



# HCEDC

Hudson County  
Economic Development  
Corporation



**Michelle Richardson**  
*Executive Director*



**Rosennies Feliz**  
*Program  
Coordinator*



**Dr. Jairo Borja**  
*Training & Technical Assistance Officer*

## Welcome!

### Marketing Research Tools for Small Business

April 19, 2023

- 5:45 pm – 6:00 pm
  - Network over Refreshments
- 6:00 pm - 6:05 pm
  - Welcome - Michelle Richardson/Rosennies Feliz
- 6:05 pm - 7:30 pm
  - UCEDC Dr. Jairo Borja – Introductions and training

#### SUPPORTED BY

County Executive  
Thomas A. DeGise and the  
Board of County Commissioners



#### IN PARTNERSHIP WITH

North Bergen  
Mayor Nicholas J. Sacco  
Library Director Sai Rao



#### OUR TRAINING PARTNER



A Non-Profit Economic Development Corporation

#### CONTACT US

830 Bergen Avenue  
Jersey City, NJ 07306  
201-369-4370



Hudson County  
Economic Development  
Corporation

# Marketing Research Tools

For Small Business

# A Non-Profit Economic Development Corporation



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A Non-Profit Economic Development Corporation

[LOANS](#) ▾

[TRAINING](#) ▾

[GOV'T CONTRACTING \(PTAC\)](#) ▾

[BUSINESS TOOLS](#) ▾

[MEET OUR CLIENTS](#) ▾



## 2% Working Capital Loans for COVID-19 Crisis Relief

Loans up to \$15,000 | Fixed rate, up to 5 years

[Learn more and apply](#)



### LOANS

Small business financing for start-up and growing businesses

### TRAINING

Entrepreneurial seminars and free business skills workshops

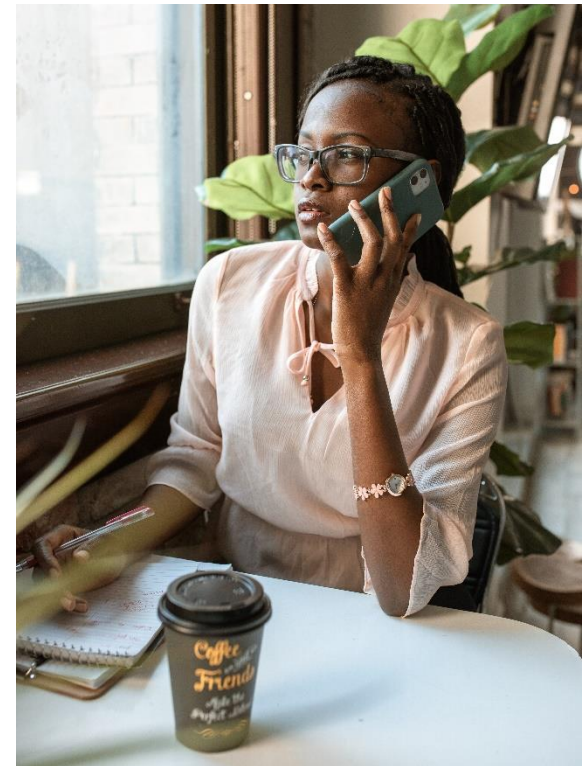
### GOV'T CONTRACTING

Free counseling, training and support to get you going and winning

# Lending

## Your business is more than a credit score to us

- Community Development Financial Institution (CDFI)
- US Small Business Administration (SBA) lender
- Microloans – up to \$50,000
- SBA 7a Community Advantage loans – up to \$250,000
- SBA 504 Commercial Real Estate & Major Equip. loans – up to \$5mil.



# Training & Technical Assistance

**Get the business skills you need to start, grow and thrive**



- Free workshops
- Business Basics
- Entrepreneurship Training Courses
- Business Mentoring (one-on-one counseling)
- Special Programs
  - Entrepreneurship as a Second Chance (ESC)
  - Virtual Incubator Program (VIP)

# APEX Accelerator

## APEX Accelerator is your gateway to Government Contracts



- Free seminars
- One-on-one counseling
- Registrations & Certificates
- Identifying bid leads
- Marketing to purchasing agents
- Proposal development
- Regulations & Military Specifications
- Subcontracting assistance
- Government Services Administration (GSA)

# Marketing Research For Small Business

## INTRODUCTIONS

(Poll questions)

- New or existing business
- Type of business
- Primary job skill or function



# Marketing Research For Small Business

## Workshop Objectives

- Understand basic marketing research concepts
- Identify business uses of marketing research
- Review free market research data & list resources
- Illustrate uses of resources with exercises and examples





# Marketing Research Concepts

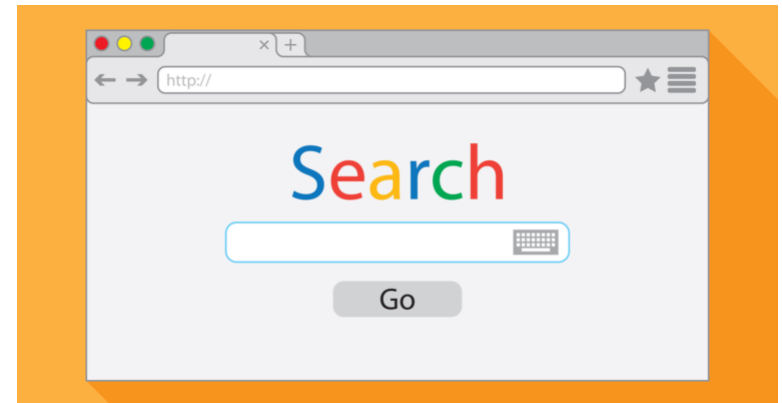
**Primary**

vs.

**Secondary Research**

Self-conducted

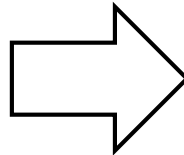
Previously conducted



# Marketing Research Concepts

## Primary Research

### Qualitative Research



- One-on-one interviews
  - mall intercept
  - depth interview
- Focus groups
- Panels
- Mystery shop

### Quantitative Research

- Phone surveys
  - traditional/land line
  - cell phone, text
- Written, Mail and Fax surveys
- Online surveys
  - email
  - web, social media
- Mechanical (e.g., Nielson)

# Marketing Research Concepts

## Qualitative vs Quantitative

	Qualitative	Quantitative
Conceptual	<p>Concerned with understanding human behaviour from the informant's perspective</p> <p>Assumes a dynamic and negotiated reality</p>	<p>Concerned with discovering facts about social phenomena</p> <p>Assumes a fixed and measurable reality</p>
Methodological	<p>Data are collected through participant observation and interviews</p> <p>Data are analysed by themes from descriptions by informants</p> <p>Data are reported in the language of the informant</p>	<p>Data are collected through measuring things</p> <p>Data are analysed through numerical comparisons and statistical inferences</p> <p>Data are reported through statistical analyses</p>

*Source: Adapted from Minichiello et al. (1990, p. 5)*

# Marketing Research Concepts

## Sampling plan

- What *actionable* information do we want to obtain?
- Who should we survey?
- How many people should we survey? (sample size)
- How should we select the respondents?

