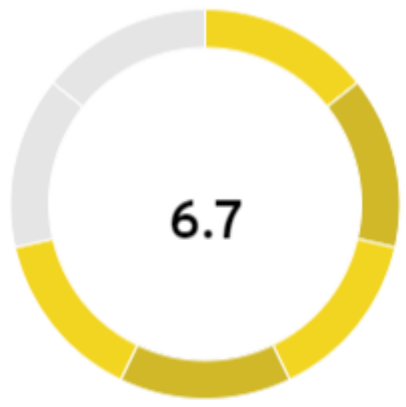


Intelligence™ Scores

Target Area Scoring

New Jersey



6.7

The Target Area score indicates the degree of population growth and economic wellbeing of the location you picked. The factors used to calculate the score are projected population growth rate, per capita income rate, and household growth rate.

Industry Scoring

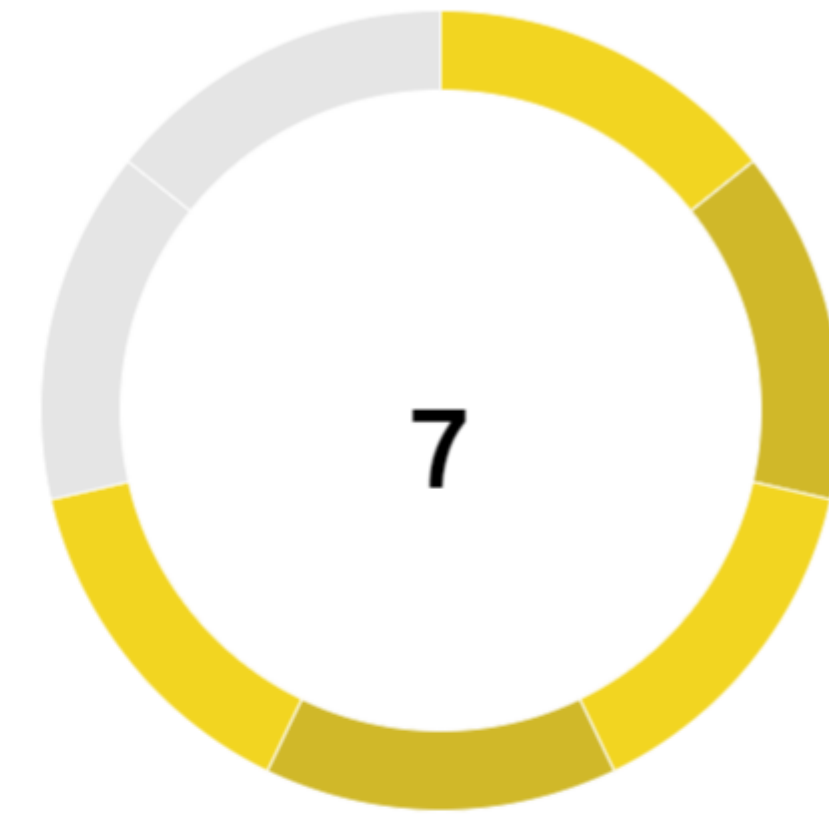
Graphic Designers



7

The Industry score indicates if the industry is appealing and its potential to earn profits. The factors used to calculate the score are the industry's market size, its growth rate, operating margins, and overall risk score that includes the intensity of the competition in the industry.

Business Opportunity Scoring

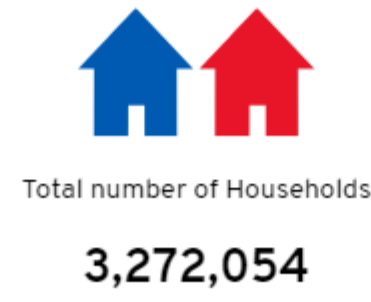


7

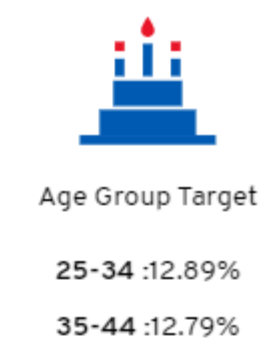
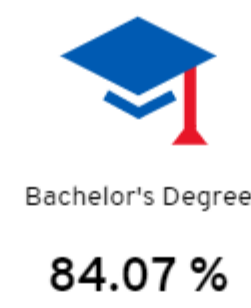
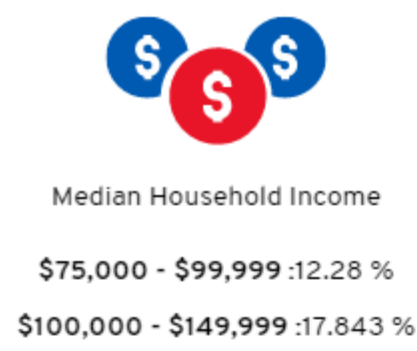
The Business Opportunity Score indicates how attractive it is to enter a specific industry in a specific location. It is a weighted score that combines both the target area score and the industry attractiveness score. Please note that you also need to look at the population size to determine if the market is big enough. Also, while a higher business opportunity score is a good indicator, you need to analyze if you have the resources and capabilities to capture market share and outperform competition.

Score Ranges: 2.0 to 2.8: Very Low 2.9 to 4.4: Low 4.5 to 5.4: Medium Low 5.5 to 6.4: Medium 6.5 to 7.4: Medium High 7.5 to 8.8: High 8.9 to 10: Very High

New Jersey Key Metrics



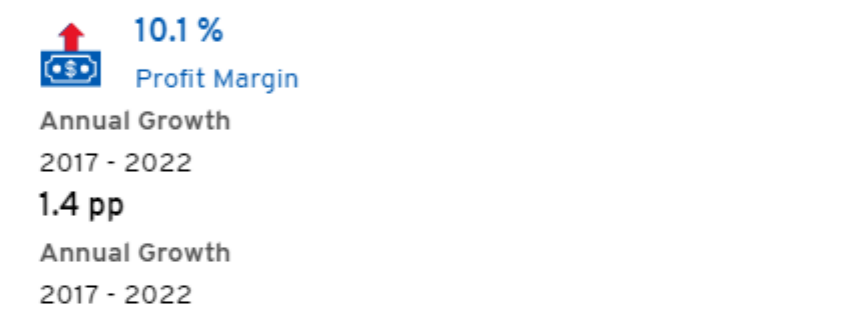
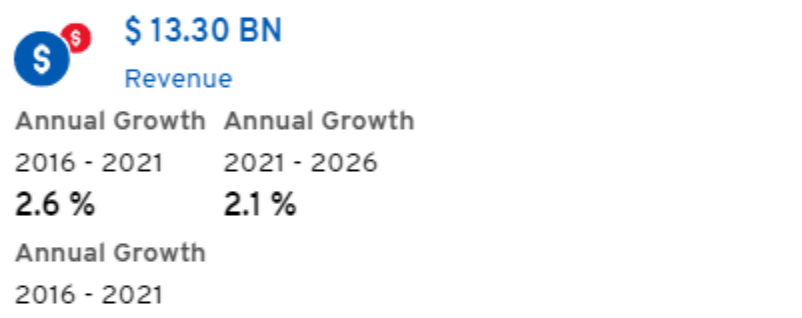
Selected Target Customer Key Metrics



Graphic Designers Key Metrics

Data by: IBISWorld | Date Jun 24, 2022

Companies in this industry plan, design and manage the production of visual communication to convey specific messages, clarify complex information or project visual identities. These services can include the design of printed materials, point-of-sale displays, packaging and corporate identification.



