



BUSINESS ASSESSMENT REPORT

INDUSTRY **HR Consulting**

AREAS **ZIP Code 90001**
 ZIP Code 90003
 ZIP Code 90005

Generated on 4/17/2023

Verified by  **Idea Consult**

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HR Consulting

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HR Consulting

Industry Overview

Industry Definition

Beneficial for all: Large operators are expected to enter overseas markets to generate growth

Industry operators provide advice and assistance to businesses and other organizations for structuring human resource and personnel policies, employee benefits, compensation systems, wage and salary administration, recruitment and retention. This industry does not include companies that provide professional and management development training or those that list employment vacancies and place applicants in open positions.

Main Activities

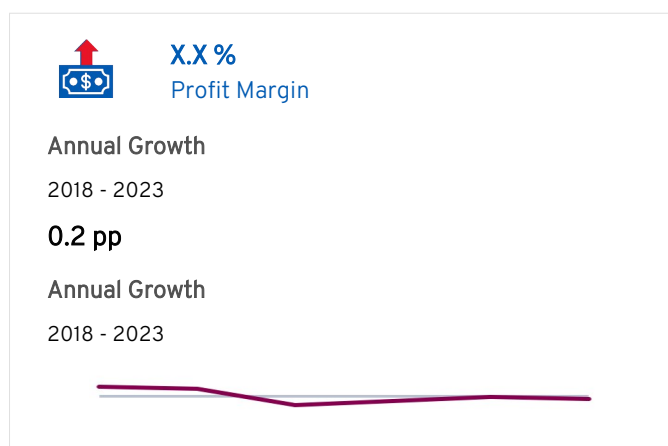
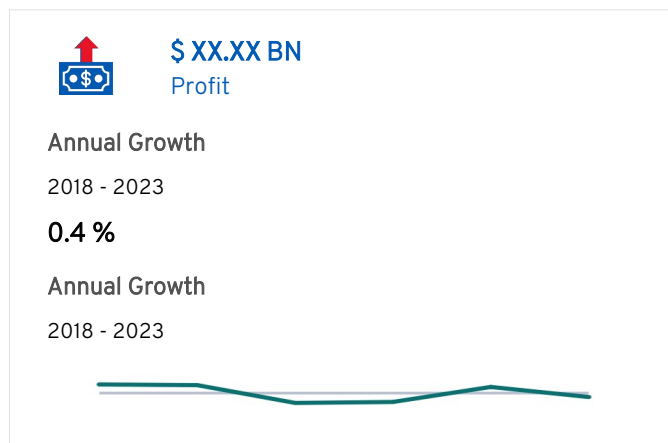
The primary activities of this industry are:

- Providing compensation planning services
- Providing personnel management assessment
- Providing actuarial consulting services
- Structuring employee benefits
- Assessing organization development
- Providing employee assessments
- Providing advice for recruitment and retention

Major Products and Services

Compensation and benefits consulting		Human resources management consulting		Actuarial consulting	
Revenue	% Of Total Revenue	Revenue	% Of Total Revenue	Revenue	% Of Total Revenue
\$x.xx Bn	xx.x%	\$x.xx Bn	28.5%	\$2.89 Bn	11.4%
Strategic consulting					
Revenue	% Of Total Revenue				
\$8.64 Bn	xx.x%				

Key Statistics



Financial Ratios: Industry Multiples

	2017	2018	2019	2020	2021	3-Year	5-Year	10-Year
EBIT/Revenue	23.62	24.98	25.05	XX.XX	X.XX	23.73	23.96	22.67
EBITDA/Revenue	27.22	28.31	28.39	XX.XX	XX.X	35.44	32.37	28.75
Leverage Ratio	2.6	2.42	2.62	X.XX	XX.X	2.2	2.32	2.37

Industry Risk Score

To calculate the overall risk score, the risks pertaining to industry structure (structure risk), expected future performance (growth risk) and economic forces (sensitivity risk) are assessed.

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.

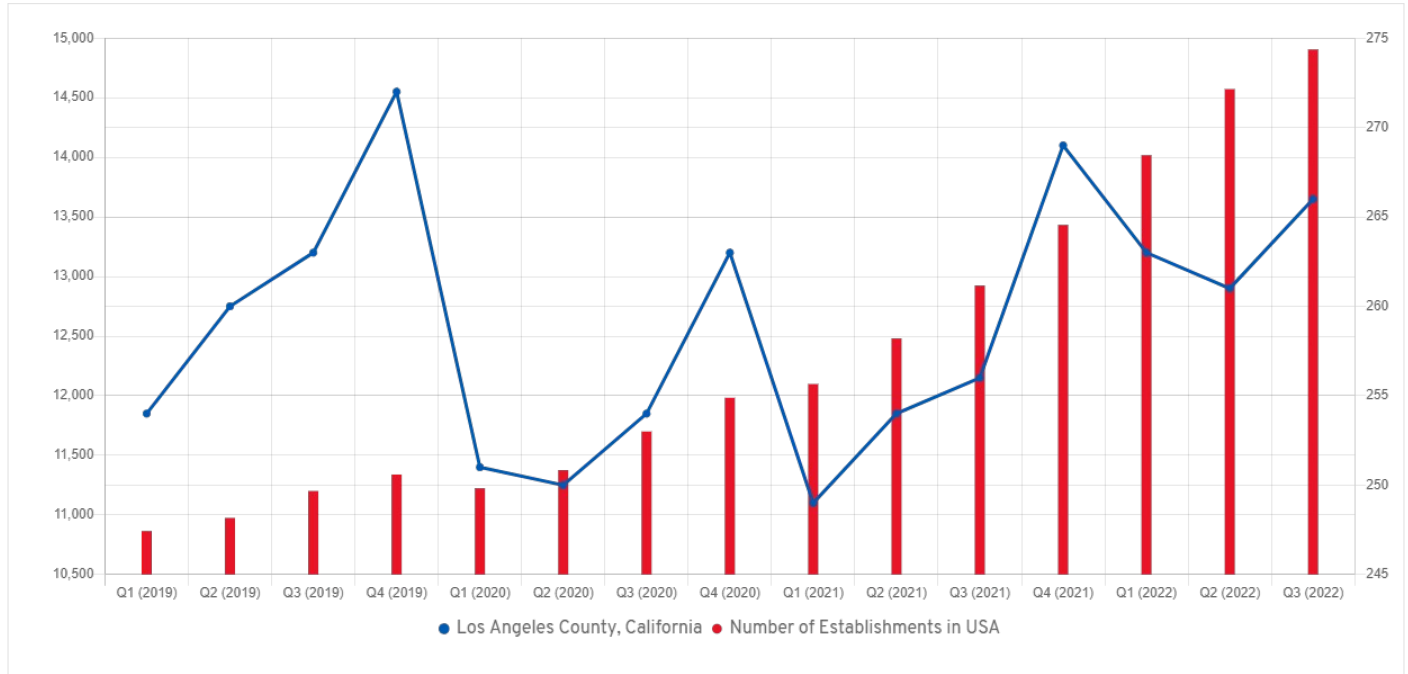
Risk component	Level	Weight	Score
Structural Risk	High	25 %	X.XX
Growth Risk	High	25 %	X.XX
Sensitivity Risk	Low	50 %	X.XX
Overall Risk	Medium		4.99

Industry Outlook

Establishment Count

Quarterly Census of Employment and Wages - Bureau of Labor Statistics - Last Modified Date: Q3-2022

Establishment count for the area(s) selected:

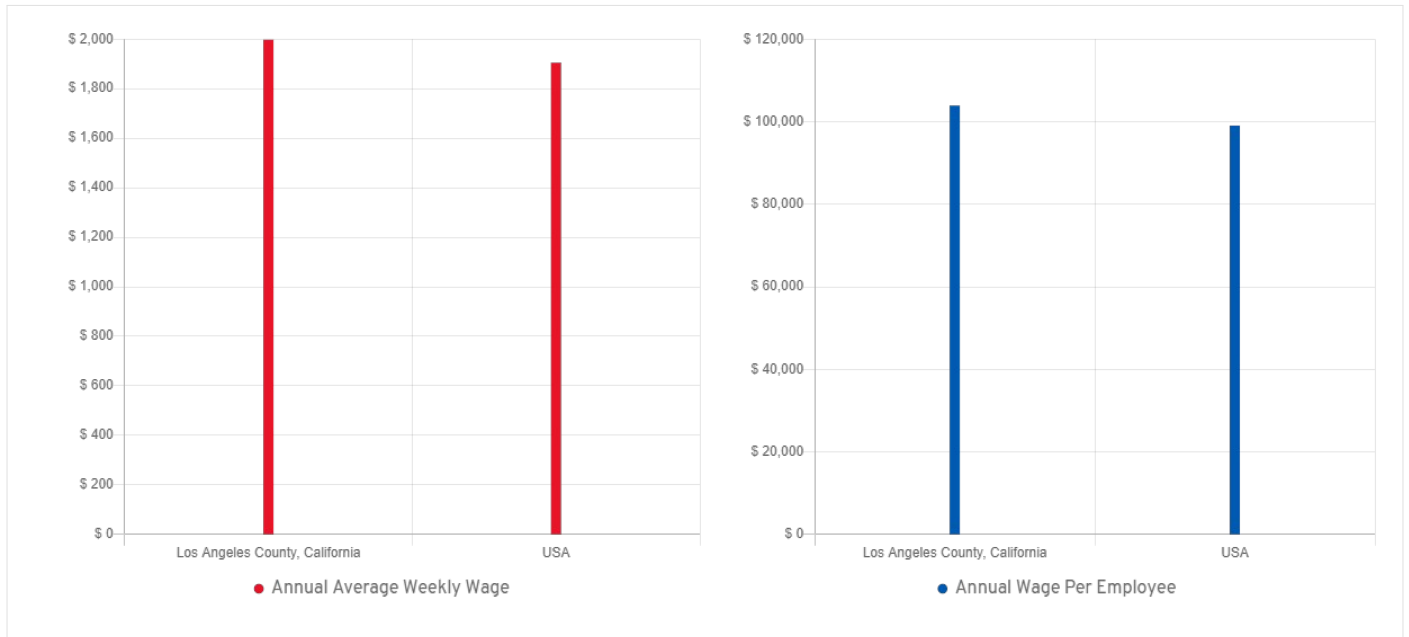


Period	Los Angeles County, California	U.S. TOTAL
Q1 (2019)	254	10,865
Q2 (2019)	260	10,975
Q3 (2019)	263	11,201
Q4 (2019)	272	11,339
Q1 (2020)	251	11,224
Q2 (2020)	250	11,376
Q3 (2020)	254	11,700
Q4 (2020)	263	11,983
Q1 (2021)	249	12,098
Q2 (2021)	254	12,480
Q3 (2021)	256	12,924
Q4 (2021)	269	13,433
Q1 (2022)	263	14,018
Q2 (2022)	261	14,572
Q3 (2022)	266	14,905

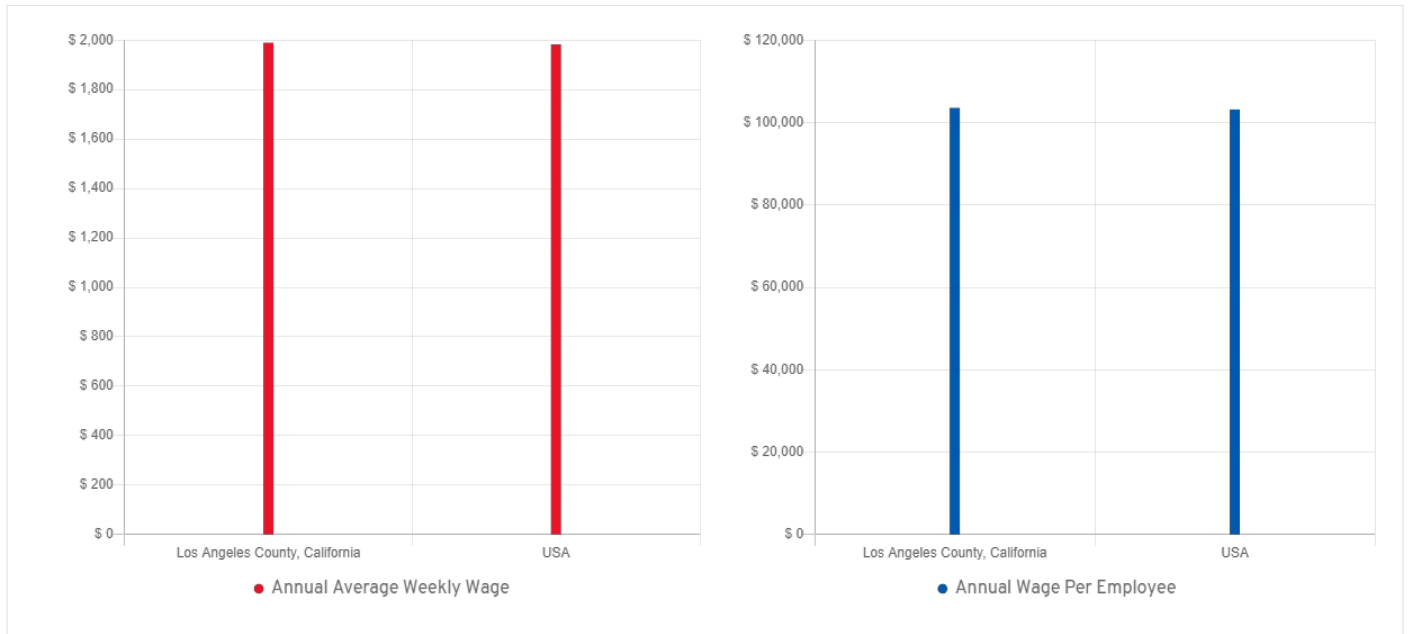
Wages Value

Source: Annually Census of Employment and Wages - Bureau of Labor Statistics - Last Modified Date: 2021