# Marketing Research Concepts

## Sample Size Calculator

<https://www.surveysystem.com/sscalc.htm>

### Determine Sample Size

Confidence Level:	95%
Confidence Interval:	+/- 5%
Population:	230
<b>Sample Size:</b>	<b>144</b>

### Determine Sample Size

Confidence Level:	95%
Confidence Interval:	+/- 5%
Population:	230,000,000
<b>Sample Size:</b>	<b>384</b>

# Marketing Research Concepts

## Two kinds of bias

- Selection bias: Surveying the wrong audience
- Response bias: Asking a question the wrong way



# Business Uses of Marketing Research

- New business or product concept testing
- Sales and market forecasting
- Competitive intelligence
- Site (store, branch, office) evaluation
- Customer profiling and segmentation
- Pricing and price sensitivity
- Advertising and promotion
  - Awareness, image and purchase intent
  - Branding and taglines
  - Creative/copy development and testing
- Customer service, satisfaction, retention

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# Business Uses of Marketing Research - Sales and Market Forecasting

Ask:

1. Who has the need for my product/service, the financial ability to purchase it, and the ability to find it?
2. How many of these people or businesses exist today?
3. How much money does each person/business spend every year on the problem my product/service solves?
4. Who else do I share this market with?

Source: "How Big is Your Market Potential, Really?" Caroline Cummings  
<https://articles.bplans.com/how-to-determine-your-tam-total-addressable-market/>

# Business Uses of Marketing Research - Sales and Market Forecasting

- Potential Market (#) – the number of prospects with sufficient interest, income, and access to your product
- Target Market – the part (segments) of the Potential Market that your company decides to pursue
- Total Addressable Market (\$) – the total number of target prospects times estimated average annual \$ revenue per customer
- Obtainable Market – the number of annual customers your company expects to actually obtain (often arrived at by taking a % of total target prospects)

# Business Uses of Marketing Research - Sales and Market Forecasting

## Target Market

A hair salon in a small city (population 120,000 people)

- Provides high-end salon services
- Average haircut and style is \$65
- Majority of clients are women between age 25 and 55 = 35,000



Source: "How Big is Your Market Potential, Really?" Caroline Cummings

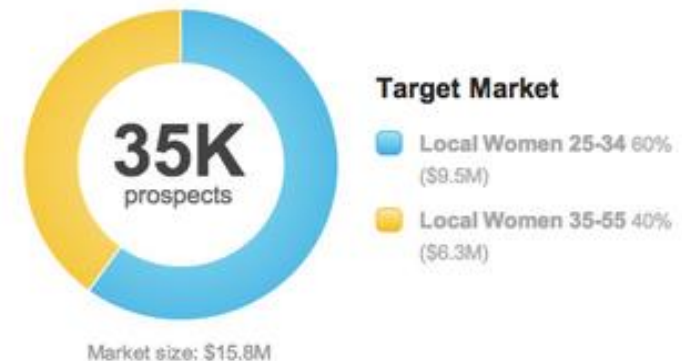
# Business Uses of Marketing Research - Sales and Market Forecasting

## Total Addressable Market

Assume:

- Average annual revenue per customer = \$450  
(approx. 7 visits per year)

Total Addressable Market =  
(35,000 x \$450) = \$15,750,000



Source: "How Big is Your Market Potential, Really?" Caroline Cummings

# Business Uses of Marketing Research - Sales and Market Forecasting

## Obtainable Market

Assume:

- Your salon will capture approx. 1% of Total Addressable Market over the first 2 years of operation

- $35,000 \times 1\% = 350$  customers
- $\$15,750,000 \times 1\% = \$157,500$  in revenue

	Revenue Per Customer/Year	# of Customers Y1	# of Customers Y2
<b>Assumptions</b>	\$450	135	215
	<b>Revenue</b>		
Year 1	\$60,750		
Year 2	\$96,750		
<b>Totals</b>	<b>\$157,500</b>		

Source: "How Big is Your Market Potential, Really?" Caroline Cummings

# Marketing Research & Data List Sources

## Marketing Research & Data Sources

- JerseyClicks – NJ State Library
  - Information & Research Tools
  - referenceUSA



# “JerseyClicks” = NJ State Library



jersey clicks



[All](#) [Shopping](#) [News](#) [Maps](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 10,500,000 results (0.43 seconds)

[www.njstatelib.org](#) › [services\\_for\\_libraries](#) › [statewide\\_services](#) › [jerse...](#) ▾

## JerseyClicks | New Jersey State Library

Rosetta Stone Inc. is dedicated to changing people's lives through the power of language and literacy education. The company's innovative, personalized ...

### JerseyClicks - By Subject

Alphabetical – By Subject –  
Statistics – URLs (for libraries ...

### JerseyClicks - Statistics

Electronic resources provided to  
New Jersey's libraries by the ...

### JerseyClicks - URLs for libraries

Alphabetical – By Subject –  
Statistics – URLs (for libraries ...

[More results from njstatelib.org](#) »

[www.njstatelib.org](#) › [services\\_for\\_libraries](#) › [statewide\\_services](#) › [data...](#) ▾

## Full-Text Databases included in JerseyClicks | New Jersey ...

Basic Research. EBSCO Academic Search Premier Academic Search Premier contains indexing and abstracts for more than 8,500 journals, with full text for ...

# “JerseyClicks” = NJ State Library

The screenshot shows the website [https://www.njstatelib.org/services\\_for\\_libraries/statewide\\_services/jerseyclicks/](https://www.njstatelib.org/services_for_libraries/statewide_services/jerseyclicks/). The page features the NJ State Library logo, a search bar, and navigation links for NEWS, EVENTS, SERVICES, CE TRAINING, BLOGS, and CONTACT. Below the navigation are four menu items: RESEARCH LIBRARY, TALKING BOOK & BRAILLE CENTER, SERVICES FOR LIBRARIES, and ABOUT THE STATE LIBRARY. The main content area is titled "JerseyClicks" and describes electronic resources provided to New Jersey's libraries. It includes links for "Instructions for ReferenceUSA geolocation authentication" and "Alphabetical – By Subject – Statistics – URLs (for libraries)". There are also sections for "Academic Search Premier" and "Business Source Elite", each with an "Expand" button. On the right side, there is a "SERVICES FOR LIBRARIES" section with a list of services including New Jersey Library Construction Bond Act, Continuing Education, Lifelong Learning, Library Support Services, Innovation & Strategic Partnerships, NJSL Office of Communications, Marketing & Outreach, Statewide Services (JerseyCat), and JerseyClicks (JerseyClicks – By Subject, JerseyClicks – Statistics).



# About Data Axle Reference Solutions...

## Create data lists & look at markets tailored to your needs



- Target companies by size, location, sales
- Lists and profiles of competitors
- Health care providers
- Consumers, residential addresses
- Homeowners, new movers
- Lifestyles

# Using Data Axle Reference Solutions...

## Develop BtoB and BtoC leads and relationships

- Who are my target customers?
- Who are my competitors?
- Who are potential partners, suppliers?