Graphic Designers Multiples

	2016	2017	2018	2019	2020	3-Year	5-Year	10-Year
EBIT/Revenue	13.1	9.4	10.8	12.1	12.6	11.8	11.6	11.2
EBITDA/Revenue	17	13.8	14.9	16	16.6	15.8	15.7	15.1
Leverage Ratio	5.5	6.8	6.4	5.9	5.7	6	6.1	6.3

Graphic Designers Risk Score

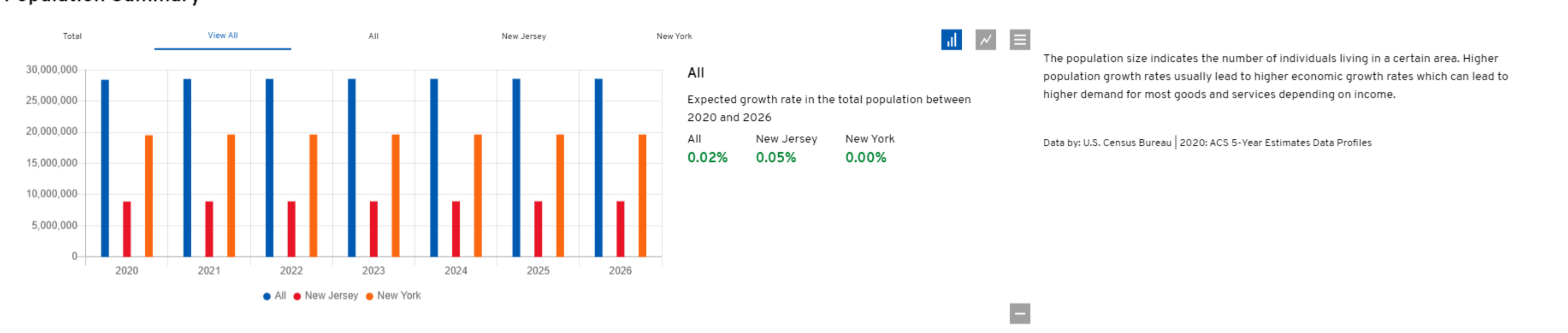
Forecast Period: Ending December 31, 2022

To Calculate the overall risk score, IBISWorld assesses the risks pertaining to industry structure (structure risk), expected future performance (growth risk) and economic forces (sensitivity risk).

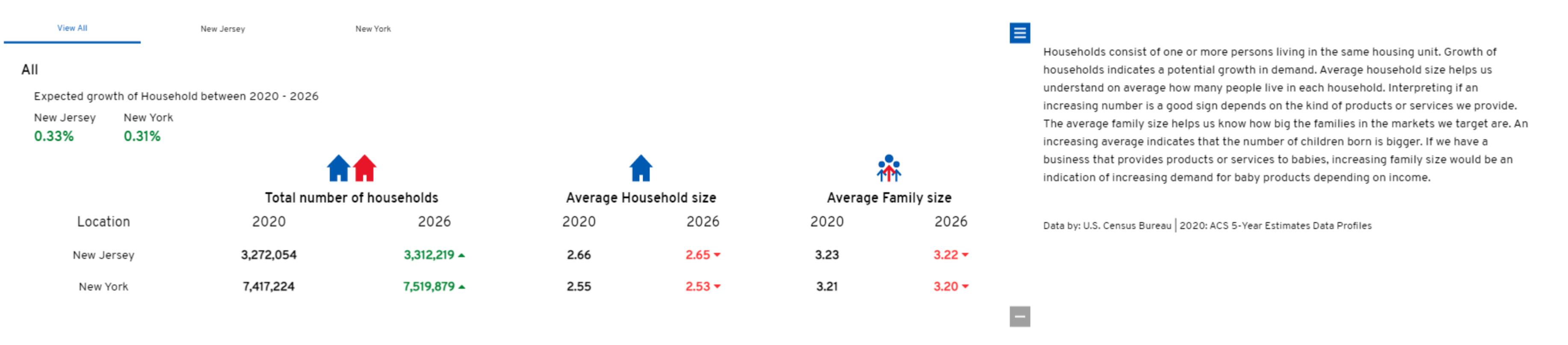
Risk scores are based on a scale of 1 to 9, where 1 represents the lowest risk and 9 the highest. the three types of risk are scored separately, then weighted and combined to derive the overall risk score.

Risk component	Level	Weight	Score
Structural Risk	High	25 %	5.96
Growth Risk	Medium	25 %	4.99
Sensitivity Risk	Low	50 %	3.12
Overall Risk	Medium - Low		4.3

