Graphic Design Services - The 2016 U.S. Market Research Report

Description: This 2016 Market Research Report is an in-depth evaluation of the Graphic Design Services industry in the United States.

These Market Research Reports are based on billions of data points created from millions of annual comprehensive business surveys. This report is utilized for a range of strategic purposes, including benchmarking, due diligence, cost cutting, planning, evaluating opportunities, forecasting, streamlining, and gap analysis. This particular report is loaded with over 100 insightful data sets, such historical and forecasted industry sales, operating expense details, product line breakdown, financial ratios, benchmarks, wages, profitability, organizational analysis, revenue per employee, state statistics, price inflation, consolidation analysis, firm dynamics, pay ranges for different roles, firm size data, employment, and much more.

Just take a look at the table of contents and you'll see the broad and in-depth insights, which leaders have come to depend on for their research and benchmarking needs. This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identify-ties. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

If you are looking for that one market research report that will help you make the right strategic decisions, this is it.

Also, check out some select highlights from this particular report on the Graphic Design Services industry:

INDUSTRY SIZE & ATTRACTIVENESS
In 2014, industry sales were $7.6 billion
Find out the 2015 revenues and historical and projected growth

INDUSTRY GROWTH
Over the past 3 years, the industry has declined at an annual rate of %
Learn the 2009-2015 historical figures and the 2016 and 5 year forecasts

COMPANY GROWTH
There are 15,041 companies in the industry
Learn the 2009-2015 historical figures and the 2016 and 5 year forecasts

SALES PER CAPITA
In 2015, the sales per capita in California was $63 for Graphic Design Services
Learn the sales per capita of other states

SALES PER ESTABLISHMENT
In 2015, the average sales per establishment was $.5 million
Discover historical and forecasted sales per establishment

INFLATION & PRICING
2013 Inflation was 1.6%
Learn the 2009-2015 historical figures and the 2016 and 5 year forecasts

COMPANY SIZE BENCHMARKS
From 2009 to 2015, the number of companies with 10-99 employees declined -0.5%
Find out many more insights by size of company

PROFITABILITY
For profitable companies, the average net income is 9.6%
Discover more about industry profitability

FINANCIAL RATIO BENCHMARKS
The asset to liabilities ratio of the industry is 1.1
Benchmark nine other important financial ratios

RIGHTSIZING ANALYSIS
The average revenue per employee is $152,067
Learn the 2009-2015 historical figures and the 2016 and 5 year forecasts

EXPENSE BENCHMARKING
2.6% of revenues is spent on health insurance
Benchmark against 24 other expense categories

OPERATING EXPENSES
In 2015, industry operating expenses grew -0.9%
Learn how much operating expenses grew per company and establishment

PAYROLL
In 2015, payroll per employee was $53,015
Get the full picture of the 2009-2015 historical figures and the 2016 and 5 year forecasts

PAYROLL BY STATE
California averages $62,039 in payroll per employee
Learn the payroll stats on other states

JOB CATEGORIZATION BENCHMARKS
16.5% of the jobs in the industry are administrative positions
Benchmark against 13 other job categories

JOB CATEGORIZATION PAY RANGES
The average industry hourly pay for office and administrative jobs is $18.74
Discover the bottom 10%, 25%, average, top 75% and 90% pay ranges in 14 job categories

The above highlights represent a very small fraction of what you will find in this report.

Get the 2016 Report on Graphic Design Services now to unlock potential from one of the most trusted research firms.

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