### Available Databases

Select a Database to Get Started

#### U.S. Businesses

57 Million Businesses  
3.4 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

#### Canadian Businesses

2.1 Million Businesses

#### U.S. New Businesses

2.0 Million New Businesses

#### U.S. Standard White Pages

162 Million Residents

#### Canadian White Pages

11 Million Individuals

#### U.S. Historical Businesses

243 Million Historical Records

#### U.S. Jobs / Internships

2.5 Million Job Postings

#### U.S. Healthcare

1.2 Million Physicians & Dentists

#### U.S. Consumers / Lifestyles

320 Million Individuals

#### U.S. New Movers / Homeowners

17 Million Records

# Marketing Research EXERCISES & EXAMPLES

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## Example 1: Business to Consumer Painter – Lead Generation

Event Trigger: Recent Movers

Move distance

Time frame

Housing type (homeowners)

Tutorial: <https://www.youtube.com/watch?v=F3U25GiPUno>

# Selection Criteria

## Ways to Segment a Market (BtoC)

Geographic (country, region, state, **county**, city, zip, neighborhood, household)

Demographic (age, gender, income, education, **homeownership**, ethnicity, marital status)

Psychographic (personality, values, lifestyle, interests)

Buyer Behavior (outlet type, channel preference, usage rate, adoption/buying stage)

Event Triggers (**new movers**, life stages, weddings, births, retirements)

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## Available Databases

Select a Database to Get Started

### U.S. Businesses

52 Million Businesses

2.8 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

### Canadian Businesses

1.9 Million Businesses

### U.S. New Businesses

4.4 Million New Businesses

### U.S. Standard White Pages

156 Million Residents

### Canadian White Pages

11 Million Individuals

### U.S. Historical Businesses

211 Million Historical Records

### U.S. Jobs / Internships

2.5 Million Job Postings

### U.S. Healthcare

1.2 Million Physicians & Dentists

### U.S. Consumers / Lifestyles

291 Million Individuals

### U.S. New Movers / Homeowners

16 Million Records

Brought to you by:



### U.S. Businesses

The U.S. Business database contains a total of 52 million businesses including 15 million verified and 37 million unverified businesses that are updated weekly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...

Use [Quick Search](#) to find what you need with a few clicks or use our powerful [Advanced Search](#) to fine tune your search.

SEARCH

# Results

County:

- Middlesex

Homeownership:

- Homeowner

Move Distance:

- 25 – 3,000 miles

Move Timeframe:

- Last 6 months

Phone  
 Area Code

**Geography** ✓

Map Based Search  
 City / State  
 Metro Area  
 ZIP Codes  
 Carrier Route  
 County  
 Radius  
 Street Address  
 Neighborhood

**Residential Details** ✓

Home Ownership  
 Housing Type  
 Estimated Home Value  
 Estimated Income  
 Estimated Age

**Mortgage Details**

Deed Date  
 Financing Type  
 Loan Type  
 Loan Amount  
 Purchase Period

**Relocation Details** ✓

Move Distance  
 Time Frame

**Exclusions**

OMIT: Area Code  
 OMIT: ZIP Code  
 OMIT: Carrier Route  
 OMIT: City

Gloucester, NJ  
Hudson, NJ  
Hunterdon, NJ  
Mercer, NJ  
Middlesex, NJ  
Monmouth, NJ  
Morris, NJ  
Ocean, NJ  
Passaic, NJ

Middlesex, NJ

[Clear Field\(s\)](#)

**Home Ownership** Search Tips Collapse Remove

Confirmed Homeowner  
 Probable Homeowner  
 Renter

[Clear Field\(s\)](#)

**Move Distance** Search Tips Collapse Remove

Select a move distance in miles

From  Miles To  Miles

[Clear Field\(s\)](#)

**Time Frame** Search Tips Collapse Remove

Search Timeframe to find homeowners by the time record was entered into our database.

**Pre-defined Date Ranges**

Choose from the options below.

**Advanced Date Selection**

Choose the exact date range below

From  To

**VIEW RESULTS**

**UPDATE COUNT**

**RECORD COUNT**  
1,254

**CLEAR SEARCH**

[Back To Top](#)

# Downloadable List

U.S. New Movers / Homeowners

1,254 Results

[Revise Search](#)

[New Search](#)

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◀ 1 ▶

[Review](#)

[Details](#)

[Heat Map](#)

[Summary](#)

[Charts](#)

[Download](#)

[Print](#)

[Save Search](#)

NEW!

⚠ Telephone numbers displayed may be on a Do-Not-Call list and should not be used for solicitation. You are responsible for the compliance with all federal, state and local laws.

<input type="checkbox"/>	First Name	Last Name	Street Address	City, State	ZIP	Phone	Homeownership
<input type="checkbox"/>	Patrick	Oconnor	409 Hudson Blvd	Avenel, NJ	07001	Not Available	Confirmed
<input type="checkbox"/>	Nandanie	Varma	157 Oak Tree Ave	South Plainfield, NJ	07080	Not Available	Probable
<input type="checkbox"/>	Leonard	Vasile	156 S Plainfield Ave	South Plainfield, NJ	07080	Not Available	Probable
<input type="checkbox"/>	Mehreen	Riaz	193 Karkus Ave	Woodbridge, NJ	07095	Not Available	Probable
<input type="checkbox"/>	Joan	Fitzpatrick	51 Willry St	Woodbridge, NJ	07095	Not Available	Probable
<input type="checkbox"/>	Colleen	O'Neill	2 Hickory Ct	Matawan, NJ	07747	Not Available	Probable
<input type="checkbox"/>	Bernadeta	Rostkowski	4 Utah Dr C	Matawan, NJ	07747	Not Available	Confirmed
<input type="checkbox"/>	Chanae	Duncan	805 Berkshire Dr	Princeton, NJ	08540	Not Available	Probable
<input type="checkbox"/>	Joanne	Anthal	626 Windsor Way A	Monroe Township, NJ	08831	Not Available	Confirmed
<input type="checkbox"/>	Ismael	Vega	368 Rector St 511	Perth Amboy, NJ	08861	Not Available	Confirmed
<input type="checkbox"/>	Jay	Heumann	3 Salem Rd	East Brunswick, NJ	08816	Not Available	Confirmed
<input type="checkbox"/>	Harsh	Upadhyaya	1006 Hights Farm Rd N 1006	Monroe Township, NJ	08831	Not Available	Confirmed
<input type="checkbox"/>	Randolph	Cantillo	61 Woodview Dr	Old Bridge, NJ	08857	Not Available	Confirmed
<input type="checkbox"/>	Marie	Maniquiz	1004 Cypress Ln	East Brunswick, NJ	08816	Not Available	Probable
<input type="checkbox"/>	Phil	Miup	14 Monroe Pl	East Brunswick, NJ	08816	Not Available	Probable
<input type="checkbox"/>	Chave	Ortega	24 Clearview Rd	East Brunswick, NJ	08816	Not Available	Probable
<input type="checkbox"/>	Leslie	Donofrio	16 Green Acres Ave	East Brunswick, NJ	08816	Not Available	Probable
<input type="checkbox"/>	Concepcio	Albert	9 Stratford Rd	East Brunswick, NJ	08816	Not Available	Probable