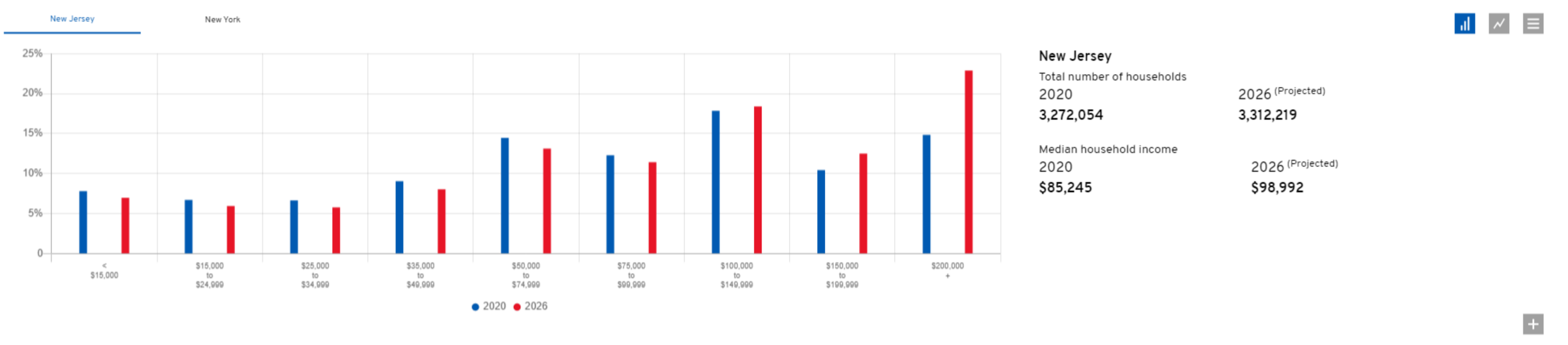
Population Summary



Household Summary



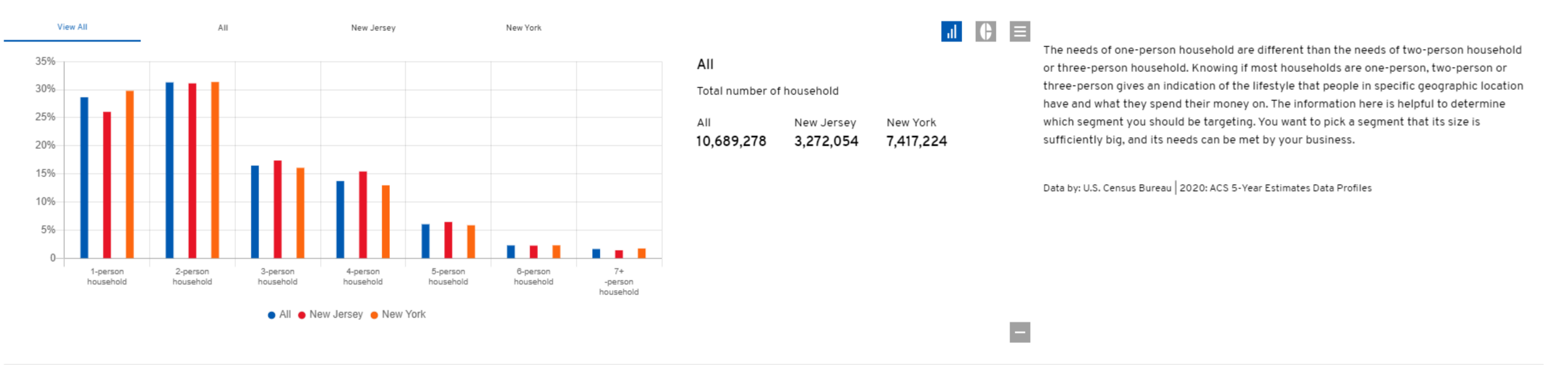
Household Income



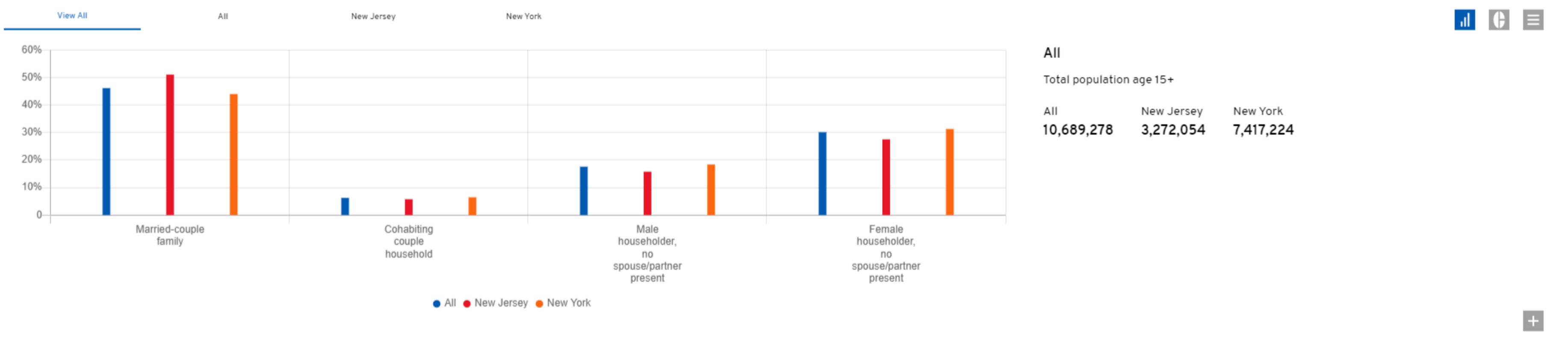
Personal Income Summary for the County



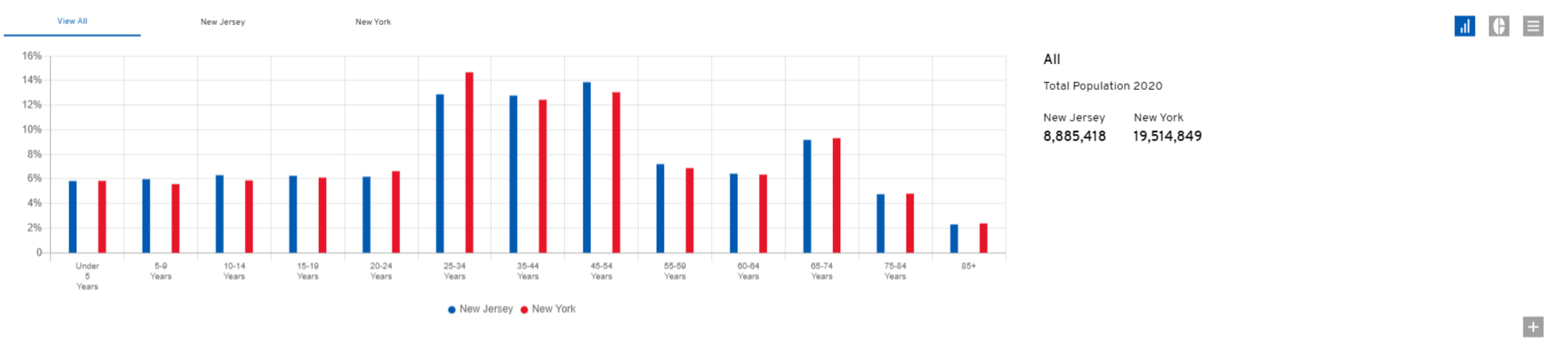
Household By Size