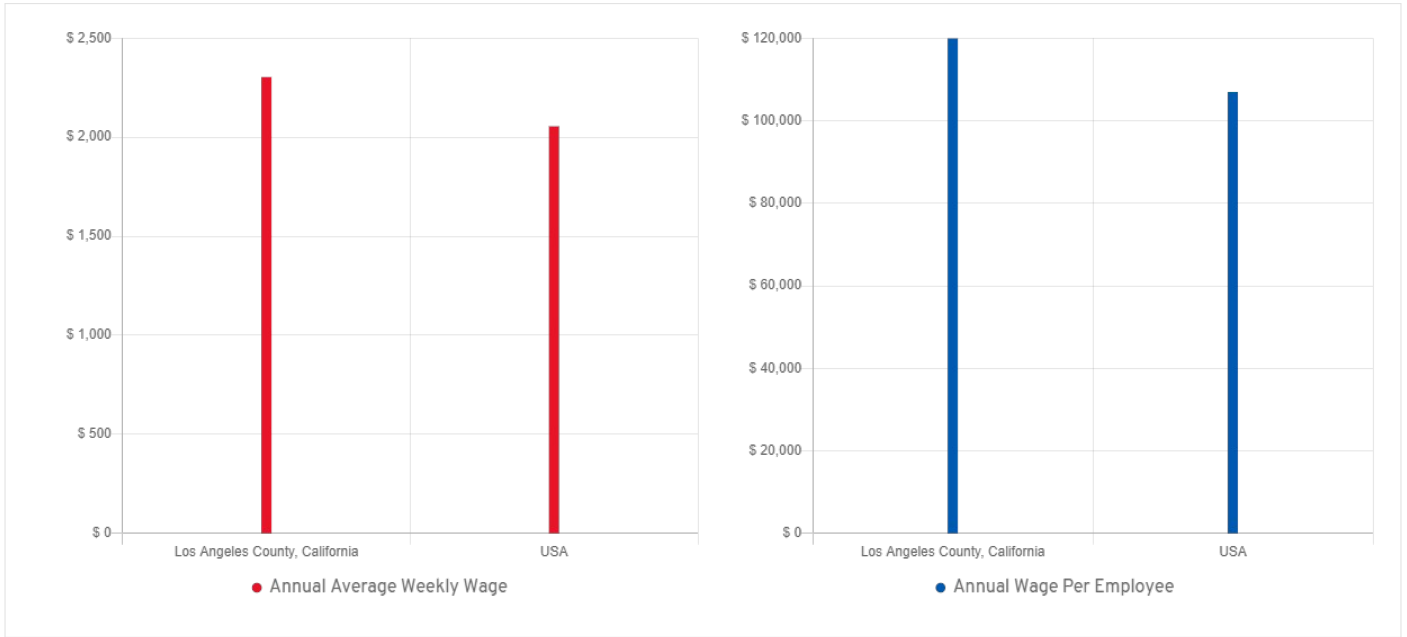
(2019) Wages value for the area(s) selected:



(2020) Wages value for the area(s) selected:



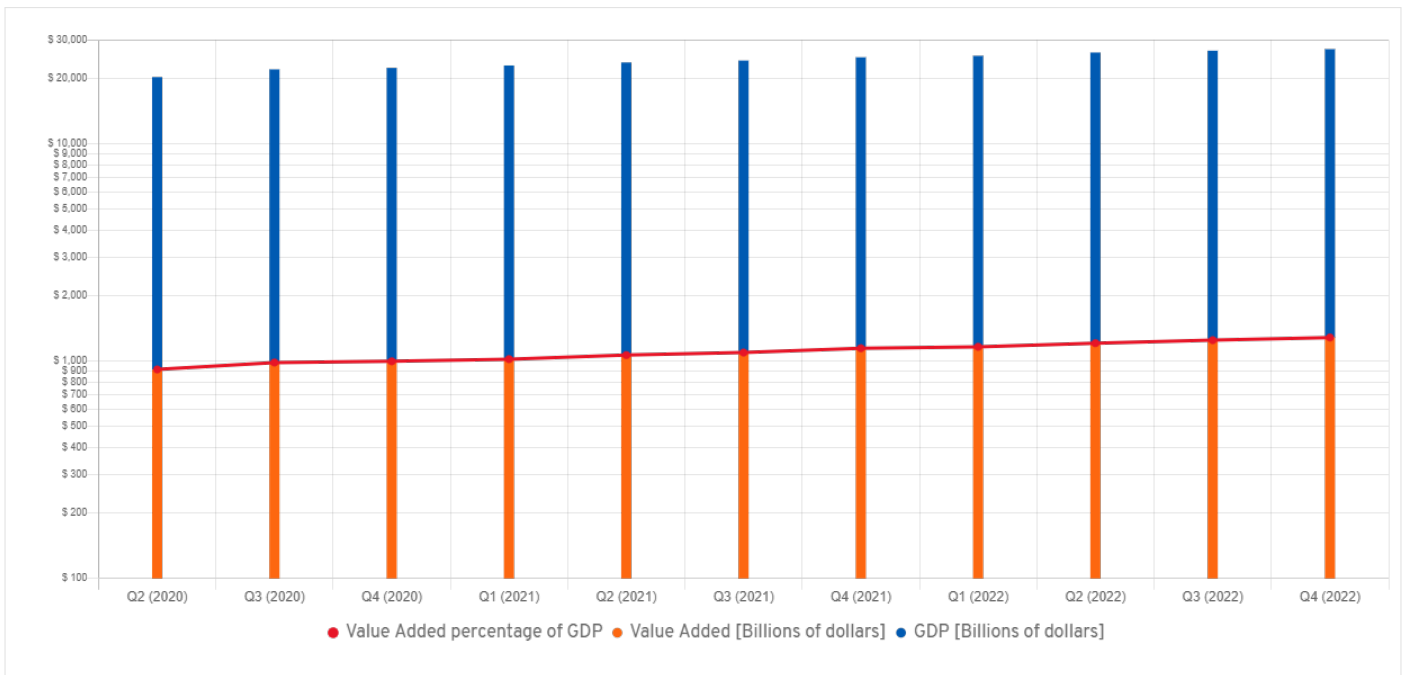
(2021) Wages value for the area(s) selected:



	Year	Annual Average Weekly Wage	Annual Wage Per Employee
Los Angeles County, California	2019	1,998	103,895
	2020	1,991	103,550
	2021	2,306	119,925
U.S. TOTAL	2019	1,905	99,045
	2020	1,984	103,164
	2021	2,057	106,955

Industry Value Added and as a Percentage of GDP

Source: Bureau of Economic Analysis - Last Revised on: Q4-2022



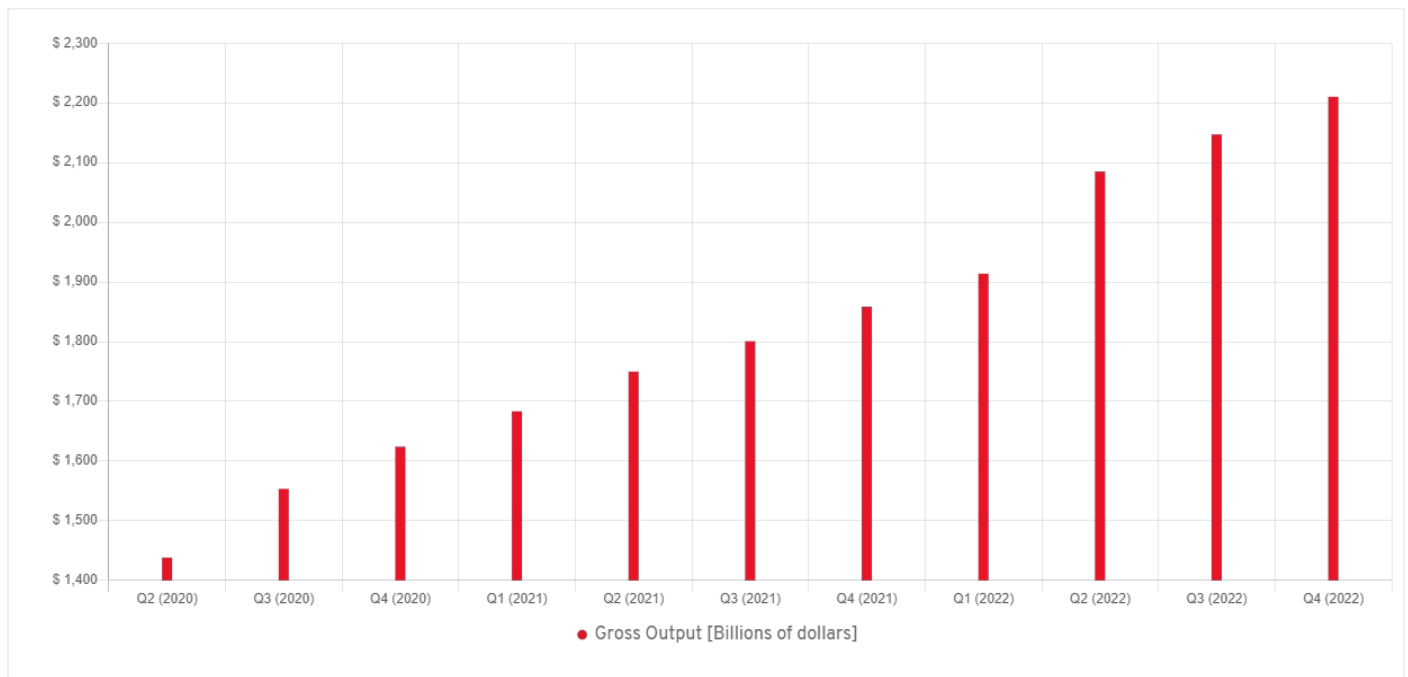
* This chart is using Logarithmic scales for better visualization

	GDP	Value Added	as a % of GDP
Q2 (2020)	19,477.4	918.2	4.71%
Q3 (2020)	21,138.6	988.4	4.68%
Q4 (2020)	21,477.6	1,000.8	4.66%
Q1 (2021)	22,038.2	1,024.4	4.65%
Q2 (2021)	22,741.0	1,069.1	4.70%
Q3 (2021)	23,202.3	1,098.6	4.73%
Q4 (2021)	24,002.8	1,150.1	4.79%
Q1 (2022)	24,386.7	1,167.6	4.79%
Q2 (2022)	25,248.5	1,213.3	4.81%
Q3 (2022)	25,723.9	1,252.6	4.87%
Q4 (2022)	26,138.0	1,288.4	4.93%

* All values are in [Billions of dollars]

Industry Gross Output

Source: Bureau of Economic Analysis - Last Revised on: Q4-2022



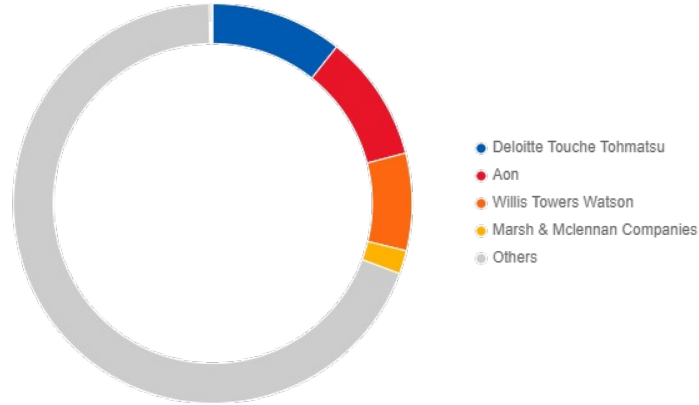
	Gross Output
Q2 (2020)	1,438.3
Q3 (2020)	1,553.6
Q4 (2020)	1,624.3
Q1 (2021)	1,683.7
Q2 (2021)	1,750.3
Q3 (2021)	1,801.2
Q4 (2021)	1,859.2
Q1 (2022)	1,914.6
Q2 (2022)	2,086.0
Q3 (2022)	2,148.2
Q4 (2022)	2,211.4

* All values are in [Billions of dollars]

Competitive Landscape

Major Players Nationwide

Data by: IBISWorld | Mar 22, 2023



Competitors	Revenue (\$M)	Market Share (%)	Profit (\$M)
Deloitte Touche Tohmatsu	X,XXX.X ▲	X.XX ▲	XXX.X ▼
Aon	X,XXX.X ▲	10.26 ▲	XXX.X ▼
Willis Towers Watson	X,XXX.X ▲	7.92 ▲	XXX.X ▲
Marsh & McLennan Companies	XXX.X ▼	X.XX ▼	XX.X ▼

Barriers to Entry Checklist

Data by: IBISWorld | Mar 22, 2023

Competition	High	⚠️
Concentration	Low	✅
Life Cycle Stage	Mature	⊖
Capital Intensity	XXX	✅
Technology Change	XXX	✅
Regulation & Policy	XXX	✅
Industry Assistance	XXX	⚠️

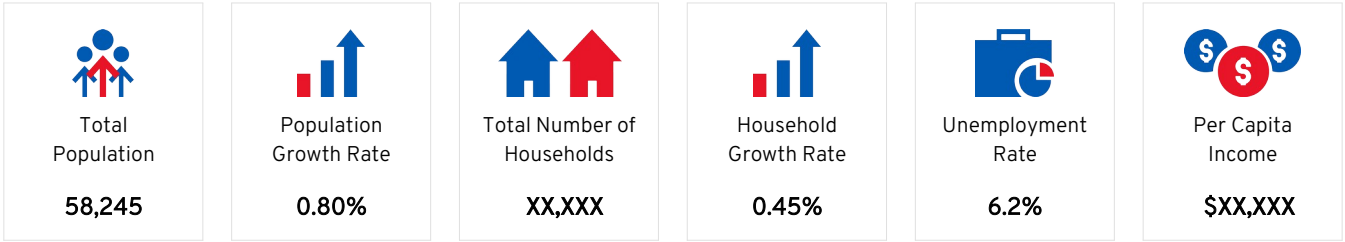
Existing Competitors in Target Area

HR Consulting in 90001:

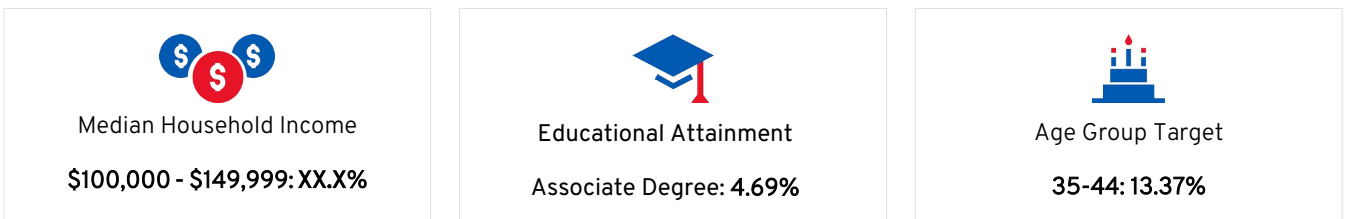
XXXXXXXXXX	13 Reviews 3	XXX Group	12 Reviews 4
Website:	https://www.xxxx.xxx	Website:	https://www.xxxx.xxx
Phone No:	(xxx) xxx-xxxx	Phone No:	(xxx) xxx-xxxx
Address:	XXXXXXXXXXXXXX	Address:	XXXXXXXXXXXXXX
Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive X Negative 0 Mixed X Neutral X	Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive X Negative 1 Mixed 0 Neutral 1
XXXXXXXXXX	X Reviews 5	XXXXXXXXXX	XX Reviews 4
Website:	https://www.xxxx.xxx	Website:	https://www.xxxx.xxx
Phone No:	(xxx) xxx-xxxx	Phone No:	(xxx) xxx-xxxx
Address:	XXXXXXXXXXXXXX	Address:	XXXXXXXXXXXXXX
Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive 0 Negative 0 Mixed 0 Neutral 0	Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive 0 Negative 0 Mixed 0 Neutral 0
XXXXXXXXXX	12 Reviews 3	XXXXXXXXXX	15 Reviews 4
Website:	https://www.xxxx.xxx	Website:	https://www.xxxx.xxx
Phone No:	(xxx) xxx-xxxx	Phone No:	(xxx) xxx-xxxx
Address:	XXXXXXXXXXXXXX	Address:	XXXXXXXXXXXXXX
Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive 2 Negative 0 Mixed 0 Neutral 0	Customer Sentiment Rating: Based on the 5 most relevant written Google reviews	Positive 2 Negative 1 Mixed 0 Neutral 0

90001 Demographic Overview

Key Metrics

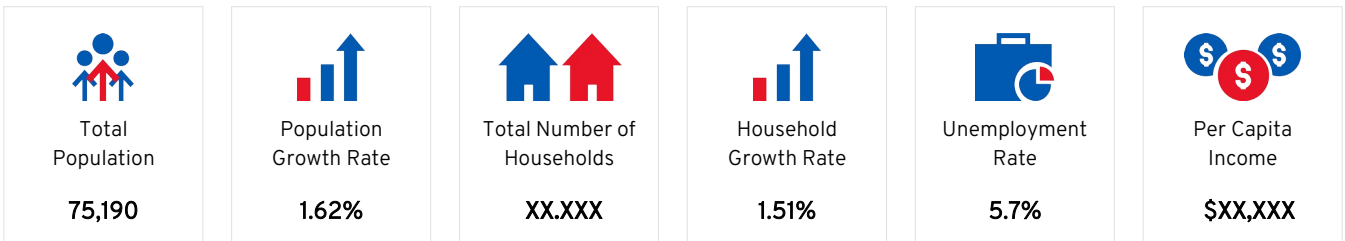


Customer Profile

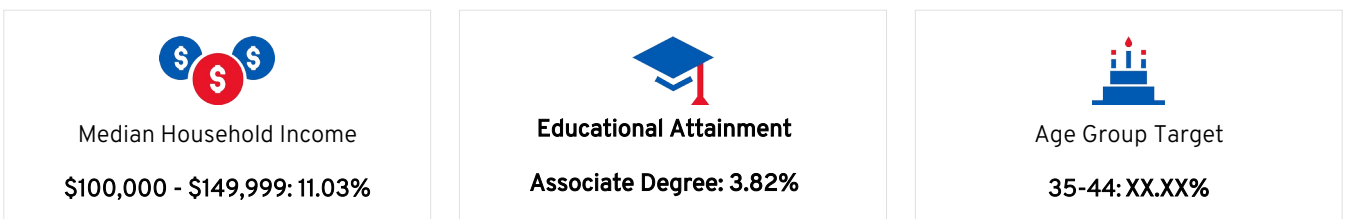


90003 Demographic Overview

Key Metrics

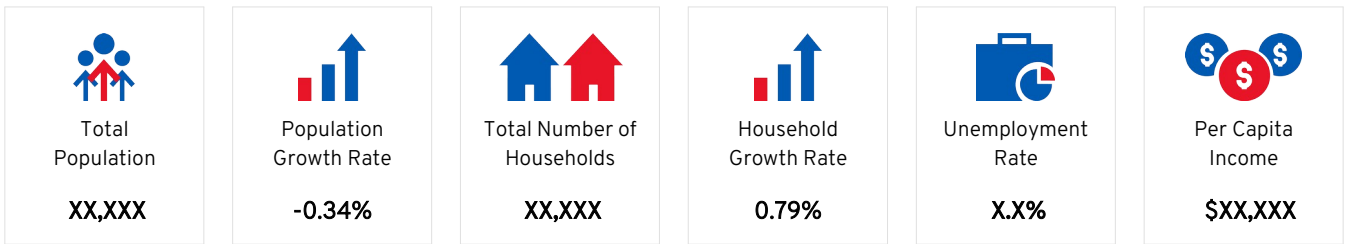


Customer Profile



90005 Demographic Overview

Key Metrics



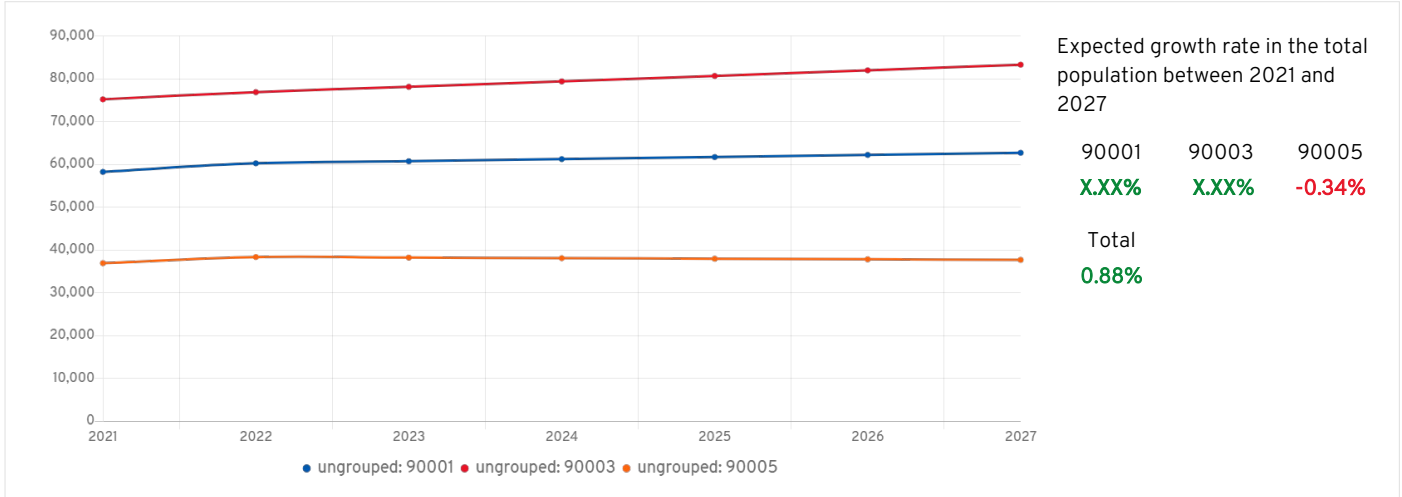
Customer Profile



Detailed Demographics

Population Summary

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles






	90001	90003	90005	Total
2021	58,245	XX,XXX	36,910	XX,XXX
2022	60,242	XX,XXX	38,339	XX,XXX
2023	XX,XXX	78,116	38,207	XX,XXX
2024	61,215	79,378	XX,XXX	XX,XXX
2025	XX,XXX	XX,XXX	37,944	XX,XXX
2026	XX,XXX	81,966	37,814	XX,XXX
2027	62,704	XX,XXX	XX,XXX	XX,XXX
Growth 2021-2027	X.XX%	X.XX%	-0.34%	0.88%

Household Summary

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

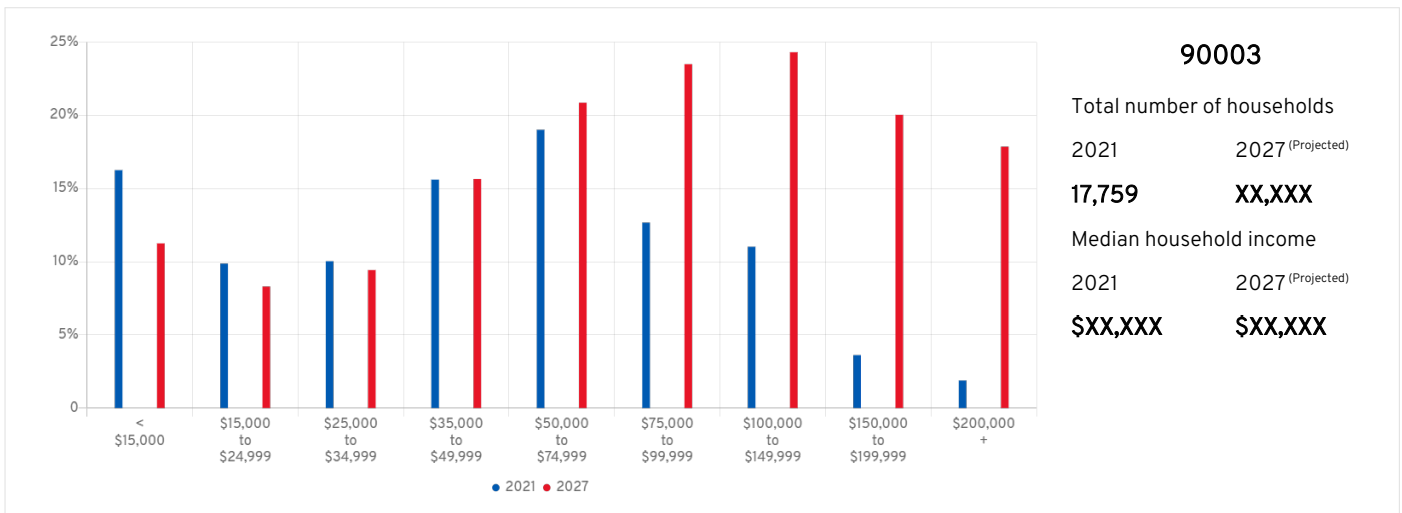
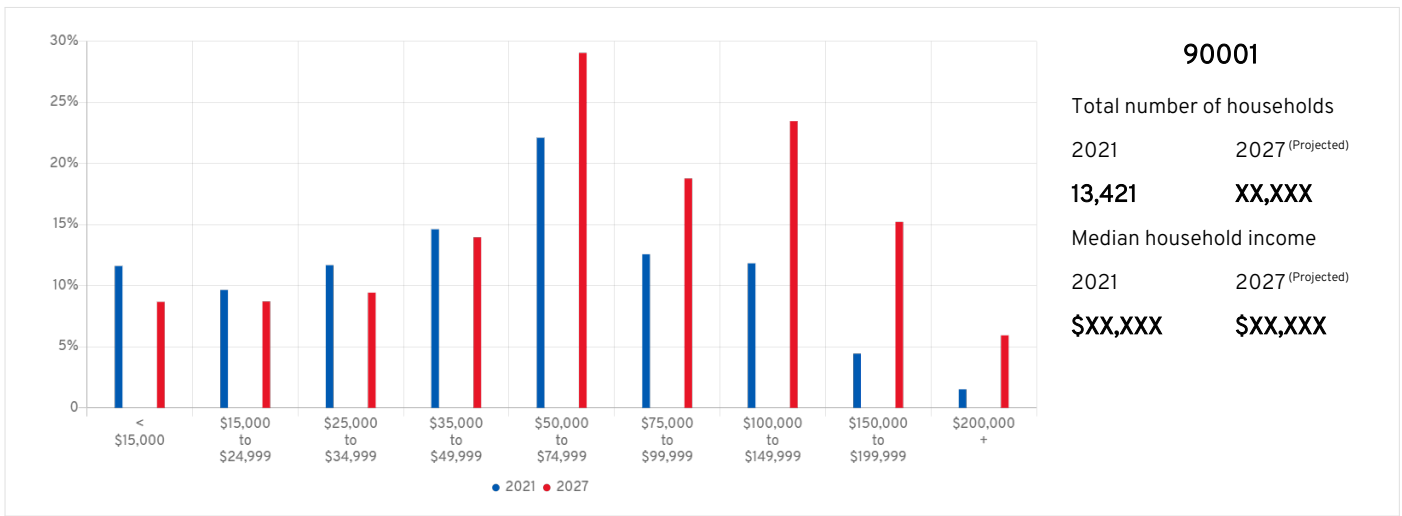
Expected growth of household between 2021 and 2027

90001	90003	90005
0.45%	X.XX%	0.79%

Location	 Total Number of Households		 Average Household Size		 Average Family Size	
	2021	2027	2021	2027	2021	2027
90001	13,421	X,XXX▲	4.33	X.XX ▲	4.66	X.XX ▲
90003	17,759	X,XXX▲	4.22	4.27 ▲	X.XX	X.XX ▲
90005	15,993	XX,XXX▲	2.28	X.XX ▼	3.27	X.XX ▲

Household Income

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles








90005
 Total number of households
 2021: **15,993** 2027 (Projected): **XX,XXX**
 Median household income
 2021: **\$XX,XXX** 2027 (Projected): **\$XX,XXX**

	90001		90003		90005	
	2021	2027	2021	2027	2021	2027
Median household income	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
Total number of households	13,421	XX,XXX	17,759	XX,XXX	15,993	XX,XXX
< \$15k	11.61%	XX.XX%	16.26%	XX.XX%	18.00%	XX.XX%
\$15k-25k	9.65%	XX.XX%	9.88%	XX.XX%	11.19%	XX.XX%
\$25k-35k	11.68%	XX.XX%	10.03%	XX.XX%	10.83%	XX.XX%
\$35k-50k	14.61%	XX.XX%	15.61%	XX.XX%	14.44%	XX.XX%
\$50k-75k	22.10%	XX.XX%	19.02%	XX.XX%	18.55%	XX.XX%
\$75k-100k	XX.XX%	XX.XX%	XX.XX%	XX.XX%	XX.XX%	XX.XX%
\$100k-150k	11.82%	XX.XX%	11.03%	XX.XX%	9.49%	XX.XX%
\$150k-200k	4.44%	XX.XX%	3.62%	XX.XX%	4.23%	XX.XX%
\$200k +	1.52%	XX.XX%	1.89%	XX.XX%	4.41%	XX.XX%