# The Mailing List on Excel

	A	B	C	D	E	F	G	H	I	J	K
	Last Name	First Name	Middle Initial	House Number	Street Name	Street Suffix	Unit Number	Phone Number	City	State	ZIP Code
1	Oconnor	Patrick	F	409	Hudson	Blvd		Not Available	Avenel	NJ	07001
2	Varma	Nandanie		157	Oak Tree	Ave		Not Available	South Plainfield	NJ	07080
3	Vasile	Leonard		156	Plainfield	Ave		Not Available	South Plainfield	NJ	07080
4	Riaz	Mehreen		193	Karkus	Ave		Not Available	Woodbridge	NJ	07095
5	Fitzpatrick	Joan		51	Willry	St		Not Available	Woodbridge	NJ	07095
6	O'Neill	Colleen		2	Hickory	Ct		Not Available	Matawan	NJ	07747
7	Rostkowski	Bernadeta		4	Utah	Dr	C	Not Available	Matawan	NJ	07747
8	Duncan	Chanae		805	Berkshire	Dr		Not Available	Princeton	NJ	08540
9	Anthal	Joanne	M	626	Windsor	Way	A	Not Available	Monroe Township	NJ	08831
10	Vega	Ismael		368	Rector	St	511	Not Available	Perth Amboy	NJ	08861
11	Heumann	Jay		3	Salem	Rd		Not Available	East Brunswick	NJ	08816
12	Upadhyaya	Harsh		1006	Hights Farm	Rd	1006	Not Available	Monroe Township	NJ	08831
13	Cantillo	Randolph		61	Woodview	Dr		Not Available	Old Bridge	NJ	08857
14	Maniquiz	Marie		1004	Cypress	Ln		Not Available	East Brunswick	NJ	08816
15	Miup	Phil		14	Monroe	Pl		Not Available	East Brunswick	NJ	08816
16	Ortega	Chave	M	24	Clearview	Rd		Not Available	East Brunswick	NJ	08816
17	Donofrio	Leslie		16	Green Acres	Ave		Not Available	East Brunswick	NJ	08816
18	Albert	Concepcio		9	Stratford	Rd		Not Available	East Brunswick	NJ	08816
19	Payano	Denny		31	Meadow	Rd		Not Available	East Brunswick	NJ	08816
20	Gari	Chenchu	R	1020	New Durham	Rd		Not Available	Edison	NJ	08817
21	Hsiao	Thomas		10	Sturgis	Rd		Not Available	Edison	NJ	08817
22	Aadharsh	Raghavend		20	Calvert	Ave		Not Available	Edison	NJ	08820
23	Dagalani	Varsha		2	Sinclair	Rd		Not Available	Edison	NJ	08820
24	Fazliddin	Khodjaber		21	Jean	Pl		Not Available	Edison	NJ	08820
25	Chen	Peiming		42	Stanford	Dr		Not Available	Kendall Park	NJ	08824



# Marketing Research EXERCISES & EXAMPLES

**data axle** • reference solutions

**Example 2: Business to Consumer  
Online Food & Wine Market Potential**

Geography  
Demographics  
Interests  
Lifestyle/Buyer Behavior

# Selection Criteria

## Ways to Segment a Market (BtoC)

Geographic (country, region, state, county, **city**, zip, neighborhood, household)

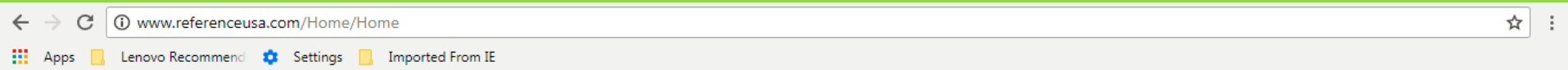
Demographic (**age**, **gender**, income, education, homeownership, ethnicity, marital status)

Psychographic (personality, values, lifestyle, **interests**)

Buyer Behavior (outlet type, **channel preference**, usage rate, adoption/buying stage)

Event Triggers (new movers, life stages, weddings, births, retirements)

# data axle · reference solutions



## Available Databases

Select a Database to Get Started

### U.S. Businesses

52 Million Businesses

2.8 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

### Canadian Businesses

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### U.S. New Businesses

4.4 Million New Businesses

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Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...

Use **Quick Search** to find what you need with a few clicks or use our powerful **Advanced Search** to fine tune your search.

SEARCH

# Results

City = Jersey City

Lifestyle/Interests:

- General Cooking
- Gourmet Food & Wine

Purchase Behavior:

- Internet Purchaser

The screenshot displays a web-based marketing research tool interface. On the left, a sidebar contains filter categories: Name, Phone, Geography (checked), Housing Selections, Lifestyles (checked), Consumer Snapshot, and Exclusions. The main content area is divided into two sections: 'City / State' and 'Lifestyles'. The 'City / State' section shows a search for 'jersey city' with a 'GO' button and a results table with one entry: 'Jersey City, NJ' under the 'City' column. The 'Lifestyles' section shows a list of categories with checkboxes, including 'Apparel / Fashion / Beauty', 'Arts / History / Science', 'Books / Magazines', 'Charitable Donor', 'Cooking / Wine' (checked), 'General Cooking' (checked), 'Gourmet Food & Wine' (checked), 'Collectibles', 'Hobbies / Crafts / Sewing', 'Health / Diet / Fitness', 'Home Improvement / Decor', 'Motor Vehicles / Motor sports', 'Outdoor Recreation', 'Personal Finance / Self-Help', 'Pets / Animals', 'Photography', 'Politics / Religion / News', 'Purchase Behavior', 'Bargain Seekers', 'Business Office Supplies & Equipment', 'Catalog Shopper', 'Child & Family Products', 'College Related Products', 'Credit Card User', 'Gift Giver', 'Home Office Purchase', 'Internet Purchaser' (checked), 'Personalized Products / Monograms', 'Rural / Farm-Related Products', 'Senior-Oriented Products', 'Tobacco User', 'Sports', 'Technology / Entertainment', and 'Travel'. On the right, a summary panel shows 'VIEW RESULTS', 'UPDATE COUNT', 'RECORD COUNT 35,472', 'EMAIL COUNT 8,328', 'CLEAR SEARCH', and 'Back To Top'.

# Downloadable List

35,472 Results

8,328 with e-mail addresses [more info]

[← Revise Search](#) [← New Search](#)

Page 1 of 1,419

1

[Review](#) [Details](#) [Heat Map](#) [Summary](#) [Charts](#) [Download](#) [Print](#) [Save Search](#)

NEW!

 Telephone numbers displayed may be on a Do-Not-Call list and should not be used for solicitation. You are responsible for the compliance with all federal, state and local laws.