Population by Relationship and Household



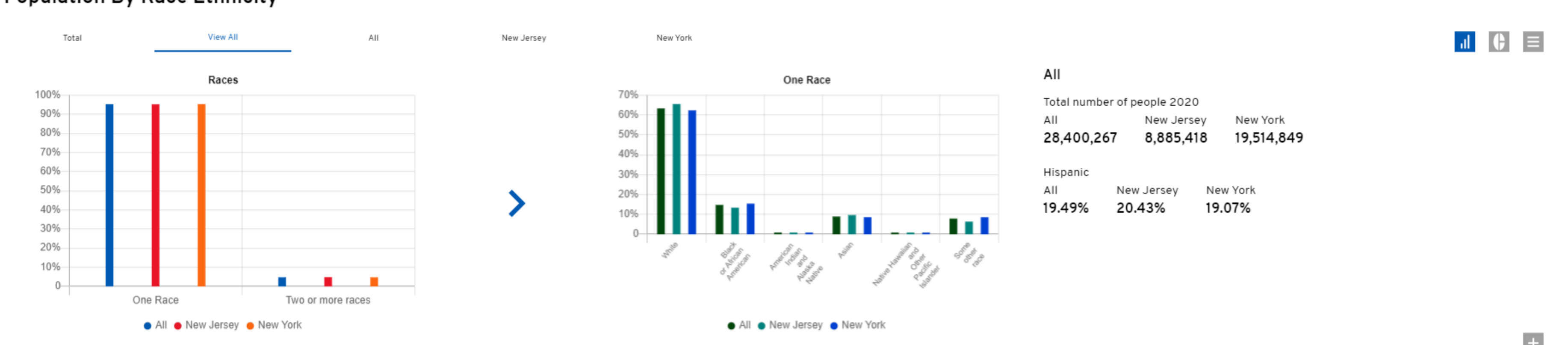
Population By Age



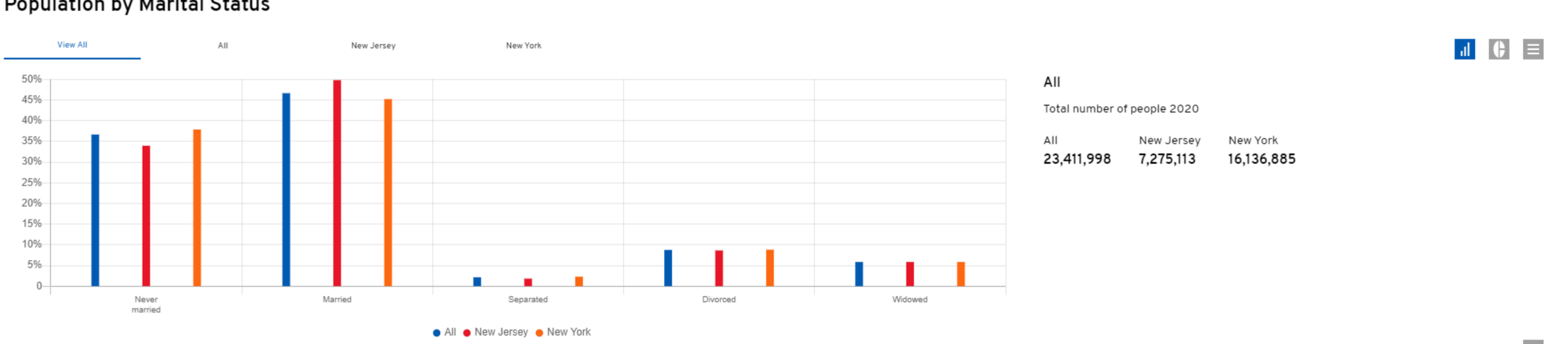
Population By Gender



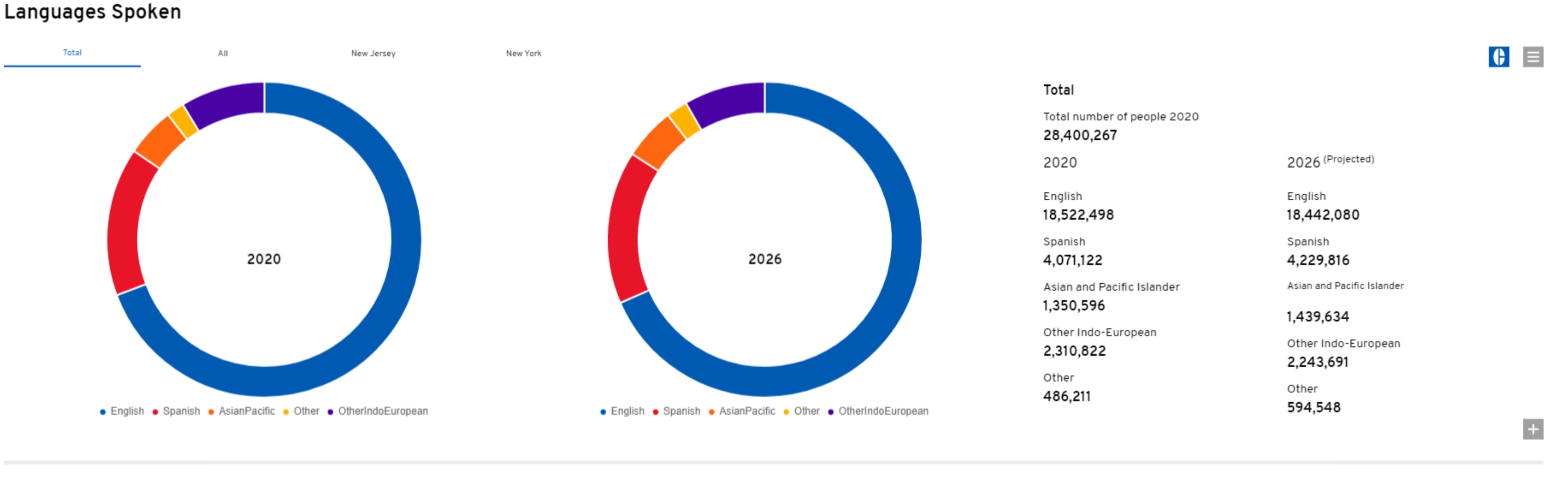
Population By Race Ethnicity



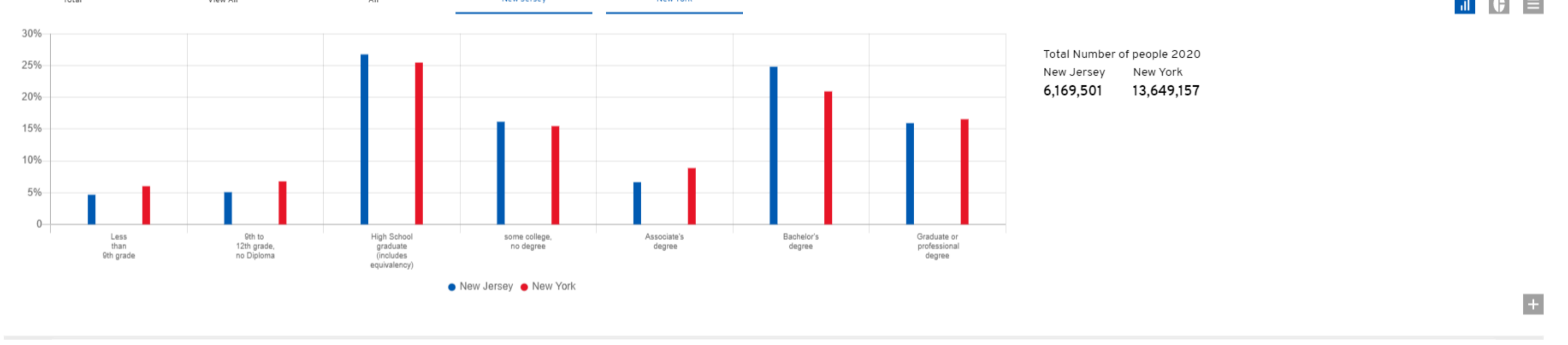