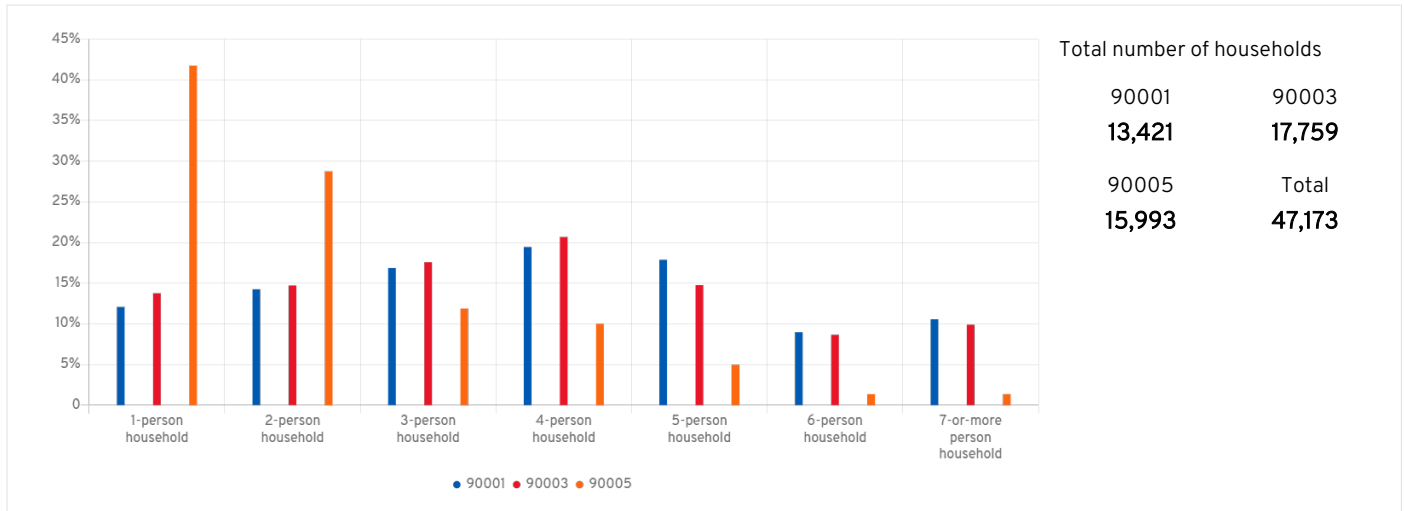
Personal Income Summary

Source: Bureau of Economic Analysis - last updated: 2021 - revised statistics for 1998-2020 based on ACS 1-Year Estimates Data Profiles

	 Population	 Personal Income	 Per Capita Personal Income
Los Angeles (90001, 90003, 90005)	9,829,544	\$728,772,915	\$74,141

Households by Size

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

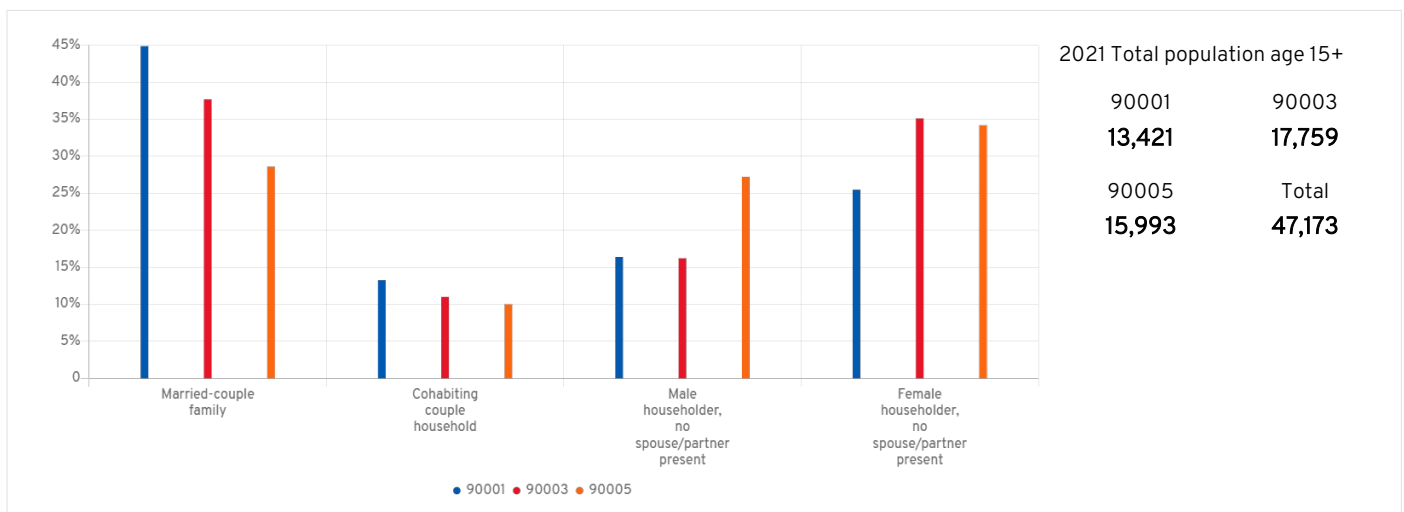


Area	Total
90001	13,421
90003	17,759
90005	15,993
Total	47,173

	90001	90003	90005	Total
Total number of households	13,421	17,759	15,993	47,173
1-person household	12.07%	13.76%	41.74%	22.77%
2-person household	14.25%	14.71%	28.75%	19.34%
3-person household	16.86%	17.57%	11.87%	15.43%
4-person household	XX.XX%	XX.XX%	X.XX%	XX.XX%
5-person household	XX.XX%	XX.XX%	X.XX%	1X.XX%
6-person household	X.XX%	X.XX%	X.XX%	X.XX%
7-or-more person household	10.55%	9.89%	1.35%	7.18%

Population by Relationship and Household

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

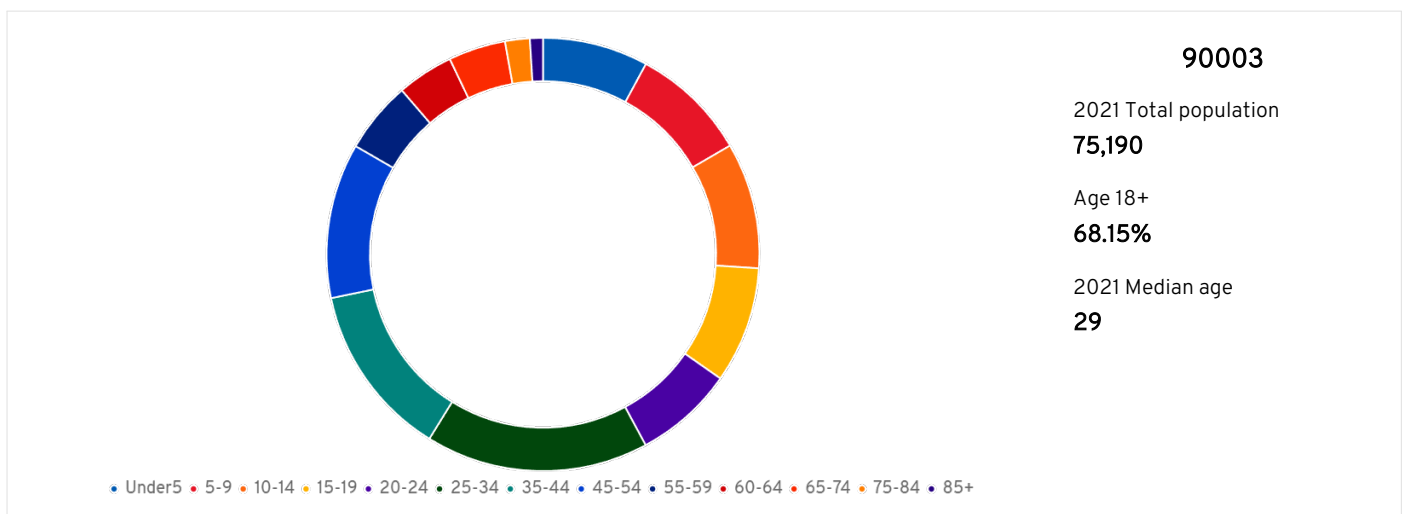
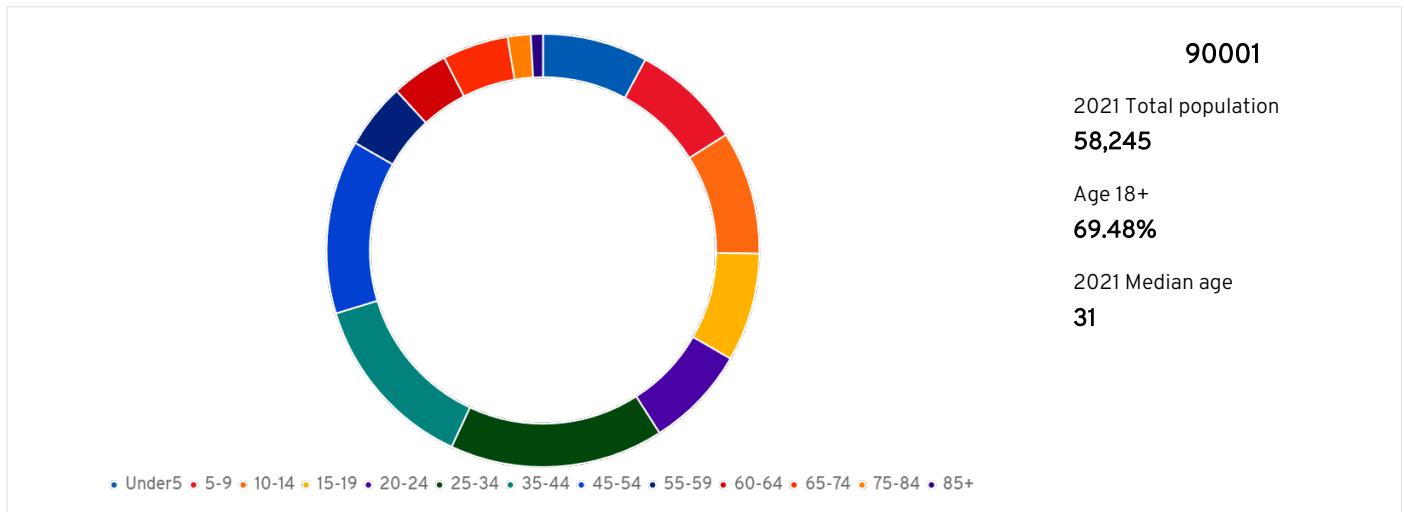


Area	Total
90001	13,421
90003	17,759
90005	15,993
Total	47,173

	90001	90003	90005	Total
2021 Total population age 15+	13,421	17,759	15,993	47,173
Married-couple family	44.87%	37.68%	28.59%	36.64%
Cohabiting couple household	XX.XX%	XX.XX%	XX.XX%	11.31%
Male householder, no spouse/partner present	XX.XX%	XX.XX%	XX.XX%	XX.XX%
Female householder, no spouse/partner present	XX.XX%	XX.XX%	XX.XX%	XX.XX%