<input type="checkbox"/>	First Name	Last Name	Street Address	City, State	ZIP	Phone
<input type="checkbox"/>	<a href="#">Esmeralda</a>	<a href="#">Musler</a>	127 Summit Ave Apt 102	Jersey City, NJ	07304	Not Available
<input type="checkbox"/>	<a href="#">Christina</a>	<a href="#">Araya</a>	295 Monmouth St Apt B	Jersey City, NJ	07302	Not Available
<input type="checkbox"/>	<a href="#">Sun</a>	<a href="#">Lee</a>	307 Varick St Apt 1	Jersey City, NJ	07302	Not Available
<input type="checkbox"/>	<a href="#">Min</a>	<a href="#">Tan</a>	232 Pavonia Ave Apt 415	Jersey City, NJ	07302	(201) 222-5032
<input type="checkbox"/>	<a href="#">Susan</a>	<a href="#">Palchak</a>	477 Jersey Ave	Jersey City, NJ	07302	Not Available
<input type="checkbox"/>	<a href="#">Amanda</a>	<a href="#">Bruell</a>	203 Shearwater Ct W Apt 53	Jersey City, NJ	07305	Not Available
<input type="checkbox"/>	<a href="#">Timothy</a>	<a href="#">Velle</a>	225 Bay St Apt 204	Jersey City, NJ	07302	Not Available
<input type="checkbox"/>	<a href="#">Lynn</a>	<a href="#">Brownstein</a>	219 8th St	Jersey City, NJ	07302	(201) 795-4765
<input type="checkbox"/>	<a href="#">Steven</a>	<a href="#">Saporta</a>	45 River Dr S Apt 412	Jersey City, NJ	07310	(201) 222-5716
<input type="checkbox"/>	<a href="#">Marlene</a>	<a href="#">Sandkamp</a>	91 Bright St	Jersey City, NJ	07302	(201) 324-1908
<input type="checkbox"/>	<a href="#">Maria</a>	<a href="#">Blanco</a>	1855 John F Kennedy Blvd Ap...	Jersey City, NJ	07305	Not Available
<input type="checkbox"/>	<a href="#">Perry</a>	<a href="#">Tripp</a>	337 Pavonia Ave	Jersey City, NJ	07302	(201) 360-0302
<input type="checkbox"/>	<a href="#">Nandani</a>	<a href="#">Ramlakhan</a>	985 Summit Ave	Jersey City, NJ	07307	Not Available
<input type="checkbox"/>	<a href="#">Charlotte</a>	<a href="#">Ibea</a>	82 Boyd Ave	Jersey City, NJ	07304	Not Available
<input type="checkbox"/>	<a href="#">Eric</a>	<a href="#">Dargenio</a>	300 Coles St Apt 515	Jersey City, NJ	07310	Not Available
<input type="checkbox"/>	<a href="#">Essam</a>	<a href="#">Elbagoury</a>	149 Arlington Ave Apt 1	Jersey City, NJ	07305	Not Available
<input type="checkbox"/>	<a href="#">Sherima</a>	<a href="#">Absolam</a>	194 Garfield Ave	Jersey City, NJ	07305	(201) 985-9633
<input type="checkbox"/>	<a href="#">Joel</a>	<a href="#">Gernsheimer</a>	15 Warren St Apt 110	Jersey City, NJ	07302	(201) 432-7511
<input type="checkbox"/>	<a href="#">Peter</a>	<a href="#">Daniels</a>	254 Palisade Ave	Jersey City, NJ	07307	(201) 792-6899
<input type="checkbox"/>	<a href="#">John</a>	<a href="#">Eshoo</a>	2 Greenwich Dr Apt 603B	Jersey City, NJ	07305	Not Available
<input type="checkbox"/>	<a href="#">John</a>	<a href="#">Moehring</a>	103 Court House Pl	Jersey City, NJ	07306	Not Available
<input type="checkbox"/>	<a href="#">Jennifer</a>	<a href="#">Wagner</a>	212 Warren St Apt 2A	Jersey City, NJ	07302	(201) 451-5531

# Mapping the Data

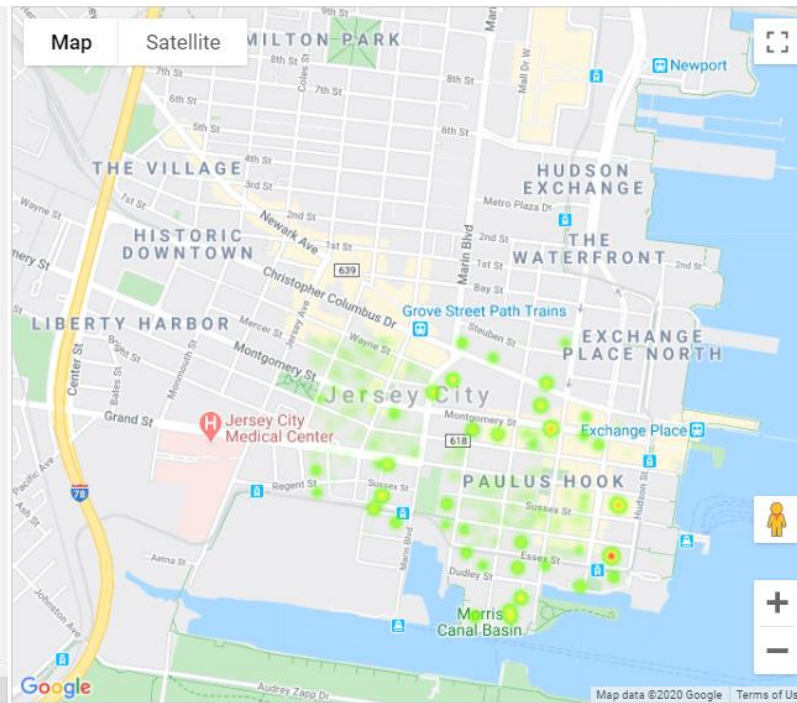
- Transportation
- Attractions
- Restaurants
- Convenience Stores
- Schools & Libraries
- Police & Fire Departments

Please zoom in to see actual Consumers on map. The actual Consumers are shown on map when there are less than 300 records at current zoom level.

Zoom to:  Go

**Note:** The below points of interest information will be shown once you zoom into street level.

- Transportation
- Attractions
- Restaurants
- Convenience Stores
- Schools & Libraries
- Police & Fire Departments



The premier source of business and residential information for reference and research.. (2020, May 5). ReferenceUSA. Retrieved May 5, 2020 8:43 AM, from <https://www.referenceusa.com/UsConsumer/HeatMap/1ed9b4a7cb4e4a07a2311adb0e0bed2c>

[SWITCH TO MLA FORMAT](#)

## Top 50 Tally Results By ZIP Code [Collapse](#)

07305 - 9591	07302 - 6416	07306 - 6166	07304 - 6023
07307 - 5656	07310 - 1379	07303 - 110	07311 - 109
07308 - 22			

# Further Refining Selection Criteria

Age: 25 - 44

Gender: Female

The screenshot displays a web-based marketing research tool interface. On the left, a sidebar contains filter categories: 'Lifestyles' (checked), 'Consumer Snapshot' (checked), and 'Exclusions'. Under 'Consumer Snapshot', 'Age' and 'Gender' are checked. The main area shows a list of demographic and interest-based criteria, with 'Age' and 'Gender' selected. Below this, two filter panels are visible: 'Age' with a list of age ranges (25-29, 30-34, 35-39, 40-44) and 'Gender' with 'Female' selected. On the right, a summary panel shows 'RECORD COUNT' as 9,287 and 'EMAIL COUNT' as 2,388. A red box highlights the 'RECORD COUNT' value.

Contacts per household

- Lifestyles
- Consumer Snapshot
- Age
- Marital Status
- Children Present
- Ethnicity
- Gender
- Language Spoken
- Religion
- Political Party
- Female Occupation
- Male Occupation
- Mortgage Present
- Home Owner
- Home Value
- Income
- Years in Home
- Year Home Built
- Location Type
- Number of Units
- Grandparent Present
- Veteran Present

Exclusions

- OMIT: Area Code
- OMIT: ZIP Code
- OMIT: City
- OMIT: County
- OMIT: Metro
- OMIT: State
- OMIT: Saved Searches

Individuals with a score of 6 and higher (6 to 9)

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Cooking / Wine
  - General Cooking
  - Gourmet Food & Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
  - Bargain Seekers
  - Business Office Supplies & Equipment
  - Catalog Shopper
  - Child & Family Products
  - College Related Products
  - Credit Card User
  - Gift Giver
  - Home Office Purchase
  - Internet Purchaser
  - Personalized Products / Monograms
  - Rural / Farm-Related Products
  - Senior-Oriented Products
  - Tobacco User
- Sports
- Technology / Entertainment
- Travel