Population by Marital Status



Languages Spoken



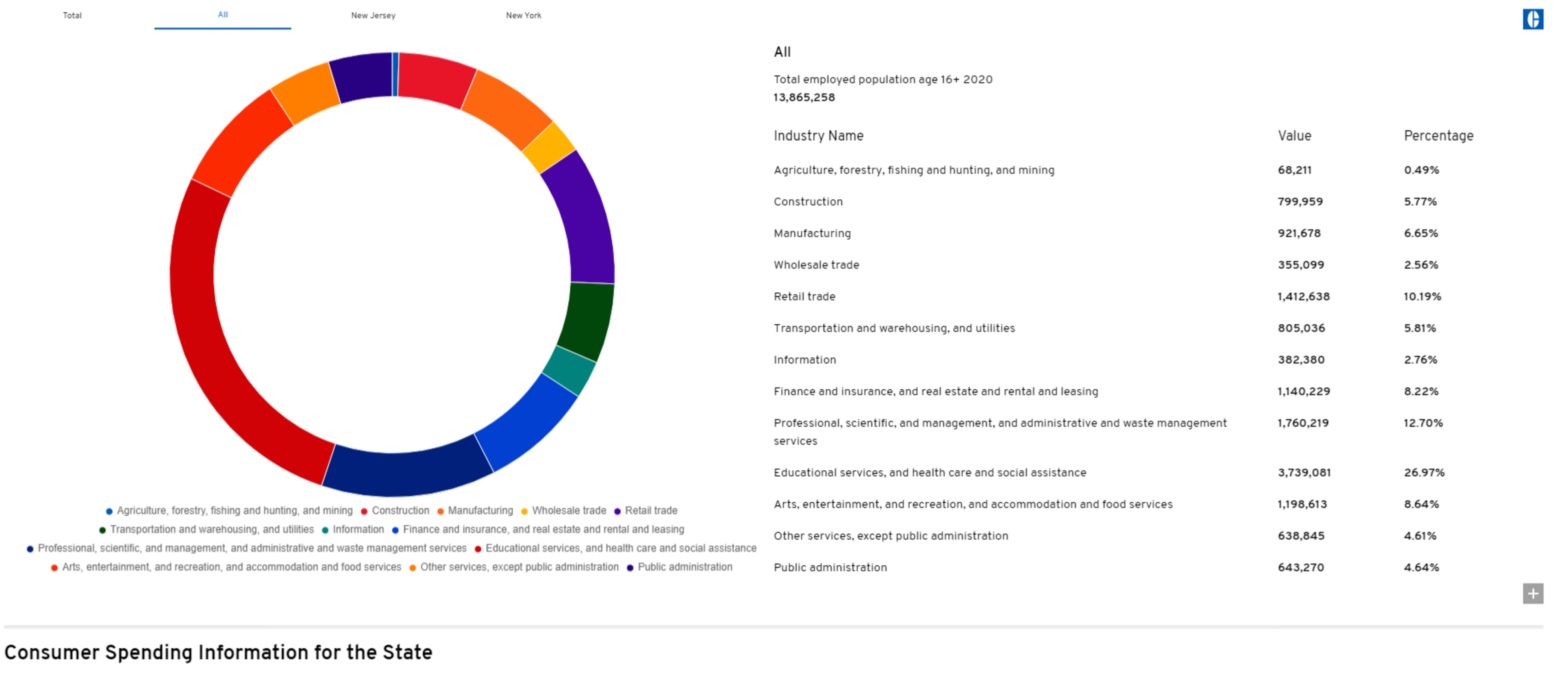
Population By Educational Attainment Status



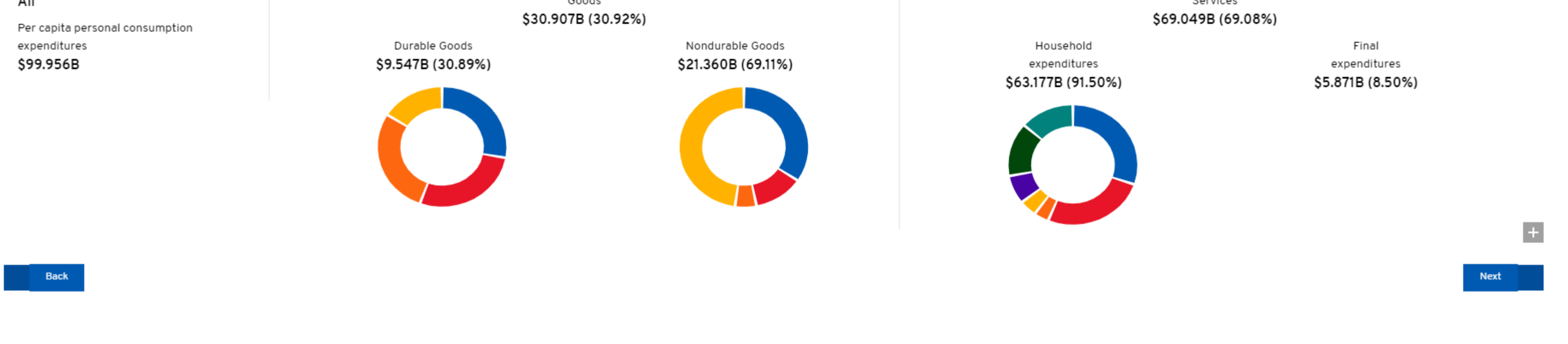
Civilian Population



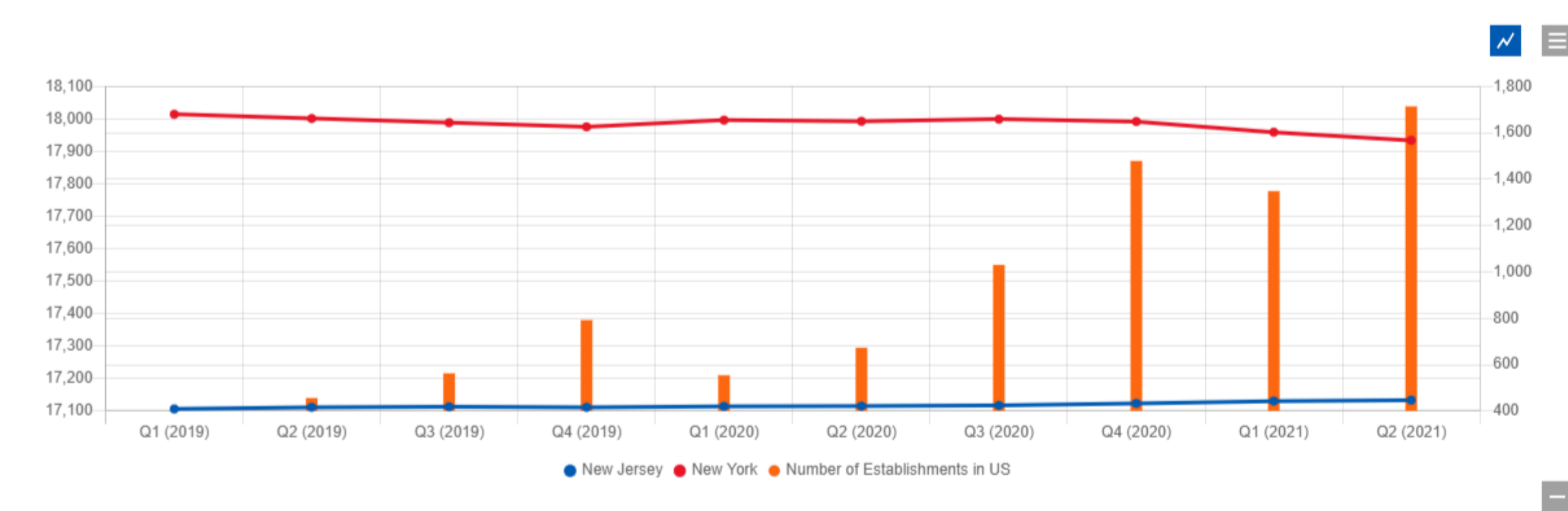
Civilian Employed Population by Industry