Population by Age

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles





90005

2021 Total population
36,910

Age 18+
81.87%

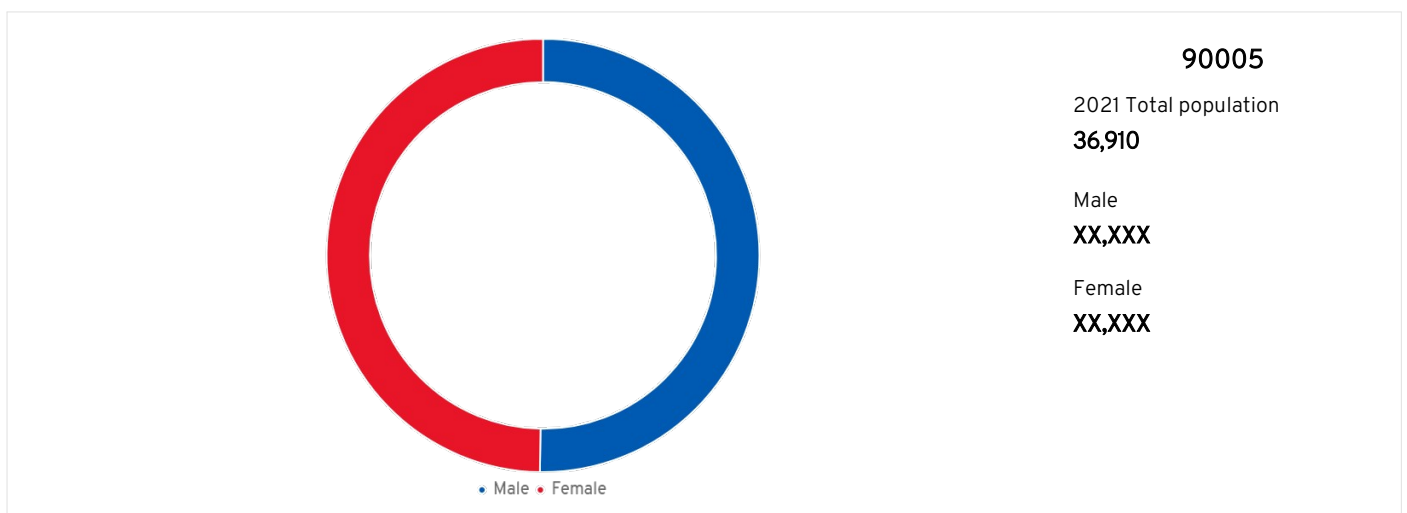
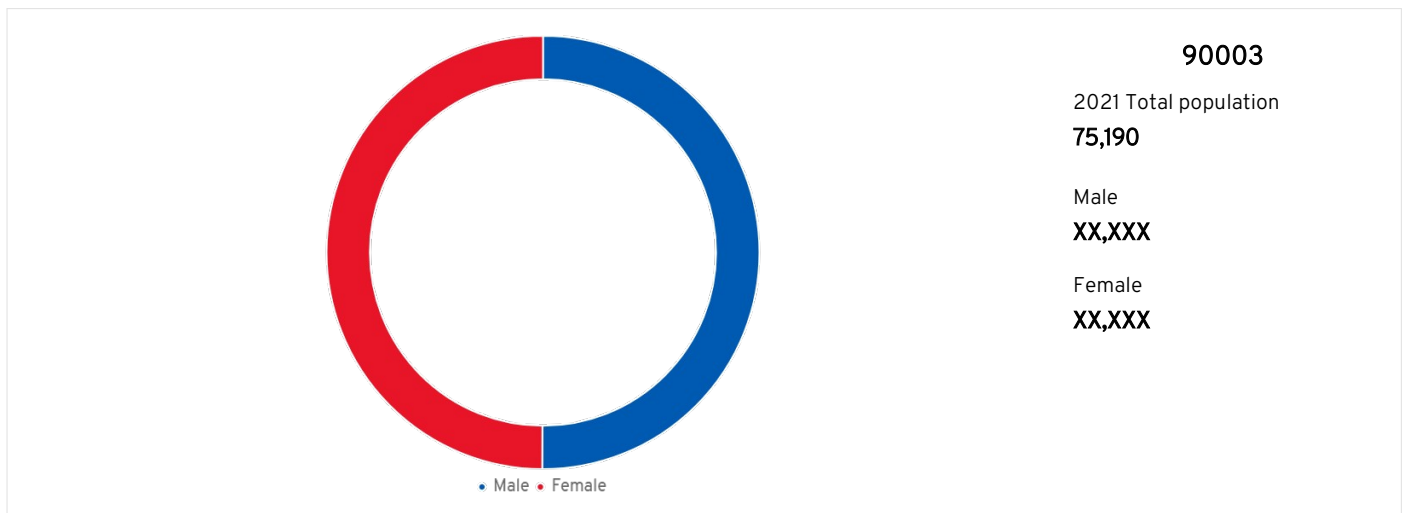
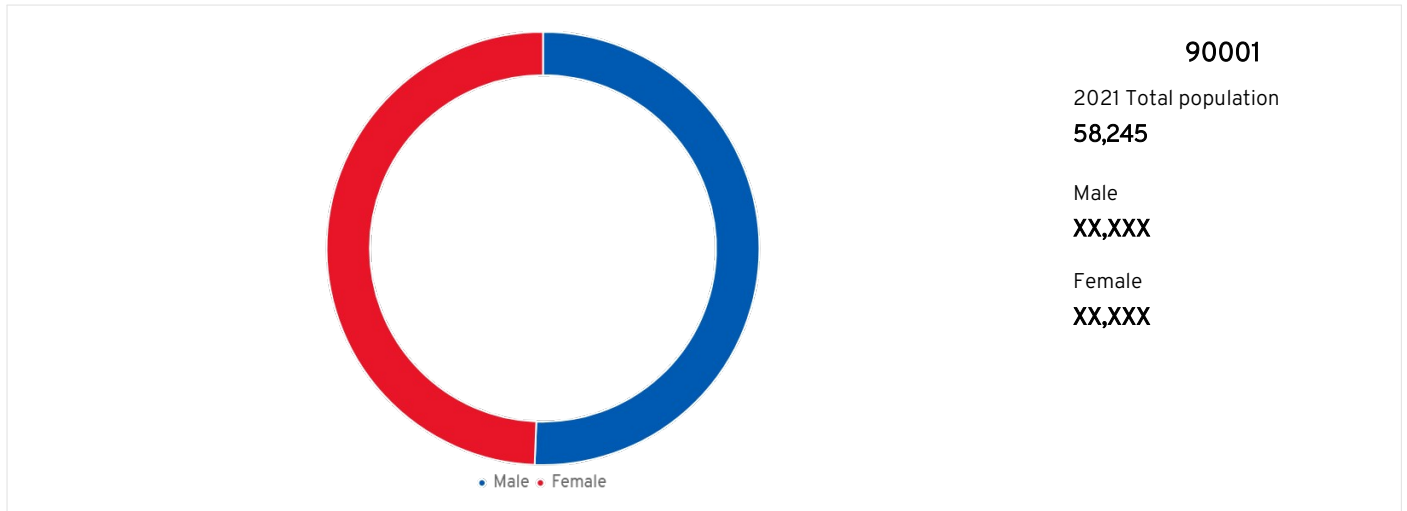
2021 Median age
36

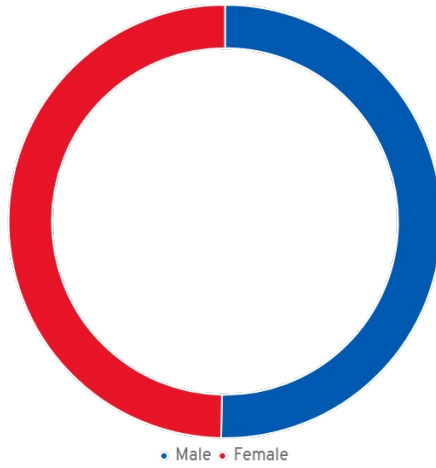
• Under5 • 5-9 • 10-14 • 15-19 • 20-24 • 25-34 • 35-44 • 45-54 • 55-59 • 60-64 • 65-74 • 75-84 • 85+

	90001	90003	90005
2021 Total population	58,245	75,190	36,910
2021 Median age	31	29	36
Under 5 Years old	7.85%	XX.XX%	XX.XX%
5-9 Years old	8.19%	XX.XX%	5.45%
10-14 Years old	9.20%	9.40%	5.34%
15-19 Years old	8.09%	XX.XX%	4.17%
20-24 Years old	7.62%	7.43%	XX.XX%
25-34 Years old	XX.XX%	XX.XX%	21.74%
35-44 Years old	XX.XX%	12.97%	17.37%
45-54 Years old	XX.XX%	11.58%	11.89%
55-59 Years old	4.90%	5.35%	XX.XX%
60-64 Years old	4.28%	XX.XX%	4.54%
65-74 Years old	4.92%	4.27%	XX.XX%
75-84 Years old	XX.XX%	1.85%	3.96%
85+ Years old	0.90%	XX.XX%	2.24%
18+ Years old	69.48%	XX.XX%	XX.XX%

Population by Gender

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles



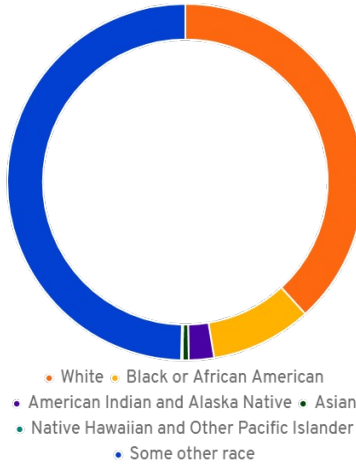
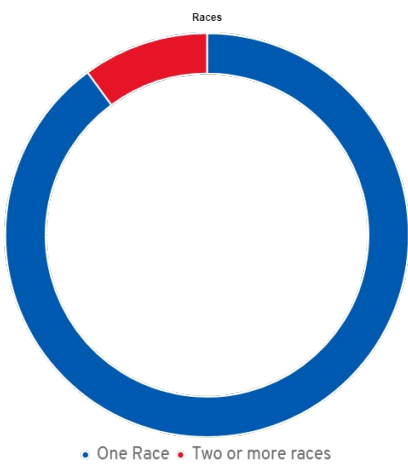


Total
 2021 Total population
170,345
 Male
XX,XXX
 Female
XX,XXX

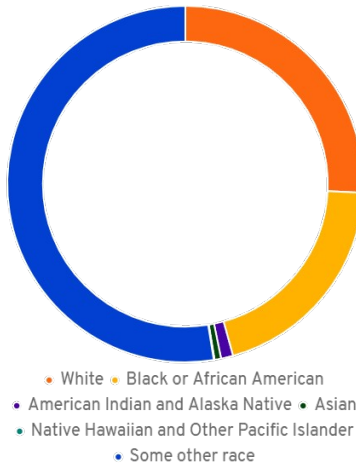
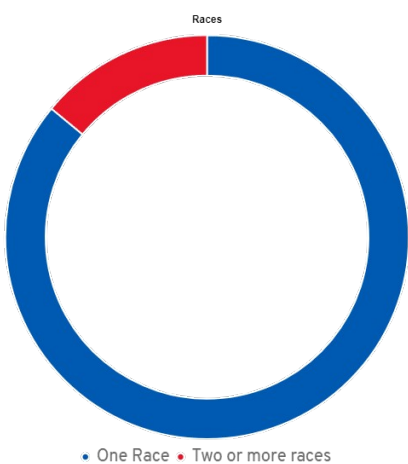
	90001	90003	90005	Total
2021 Total population	58,245	75,190	XX,XXX	170,345
Male	XX,XXX	XX,XXX	18,539	85,656
Female	XX,XXX	XX,XXX	XX,XXX	84,689

Population by Race Ethnicity

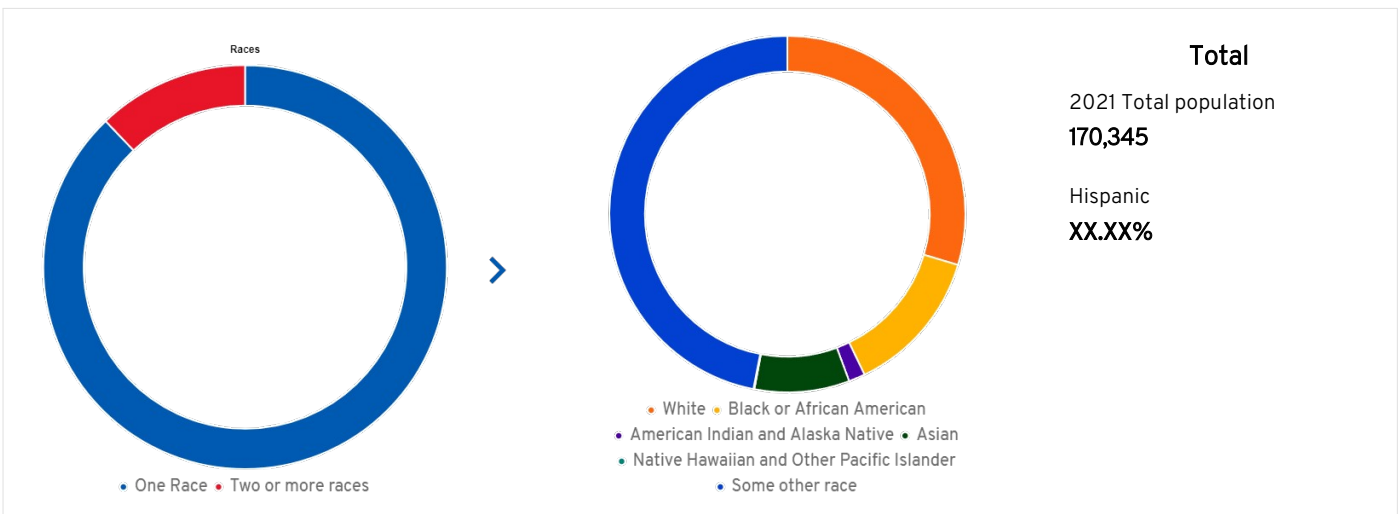
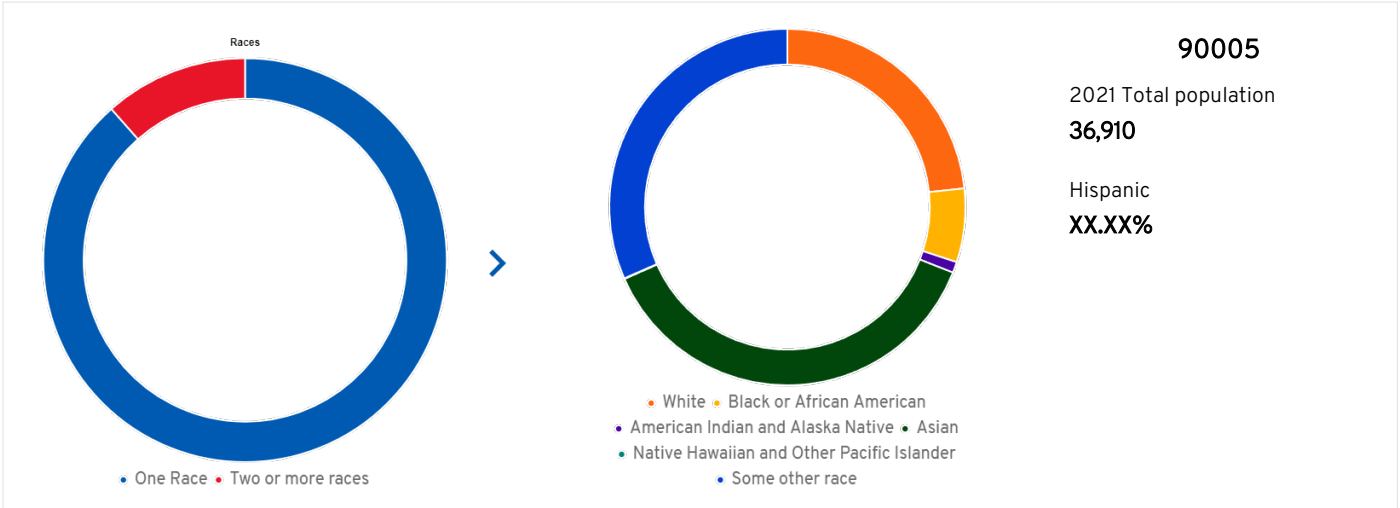
Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles



90001
 2021 Total population
58,245
 Hispanic
XX.XX%



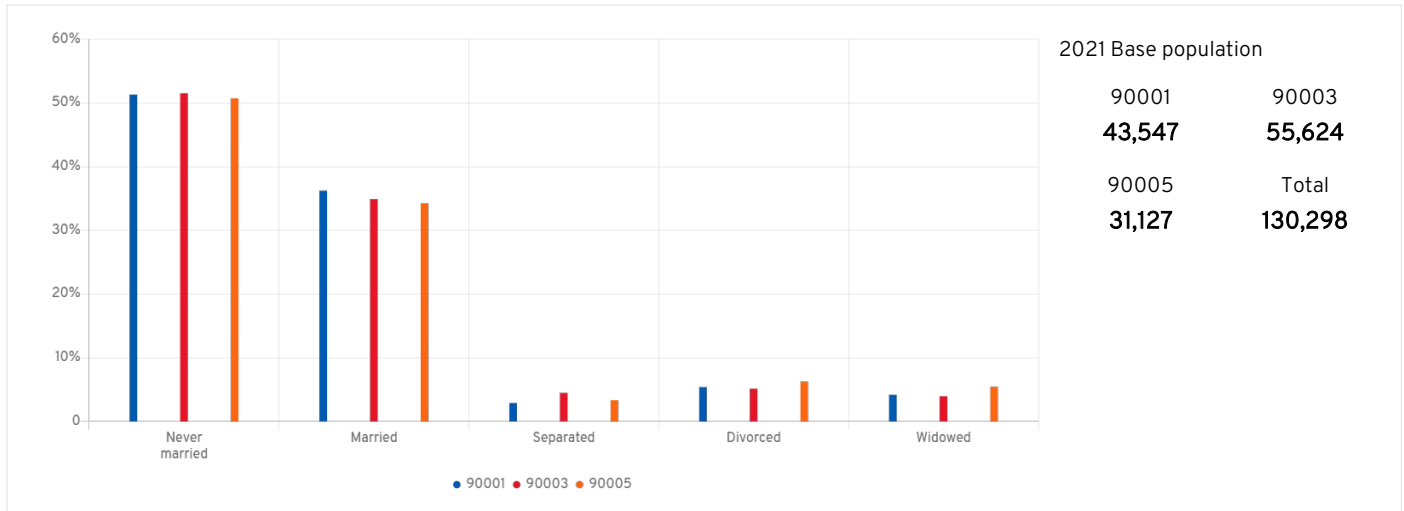
90003
 2021 Total population
75,190
 Hispanic
XX.XX%