VIEW RESULTS

UPDATE COUNT

RECORD COUNT  
9,287

EMAIL COUNT  
2,388  
[more info](#)

CLEAR SEARCH

[Back To Top](#)

Age

Under 25

25 - 29

30 - 34

35 - 39

40 - 44

45 - 49

50 - 54

55 - 59

60 - 64

Gender

Male

Female

# Distribution by Household Income





# Marketing Research EXERCISES & EXAMPLES

**data axle** • reference solutions

## Example 3: Business to Business Appliance Company - BtoB Prospecting

Geography (county)  
Industry Segment  
Sales Volume  
Years in Business

# Selection Criteria

## Ways to Segment a Market (BtoB)

Geographic (country, region, state, **county**, city, zip, neighborhood, household)

Industry (**SIC #**, NAICS #)

Size (# employees, **\$ sales volume**, # square feet)

Ownership (**HQ**, branch, public, private, franchise, home-based, gov't, foreign)

Other (**# years in business**, credit rating)

# Selection Criteria

## SELECTION PARAMETERS

- NJ businesses in the following counties: Hudson, Middlesex, Passaic, Union
- Sales volume: Over \$1 Million
- HQ or Single Location only (i.e., exclude branches and subsidiaries)
- SIC codes/industry segments:
  - 152117 – Kitchen Remodeling & Planning Svc
  - 738902 – Interior Decorators Design & Consultants
  - 871201 – Building Designers
  - 871202 – Architects
- Years in business: 5+ years

## Available Databases

Select a Database to Get Started

### U.S. Businesses

52 Million Businesses

2.8 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

### Canadian Businesses

1.9 Million Businesses

### U.S. New Businesses

4.4 Million New Businesses

### U.S. Standard White Pages

156 Million Residents

### Canadian White Pages

11 Million Individuals

### U.S. Historical Businesses

211 Million Historical Records

### U.S. Jobs / Internships

2.5 Million Job Postings

### U.S. Healthcare

1.2 Million Physicians & Dentists

### U.S. Consumers / Lifestyles

291 Million Individuals

### U.S. New Movers / Homeowners

16 Million Records

Brought to you by:



### U.S. Businesses

The U.S. Business database contains a total of 52 million businesses including 15 million verified and 37 million unverified businesses that are updated weekly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more....

Use **Quick Search** to find what you need with a few clicks or use our powerful **Advanced Search** to fine tune your search.

[SEARCH](#)

# Results

Executive Title  
 Executive Gender  
 Executive Ethnicity

**Business Type** ✓

Keyword/SIC/NAICS  
 Major Industry Group

**Geography** ✓

Map Based Search  
 City / State  
 Metro Area  
 ZIP Codes  
 Radius  
 County  
 Street Address  
 Neighborhood

**Phone**

Business Phone  
 Area Code  
 Toll Free Numbers  
 Fax Numbers

**Business Size** ✓

Number Of Employees  
 Sales Volume

**Ownership** ✓

Public/Private Company  
 Headquarter/Branch  
 Foreign Parent  
 Home Based Business  
 Government Office

**Financial Data**

Stock Exchange  
 Ticker Symbol  
 Credit Rating  
 Business Expenditures

**Special Selects** ✓

Web Address  
 Social Site Links  
 Fortune 1000  
 Yellow Page Ad Size  
 Years In Database  
 Year Established  
 Square Footage  
 Professionals (All / One)  
 Federal Contractor

**Exclusions**

OMIT: Keyword/SIC/NAICS  
 OMIT: Area Code  
 OMIT: ZIP Code

**Major Industry Group** Search Tips | Collapse | Remove

- Agriculture, Forestry, & Fishing (01-09) 0 selected
- Mining (10-14) 0 selected
- Construction (15-17) 1 selected
  - 15-BUILDING CONSTRUCTION-GEN CONTRACTORS 1 selected
    - 1521-GENERAL CONTRS-SINGLE FAMILY HOUSES 1 selected
      - 152101-PATIO & DECK BUILDERS
      - 152102-GARAGE BUILDERS
      - 152103-GENERAL CONTRACTORS
      - 152104-CARPORTS
      - 152105-HOME IMPROVEMENTS
      - 152106-DESIGNERS
      - 152107-PATIO PORCH & DECK ENCLOSURES
      - 152108-WATER DAMAGE RESTORATION-RESIDENTIAL
      - 152109-RESIDENTIAL DESIGNERS
      - 152110-SOLARIUMS SUNROOMS & ATRIUMS
      - 152111-SCREEN ENCLOSURES
      - 152112-HOME BUILDERS
      - 152113-BATHROOM REMODELING
      - 152114-FIRE DAMAGE RESTORATION
      - 152115-HANDYMAN SERVICES
      - 152116-MOBILE HOMES-IMPROVEMENTS
      - 152117-KITCHEN REMODELING & PLANNING SVC
      - 152118-MOBILE HOMES-REPAIRING & SERVICE
      - 152119-SPAS-BUILDERS
      - 152120-CLOSETS-DESIGNING & REMODELING
      - 152121-FLORIDA ROOMS
      - 152122-SUN ROOMS SOLARIUMS ATRIUMS ETC BLDRS
      - 152123-CABINETS-RESURFACING & REFINISHING
      - 152124-ATTIC & BASEMENT FINISHING
      - 152125-DORMER CONSTRUCTION
      - 152126-GAZEBO BUILDERS
      - 152127-STORM SHELTER CONTRACTORS & DEALERS
      - 152128-BASEMENT-REPAIR & RESTORATION
      - 152129-DISABILITY ACCESSIBILITY RENOVATIONS
      - 152130-CONSTRUCTION-BUILDING CONTRACTORS
      - 152131-SOLAR ROOMS & ADDITIONS
      - 152132-DRY ROT-REPAIR
      - 152133-TIMBER FRAME HOMES
      - 152134-ENCLOSURES
      - 152135-MOBILE OFFICES & COML UNITS-REPAIRING
      - 152136-CONSTRUCTION INFORMATION SERVICES
      - 152138-DECK BUILDERS
      - 152139-REMODELING & REPAIRING BLDG CONTRACTORS
      - 152140-CHINKING
      - 152141-STRAWBALE CONSTRUCTION
      - 152142-COURTS CONSTRUCTION-INDOOR & OUTDOOR
      - 152143-EARTH HOME CONSTRUCTION
      - 152144-CONSTRUCTION COMPANIES
      - 152145-WINDOW CAPPING
      - 152146-TERMITE DAMAGE RESTORATION
      - 152147-LASER CONSTRUCTION
      - 152148-OFFICE RENOVATION SVC
      - 152149-HOME IMPROVEMENT RESOURCE GUIDE
      - 152150-TRUSSES-REPAIR
      - 152151-BATHROOM DESIGN & INSTALLATION
      - 152152-HOME BUILDING CONSULTANTS
      - 152153-CONTRACTORS-DESIGN & DEVELOPMENT
      - 152154-HOME BUILDERS-MODULAR
      - 152155-OUTDOOR ROOMS & LIVING
      - 152156-CAJINA CONTRACTORS

**VIEW RESULTS**

**UPDATE COUNT**

**RECORD COUNT**  
48

**BUSINESS HISTORY**  
[more info](#)

**CLEAR SEARCH**

[Back To Top](#)