Consumer Spending Information for the State



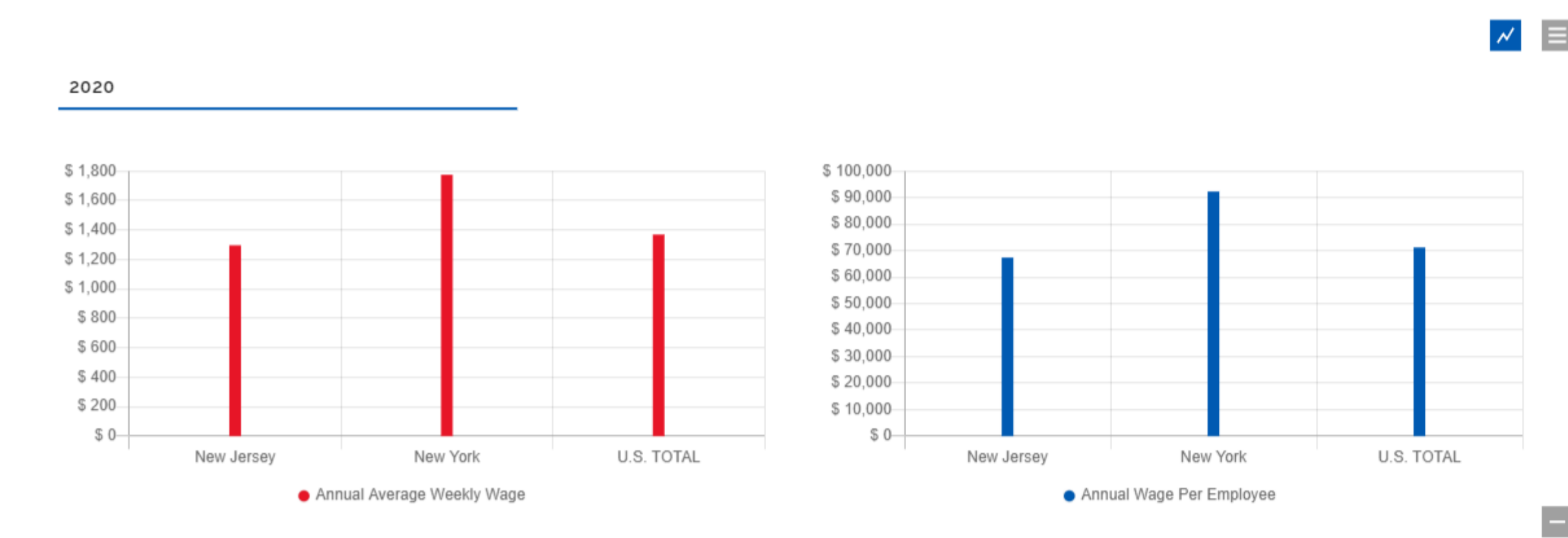
Graphic Designers Establishments Count



What is an establishment?
 Most businesses are single-establishment firms. Establishment-level data allow each individual location to be classified into a specific industry. This kind of classification is critically important to local decisionmakers and to businesses deciding where to locate. An increase in the number of establishments in the country or a specific location might indicate an increase in demand. A stagnant number might indicate a stagnant demand and a decreasing number of establishments might indicate either a decrease in demand, or that the conditions in the market are not as favorable, or that certain establishments did not have what it takes to sustain themselves in the market and decided to close.

Source: Quarterly Census of Employment and Wages - Bureau of Labor Statistics
 Last Modified Date: January 2nd, 2020

Graphic Designers Wages



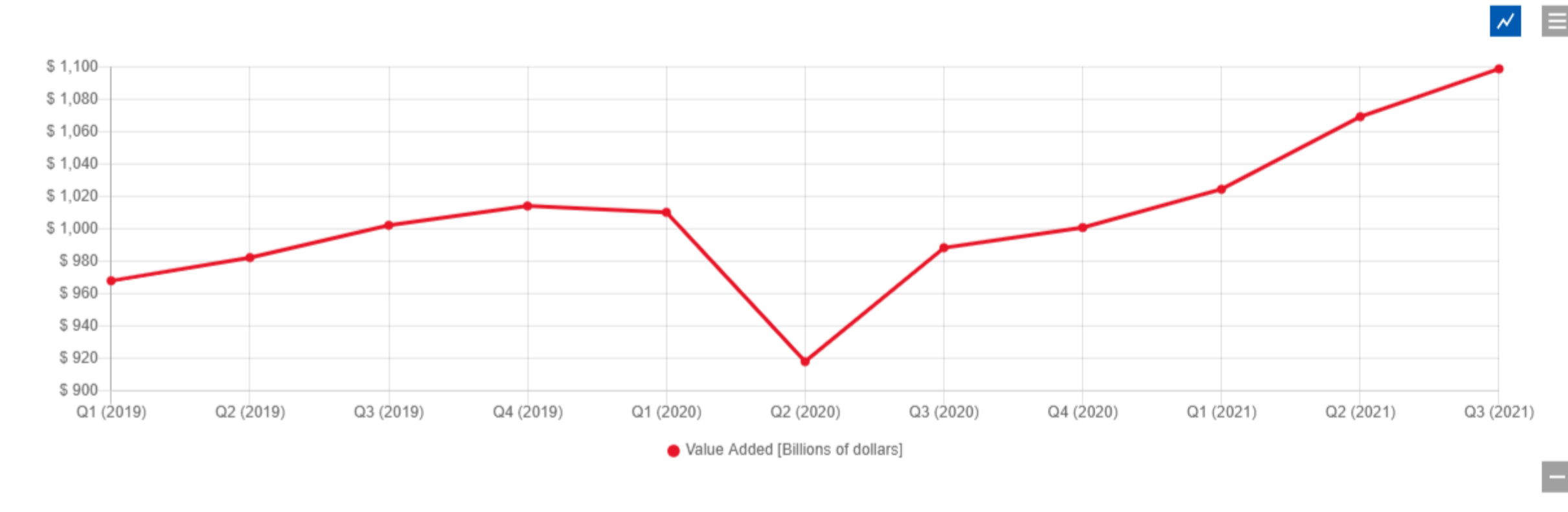
What are wages?
 Wages are the most common earnings of people. Perceived by workers, clerks, managers, and employees in general, wages and salaries constitute the core element in income for the majority of active people. Similarly, many pension schemes are based on wage levels and dynamics. By contrast, the self-employed do not receive wages, but sell directly their labor in the market. The property and enterprise owners obtain income from rents, dividends, and other financial instruments' gains. In another perspective, wages are a major determinant of production costs. Knowing the annual average weekly wage and the annual wage per employee in a certain industry can help you estimate your labor costs.

Source: Quarterly Census of Employment and Wages - Bureau of Labor Statistics
 Last Modified Date: January 2nd, 2020

Professional, scientific, and technical services

Professional, scientific, and technical services (NAICS 54) are service-providing industries that require a high degree of training and expertise. Industries include legal services (NAICS 5411); computer systems design and related services (NAICS 5415); and miscellaneous professional, scientific, and technical services which include accounting; architectural, engineering, and related services; specialized design; consulting; research; advertising; photographic; translation; and veterinary.