	90001	90003	90005	Total
Total population	58,245	75,190	36,910	170,345
Hispanic	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	131,828 (77.39%)
White	20,030 (34.39%)	16,669 (22.17%)	7,616 (20.63%)	XX,XXX (XX.XX%)
Black or African American	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)
American Indian and Alaska Native	XX,XXX (XX.XX%)	709 (0.94%)	XX,XXX (XX.XX%)	2,230 (1.31%)
Asian	293 (0.50%)	384 (0.51%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)
Native Hawaiian and other Pacific Islander	XX.(XX.X%)	XX.(XX.X%)	18 (0.05%)	133 (0.08%)
Some other race	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)
One race	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)
Two or more races	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	XX,XXX (XX.XX%)	20,677 (12.14%)

Population by Marital Status

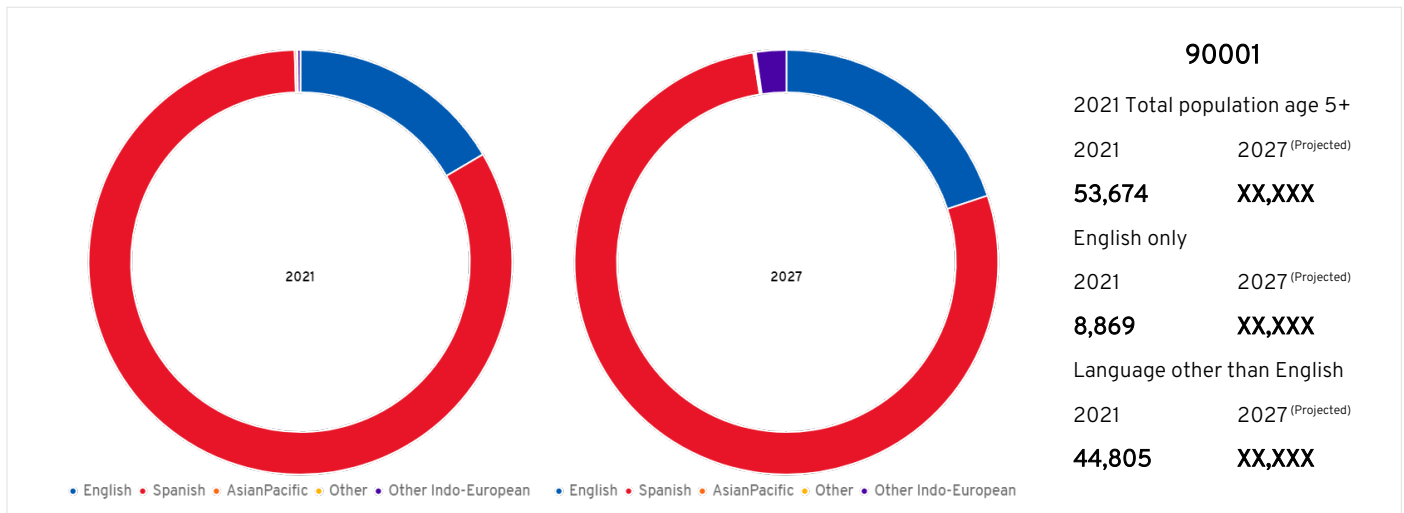
Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

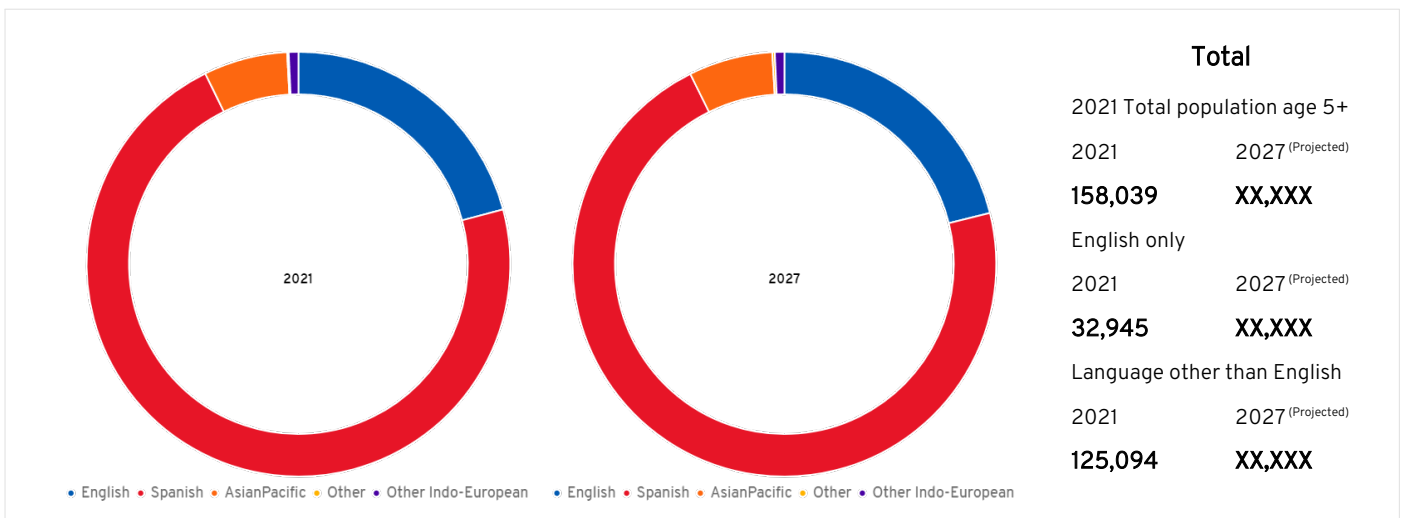
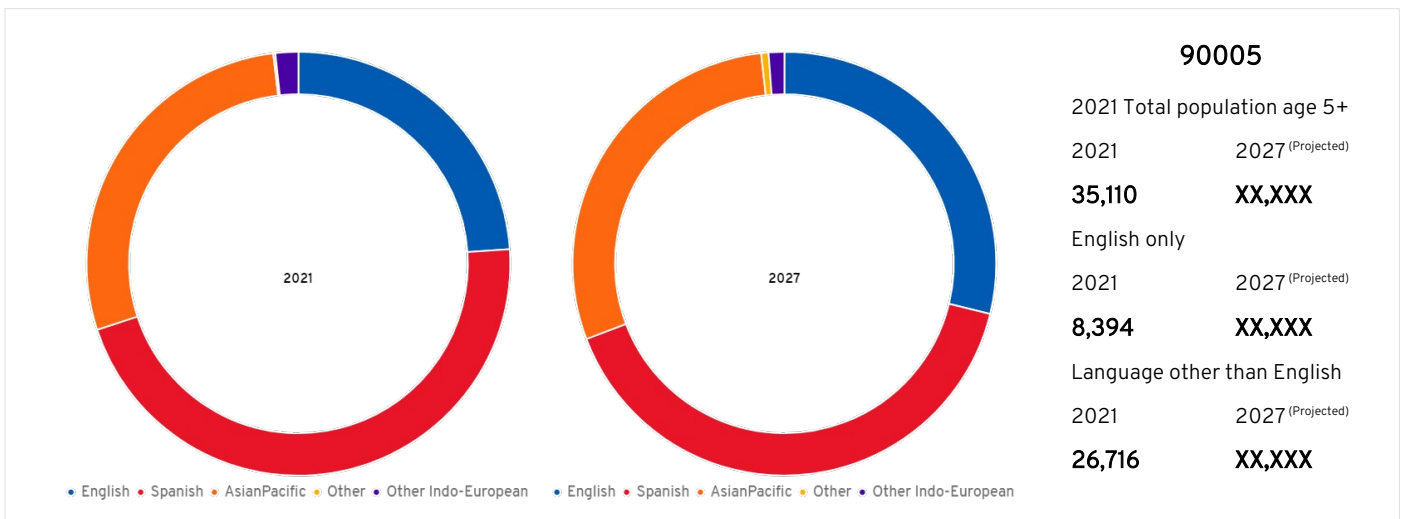
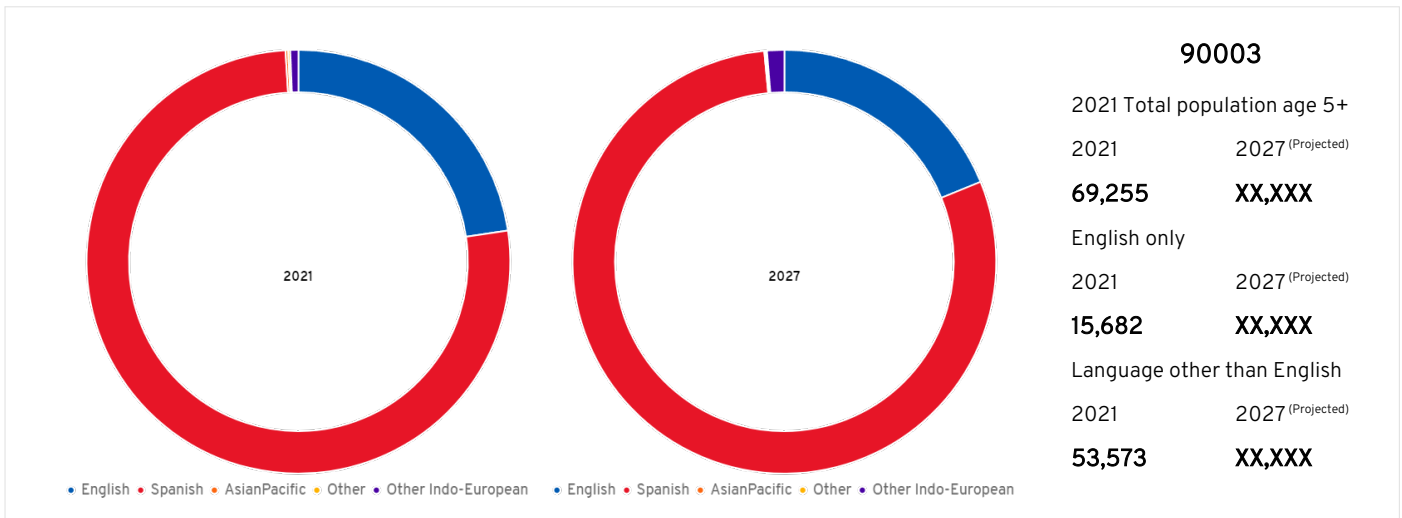


	90001	90003	90005	Total
2021 Base population	43,547	55,624	31,127	130,298
Never married	XX.XX%	XX.XX%	XX.XX%	XX.XX%
Married	XX.XX%	XX.XX%	XX.XX%	XX.XX%
Separated	X.XX%	X.XX%	X.XX%	3.68%
Divorced	X.XX%	X.XX%	X.XX%	X.XX%
Widowed	X.XX%	X.XX%	X.XX%	X.XX%

Languages Spoken

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

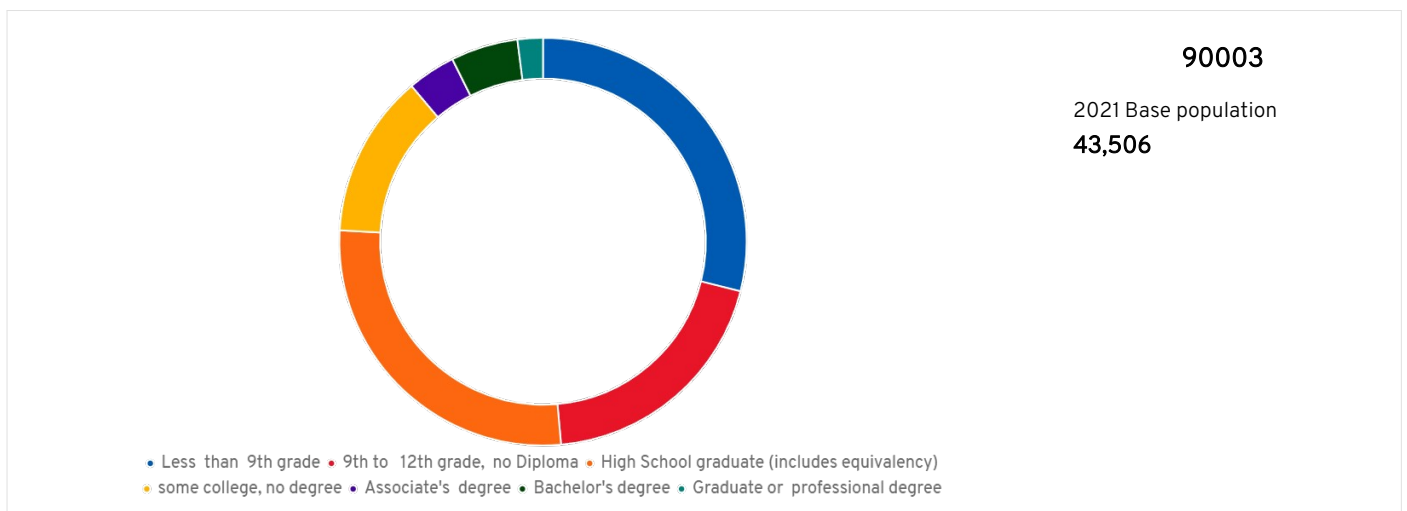
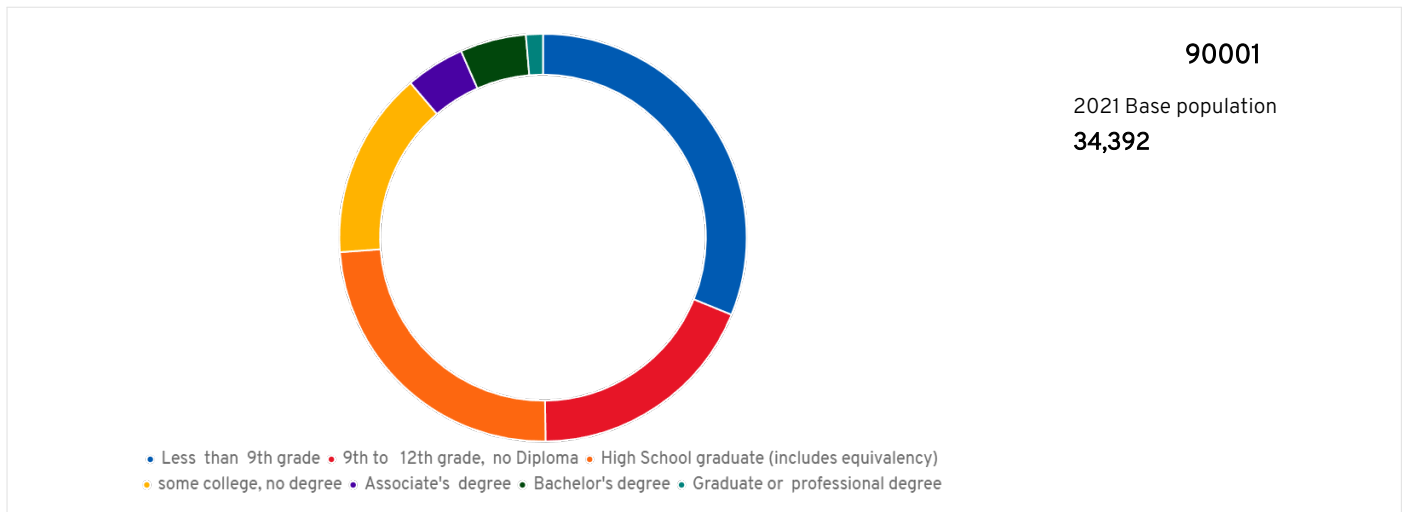