# Downloadable List

Page 1 of 2

Review Details Heat Map Summary Charts Download Print Save Search

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input type="checkbox"/>	<a href="#">360 Media Innovations</a>	Chima Gale	1511 Stuyvesant Ave # A	Union, NJ	07083	(201) 228-0941	
<input type="checkbox"/>	<a href="#">Amc Granite &amp; Cabinetry LLC</a>		61 E Railway Ave	Paterson, NJ	07503	(973) 278-0200	
<input type="checkbox"/>	<a href="#">Appel Design Group PA</a>	Larry Appel	2444 Morris Ave # 203	Union, NJ	07083	(908) 686-2230	
<input type="checkbox"/>	<a href="#">Artistic Kitchens &amp; Baths</a>		1233 Belmont Ave	North Haledon, NJ	07508	(973) 949-4636	
<input type="checkbox"/>	<a href="#">Aztec Corp</a>	Charles Logan	517 US Highway 1 S # 2001	Iselin, NJ	08830	(732) 636-8989	
<input type="checkbox"/>	<a href="#">B &amp; B Maintenance</a>	Mike Venevento	55 Hearthstone Ave	Fords, NJ	08863	(732) 225-5521	
<input type="checkbox"/>	<a href="#">Banco Inc</a>	Michael Biviano	30 Baekeland Ave	Middlesex, NJ	08846	(732) 302-0889	
<input type="checkbox"/>	<a href="#">Berkowsky &amp; Assoc Inc</a>	Mark Berkowsky	2551 US Highway 130	Cranbury, NJ	08512	(609) 655-2400	
<input type="checkbox"/>	<a href="#">Bj Mcglone &amp; Co Inc</a>	Brian Mcglone	40 Brunswick Ave	Edison, NJ	08817	(732) 287-8600	
<input type="checkbox"/>	<a href="#">Bkc Of Westfield LLC</a>	William Dietze	401 Cumberland St	Westfield, NJ	07090	(908) 789-1828	
<input type="checkbox"/>	<a href="#">Breslow Home Design-Hq</a>	Jason Shaw	65 Brown Ave	Springfield, NJ	07081	(973) 992-2333	
<input type="checkbox"/>	<a href="#">Buckman Architectural Group</a>	David W Buckman	1127 Watchung Ave	Plainfield, NJ	07060	(908) 241-3457	
<input type="checkbox"/>	<a href="#">Cornerstone Architectural</a>	Robert M Longo	202 Hamilton Blvd	South Plainfield, NJ	07080	(908) 753-7004	
<input type="checkbox"/>	<a href="#">Cortinas Extravaganza</a>	Luis Barranco	179 Jefferson St	Passaic, NJ	07055	(973) 773-6000	
<input type="checkbox"/>	<a href="#">Di Cara-Rubino Architects</a>	Germano Rubino	30 Galesi Dr # 200	Wayne, NJ	07470	(973) 256-0202	
<input type="checkbox"/>	<a href="#">Dicara Rubino Architects</a>	Jerry Rubino	3 Westbrook Corporate Ctr	Wayne, NJ	07470	(973) 256-0202	
<input type="checkbox"/>	<a href="#">Economy Kitchens &amp; Baths</a>	Jay Taback	1716 E 2nd St	Scotch Plains, NJ	07076	(732) 382-2500	
<input type="checkbox"/>	<a href="#">Elegant Kitchens</a>	Debbie Fiore	1 Mallory Ave	Jersey City, NJ	07305	(201) 332-5047	
<input type="checkbox"/>	<a href="#">Flexible Architecture</a>	Tom Famularo	170 Wood Ave S # 4	Iselin, NJ	08830	(732) 225-0008	
<input type="checkbox"/>	<a href="#">Flo-Dar Inc</a>	Martin C Flohs	55 State Route 35	Keyport, NJ	07735	(732) 566-0691	
<input type="checkbox"/>	<a href="#">General Office Interiors</a>	Peter Debease	50 Cardinal Dr # 101	Westfield, NJ	07090	(908) 688-9400	
<input type="checkbox"/>	<a href="#">Greenbaum Interiors LLC</a>	Joseph Greenbaum	101 Washington St	Paterson, NJ	07505	(973) 279-3000	
<input type="checkbox"/>	<a href="#">Gruskin Group</a>	Kenneth Gruskin	294 Morris Ave	Springfield, NJ	07081	(973) 376-4411	
<input type="checkbox"/>	<a href="#">Hammer &amp; Nail Inc</a>	Bart Lidsky	164 Burnt Meadow Rd	Ringwood, NJ	07456	(201) 444-1650	
<input type="checkbox"/>	<a href="#">Home Magic LLC</a>	Thomas Dalak	395 State Route 18 # A	East Brunswick, NJ	08816	(732) 372-7218	

# The Prospecting List on Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Company Name	Executive First	Executive Last Name	Address	City	State	ZIP Code	Credit Score	Executive Gender	Executive Title	Location Employees	Location Sales	Phone Number
2	360 Media Innovations	Chima	Gale	1511 Stuyvesant Ave # A	Union	NJ	07083	B+	Male	President	5 to 9	\$1-2.5 Million	(201) 228-0941
3	Amc Granite & Cabinetry LLC			61 E Railway Ave	Paterson	NJ	07503	A			5 to 9	\$1-2.5 Million	(973) 278-0200
4	Appel Design Group PA	Larry	Appel	2444 Morris Ave # 203	Union	NJ	07083	A+	Male	Owner	10 to 19	\$1-2.5 Million	(908) 686-2230
5	Artistic Kitchens & Baths			1233 Belmont Ave	North Haledon	NJ	07508	B			5 to 9	\$1-2.5 Million	(973) 949-4636
6	Aztec Corp	Charles	Logan	517 US Highway 1 S # 2001	Iselin	NJ	08830	A	Male	Owner	10 to 19	\$1-2.5 Million	(732) 636-8989
7	B & B Maintenance	Mike	Venevento	55 Hearthstone Ave	Fords	NJ	08863	A	Male	Owner	5 to 9	\$1-2.5 Million	(732) 225-5521
8	Bamco Inc	Michael	Biviano	30 Baekeland Ave	Middlesex	NJ	08846	A+	Male	Owner	50 to 99	\$10-20 Million	(732) 302-0889
9	Berkowsky & Assoc Inc	Mark	Berkowsky	2551 US Highway 130	Cranbury	NJ	08512	A+	Male	President	10 to 19	\$1-2.5 Million	(609) 655-2400
10	Bj Mcglone & Co Inc	Brian	Mcglone	40 Brunswick Ave	Edison	NJ	08817	A	Male	Owner	10 to 19	\$1-2.5 Million	(732) 287-8600
11	Bkc Of Westfield LLC	William	Dietze	401 Cumberland St	Westfield	NJ	07090	B+	Male	President	1 to 4	\$1-2.5 Million	(908) 789-1828
12	Breslow Home Design-Hq	Jason	Shaw	65 Brown Ave	Springfield	NJ	07081	A	Male	President	10 to 19	\$1-2.5 Million	(973) 992-2333
13	Buckman Architectural Group	David W	Buckman	1127 Watchung Ave	Plainfield	NJ	07060	A	Male	President	5 to 9	\$1-2.5 Million	(908) 241-3457
14	Cornerstone Architectural	Robert M	Longo	202 Hamilton Blvd	South Plainfield	NJ	07080	A+	Male	Owner	5 to 9	\$1-2.5 Million	(908) 753-7004
15	Cortinas Extravaganza	Luis	Barranco	179 Jefferson St	Passaic	NJ	07055	B+	Male	Manager	1 to 4	\$1-2.5 Million	(973) 773-6000
16	Di Cara-Rubino Architects	Germano	Rubino	30 Galesi Dr # 200	Wayne	NJ	07470	A+	Male	Partner	20 to 49	\$2.5-5 Million	(973) 256-0202
17	Dicara Rubino Architects	Jerry	Rubino	3 Westbrook Corporate Ctr	Wayne	NJ	07470	A+	Male	Principal	20 to 49	\$2.5-5 Million	(973) 256-0202
18	Economy Kitchens & Baths	Jay	Taback	1716 E 2nd St	Scotch Plains	NJ	07076	A	Male	Owner	20 to 49	\$2.5-5 Million	(732) 382-2500
19	Elegant Kitchens	Debbie	Fiore	1 Mallory Ave	Jersey City	NJ	07305	B+	Female	Owner	20 to 49	\$5-10 Million	(201) 332-5047
20	Flexible Architecture	Tom	Famularo	170 Wood Ave S # 4	Iselin	NJ	08830	A	Male	CEO	100 to 249	\$20-50 Million	(732) 225-0008
21	Flo-Dar Inc	Martin C	Flohs	55 State Route 35	Keyport	NJ	07735	B+	Male	Owner	5 to 9	\$2.5-5 Million	(732) 566-0691
22	General Office Interiors	Peter	Debease	50 Cardinal Dr # 101	Westfield	NJ	07090	A	Male	President	10 to 19	\$1-2.5 Million	(908) 688-9400
23	Greenbaum Interiors LLC	Joseph	Greenbaum	101 Washington St	Paterson	NJ	07505	A	Male	Owner	50 to 99	\$5-10 Million	(973) 279-3000
24	Gruskin Group	Kenneth	Gruskin	294 Morris Ave	Springfield	NJ	07081	A+	Male	Owner	50 to 99	\$5-10 Million	(973) 376-4411
25	Hammer & Nail Inc	Bart	Lidsky	164 Burnt Meadow Rd	Ringwood	NJ	07456	B+	Male	President	1 to 4	\$1-2.5 Million	(201) 444-1650
26	Home Magic LLC	Thomas	Dalak	395 State Route 18 # A	East Brunswick	NJ	08816	A	Male	Owner	10 to 19	\$2.5-5 Million	(732) 372-7218