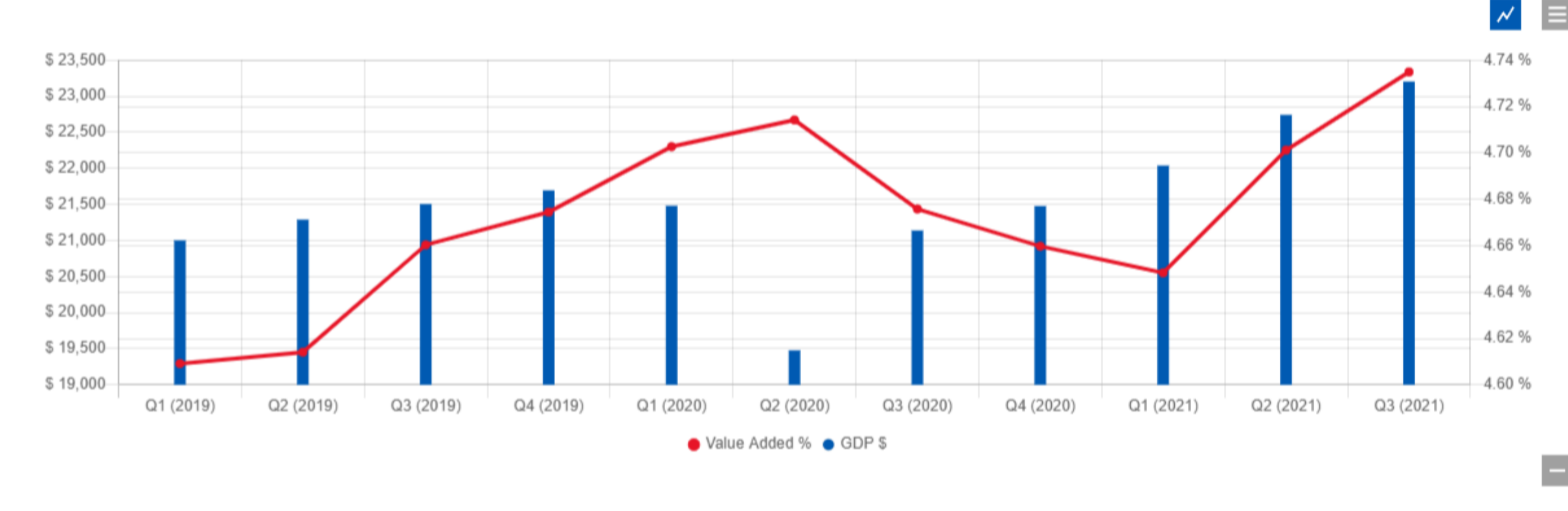
Value Added



What is Industry Value Added?
 The value added of an industry, also referred to as gross domestic product (GDP)-by-industry, is the contribution of a private industry or government sector to overall GDP. The components of value added consist of compensation of employees, taxes on production and imports less subsidies, and gross operating surplus. Value added equals the difference between an industry's gross output (consisting of sales or receipts and other operating income, commodity taxes, and inventory change) and the cost of its intermediate inputs (including energy, raw materials, semi-finished goods, and services that are purchased from all sources).

Source: Bureau of Economic Analysis - Last Revised on: December 22, 2021

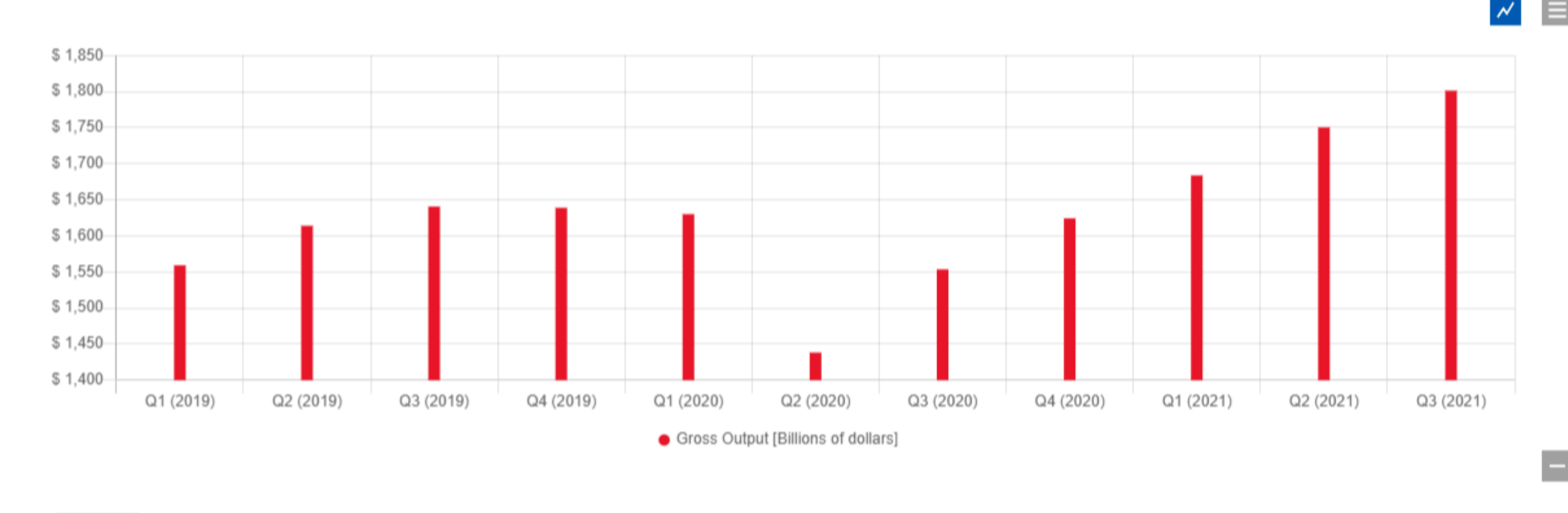
Value Added as Percentage



What is GDP?
 GDP is a comprehensive measure of the U.S. economy and its growth. Looking at the Value Added of an Industry as a percentage of GDP measures the industry's contribution to GDP.