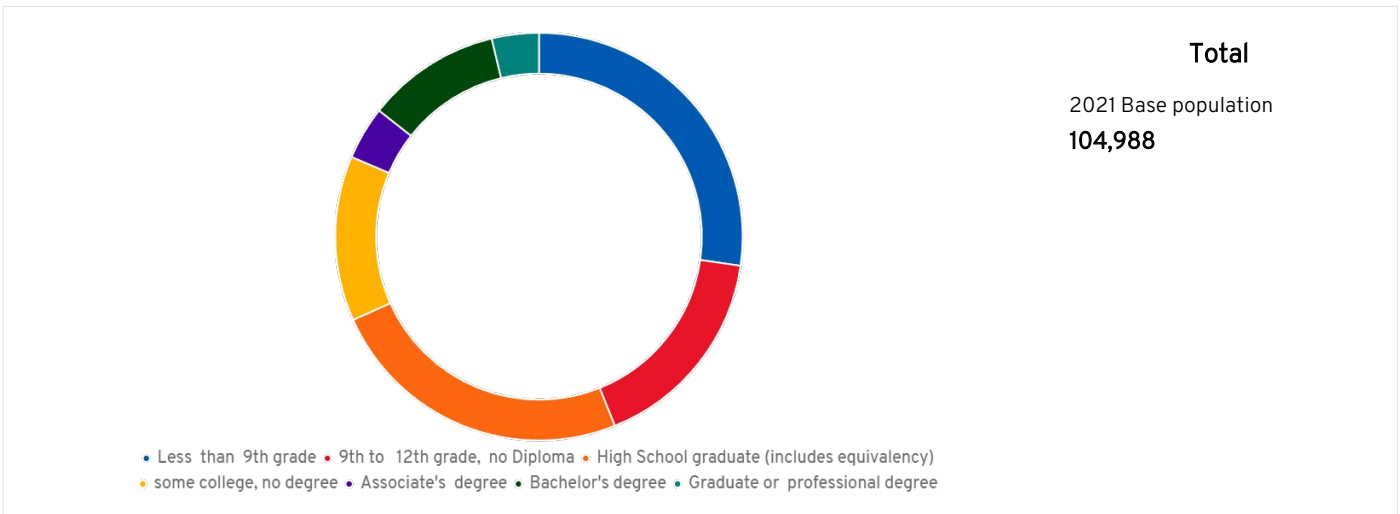
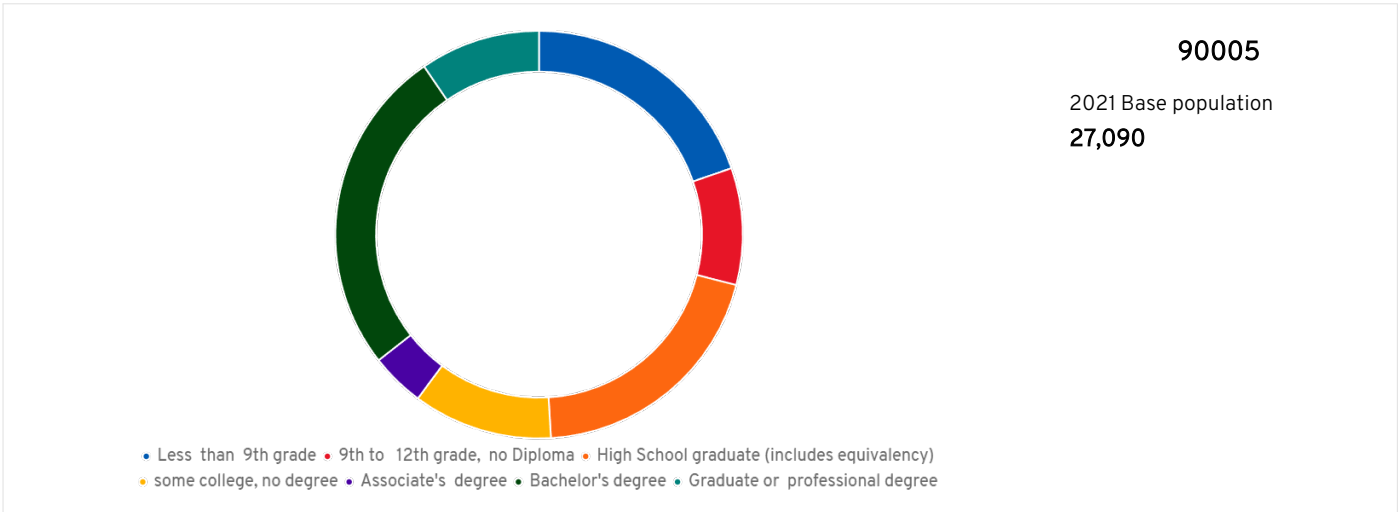


	90001	90003	90005	Total
	2021 (2027)	2021 (2027)	2021 (2027)	2021 (2027)
2021 Total population age 5+	53,674 (60,498)	69,255 (78,776)	35,110 (37,606)	158,039 (172,595)
English only	8,869 (XX,XXX)	15,682 (XX,XXX)	8,394 (XX,XXX)	32,945 (36,455)
Language other than English	XX,XXX (XX,XXX)	XX,XXX (XX,XXX)	XX,XXX (XX,XXX)	125,094 (136,140)
Spanish	XX,XXX (XX,XXX)	XX,XXX (XX,XXX)	XX,XXX (XX,XXX)	113,635 (123,495)
Asian and Pacific Islander	91 (67)	141 (90)	9,880 (10,917)	10,112 (11,069)
Other Indo-European	121 (1,398)	426 (1,036)	612 (449)	1,159 (1,248)
Other languages	22 (54)	109 (71)	57 (211)	188 (328)

Population by Educational Attainment Status

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles

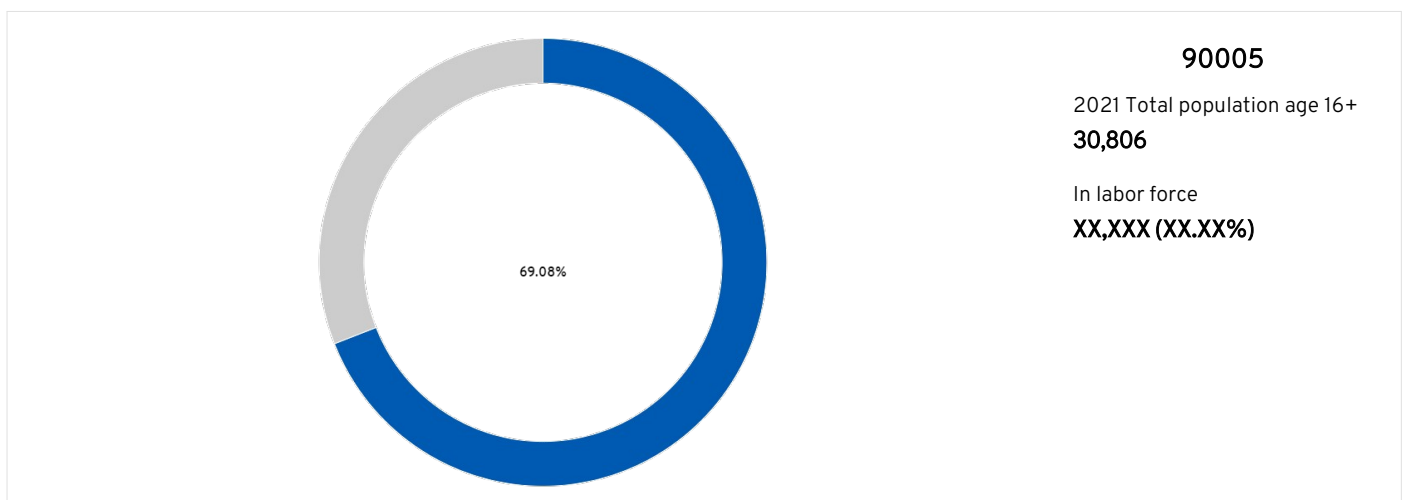
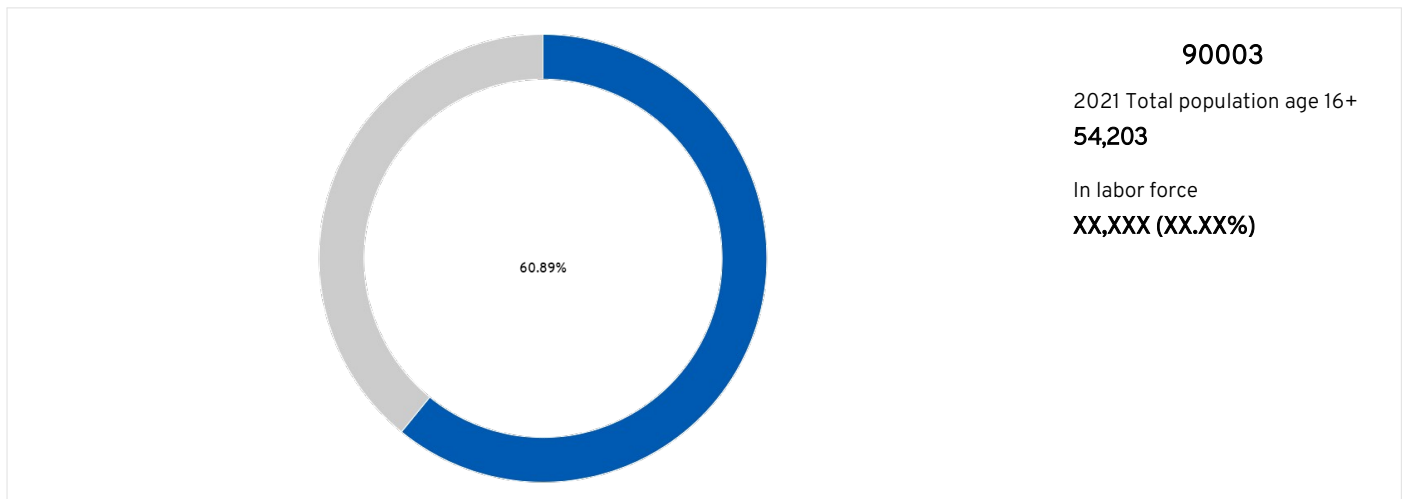
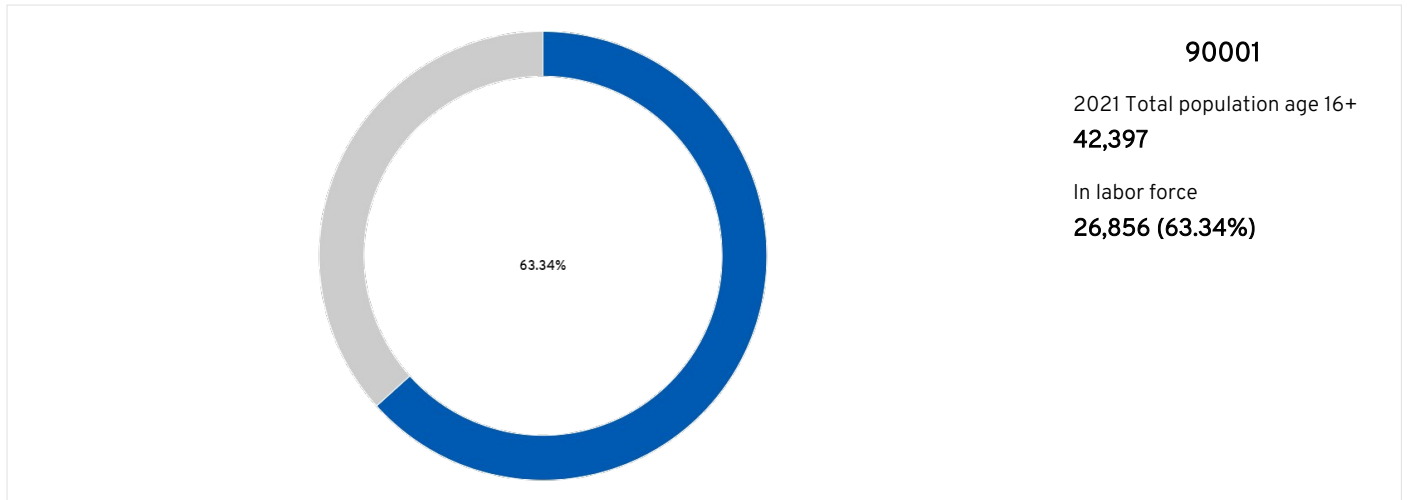