# IBIS Reports

IBIS World provides a wide range of industry research solutions. From industry research to data mining tools to negotiation-level Q&As.

- Industry Research
- iExpert Summaries
- API Solutions
- Risk Ratings
- Financial Ratios
- Industry Wizard



# IBIS Navigation

- About
  - Industry Definition
  - Supply Chain
  - Major Players
  - Main Activities
  - Similar Industries
  - Additional Resources
  - Industry Jargon
  - Glossary

# IBIS Report Sample

The screenshot shows a web browser displaying an IBISWorld report. The browser's address bar shows the URL: my-ibisworld-com.proxy-library.ashford.edu/us/en/industry/44-45/industry-at-a-glance. The IBISWorld logo is at the top left, with the tagline 'WHERE KNOWLEDGE IS POWER'. The navigation menu includes 'Industry Research', 'Expert Tools', and 'COVID-19'. A search bar is located at the top right.

The report title is 'Retail Trade in the US' with a download icon. Below the title, it says 'Report by: Brigette Thomas | July 2021'. The main heading is 'Industry at a Glance'.

**Key Statistics**

- \$5.4TR REVENUE**
- Annual Growth 2016-2021: -0.2%
- Annual Growth 2021-2026: 3.2%
- \$165.9BN PROFIT**
- Annual Growth 2016-2021: (partially visible)

**Key External Drivers** (% = 2016-21 Annual Growth)

0.7%	3.3%	3.3%
National unemployment rate	Consumer confidence index	Per capita disposable income
0.6%	2.4%	0.5%
Number of households	Consumer spending	Population

At the bottom of the report, there are sections for 'Industry Structure' and 'SWOT in the Industry'.

# IBIS Report Sample

The screenshot displays the IBISWorld website interface. The browser address bar shows the URL: [my-ibisworld-com.proxy-library.ashford.edu/us/en/industry/44-45/industry-at-a-glance](https://my-ibisworld-com.proxy-library.ashford.edu/us/en/industry/44-45/industry-at-a-glance). The website header includes the IBISWorld logo, navigation menus for 'Industry Research', 'Expert Tools', and 'COVID-19', and a search bar.

The main content area is titled 'US INDUSTRY (NAICS) REPORT 44-45 Retail Trade in the US'. The report is by Brigette Thomas, dated July 2021. A sidebar on the left lists navigation options: Industry Outlook, Products & Markets, Competitive Landscape, Major Companies, Operating Conditions, and Key Statistics.

Key financial metrics are displayed:

- Profit:** \$165.9BN (Annual Growth 2016-2021: -2.0%)
- Profit Margin:** 3.1% (Annual Growth 2016-2021: -0.3pp)

The 'households' section includes:

- Industry Structure:**
  - POSITIVE IMPACT:** Capital Intensity Low, Concentration Low, Industry Globalization Low / Steady
  - MIXED IMPACT:** Life Cycle Mature
- SWOT in the Industry:**
  - STRENGTHS (S):** Low Customer Class Concentration, Low Product/Service Concentration, Low Capital Requirements
  - WEAKNESSES (W):** Low Profit vs. Sector Average

The Windows taskbar at the bottom shows the search bar, taskbar icons for File Explorer, Word, Excel, PowerPoint, Chrome, and Outlook, and system tray information: 82°F Sunny, 11:06 AM, 9/13/2021.

# Contact Us!

- Mary Adelman  
[madelman@ucedc.com](mailto:madelman@ucedc.com)
- Jairo Borja  
[jborja@ucedc.com](mailto:jborja@ucedc.com)
- Alejandro Cruz  
[acruz@ucedc.com](mailto:acruz@ucedc.com)
- Timothy Moore  
[tmoore@ucedc.com](mailto:tmoore@ucedc.com)
- Joe Lamberti  
[jlamberti@ucedc.com](mailto:jlamberti@ucedc.com)



[www.ucedc.com](http://www.ucedc.com)



# HCEDC

Hudson County  
Economic Development  
Corporation

## **See you Soon!** **We're here to assist!** **WEBINAR and IN-PERSON**

For more information about HCEDC please contact  
Rosennies Feliz at 201-369-4370.

Para obtener mas información, póngase en contacto con  
Rosennies Feliz en 201-369-4370.

For more information about UCEDC, please contact Dr.  
Jairo Borja at 908-527-1166. Para obtener mas  
información de UCEDC, por favor póngase en contacto  
con Dr. Jairo Borja al 908-527-1166.

#### SUPPORTED BY

County Executive  
Thomas A. DeGise and the  
Board of County Commissioners



#### IN PARTNERSHIP WITH

North Bergen  
Mayor Nicholas J. Sacco  
Library Director Sai Rao



#### OUR TRAINING PARTNER



A Non-Profit Economic Development Corporation

#### CONTACT US

830 Bergen Avenue  
Jersey City, NJ 07306  
201-369-4370



Hudson County  
Economic Development  
Corporation

# Marketing Research For Small Business

Questions?  
Comments?  
Feedback?