Source: Bureau of Economic Analysis - Last Revised on: December 22, 2021

Gross Output



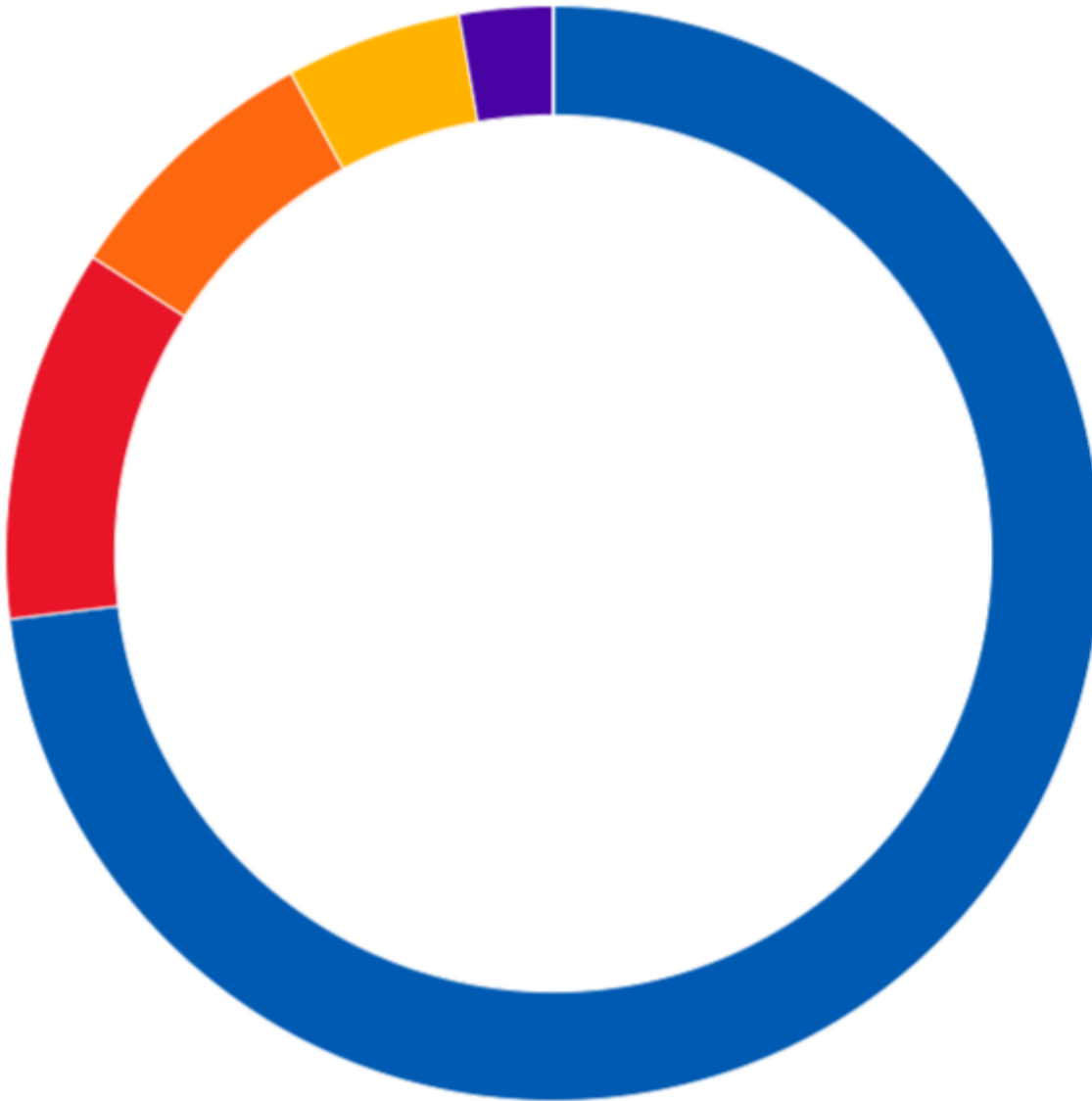
What is Gross Output by Industry?
 Gross output is principally, a measure of an industry's sales or receipts. These statistics capture an industry's sales to consumers and other final users (found in GDP), as well as sales to other industries (intermediate inputs not counted in GDP). They reflect the full value of the supply chain by including the business-to-business spending necessary to produce goods and services and deliver them to final consumers.

Source: Bureau of Economic Analysis - Last Revised on: December 22, 2021

Graphic Designers

Major Players Nationwide

Data by: IBISWorld | Date Jun 24, 2022



Barriers to Entry Checklist

Data by: IBISWorld | Date Jun 24, 2022

Competition	High
Concentration	Low
Life Cycle Stage	Mature
Capital Intensity	Low
Technology Change	Medium
Regulation & Policy	Light
Industry Assistance	None

Existing Competitors in Target Area

5+

Company	Reviews	Rating	Address	Website	Phone No.	Customer Sentiment Rating (based on the 5 most relevant written Google reviews)
Spark Creative Design	76	5	84-17 Chapin Pkwy, Queens, NY 11432, USA	https://sparkcreative.design/	(347) 201-2001	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Copy 4 Less NY Printing & Sign Company New York City	113	5	265 W 37th St #1204, New York, NY 10018, USA	http://copy4lessny.com/	(646) 350-0563	Positive: 4 Negative: 0 Mixed: 1 Neutral: 0
Taktic Studio	14	5	315 W 39th St, New York, NY 10018, USA	https://www.takticstudio.com/	(212) 804-8106	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
MAXBURST, Inc. Web Design Company NYC	52	5	127 W 30th St 9th Floor #989, New York, NY 10001, USA	https://www.maxburst.com/	(212) 651-1879	Positive: 4 Negative: 0 Mixed: 0 Neutral: 1
Modicum	8	5	145 W 30th St, New York, NY 10001, USA	https://modicum.agency/	(800) 906-4646	Positive: 1 Negative: 0 Mixed: 0 Neutral: 0
Andrew Design Nyc	5	5	3916 65th St, Woodside, NY 11377, USA	https://andrewdesignnyc.business.site/?utm_source=amb&utm_medium=referral	(599) 481-1377	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Katie Fischer Design	13	5	26 Broadway 8th floor, New York, NY 10004, USA	http://www.katiefischerdesign.com/	(212) 388-0999	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Dino Riese	8	5	25 Sanford Ct, Valley Stream, NY 11581, USA	https://www.dinoriese.com/	(516) 286-3583	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Design Land NYC	14	5	101 6th Ave floor 9, New York, NY 10013, USA	https://www.designlandnyc.com/	(212) 505-0300	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Thought Media	7	5	30 Wall St 8th Floor, New York, NY 10005, USA	https://www.thoughtmedia.com/	(800) 916-3864	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Vrender 3D Rendering Services Company	96	5	188 Grand St Unit #371, New York, NY 10013, USA	https://vrender.com/	(718) 412-1293	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Odgis + Co	15	5	144 E 44th St #503, New York, NY 10017, USA	http://www.odgis.com/	(212) 286-0277	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
347Design	2	5	1030 6th Ave, New York, NY 10018, USA		(212) 938-6839	Positive: 1 Negative: 0 Mixed: 0 Neutral: 0
Talia Design	8	5	208 Sullivan St, New York, NY 10012, USA	http://talialdesign.com/		Positive: 4 Negative: 0 Mixed: 0 Neutral: 1
FreshySites - Website Design	14	5	150 W 36th St, Floor 2, Office 2, New York, NY 10018, USA	https://freshysites.com/new-york-city/?utm_source=googlemybusiness&utm_medium=organic&utm_campaign=Google+My+Business	(646) 774-0855	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
Website Designer NYC	13	5	276 5th Ave Rm 704-165, New York, NY 10001, USA		(347) 560-9396	Positive: 4 Negative: 0 Mixed: 1 Neutral: 0
Neuron - UX/UI Design Agency New York	12	5	368 9th Ave FL 6, New York, NY 10001, USA	https://www.neuronux.com/?utm_source=GMB&utm_medium=website&utm_campaign=gmb-new-york		Positive: 2 Negative: 0 Mixed: 0 Neutral: 0
N5 Modern Website Design New York Web Design New York Website Designer New York Web Designer New York	70	5	140 Broadway, Floor 46, New York, NY 10005, USA	http://n5modern.com/		Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
NY New Media	5	5	105 Bowery, New York, NY 10002, USA	https://www.ny-newmedia.com/	(917) 370-8790	Positive: 5 Negative: 0 Mixed: 0 Neutral: 0
RoAndCo Studio	2	5	197 Grand St #5w, New York, NY 10013, USA	http://roandcostudio.com/	(646) 290-6590	Positive: 2 Negative: 0 Mixed: 0 Neutral: 0

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