BY ZIPCODE - KANSAS
- 7.6 LATENT DEMAND BY YEAR - MINNESOTA
- 7.7 CITIES SORTED BY ZIPCODE - MINNESOTA
- 7.8 LATENT DEMAND BY YEAR - MISSOURI
- 7.9 CITIES SORTED BY ZIPCODE - MISSOURI
- 7.10 LATENT DEMAND BY YEAR - NEBRASKA
- 7.11 CITIES SORTED BY ZIPCODE - NEBRASKA
- 7.12 LATENT DEMAND BY YEAR - NORTH DAKOTA
- 7.13 CITIES SORTED BY ZIPCODE - NORTH DAKOTA
- 7.14 LATENT DEMAND BY YEAR - SOUTH DAKOTA
- 7.15 CITIES SORTED BY ZIPCODE - SOUTH DAKOTA

8 ROCKIES

- 8.1 EXECUTIVE SUMMARY
- 8.2 LATENT DEMAND BY YEAR - COLORADO
- 8.3 CITIES SORTED BY ZIPCODE - COLORADO
- 8.4 LATENT DEMAND BY YEAR - IDAHO
- 8.5 CITIES SORTED BY ZIPCODE - IDAHO
- 8.6 LATENT DEMAND BY YEAR - MONTANA
- 8.7 CITIES SORTED BY ZIPCODE - MONTANA
- 8.8 LATENT DEMAND BY YEAR - UTAH
- 8.9 CITIES SORTED BY ZIPCODE - UTAH
- 8.10 LATENT DEMAND BY YEAR - WYOMING
- 8.11 CITIES SORTED BY ZIPCODE - WYOMING

9 SOUTHEAST

9.1 EXECUTIVE SUMMARY

9.2 LATENT DEMAND BY YEAR - ALABAMA

9.3 CITIES SORTED BY ZIPCODE - ALABAMA

9.4 LATENT DEMAND BY YEAR - ARKANSAS

9.5 CITIES SORTED BY ZIPCODE - ARKANSAS

9.6 LATENT DEMAND BY YEAR - FLORIDA

9.7 CITIES SORTED BY ZIPCODE - FLORIDA

9.8 LATENT DEMAND BY YEAR - GEORGIA

9.9 CITIES SORTED BY ZIPCODE - GEORGIA

9.10 LATENT DEMAND BY YEAR - KENTUCKY

9.11 CITIES SORTED BY ZIPCODE - KENTUCKY

9.12 LATENT DEMAND BY YEAR - LOUISIANA

9.13 CITIES SORTED BY ZIPCODE - LOUISIANA

9.14 LATENT DEMAND BY YEAR - MISSISSIPPI

9.15 CITIES SORTED BY ZIPCODE - MISSISSIPPI

9.16 LATENT DEMAND BY YEAR - NORTH CAROLINA

9.17 CITIES SORTED BY ZIPCODE - NORTH CAROLINA

9.18 LATENT DEMAND BY YEAR - SOUTH CAROLINA

9.19 CITIES SORTED BY ZIPCODE - SOUTH CAROLINA

9.20 LATENT DEMAND BY YEAR - TENNESSEE

9.21 CITIES SORTED BY ZIPCODE - TENNESSEE

9.22 LATENT DEMAND BY YEAR - VIRGINIA

9.23 CITIES SORTED BY ZIPCODE - VIRGINIA

9.24 LATENT DEMAND BY YEAR - WEST VIRGINIA

9.25 CITIES SORTED BY ZIPCODE - WEST VIRGINIA

10 SOUTHWEST

10.1 EXECUTIVE SUMMARY

10.2 LATENT DEMAND BY YEAR - ARIZONA

10.3 CITIES SORTED BY ZIPCODE - ARIZONA

10.4 LATENT DEMAND BY YEAR - NEW MEXICO

10.5 CITIES SORTED BY ZIPCODE - NEW MEXICO

10.6 LATENT DEMAND BY YEAR - OKLAHOMA

10.7 CITIES SORTED BY ZIPCODE - OKLAHOMA

10.8 LATENT DEMAND BY YEAR - TEXAS

10.9 CITIES SORTED BY ZIPCODE - TEXAS

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11.1 DISCLAIMERS & SAFE HARBOR

11.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS

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