	90001	90003	90005	Total
2021 Base population	34,392	43,506	27,090	104,988
Less than 9th grade	XX.XX%	XX.XX%	XX.XX%	27.29%
9th to 12th grade no Diploma	XX.XX%	19.66%	9.27%	16.64%
High school graduate (includes equivalency)	XX.XX%	27.31%	XX.XX%	24.38%
Some college, no degree	14.86%	XX.XX%	XX.XX%	13.09%
Associate Degree	4.69%	XX.XX%	4.29%	4.23%
Bachelor's Degree	5.25%	5.33%	XX.XX%	10.64%
Graduate / Professional Degree	XX.XX%	XX.XX%	XX.XX%	3.73%

Civilian Population

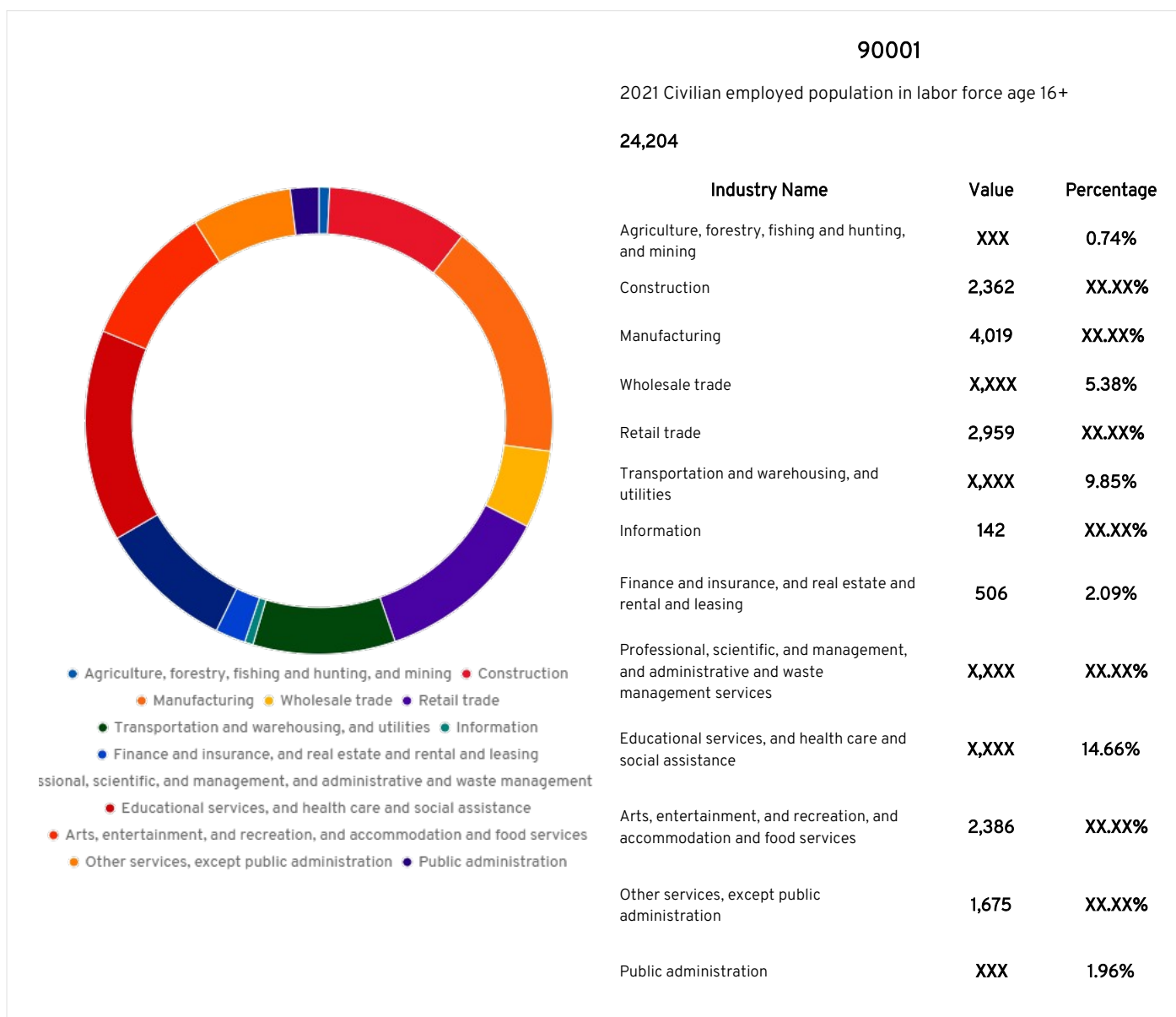
Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles



	90001	90003	90005
2021 Total population age 16+	42,397	54,203	30,806
In labor force %	63.34%	XX.XX%	XX.XX%
In labor force	26,856	XX,XXX	XX,XXX
Civilian labor force	XX,XXX	XX,XXX	XX,XXX
Employed	XX,XXX	XX,XXX	XX,XXX
Unemployed	X,XXX	X,XXX	X,XXX

Civilian Employed Population by Industry

Data by: U.S. Census Bureau | 2021: ACS 5-Year Estimates Data Profiles



90003

2021 Civilian employed population in labor force age 16+

29,892



- Agriculture, forestry, fishing and hunting, and mining ● Construction
- Manufacturing ● Wholesale trade ● Retail trade
- Transportation and warehousing, and utilities ● Information
- Finance and insurance, and real estate and rental and leasing
- Professional, scientific, and management, and administrative and waste management
- Educational services, and health care and social assistance
- Arts, entertainment, and recreation, and accommodation and food services
- Other services, except public administration ● Public administration

Industry Name	Value	Percentage
Agriculture, forestry, fishing and hunting, and mining	310	X.XX%
Construction	X,XXX	9.90%
Manufacturing	3,256	X.XX%
Wholesale trade	X,XXX	4.52%
Retail trade	3,573	X.XX%
Transportation and warehousing, and utilities	X,XXX	9.48%
Information	183	X.XX%
Finance and insurance, and real estate and rental and leasing	904	3.02%
Professional, scientific, and management, and administrative and waste management services	X,XXX	10.87%
Educational services, and health care and social assistance	4,427	X.XX%
Arts, entertainment, and recreation, and accommodation and food services	X,XXX	11.98%
Other services, except public administration	2,683	X.XX%
Public administration	X,XXX	1.95%

90005

2021 Civilian employed population in labor force age 16+

20,326



- Agriculture, forestry, fishing and hunting, and mining ● Construction
- Manufacturing ● Wholesale trade ● Retail trade
- Transportation and warehousing, and utilities ● Information
- Finance and insurance, and real estate and rental and leasing
- Professional, scientific, and management, and administrative and waste management
- Educational services, and health care and social assistance
- Arts, entertainment, and recreation, and accommodation and food services
- Other services, except public administration ● Public administration

Industry Name	Value	Percentage
Agriculture, forestry, fishing and hunting, and mining	XX	0.25%
Construction	1,346	X.XX%
Manufacturing	X,XXX	5.27%
Wholesale trade	649	X.XX%
Retail trade	X,XXX	9.16%
Transportation and warehousing, and utilities	687	X.XX%
Information	XXX	4.43%
Finance and insurance, and real estate and rental and leasing	1,178	X.XX%
Professional, scientific, and management, and administrative and waste management services	X,XXX	16.60%
Educational services, and health care and social assistance	2,847	X.XX%
Arts, entertainment, and recreation, and accommodation and food services	X,XXX	21.88%
Other services, except public administration	1,408	X.XX%
Public administration	XXX	2.49%

Total

2021 Civilian employed population in labor force age 16+

74,422



- Agriculture, forestry, fishing and hunting, and mining ● Construction
- Manufacturing ● Wholesale trade ● Retail trade
- Transportation and warehousing, and utilities ● Information
- Finance and insurance, and real estate and rental and leasing
- Professional, scientific, and management, and administrative and waste management
- Educational services, and health care and social assistance
- Arts, entertainment, and recreation, and accommodation and food services
- Other services, except public administration ● Public administration

Industry Name	Value	Percentage
Agriculture, forestry, fishing and hunting, and mining	541	X.XX%
Construction	X,XXX	8.96%
Manufacturing	8,346	X.XX%
Wholesale trade	X,XXX	4.44%
Retail trade	8,393	X.XX%
Transportation and warehousing, and utilities	X,XXX	7.93%
Information	1,225	X.XX%
Finance and insurance, and real estate and rental and leasing	X,XXX	3.48%
Professional, scientific, and management, and administrative and waste management services	8,890	X.XX%
Educational services, and health care and social assistance	X,XXX	14.54%
Arts, entertainment, and recreation, and accommodation and food services	10,413	X.XX%
Other services, except public administration	X,XXX	7.75%
Public administration	1,563	X.XX%

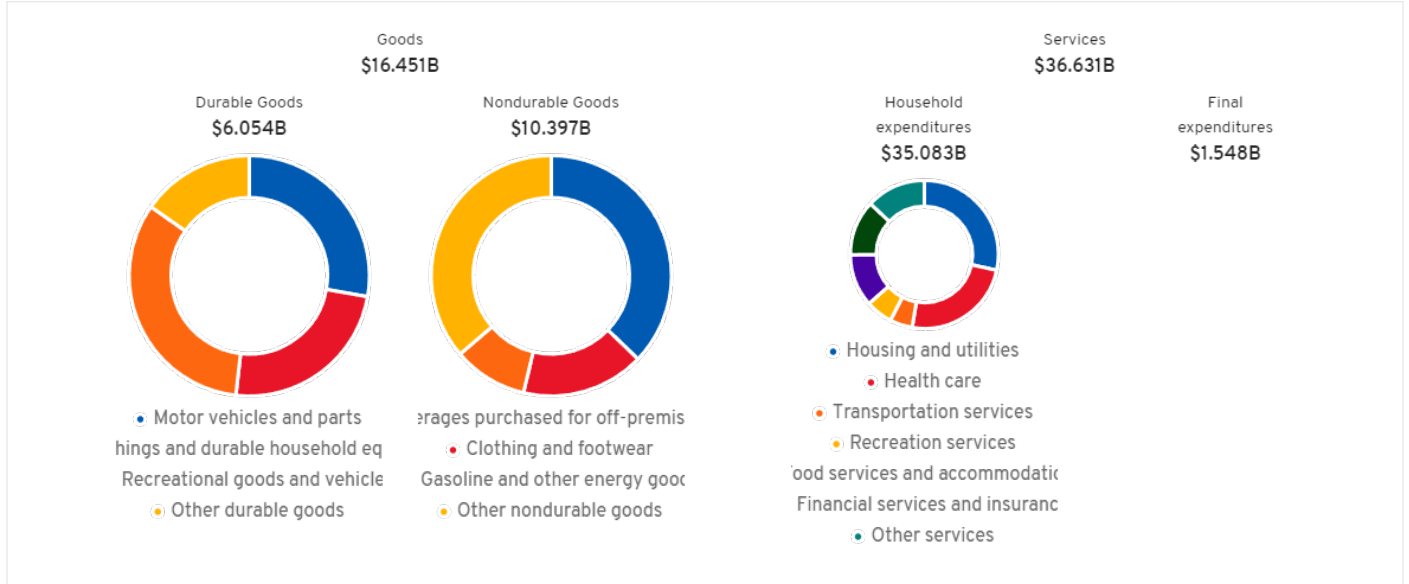
Consumer Spending Information for the State

Source: Bureau of Economic Analysis - last updated: 2021 - revised statistics for 1998-2020

California

Per capita personal consumption expenditures

\$53.08B



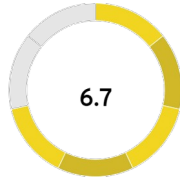
California

Per capita personal consumption expenditures	\$53.082B
Goods	\$16.451B
Durable goods	\$6.054B
Motor vehicles and parts	\$X.XXXB
Furnishings and durable household equipment	\$X.XXXB
Recreational goods and vehicles	\$X.XXXB
Other durable goods	\$X.XXXB
Nondurable goods	\$X.XXXB
Food and beverages purchased for off-premises consumption	\$X.XXXB
Clothing and footwear	\$1.721B
Gasoline and other energy goods	\$1.039B
Other nondurable goods	\$3.772B
Services	\$X.XXXB
Household consumption expenditures (for services)	\$X.XXXB
Housing and utilities	\$9.972B
Health care	\$8.501B
Transportation services	\$1.731B
Recreation services	\$X.XXXB
Food services and accommodations	\$X.XXXB
Financial services and insurance	\$X.XXXB
Other services	\$X.XXXB
Final consumption expenditures of nonprofit institutions serving households (NPISHs)	\$1.548B
Gross output of nonprofit institutions	\$X.XXXB
Less: Receipts from sales of goods and services by nonprofit institutions	\$X.XXXB

Intelligence™ Scores

Target Area Scoring

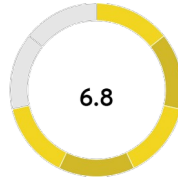
90001



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.

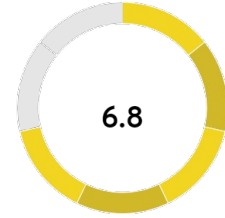
Industry Scoring

HR Consulting



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

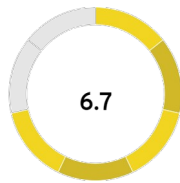


The business opportunity score indicates how attractive it is to enter a specific industry in a specific location. It is a weighted score that combines both the target area score and the industry attractiveness score. Please note that you also need to look at the population size to determine if the market 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.

● 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

Target Area Scoring

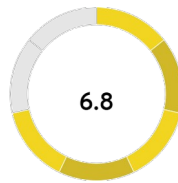
90003



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.

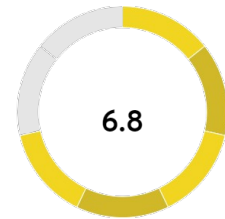
Industry Scoring

HR Consulting



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Business Opportunity Scoring

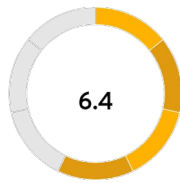


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Target Area Scoring

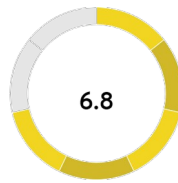
90005



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.

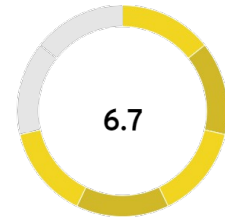
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HR Consulting



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